

BROADCASTING
TELECASTING

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BROADCASTING YEARBOOK

1952

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TELECASTING
YEARBOOK

1952 BROADCASTING
Yearbook Number

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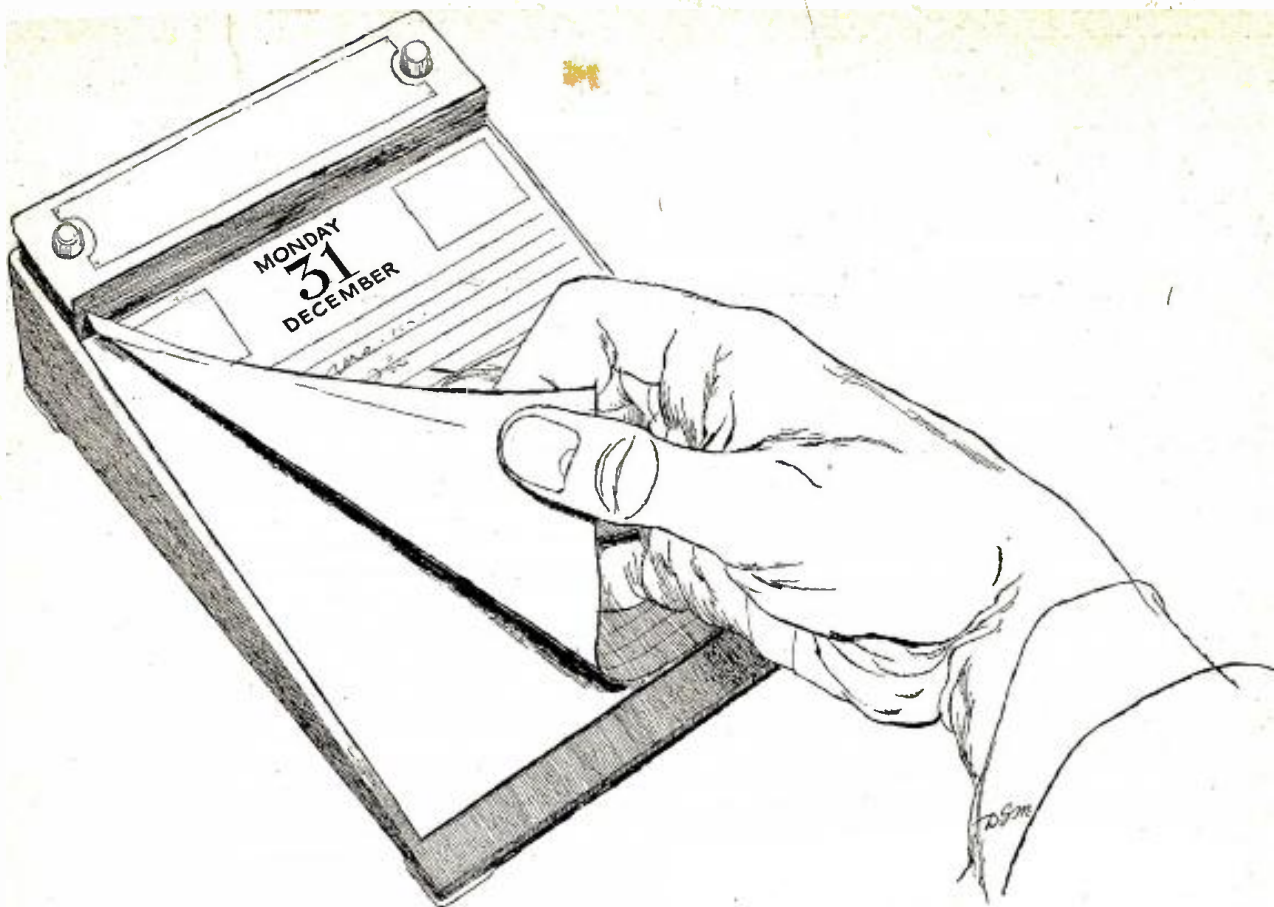
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Federal Security Agency

Federal Telecommunications Labs
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Friendly Group

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As the year ended...

TRADITIONALLY, year's end is a time for taking stock, for adding up a final score.

The score at Young and Rubicam shows that again in 1951 there was a sizable increase in the amount of dollars placed through our agency with television networks and individual local stations.

It also shows that, as the year ended, Young and Rubicam was placing the following radio and television shows for its clients:

TELEVISION SHOWS

"Whiteman Review" for the Goodyear Tire and Rubber Company, Inc.
 "Young Mr. Bobbin" for the General Foods Corporation.
 "Goodyear Television Playhouse" for the Goodyear Tire and Rubber Company, Inc.
 "Mr. District Attorney" for the Bristol-Myers Company.
 "Arthur Godfrey's 'Talent Scouts'" for Thomas J. Lipton, Inc.
 "'News to Me'" for the General Foods Corporation.
 "The White Owl Sports Spot" for the General Cigar Company.
 "Crimmer Time" for Cluett, Peabody & Co.
 "The People" for the Gulf Oil Corporation.
 "The House of Stars" for the Jos. Schlitz Brewing Company.

"Bigelow Theatre" for the Bigelow-Sanford Carpet Company, Inc.
 "Roy Rogers" for the General Foods Corporation.

DAYTIME TELEVISION

"Kate Smith Show" for the Singer Sewing Machine Company.
 "Kate Smith Show" for the Simmons Company.
 "Garry Moore" for the General Electric Company.
 "Bert Parks Show" for the General Foods Corporation.
 "Bill Goodwin Show" for the General Electric Company.
 "Kate Smith Show" for Hunt Foods Inc.
 "Kate Smith Show" for Cannon Mills, Inc.
 "Kate Smith Show" for Johnson & Johnson.

RADIO SHOWS

Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.

"Halls of Ivy" for the Jos. Schlitz Brewing Company.
 "Counterspy" for the Gulf Oil Corporation.
 "Mr. District Attorney" for the Bristol-Myers Company.
 "Hopalong Cassidy" for the General Foods Corporation.
 "Gangbusters" for the General Foods Corporation.
 "Allan Jackson & the News" for the Metropolitan Insurance Company.

DAYTIME RADIO

"Give & Take" for Cannon Mills, Inc.
 "Don McNeill's 'Breakfast Club'" for the General Foods Corporation.
 "Second Mrs. Burton" for the General Foods Corporation.
 "Brighter Day" for the Procter & Gamble Corporation.
 "Lorenzo Jones" for the Procter & Gamble Corporation.
 "Nancy Dixon" for Sanforized Division of Cluett Peabody & Co.

YOUNG & RUBICAM, Inc.

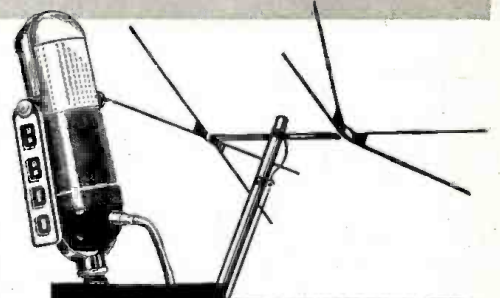
ADVERTISING

New York Chicago
 Montreal

B B D O

RADIO AND TELEVISION

NATIONAL NETWORK PROGRAMS



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1351
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071

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"
"Meet the Champ"

TELEVISION

**DE SOTO-PLYMOUTH DEALERS
OF AMERICA**
"The Groucho Marx Show—
You Bet Your Life"

TELEVISION

MINNESOTA MINING & MFG. CO.
"Scotch" Brand Cellophane Tape
"Juvenile Jury"

RADIO

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
"The Jack Benny Program"
"Your Hit Parade"
"Kenneth Banghart and the News"

RADIO

**DE SOTO-PLYMOUTH DEALERS
OF AMERICA**
"The Groucho Marx Show—
You Bet Your Life"

TELEVISION

PENICK & FORD CO., INC.
My-T-Fine Pudding
"Ruth Lyons' Fifty Club"
(Participating)

TELEVISION

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

RADIO

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

RADIO

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

RADIO

ARMSTRONG CORK COMPANY
Quaker Rugs
"Theatre of Today"

TELEVISION

GENERAL ELECTRIC COMPANY
"The Fred Waring Show"

RADIO

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

RADIO

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

TELEVISION

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

RADIO

WILDROOT COMPANY, INC.
*Wildroot Cream-Oil Hair Tonic and
Wildroot Liquid Cream Shampoo*
"The F. B. I. in Peace and War"
"The Shadow"

TELEVISION

CURTIS PUBLISHING COMPANY
The Saturday Evening Post
"Keep Posted"

RADIO

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

BATTEN, BARTON, DURSTINE & OSBORN, INC. Advertising

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

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 Editor and Publisher

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NEW YORK BUREAU

488 Madison Ave., Zone 22, Plaza 5-8355; **EDITORIAL:** Rufus Crater, New York Editor; Florence Small, Agency Editor; Dorothy Munster, William Rucht, Liz Thackston. **Bruce Robertson, Senior Associate Editor**
ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Central 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, HEMPSTEAD 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas.

TORONTO

417 Harbour Commission, EMpire 4-0775; James Montagnes. **BROADCASTING* Magazine** was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*. The News Magazine of the Fifth Estate Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933. *Reg. U. S. Patent Office

Annual subscription for 52 weekly issues \$7.00.
 Annual subscription including BROADCASTING Yearbook (53rd issue) \$9.00, or TELECASTING Yearbook (54th issue) \$9.00.
 Annual subscription to BROADCASTING • TELECASTING including 54 issues \$11.00.
 Add \$1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues \$5.00 per copy.

WHY WE BELIEVE IN RADIO AND TELEVISION

BECAUSE their primary function is to operate in the public interest.

BECAUSE they have become important cultural and social forces in our American way of life.

More than 9 out of 10 American families are influenced by them every day.

BECAUSE they have given us, and our clients, two of the most useful of all media for selling people by *telling* people.

There is no more intimate means of communication than the human voice.

BECAUSE in *their* unlimited future of spontaneous, educational, sales-producing entertainment . . . lies *our* future, too!

FOOTE, CONE & BELDING

NEW YORK • CHICAGO
LOS ANGELES • HOLLYWOOD • SAN FRANCISCO
HOUSTON

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ABBREVIATIONS IN 1952 YEARBOOK

EXECUTIVE PERSONNEL

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 engng.
Director of Operations	d of opers.
Executive Officer	exec. officer
Executive Owner	exec. o
Executive Producer	exec. prod.
Executive Vice President	evp
Facility Director	facility d
Film 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 opers.
Managing Director	mgng. d
National Commercial Manager	natl. cm
News Director	nd
Office Manager	office m
Owner	o
Partner	ptrn.
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

Promotion Manager	pmm
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	sls. 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	sta. m
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	wd

TRANSCRIPTION LIBRARIES

Associated	Assoc.
Capitol	Cap.
Cole	Cole
Lang-Worth	LW
MacGregor	Mac.
SESAC	SES.
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.
Temco	Tem.
Western Electric	WE
Westinghouse	WH



19th Year

Monday through Friday
ABC 8 to 9 A.M., CST

**SWIFT
PHILCO
JELL-O**

"Be Good to Yourself"

is the wish of

DON McNEILL

TOASTMASTER of THE

Breakfast Club



You can get too fascinated!

Doing TV commercials is a fascinating business.

In some ways, it can be too fascinating.

That is, a lot of people get so excited about barn-door wipes, supered words, zoomar lenses and stop motion that they forget what the main point of TV really is.

The main point, of course, is selling. Good, simple, clear-cut selling.

Frankly, we're very proud of the way McCann-Erickson commercials sell.



Here's an example:

A McCann-Erickson client with a big-time TV show recently made a special check on his retail sales.

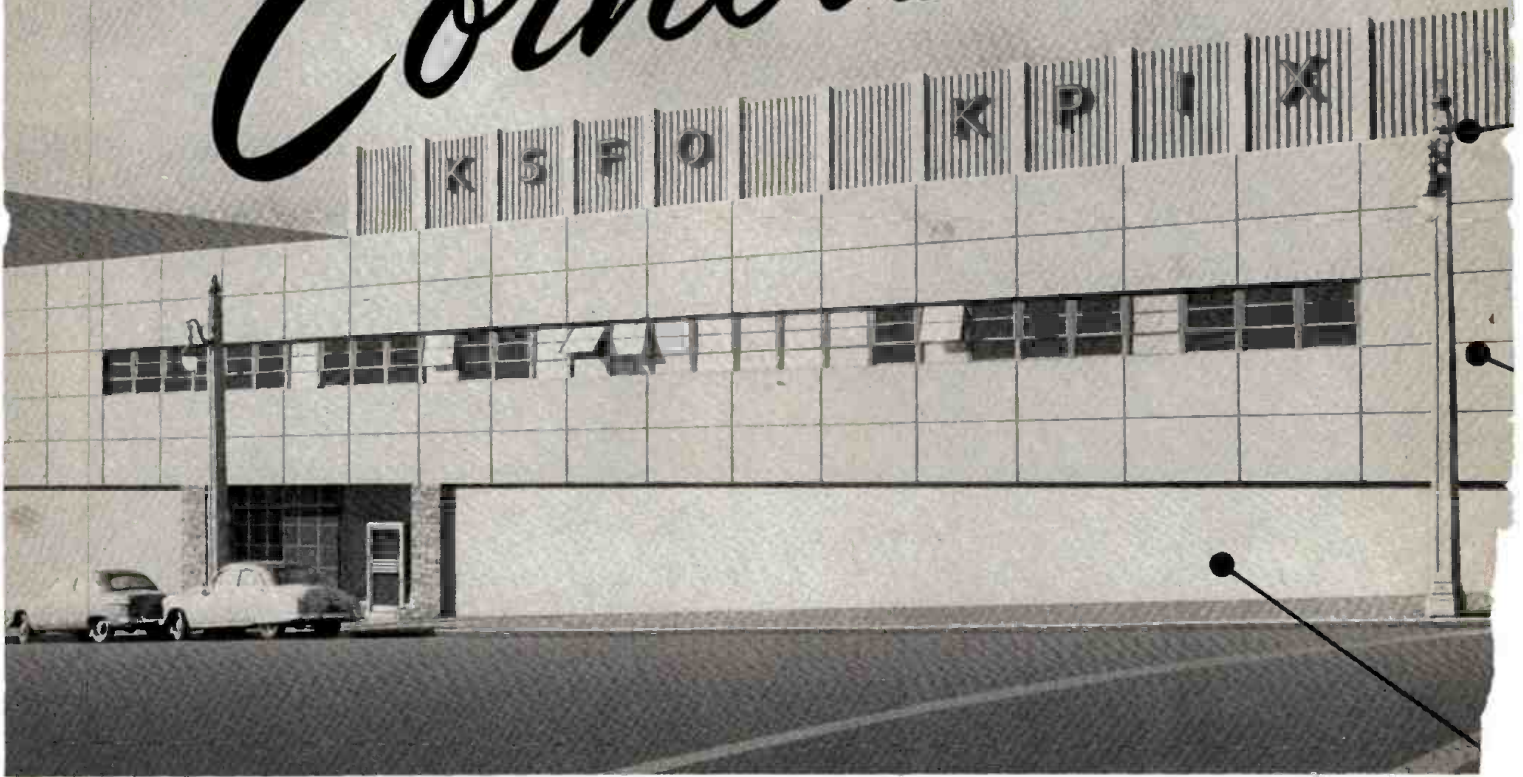
He found that as a result of one program in one market, he sold \$161,672 worth of merchandise in one week— at an advertising cost of only 2%.

McCann-Erickson, Inc.

Advertising

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

Cornerstone...



Here is the finest building of its kind in America.

It is the brand new home of Northern California's oldest radio station... and the area's leading independent... KSFO, and of San Francisco's pioneer television station... KPIX.

But more than that, to those whose thoughts look to the years to come, the building itself is the cornerstone of a structure of faith in the future... faith in radio, faith in television, in the great markets these stations serve, but most of all of faith in that inspiring way of life to which all Americans are dedicated.

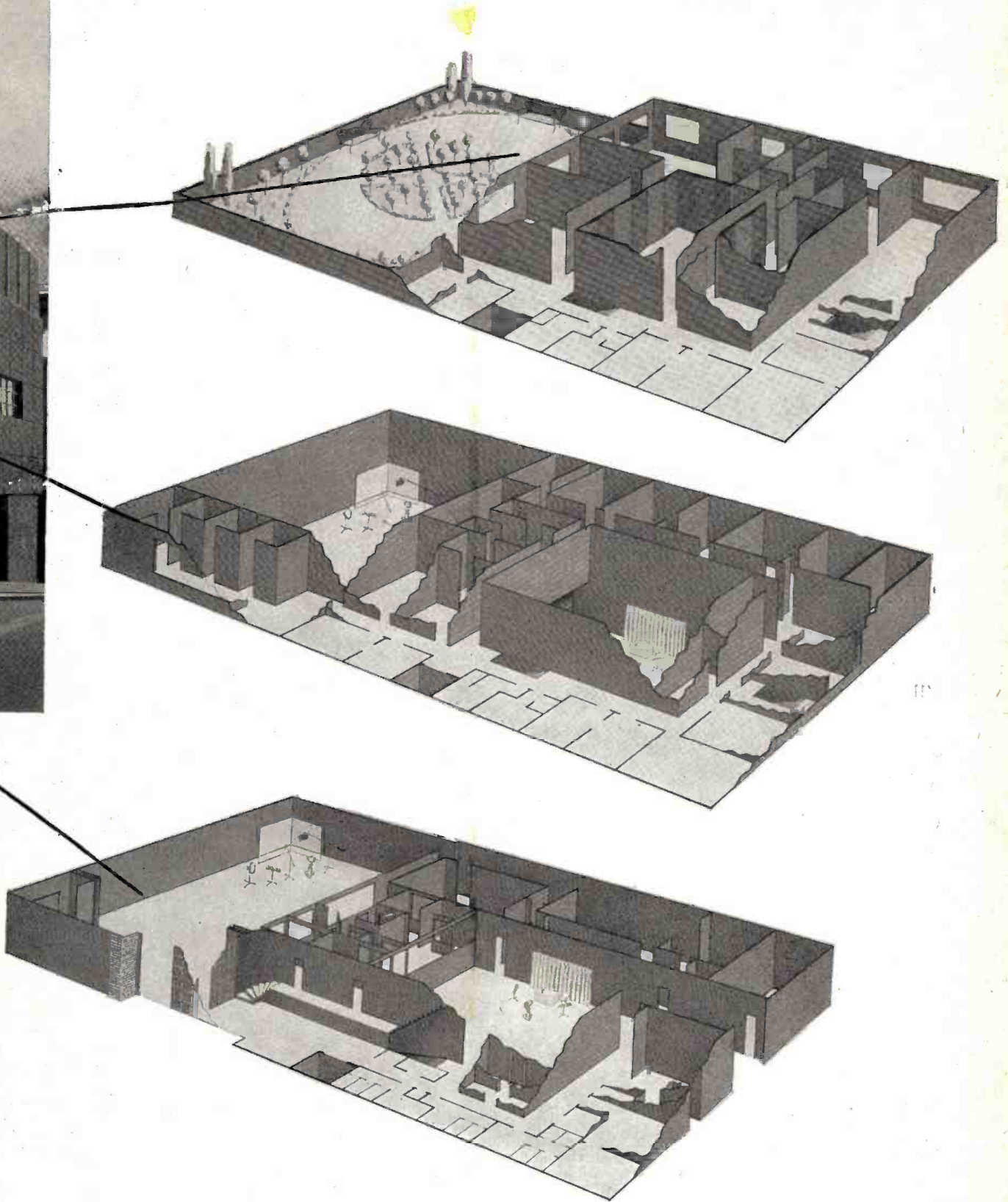


KPIX

CHANNEL 5

REPRESENTED BY THE KATZ AGENCY
...affiliated with CBS and DuMont Television Networks

Van Ness Avenue at



KSFO

560 KILOCYCLES
REPRESENTED BY HEADLEY-REED COMPANY

Greenwich • San Francisco

FREE & PETERS INC.



Pioneer **RADIO** Station Representatives

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
.....			
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte,	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	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	ABC	10,000
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

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 444 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	HOLLYWOOD 6331 Hollywood Blvd. Hollywood 9-2151	SAN FRANCISCO Russ Building Sntter 1-3798
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BROADCASTING YEARBOOK 1952

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Analysis of 1951 Radio Advertising

CONTINUING to rise as they have each year since 1937, when records first became available, radio net time sales in 1951 reached \$485.4 million—nearly \$32 million more than they were in 1950.

The 7% rise in radio time billings was achieved despite the spectacular growth of television and a concerted effort by many important advertisers to drive down radio rates. In the face of such obstacles, advertisers spent more money in radio in 1951 than ever before.

It should be pointed out that these figures represent only receipts from the sale of time and do not include the very large sums spent on talent and production. It is possible that if these other expenditures were added in, the total of radio business in 1951 would be about \$200 million more. McCann-Erickson's Central Research Dept., estimating advertising expenditures for *Printers' Ink*, puts the total radio advertising bill at \$690 million.

1951 Follows Trend

Radio time sales in 1951 followed generally a trend that has been evident since 1948. Network revenue declined; local and national spot advertising rose sharply. In 1951, for the first time, spot billings outran network business—\$134.2 million for spot to \$116.6 million for national networks.

Local advertising made up a whopping 46.8% of all the time sales on radio. At \$227.4 million, it was bigger than the total radio time volume only 10 years before. Local sales were up 11.4% over 1950.

Spot was up 13.1% over 1950. National network business fell off 6.4% from the year before, due partly to the 10-15% rate reductions that ABC, CBS, MBS and NBC adopted in mid-year, and the decline was in a pattern that began after 1948 when radio networks hit the high water mark of \$133.7 million in time billings. Since then, their revenue has been decreasing.

With the exception of one year (1938 when local billings of \$32.6 million fell below the \$35.7 million of the year before) both local and spot time sales have risen steadily.

Regional and miscellaneous network business, always in very much smaller volume than the other

EDITOR'S NOTE: Estimated radio net time sales for 1951 are based on data gathered in a survey of a large and statistically reliable sample of all classes of stations. The formula for computing totals was originally developed for BROADCASTING by Dr. Herman S. Hettinger, nationally-known economist. Statistical information was audited by Sinrod & Tash, Washington certified public accountants, who delivered to BROADCASTING only weighted averages in each station and business category, in conformity with the canons of the American Institute of Certified Public Accountants. This method of estimating net time sales has been proved highly accurate through the years. For example, the total sales for 1950 estimated by BROADCASTING in January, 1951, were within one-tenth of one percent of the official tabulation issued by the FCC for 1950 in January, 1952, a year later.

TABLE I
RADIO NET TIME SALES 1950-1951

Class of Business	1950	% Total	1951 (Estimated)	% Total
National Network	\$124,633,089	27.5	\$116,641,381	24.0
Regional & Miscellaneous Network	6,897,127	1.5	7,125,000	1.5
National & Regional Non-Network	118,823,880	26.2	134,291,439	27.7
Local	203,210,834	44.8	227,434,786	46.8
TOTAL	\$453,564,930	100.0	\$485,482,606	100.0

three categories of radio time sales, were \$7.1 million in 1951, 3.3% bigger than in 1950. Included in this category is revenue from special networks arranged for sports broadcasting as well as from permanent regional organizations.

These net time sales figures represent gross billings after reductions for frequency and promotional discounts but before allowances for commissions paid to agencies, national sales representatives and others, which broadcasters count as an expense of sale.

Time Sales Up \$150 Million

Time sales since World War II (from 1946 through 1951) have increased by more than \$150 million in annual volume, from \$334 million in 1946 to \$485.4 million in 1951. This does not mean, however, that individual broadcasters have profited accordingly.

In the same period some 1200-odd AM stations have gone on the air. What has happened is that the pot has grown richer by \$150 million a year, but many more people are dipping into it.

At the end of 1946, 1,062 AM stations were licensed. Split the total time sales volume that year 1,062 ways, and you find the "average" station time sales were \$314,575. (This, of course, ignores the fact that both national and regional

getting smaller.)

The next year, 1947, total volume was \$374 million, but at the end of that year 1,522 stations were on the air—meaning the "average" volume per station had decreased to \$245,786.

In 1948, total volume was up to \$416.7 million, but by the end of that year 1,865 stations were licensed, and the "average" was cut to \$223,442.

In 1949, total volume rose slightly—to \$425.3 million—but at year's end there were 2,048 stations licensed, meaning an "average" take of \$207,693.

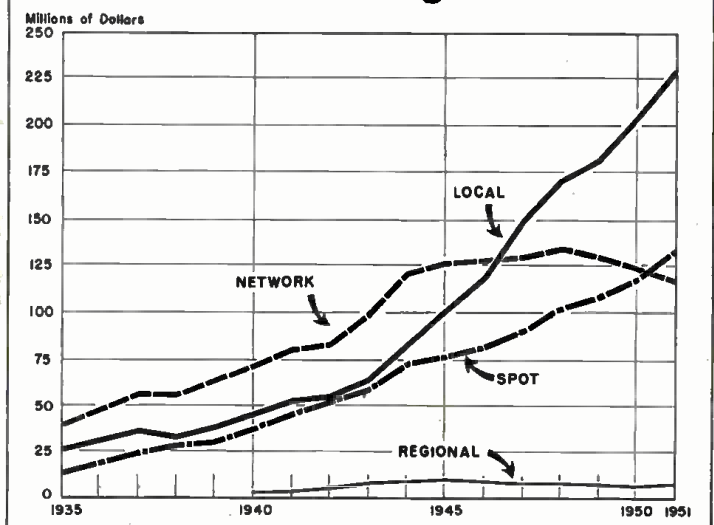
1950 Low Point in "Average"

1950 marked the low point in "average" business for individual stations, according to this reckoning. With total volume at \$453.5 million and 2,199 stations licensed at the end of the year, the "average" was down to \$206,714.

The curve turned upward last year, when total volume was \$485.4 million, which, divided by the 2,300 stations licensed at the end of the year, meant \$211,083 per station.

(Continued on page 14)

Radio Advertising 1935-'51



HERE'S the way time sales in the four major categories—national network, regional network, spot and local—have fared year by year. For specific figures, see Table II, page 14.

Analysis

(Continued from page 13)

Summed up, since World War II, total radio time receipts have increased by 45%, but the number of AM stations has more than doubled; has, to be exact, risen by 116%.

(For official tabulations of the number of stations licensed, year by year, see page 55.)

FM revenues are not treated independently in this article since the total FM volume from time sales is not large enough to be accurately estimated by the sample method.

Gross Billings

Gross time billings, as estimated by BROADCASTING, were \$723,810,000 in 1951, compared with \$672,551,000 in 1950 (see Tables III and IV). These figures, representing all time sold, valued at the one-time advertising rate, are useful chiefly for comparisons with other media whose gross billings, similarly computed, are recorded by Publishers Information Bureau.

Radio, by that yardstick, was miles ahead of magazines and Sunday newspaper supplements. The total gross advertising in the some 100 general and national farm magazines included in PIB figures was \$511.2 million in 1951, some \$212.6 million shy of radio's gross billings.

Sunday newspaper supplements, according to PIB, had gross billings of \$59.5 million in 1951. No

TABLE IV

ESTIMATED RADIO GROSS BILLINGS 1927-1951 (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	25,484	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
1945	190,747	288,583	479,330
1946	193,010	319,400	512,410
1947	190,930	364,470	555,400
1948	198,996	417,600	616,500
1949	187,800	441,200	629,000
1950	183,069	489,482	672,551
1951	174,924	548,886	723,810

TABLE II

RADIO NET TIME SALES—1935-1951

Year	Increase over National previous year		Increase over Regional previous year		Increase over National Non-Network previous year		Increase over Local previous year		Increase over Total previous year	
	Network	%	Network	%	Network	%	Local	%	Total	%
1935 ¹	\$39,737,867	1	\$13,805,200	\$26,074,476	\$79,617,543
1936 ²
1937	56,192,396	41.4	2,854,047	23,117,138	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	28,109,185	21.6	32,657,349	(-8.7)	117,379,459	0.6
1939	62,621,689	10.6	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940*	71,919,428	13.1	1,869,583	37,140,444	23.8	44,758,792	20.0	155,686,247	20.5
1941	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
1942	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
1943	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
1944	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
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
1946	126,737,727	0.8	8,043,381	-3.1	82,917,505	8.1	116,380,301	16.6	334,078,914	7.6
1947	127,713,942	0.8	7,012,689	-12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	133,723,098	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	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
1950	124,633,069	-3.3	6,897,127	15.0	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1951†	116,641,381	-6.4	7,125,000	3.3	134,291,439	13.1	227,434,786	11.4	485,492,606	7.0

¹ Nation-wide and regional networks combined.
² Data not available.

* Figures prior to this date not comparable in all categories.
† 1951 figures estimated.

newspaper dollar figures comparable either with radio net time sales or gross billings are available.

Radio Network Advertising By Class of Product (Table V)

The biggest spending on radio networks in 1951 was done by advertisers in the food and food products group, traditionally the business from which networks derive their most revenue. This class of

work budgets in 1951. Food advertising was down from \$44.8 million to \$42.5 million; drugs were down from \$24.4 million to \$22.3 million; smoking materials down

from \$22.4 million to \$20.3 million, and soaps from \$20.7 million to \$17.9 million. Toiletries advertisers, however, boosted their spending from \$25.7 million to \$26.2 million.

TABLE V RADIO NETWORK GROSS EXPENDITURES BY PRODUCT GROUPS

Product Groups	1950		1951	
	Gross Billings	% Total	Est. Gross Billings	% Total
1. Agriculture & Farming	\$ 972,781	.5	\$ 648,500	.4
2. Apparel, Footwear & Access.	1,508,237	.8	651,600	.4
3. Automotive, Automotive Equip. & Access.	5,009,076	2.7	4,188,100	2.4
4. Aviation, Aviation Equip. & Access.
5. Beer, Wine & Liquor	2,774,866	1.5	3,406,100	1.9
6. Building Material, Equip. & Fixtures	1,322,279	.7	1,405,900	.8
7. Confectionery & Soft Drinks	6,147,725	3.4	6,131,400	3.5
8. Consumer Services	1,896,271	1.0	2,771,200	1.6
9. Drugs & Remedies	24,433,274	13.3	22,357,700	12.8
10. Entertainment & Amusements	5,619	—	6,900	—
11. Food & Food Products	44,861,425	24.5	42,535,700	24.3
12. Gasoline, Lubricants & Other Fuels	5,508,787	3.0	5,717,800	3.3
13. Horticulture	105,696	—	116,700	—
14. Household Equip. & Supplies	3,085,968	1.7	2,967,600	1.7
15. Household Furnishings	600,557	.3	966,100	.6
16. Industrial Materials	2,146,246	1.2	2,073,600	1.2
17. Insurance	2,852,728	1.6	3,212,400	1.8
18. Jewelry, Optical Goods & Cameras	1,167,309	.6	1,157,700	.7
19. Office Equipment, Writing Supplies & Stationery	1,282,246	.7	622,200	.3
20. Political	281,513	.2
21. Publishing & Media	663,147	.4	357,300	.2
22. Radios, TV Sets, Phonographs, Musical Instruments & Access.	1,232,294	.7	2,827,200	1.6
23. Retail Stores & Shops	46,136	—	41,000	—
24. Smoking Materials	22,488,587	12.3	20,370,300	11.6
25. Soaps, Cleansers & Polishers	20,700,173	11.3	17,965,200	10.3
26. Sporting Goods & Toys	29,614	—	23,100	—
27. Toiletries	25,783,015	14.1	26,205,100	15.0
28. Transportation, Travel & Resorts	870,332	.5	1,238,600	.7
29. Miscellaneous	5,293,156	2.9	4,959,000	2.8
TOTAL	\$183,069,037	\$174,924,000

*% will not necessarily add to 100 because of rounding.

sponsors contributed almost one-fourth of the total radio network volume—24.3%.

The other four groups that made up the top five contributors to networks were toiletries, 15% of the total network volume; drugs, 12.8%; smoking materials, 11.6%, and soaps, 10.3%—the same ranking that they held in 1950.

Total radio network gross billings (which do not include figures for the recently expanded Liberty Broadcasting System) were \$174,924,000 in 1951, compared with \$183,069,037 the year before. With one exception—toiletries—the advertisers in the heavy-spending product groups reduced their net-

99 MILLION

\$30,000,000-*Over*
160,000

18 of the 20 top-rated

"in 40% less

POPULATION 3,645,715

15' 7³/₄"



+19.0
- 4.3
++
+77.7
- 0.4

HOOPER RATINGS

91.5%

30¢
U.S. and
CANADA

30 days hath September

To a Time-Buyer

Up to His Ears

in Statistics \$4

44 out of 48
daytime quarter hours

competition by a
Station B, 5 to 1

	B	C	Other
23.3	50.8	25.3	23.8
23.3	64.9	19.1	15.7
38.1	74.4	13.1	11.9
40.8	67.5	9.1	20.4
			3.1



We have nothing against the mathematical approach. It serves a purpose and it serves it well—and using slide rule, Comptometer, abacus, or counting on our fingers, we can prove that WMT is an excellent buy in an excellent market. But . . .

But figures can't measure the entelechy of a station. How do you weigh the rapport which prompts a listener to report that his day isn't over until he hears "good night" from WMT? How do you measure the co-operative spirit which motivates WMT listeners? In the last March of Dimes drive our 270-lb. sports director wanted to raise his weight in dimes—\$4900 in folding money. Listeners contributed five times his weight.

How do you score the community spirit which causes listeners to depend on WMT for help? During a recent baling wire (for hay) shortage WMT broadcast a plea for the stuff—and served as a clearing house to enable have-nots to get it from haves.

What's our entelechy? It's public service and farm service; It's market reports and sports news—not just the big press wire dope, but also what we dig up ourselves about local games. It's frost-warnings and storm-signals. It's national and international—and county and township—news. It's bigtime CBS programming—and around-the-corner square dances. It's the high regard which makes Eastern Iowans say, "I was brought up on WMT." It's beyond statistics.

*\$204,800.93

Of 45

ONLY 10

5000 watts



BUTTERFIELD 8

600
Kilocycles

No. 1

5000 WATTS
600 KC
DAY & NIGHT



BASIC CBS
RADIO NETWORK

Represented Nationally by the Katz Agency

Completely...

Effectively...

Consistently...

The KMBC-KFRM the GREAT KANSAS

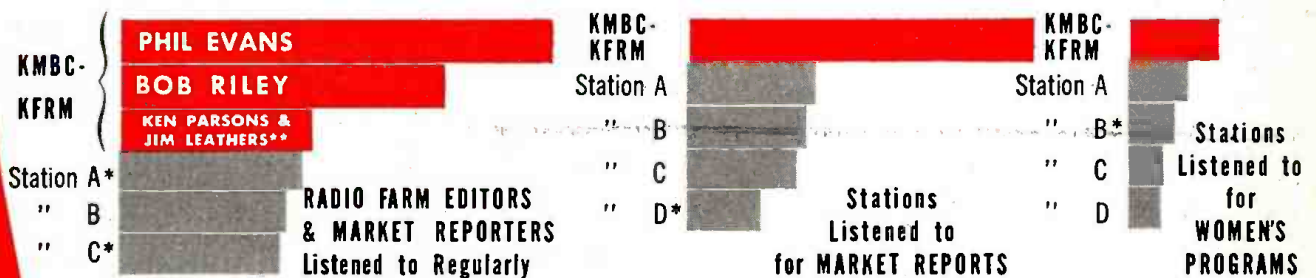


The well-known "Casey" and his rural counterpart, "Kansan," who represent The KMBC-KFRM Team, are still making broadcast history in the Heart of America.

According to the 1951 survey made at the State Fairs in Missouri and Kansas, and the American Royal in Kansas City, KMBC-KFRM personalities and farm program services remain at the top—and by a wide margin.

2,672 interviews with rural and urban listeners from 141 counties in the area served by The Team (duplications eliminated) resulted in these dramatic graphs.

The KMBC-KFRM Team Ranking, as Compared with the Other Leading Stations Is Illustrated Graphically:



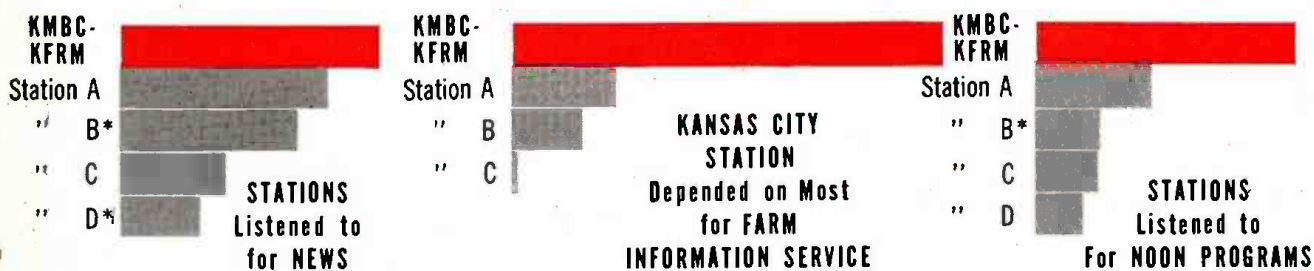
**KMBC-KFRM's News Associate Farm Director, Jim Leathers, joined The Team just before the American Royal portion of the Survey.



The **KMBC**
of KANSAS CITY
5TH OLDEST CBS AFFILIATE

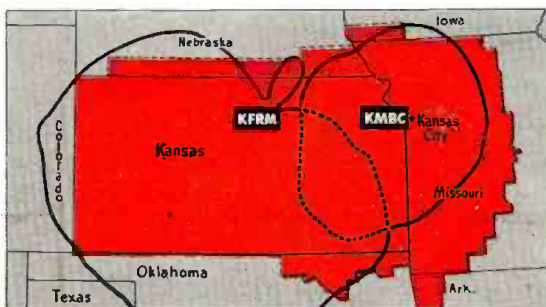
Team "Carries the Load" in CITY Primary Trade Area!

The Team Leads the Field by a wide margin in all categories:



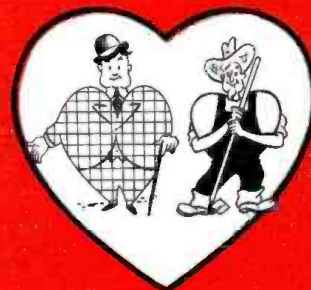
*Kansas City Stations

Year after year, survey after survey turns up the same story—KMBC-KFRM superiority in all categories. The best in radio programming combined with the finest of facilities, has built for The Team a more-than-average share of the radio audience in the Heart of America. It is this loyal audience that insures Team advertisers day in, day out, complete, effective and consistent coverage of the great Kansas City primary trade area.



The Team contours shown in black are half-millivolt daytime, and the shaded area is Kansas City's Primary Trade area.

KFRM *Team*
KANSAS FARM STATION
 PROGRAMMED FROM KANSAS CITY



1951 RADIO AUDIENCE ANALYSES

By **ARTHUR C. NIELSEN**
President, A. C. Nielsen Co.

1951 was the year when radio dug in and staged a goal-line stand. At the beginning of the year, it had been battered somewhat by attacks on its potential for advertisers, by claims of television's stealing the audience. But the networks and stations rallied to produce new evidence of the potency of the medium.

The only way to evaluate trends in the medium's size, strength, coverage, and programming aspects, as of 1951, is to examine the size and behavior of its audiences throughout the country. Here are some analyses of those trends, based on data from the minute-by-minute measurement of the Nielsen Radio Index (with pertinent TV data, for comparison purposes, from the Nielsen Television Index):

Circulation

Let's look at the size of the audience, first. As shown in Chart 1, the number of radio homes continued its growth, despite TV, reaching nearly 42 million in January 1951, an increase of 1,200,000 homes. Radio's potential was still three times that of TV, in number of homes.

For January 1952, the estimate, based on best available data, is 42,900,000 radio homes and 15,000,000 TV homes. The latter represents 35% of the radio total.

In 1951, the average radio home listened to the radio 36 minutes less per day than in 1950 (Chart 2). But this drop was partially offset by the increase in radio homes, when the total audience potential in home-hours of listening per day is considered—163 million in 1950 versus 142 million in 1951. Looking at the entire trend since

FOR LISTING of firms offering radio research see page 478.

World War II, although there has been a drop in the amount of listening per home per day since 1946, there has been an over-all increase of 6 million home-hours of listening per day.

Examining the distribution of radio and TV homes by territory (Chart 3), we find that radio follows population distribution fairly evenly, but television does not. 44.7% of TV homes are in the northeast states, and only 9.3% in the South. TV reaches 53.1% of homes in the Northeast, only 13.8% in the South, and 25.2% in the West Central states.

Television's effect on radio listening, then, is strong in the northeast and east central states, weaker elsewhere. Similarly, its ability to penetrate market regions follows these lines, being weakest in the South, West Central and Pacific Coast areas.

Although there was a drop in the amount of radio listening last year, it must be borne in mind that, from the point of view of coverage, TV's effect is still limited to its 63 market areas, and there only within the approximately 50-mile transmitter range. The advertiser seeking mass audiences must realize that almost 40% of all radio families live outside the range of TV reception. In the event of the relaxation of the FCC's freeze on new TV stations, or of the advent of ultra high frequency transmission, this picture will change radically; but meanwhile radio is the medium that penetrates to all the small towns and rural areas.

Sets in Use

Comparing the per cent of homes using radio for 1951 vs 1950, there

was a decrease throughout the day and evening (Chart 4). The drop was more noticeable at night than during the daylight hours, and this is also reflected in terms of total numbers of homes reached (Chart 5). This decrease occurred despite the increase in the total number of radio homes. It can be attributed, in part, at least, to increased TV ownership and to the more extensive broadcasting of TV shows throughout the morning and afternoon in 1951 than heretofore.

In this same table, it's significant to note that the hour of heaviest radio usage of day or night is 1-2 p.m., New York Time. Its 8,716,000 homes top the peak evening hours, 8-10 p.m., for the

first time. This is undoubtedly one of the significant developments of the year for users of radio time, but it can be considered a summer phenomenon that won't continue into winter.

Nevertheless, the total radio audience is still very much larger than the TV audience (Chart 6). This is true at all hours of the day except 10-12 p.m., and the difference in the daytime is enormous. While more than half the total number of TV homes are using TV at 9-10 p.m., only small fractions have their sets in use in the morning. The radio audience in those hours is from 6 to 26 times

(Continued on page 21)

Chart 2
Trend of Post-War U.S. Radio Usage

JANUARY-AUGUST AVERAGE

	AVG. HRS. OF LISTENING PER HOME PER DAY	NO. OF U.S. RADIO HOMES* (IN MILLIONS)	TOTAL HOME-HRS. DELIVERED PER DAY (IN MILLIONS)
1946	4.0	34.0	136
1947	4.3	35.9	154
1948	4.4	37.6	165
1949	4.2	39.3	165
1950	4.0	40.7	163
1951	3.4	41.9	142

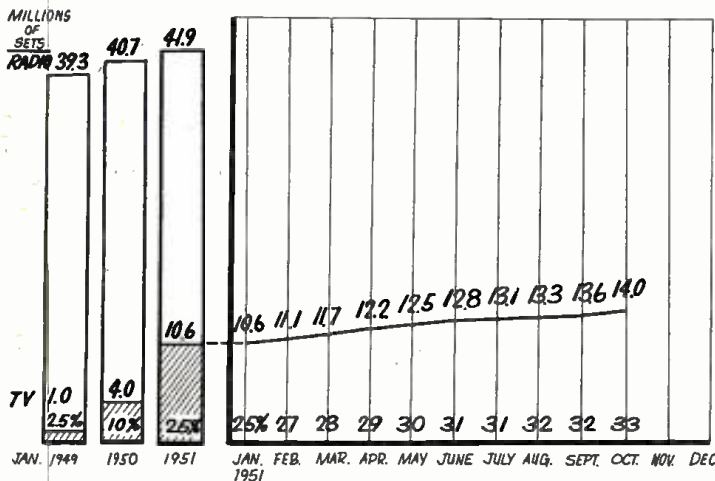
* ESTIMATED, AS OF JANUARY 1

Chart 3
Radio and TV Homes, By Territory

SEPTEMBER 1951

	TOTAL U.S.	NORTHEAST	EAST CENTRAL	WEST CENTRAL	SOUTH	PACIFIC
RADIO HOMES-'000	41,903	11,398	7,464	8,496	9,193	5,352
%	100%	27%	18%	20%	22%	13%
TV HOMES AS % OF RADIO HOMES	32.4%	53.1%	34.3%	25.2%	13.8%	28.6%
TV HOMES-'000	13,556	6,056	2,563	2,138	1,266	1,533
%	100%	44.7%	18.9%	15.8%	9.3%	11.3%

Chart 1
TV-Radio Set Ownership* Trend



* NBC ESTIMATES

ALFREDO ANTONINI 88*



KAY ARMEN 99*



MINDY CARSON 71*



TED DALE 99*



VIC DAMONE 95*



THE DEEP RIVER BOYS 108*



RALPH FLANAGAN 50*



AL GOODMAN 85*



DICK JURGENS 121*



EVELYN KNIGHT 143*



FRANKIE MASTERS 100*



GUY MITCHELL 30*



GLENN OSSER 76*



THE SATISFIERS 60*



DENNY VAUGHAN 30*



MARTHA WRIGHT 21*



all this and ...

*SEE OTHER SIDE

...ROSEMARY CLOONEY, too



*APS now proudly
announces the
newest shining star
in the greatest
array of talent
ever assembled in a
transcription library*

Rosemary Clooney joins a great roster of great artists available to APS library subscribers from coast to coast. All of them were carefully chosen for popularity, for genuine talent, for guaranteed listener appeal.

Not the usual one-shot recording date . . . not the routine disc or two . . . but real continuity of performance . . . a dependable steady supply of fresh music . . . great depth of titles . . . that's the APS talent policy. The result is a sparkling library you can program from . . . a library no other can effectively program against.

APS "the library that pays for itself"
Associated Program Service

151 West 46th Street, New York 19, N. Y.



Why pay for music you don't play? That's the reason so many Broadcasters use APS brand-new specialized libraries . . . smaller units taken from the famous APS full library . . . at prices from \$19.50 per month (one year only).

* Number following artists' names on the reverse page indicate current number of selection by these artists in the APS library.

Radio Audience

(Continued from page 18)

the size of the TV audience. And although TV usage climbs steadily throughout the day and evening to the 9-10 p.m. peak, it's only after

that hour that it overtakes total radio usage levels. Thus, late evening programming has larger audiences in TV than in radio.

It's also noteworthy that the hour-by-hour profile of radio listening reaches one high point at

midday, eases off toward the late afternoon, and rises again to another high level at 8-10 p.m. TV, by contrast, shows a steady climb; this fact undoubtedly reflects something of the differences between

the media in the ability of listeners and viewers to tune in on them while attending to household work, eating or relaxing at different

(Continued on page 22)

Chart 4
Radio Sets-in-use Trend, by Hours
SEPTEMBER - SEVEN DAY AVERAGE

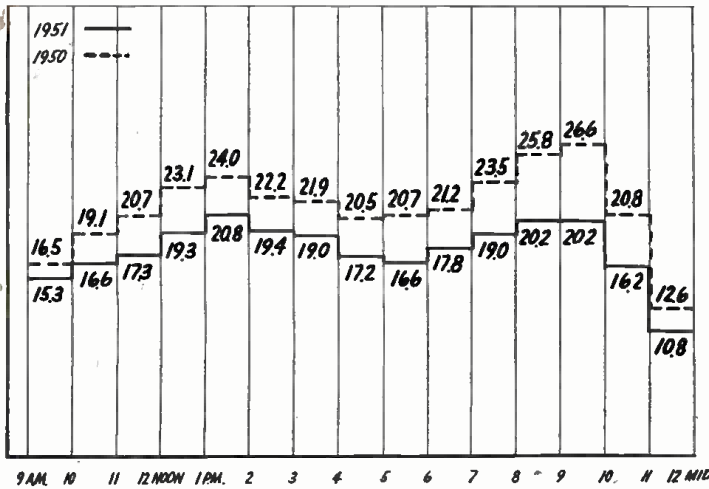


Chart 6
Homes Using Radio-TV, by Hours

SEPTEMBER 1951 - SEVEN DAY AVERAGE IN '000 OF HOMES

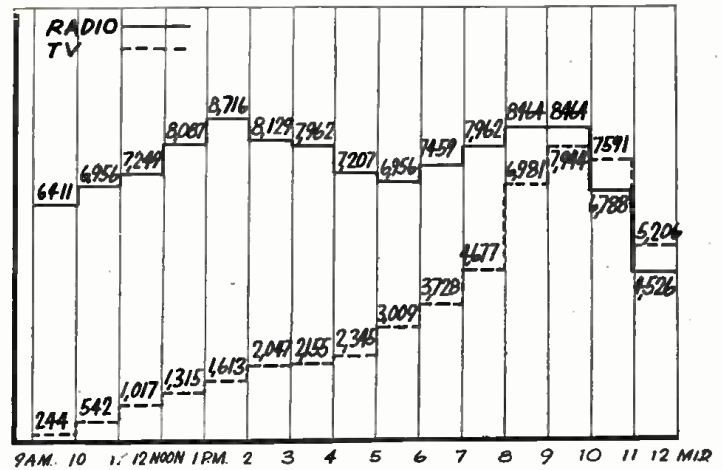


Chart 5
Homes Using Radio, by Hours

SEPTEMBER - SEVEN DAY AVERAGE IN '000 OF HOMES

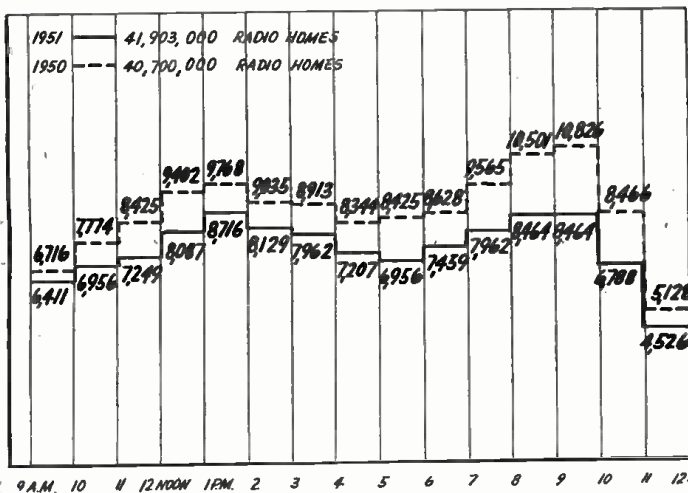
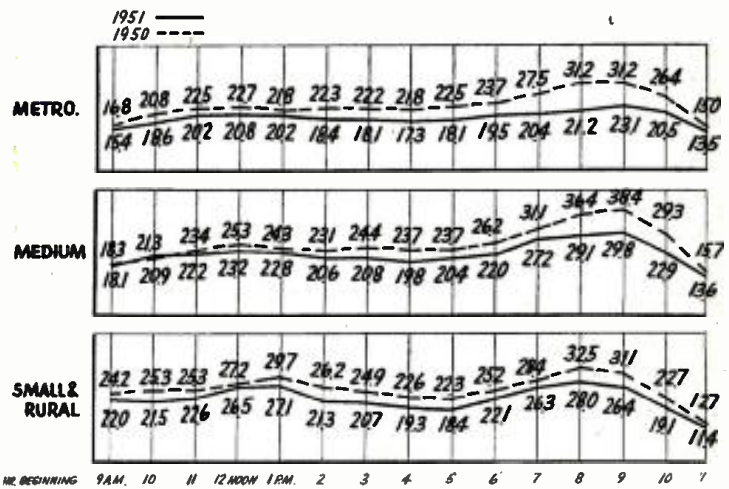


Chart 7
Homes Using Radio, by City Size

APRIL 1950 VS. 1951 - SEVEN-DAY AVERAGE



"The Family Station"

WSRS

DAY
AND
NIGHT

DIAL
1490

CLEVELAND'S BEST BY TEST*

*PROOF: Check the surveys for the best \$ value

ASK FOR JOE & CO.

ERIEVIEW 1-2005

SAM SAGUE, PRESIDENT

Radio Audience

(Continued from page 21)

hours. Differences in distribution of programs should also be kept in mind.

Market Differences

For the advertiser interested in the total coverage picture, the variations, by city size, in homes using radio, and their comparison with the previous year (Chart 7) are interesting. Since we know that

TV has most of its audiences concentrated in metropolitan centers and very little in small town and rural areas, the comparative figures suggest some conclusions as to listening habits in 1951:

(1) Among the three city sizes, radio usage in small town and rural areas leads the others until 3 p.m., and thereafter it's almost as high there as in medium-sized cities. The level is significantly higher in the early morning, and significantly lower in the late eve-

ning, in small town and rural than in metro or medium cities.

(2) There is a consistent drop in homes using radio in all three groups, with the one exception of the 10-12 p.m. period in medium cities. Small town and rural shows the smallest decrease of any city size throughout the day, again reflecting, to some extent, the relative absence of TV penetration.

(3) The falling off in the evening hours is most apparent in metro and medium city homes.

Here, TV's influence is clear.

(4) During evening hours, homes in medium cities show the highest levels for 1951, as they did in 1950. The 8-10 p.m. period in the medium city homes is the highest for all three city sizes for all parts of the day.

(5) While metro homes showed about the same nighttime tuning level as small town and rural homes a year ago, they now listen must less than the latter group.

(Continued on page 27)

Chart 8

Top Ten Network Daytime Radio Shows '50 vs. '51

1ST WEEK OCTOBER

	RANK		NIELSEN-RATING	
	'50	'51	'50	'51
ARTHUR GODFREY (L.M.)	1	2	8.4	8.0
HELEN TRENT	2	4	8.3	7.1
ARMSTRONG THEATER	3	8	8.0	6.4
OUR GAL SUNDAY	4	5	7.8	6.7
GRAND CENTRAL STA.	5		7.5	
ARTHUR GODFREY (NABISCO)	6	10	7.1	6.2
WENDY WARREN	7		7.0	
TRUE DETECTIVE	8	1	6.9	8.5
JUNIOR MISS	9		6.9	
BIG SISTER	10	9	6.6	6.3
THE SHADOW		3		7.9
MA PERKINS		6		6.5
PEPPER YOUNG		7		6.5

Chart 9

Top Ten Network Evening Radio Shows, '50 vs. '51

1ST WEEK OCTOBER

	RANK		NIELSEN-RATINGS	
	'50	'51	'50	'51
LUX THEATER	1	3	18.6	14.1
JACK BENNY	2	1	14.7	15.8
TALENT SCOUTS	3	5	14.4	10.9
WALTER WINCHELL	4		13.8	
MR. & MRS. NORTH	5		13.6	
MY FRIEND IRMA	6		12.9	
MR. CHAMELEON	7		12.9	
LIFE WITH LUIGI	8		12.7	
AMOS 'N' ANDY	9	2	12.5	15.6
MYSTERY THEATER	10		12.0	
CHARLIE M'CARATHY		4		12.6
FIBBER & MOLLY		6		10.3
HORACE HEIDT		7		9.9
PEOPLE ARE FUNNY		8		9.9
DR. CHRISTIAN		9		9.7
SUSPENSE		10 ¹		9.7





SONS UP!

a great new
RAYMOND R. MORGAN
production

the
Lucky U Ranch

a half hour daily west coast participation show

ABC Radio Network





STARRING THE
SONS OF THE PIONEERS
with
BETTY TAYLOR • FRANK MESSINA • GEORGE PUTNAM

IT'S AVAILABLE! CALL HEMPSTEAD 4194

Raymond R. Morgan Company
6233 Hollywood Boulevard, Hollywood 28, Calif.

50,000 watts
early in '52!

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

WLW... Now, more than ever — the most efficient, the most economical

WLW reaches more people in this area oftener and at lower cost than any other medium or combination of media!

WLW has a four-week audience of 1,757,702 homes in TV areas.

WLW has a four-week audience of 2,702,000 homes in its entire area — more than in 1946, a pre-TV year.

WLW gets an average of one hour and four minutes of listening per day per home reached.

WLW gives you an average of 54,400 home hours of listening per dollar spent in class "A" time.

Audience Data, NRI, Feb.-March, 1951

FOR THIRTY YEARS

way to reach $\frac{1}{10}$ th of America!



This is the WLW Merchandise-Able Area 330 Counties
Population 13,702,000 • 3,904,000 radio families
Buying income well over \$16,000,000,000.00
8.4% of the nation's retail trade
9.1% of all grocery store sales
8.3% of all drug store sales

... THE NATION'S STATION





**United
Press
news
programs
for
radio**

1300 radio stations from coast to coast receive from United Press an average of more than 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.

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	Monday through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Monday through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	In the Woman's World	5	Monday through Saturday
	Women in the News	5	Monday through Saturday
	Mainly for Women	5	Monday through Friday
	Your Home	5	Saturday
HUMAN INTEREST	Names in the News	5	Monday through Saturday
	Time Out	5	Monday through Saturday
	In Your Neighborhood	5	Monday through Saturday
	In Movieland	5	Monday through Friday
	Flash Back	1	Monday through Friday
	United Press Almanac	1	Every Day
	Do Tell	5	Sunday
	In Their Own Words	5	Sunday
FARMING	On the Farm Front	5	Every Day
	Daily Farm Market Survey	5	Monday through Saturday
	Rural Roundup	5	Tuesday through Saturday
COMMENTARY & REVIEW	Today's United Press Commentary	5	Every Day
	Korean Story	5	Monday through Friday
	Under the Capitol Dome	5	Monday through Saturday
	United Press War Analysis	5	Monday through Friday
	Highlights of the Week's News	15	Sunday
	This is Washington	15	Sunday
	United Press Reporting	15	Sunday
	Weekly Business Review	5	Saturday
BUSINESS & SCIENCE	Tomorrow's Business	5	Friday
	Today in Science	5	Monday through Friday
	Calling All Drivers	5	Sunday

Radio Audience

(Continued from page 22)

Program Preferences

Turning to the question of program popularity, we find that, among the top 10 daytime shows (Chart 8), there is relatively small variation between audience preferences the first week in October, 1951, and the same week the year before. Three programs

appeared in this group this year that did not in 1950. Two of 1950's 10 are off the air.

In ratings, almost all of the top 10 shows were down somewhat from last year. And the average for the 1950 daytime leaders was 7.4 against 1951's 7.0.

In the evening (Chart 9), there was a greater turnover in the top 10 group for the two comparable weeks; six shows moved into the

1951 ten, displacing six others. Of those that remained, "Amos 'n' Andy" showed a substantial increase in Nielsen-Rating. But the average for the 10 fell from 13.8 in 1950 to 11.9 in 1951.

It should be noted, incidentally, that there are only small ratings differences between one show and the next in the order of rank, for both daytime and evening shows.

Total number of homes reached

for the average show in the top 10 was 4,966,000, which is a shade under the figure for the same week of 1950. But for these 10 programs, the average cost per thousand homes was \$5.17, lower than 1950's \$5.68.

Program Type Preferences

In analyzing average ratings by program types (Chart 10), we find, among early fall programs, gen-

(Continued on page 460)

Chart 10

Nielsen Ratings by Program Types

3RD WEEK SEPTEMBER 1951

EVENING ONCE A WEEK

DAYTIME

SITUATION GENERAL MYSTERY CONCERT POPULAR VARIETY VARIETY QUIZ & ADULT CHILD QUIZ & COMEDY DRAMA DRAMA MUSIC MUSIC MUSIC COMEDY AND PART. SERIALS PROG'S AND PART.

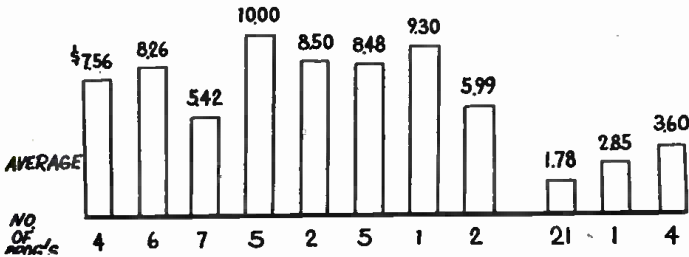


Chart 11

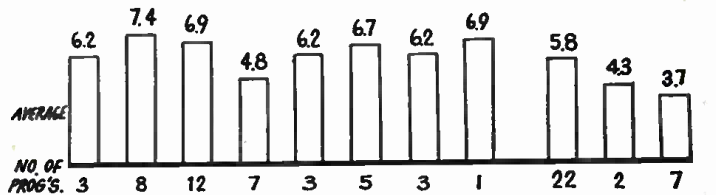
Cost per Thousand Homes, by Program Types

3RD WEEK SEPTEMBER 1951

EVENING ONCE A WEEK

DAY TIME

SITUATION GENERAL MYST. CONCERT POPULAR VARIETY VARIETY QUIZ & ADULT CHILD QUIZ & COMEDY DRAMA DRAMA MUSIC MUSIC MUSIC COMEDY AND PART. SERIALS PROG'S AND PART.



Sherman & Marquette, Inc.

New York and Hollywood

Sherman & Marquette, Incorporated

Chicago

ADVERTISING

Directory of RADIO STATION REPRESENTATIVES

With Lists of Stations Represented

List of stations supplied by each firm; dagger (†) indicates firm is also newspaper representative. For representation of television stations see TELECASTING YEARBOOK

ABC RADIO SPOT SALES

(American Broadcasting Co.)

New York—7 W. 66th St. Tel.: Susquehanna 7-5000. Natl. Sales Mgr.: Warren Jennings.
Chicago—20 N. Wacker Drive. Tel.: Andover 3-0900. Mgr. Ed Lynch.
Hollywood—1537 N. Oine St. Tel.: Normandy 3-3311. Sales Mgr.: Amos Baron.
Detroit—1700 Mutual Bldg. Tel.: Woodward 3-8321. Sales Mgr.: Harold Christian.
San Francisco—155 Montgomery St. Tel.: Lombard 4-1770. Sales Mgr.: Alan Johnstone.

Owned Radio Stations:

WJZ New York WENR Chicago WXYZ Detroit
KGO San Francisco KECA Los Angeles

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 AND SERVICING AGENCY

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

Represents:

Radio Luxemborg

AM RADIO SALES

New York—WMCA Bldg., 1657 Broadway. Mgr.: Wilmot H. Losee.
Chicago—400 N. Michigan Ave. Ralph Atlas, John Carey.

Represents:

WIND Chicago WLOL Minneapolis KIOA Des Moines
WMCA New York

AVERY-KNODEL INC.

New York 20—608 Fifth Ave. Tel.: Judson 6-5536. Mr.: Lewis H. Avery.
Chicago 1—75 E. Wacker Dr. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.
San Francisco 4—235 Montgomery St. Tel.: Yukon 2-3877. Mgr.: David H. Sandenberg.

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.
Dallas 1, Tex.—1915 Elm St. Tel.: Sterling 1558. Mgr.: Clyde B. Melville.

Represents:

WGAC Augusta, Ga.	WFBC Greenville, S. C.	WHBF Rock Island, Ill.
KERO Bakersfield, Calif.	KULA Honolulu	KROY Sacramento, Calif.
WGUY Bangor, Me.	KTHH Houston	KALL Salt Lake City
WKBW Buffalo	WMBR Jacksonville, Fla.	KCBQ San Diego, Calif.
WAYS Charlotte, N. C.	WKZO Kalamazoo, Mich.	KJR Seattle
WJJD Chicago	WROL Knoxville, Tenn.	KMA Shandoah, Ia.
WSAI Cincinnati	WIBA Madison, Wis.	KSOO Sioux Falls, S. D.
KDAL Duluth, Minn.	WDGY Minneapolis	KTUL Tulsa, Okla.
WERE Erie, Pa.	KOMA Oklahoma City	WRUN Utica-Rome, N. Y.
KFFW Fort Smith, Ark.	WIRL Peoria, Ill.	WRBY Waterbury, Conn.
KFRE Fresno, Calif.	WGAN Portland, Me.	KXEL Waterloo, Ia.
KILO Grand Forks, N. D.	KOIN Portland, Ore.	KFBI Wichita, Kan.
WJEF Grand Rapids, Mich.	WPJB Providence, R. I.	WLK Wilkes Barre, Pa.
WCOG Greensboro, N. C.	WLSL Roanoke, Va.	KLIX Twin Falls, Ida.

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†WILLIAM A. AYRES CO.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2396. Owner-Mgr.: William A. Ayres.

Represents:

William G. Rambeau Co. Ra-Tel Representatives Donald Cooke Inc.

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New York 19—1657 Broadway. Tel.: Columbus 5-3739. Mgr.: W. H. Losee.
Chicago 11—400 N. Michigan Blvd. Tel.: Mohawk 4-6555. Mgr.: Jerry Glynn.

Represents:

WMCA New York WLOL Minneapolis-St. Paul
WIND Chicago KIOA Des Moines

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Boston—Little Bldg. Tel.: Hubbard 4370. Bertha Bannan.

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WMGM New York	WFGM Fitchburg, Mass.	WBET Brockton, Mass.
WJAR Providence	WSPR Springfield, Mass.	WCRB Waltham, Mass.
WLBZ Bangor, Me.	WNBH New Bedford, Mass.	WCCM Lawrence, Mass.
WHAJ Greenfield, Mass.	WOCB Cape Cod, Mass.	WLYN Lynn, Mass.
WCSE Portland, Me.	WSYB Rutland, Vt.	WJOY Burlington, Vt.
WHYN Holyoke, Mass.	WDEV Waterbury, Vt.	WERI Westerly, R. I.
WIBX Utica, N. Y.	WWSR St. Albans, Vt.	WESX Salem, Mass.
WRDO Augusta, Me.	WELI New Haven, Conn.	
WHAY New Britain, Conn.	WAGM Presque Isle, Me.	

Maine Broadcasting System

HIL F. BEST

Detroit 26—131 W. Lafayette Blvd. Tel.: Woodward 2-7298.
Chicago 1—228 No. LaSalle. Tel.: State 2-5098.
New York 17—101 Park Ave. Tel.: Lexington 2-3783.
Los Angeles 48—111 N. La Cienega Blvd. Tel.: Crestview 5-2022.
San Francisco 4—233 Sansome. Tel.: Yukon 6-2396.

Represents:

Texas Stations:	KFTV Paris	WHAK Rogers City
KVLF Alpine	KIUN Pecos	WJJW Wyandotte
KALT Atlanta	KBOP Pleasanton	Florida Stations:
KRUN Ballinger	KCNY San Marcos	WSWN Belle Glade
KTXC Big Spring	KWED Seguin	WDHL Bradenton
KNEL Brady	KSEY Seymour	WVCG Coral Gables
KSTB Breckenridge	KEVA Shamrock	WCNU Crestview
KBOR Brownsville	KIAN Sherman	WROD Daytona Beach
KDET Center	KSNY Snyder	WERD Fort Lauderdale
KCTK Childress	KSTV Stephenville	WGGG Gainesville
KCLE Cleburne	KST Sulphur Springs	WJVB Jacksonville Beach
KSTA Coleman	KXOX Sweetwater	WLEB Leesburg
WTAW College Station	KVOU Uvalde	WNMB Melbourne
KVMC Colorado City	KNAL Victoria	WFEC Miami
KCFH Cuero	New Mexico Stations:	WPPF Palatka
KXIT Dalhart	KOBE Las Cruces	WPLA Plant City
KDNT Denton	KFUN Las Vegas	WCNH Quincy
KDDF Dumas	KRTN Raton	WTRR Sanford
KNAF Fredericksburg	Oklahoma Stations:	WKXY Sarasota
KSIJ Gladewater	KWHW Altus	WJCM Sebring
KGRI Henderson	KWOE Clinton	WHEO Sulphur Springs
KPAN Hereford	KTAT Frederick	WEEK Tampa
KHBR Hillsboro	KGYN Guymon	Other Stations:
KLVB Joplin	KSTP Sulphur Valley	WJWB Freemont, Ohio
KOCA Kigore	Arizona Stations:	WHLL Wheeling, W. Va.
KINE Kingsville	KNOG Nogales	WUST Washington, D. C.
KHIT Lampasas	KTKT Tucson	KVRC Arkadelphia, Ark.
KLVT Levelland	Michigan Stations:	KRLW Walnut Ridge, Ark.
KORC Mineral Wells	WKNK Muskegon	KRAI Craig, Col.
KVKM Monahans	WSDC Marine City	KFTM Fort Morgan, Col.
KIMP Mt. Pleasant	WMTE Manistee	KUBC Montrose, Col.
KRIG Odessa	WMPR Flint	KCLO Leavenworth, Kan.
KOGT Orange	WFUR Grand Rapids	KSCB Liberal, Kan.

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WIBW Topeka, Kan.	KSUB Cedar City, Utah	KCHI Chillicothe, Mo. ⁴
WIBX Utica, N. Y.	KMUR Murray, Utah ¹	KCLX Colfax, Wash. ²
KJSK Columbus, Neb. ¹	KVOG Ogden, Utah ¹	KWNW Wenatchee, Wash.
KJAN Atlantic, Iowa ¹	KCSU Provo, Utah ¹	KCFH Cuero, Tex.
KCID Caldwell, Ida.	KCKN Kansas City, Mo.	KAHU Honolulu
KRPL Moscow, Ida. ²	KREI Farmington, Mo. ²	
KSPT Sandpoint, Ida.	KNEM Nevada, Mo. ⁴	

¹ KJSK-KJAN—One contract, 10% discount.
² KRPL-KCLX—One contract, 25% discount.
³ Tri-City Network
⁴ Missouri Network—20% discount.

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Los Angeles—6331 Hollywood Blvd. Tel.: Granite 6103. Mgr.: Carleton E. Coveny.
San Francisco—608 Russ Bldg. Tel.: Douglas 2-3188. Mgr.: B. James Richards.
Detroit—1115 Book Bldg. Tel.: Woodward 5-3230. Mgr.: Harry B. Simmons.
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Don Lee Broadcasting System
The Arizona Radio Network

KOY Phoenix, Ariz.	WLS Chicago	WSPA Spartanburg, S. C.
KTUC Tucson, Ariz.	WIBC Indianapolis	WTMA Charleston, S. C.
KHJ Los Angeles	WKLO Louisville	WRR-KFJZ Dallas, Ft. Worth, Tex.
KFXM San Bernardino, Calif.	WDSU New Orleans	KLYN Amarillo, Tex.
KGB San Diego, Calif.	WFBR Baltimore	KEPO El Paso, Tex.
KFRC San Francisco	WHDH Boston	KWTF Wichita Falls, Tex.
KGDM Stockton, Calif.	KXOK St. Louis	KTRH Houston, Tex.
KFEL Denver	WHB Kansas City, Mo.	KABC San Antonio
WJAX Jacksonville, Fla.	WOW Omaha, Neb.	KDYL Salt Lake City
WQAM Miami	WNEW New York	WMBG Richmond, Va.
WDBO Orlando, Fla.	KFYR Bismarck, N. D.	KING Seattle, Wash.
WTAL Tallahassee, Fla.	KBNS Columbus, Ohio	WWDC Washington
WFLA Tampa, Fla.	KRMG Tulsa, Okla.	WWVA Wheeling, W. Va.
WGST Atlanta	KPOJ Portland, Ore.	WSAV Savannah, Ga.
KIDO Boise, Ida.	WWSW Pittsburgh	
	WGBI Scranton, Pa.	

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

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

Represents:

WLLH-AM-FM Lowell, Mass.

(Continued on page 30)

WGAC . . . Augusta, Ga.
 KERO . . . Bakersfield, Calif.
 WGUY . . . Bangor, Me.
 WKBW . . . Buffalo
 WAYS . . . Charlotte, N. C.
 WJJD . . . Chicaga
 WSAI . . . Cincinnati
 KDAL . . . Duluth-Superior
 WERC . . . Erie
 KFPW . . . Fort Smith, Ark.
 KFRE . . . Fresno, Calif.
 WJEF . . . Grand Rapids
 WCOG . . . Greensboro
 WFBC . . . Greenville, S. C.
 KTHT . . . Houston
 WMBR . . . Jacksonville
 WKZO . . . Kalamazoo
 WROL . . . Knoxville
 WIBA . . . Madison
 WDGY . . . Minneapolis
 KOMA . . . Oklahoma City
 WIRL . . . Peoria
 WGAN . . . Portland, Me.
 KOIN . . . Portland, Ore.
 WPJB . . . Providence
 WHBF . . . Rock Island-Quad Cities
 KROY . . . Sacramento
 KALL . . . Salt Lake City
 KCBQ . . . San Diego
 KJR . . . Seattle
 KMA . . . Shenandoah, Iowa
 KSOO . . . Sioux Falls, S. D.
 KTUL . . . Tulsa
 WRUN . . . Utica-Rome
 WBRY . . . Waterbury, Conn.
 KXEL . . . Waterloo, Iowa
 KFBI . . . Wichita
 WILK . . . Wilkes-Barre
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 WMBR-TV . . . Jacksonville, Fla.
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(Continued from page 28)

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Chicago 1—360 North Michigan Ave. Tel.: Dearborn 2-5277. Mgr.: John D. Stebbins.
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WBBU Anderson, Ind.	WHP Harrisburg, Pa.	WGAN Scranton, Pa.
WNEF Binghamton, N. Y.	WISH Indianapolis	WHOT South Bend, Ind.
WCFL Chicago	WIOH Miami	WTHI Terre Haute, Ind.
WHIO Dayton, Ohio	WMAW Milwaukee	WNEB Worcester, Mass.
KFGO Fargo, N. D.	WKDA Nashville, Tenn.	

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WFAU Augusta, Me.	WVNH Rochester, N. H.	WNAB Bridgeport, Conn.
WIDE Biddeford, Me.	Granite State Network	WTOR Torrington, Conn.
WPOR Portland, Me.	WBRK Pittsfield, Mass.	WRWB Rutland, Vt.
WKDH Manchester, N. H.	WHOB Gardner, Mass.	WTWN St. Johnsbury, Vt.
WTSR Brattleboro, Vt.	WTXL Springfield, Mass.	WWON Woonsocket, R. I.
WTSL Lebanon, N. H.	WARE Ware, Mass.	WPJB Providence, R. I.

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Dallas—First National Bank Bldg. Tel.: Riverside 4884. Mgr.: George Harding.
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KTHS Hot Springs, Ark.	WCPO Cincinnati	KAND Corsicana, Tex.
KFMB San Diego, Calif.	WDEF Chattanooga, Tenn.	KRLD Dallas
WGBA Columbus, Ga.	WTJS Jackson, Tenn.	WCBS Charleston, W. Va.
WNEK Macon, Ga.	WNOX Knoxville, Tenn.	WBLK Clarksburg, W. Va.
WTPE New Orleans	WMC Memphis	WSAZ Huntington, W. Va.
KWKH Shreveport, La.	KFDA Amarillo, Tex.	WPAR Parkersburg, W. Va.
WTBO Cumberland, Md.	KRIC Beaumont, Tex.	
WRBC Jackson, Miss.	KIT Yakima, Wash.	
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Represents:

3XY Melbourne, Australia

BULMER & JOHNSON INC.

Minneapolis 2—WCCO Bldg. Tel.: Lincoln 7017.

(Stations represented not reported)

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KLK Oakland, Calif.	WBCK Battle Creek, Mich.	WBAX Wilkes-Barre, Pa.
KSRW Salinas, Calif.	WKLA Ludington, Mich.	WWPA Williamsport, Pa.
WRUF Gainesville, Fla.	WCMA Corinth, Miss.	WAIM Anderson, S. C.
WALB Albany, Ga.	WKOP Binghamton, N. Y.	WHAN Charleston, S. C.
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WCNB Connorsville, Ind.	WFLB Fayetteville, N. C.	WDXE Lawrenceburg, Tenn.
WJVA South Bend, Ind.	WGBG Greensboro, N. C.	WENK Union City, Tenn.
WCRG Cedar Rapids, Ia.	WMER High Point, N. C.	WDVA Danville, Va.
WNEF Bowling Green, Ky.	WFTL Ft. Lauderdale, Fla.	WSAP Portsmouth, Va.
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LN Harlan, Ky.	WSTP Salisbury, N. C.	WESB Bradford, Pa.
LK Lexington-Kentucky, Ky.	WMFD Wilmington, N. C.	
YW Louisville, Ky.	KWJJ Portland, Ore.	

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A Service of CBS Radio

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Los Angeles—Columbia Sq. Tel.: Hollywood 9-1212. Mgr.: Richard C. Elpers.
San Francisco—Palace Hotel. Tel.: Yukon 2-7000. Mgr.: Hugh Stump.
Memphis—63 S. Main St. Tel.: 37-8612. Mgr.: H. H. Holtshouser.
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Represents:

KMOX St. Louis	WBT Charlotte	WEEI Boston
KNX Los Angeles	WCBS New York	WRVA Richmond
KSL Salt Lake City	WCAU Philadelphia	WTOP Washington
WAPI Birmingham	WCCO Minneapolis	KCBS San Francisco
WBMM Chicago	Columbia California	
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(Stations represented not listed.)

THOMAS F. CLARK INC.

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KGIW Alamosa, Col.	KREL Baytown, Tex.	WENC Whiteville, N. C.
KOKO La Junta, Col.	WMGA Moultrie, Ga.	WLTC Gastonia, N. C.
KVRH Salida, Col.	WLET Toccoa, Ga.	WTND Orangeburg, S. C.
WTNT Tallahassee, Fla.	WKTG Thomasville, Ga.	KDSJ Deadwood, S. D.
WFRP Savannah, Ga.	WKIC Hazard, Ky.	KVWC Vernon, Tex.
WJMJM Cordele, Ga.	WSNJ Bridgeton, N. J.	WFO Farmville, Va.
KLVK Leadville, Col.	WMOB Auburn, N. Y.	WLDY Ladysmith, Wis.
WWGS Tifton, Ga.	WNBZ Saranac Lake, N. Y.	

Intercollegiate Broadcasting System

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Represents:

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KSFE Needles, Calif.	WMAF Monroe, N. C.	WCOH Newman, Ga.
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KCRT Trinidad, Col.	WSIC Statesville, N. C.	WFMW Madisonville, Ky.
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WDEC Americus, Ga.	WFOB Fosteria, Ohio	WKLK Cloquet, Minn.
WBLJ Dalton, Ga.	KWCO Chickasha, Okla.	KBMN Bozeman, Mont.
WMLT Dublin, Ga.	KSIW Woodward, Okla.	WMPM Smithfield, N. C.
WSGC Elberton, Ga.	WKPA New Kensington, Pa.	WCPS Tarboro, N. C.
WDUN Gainesville, Ga.	WKOK Sunbury, Pa.	WADE Wadesboro, N. C.
KASI Ames, Iowa	WERA Mayaguez, P. R.	KTHL Tillamook, Ore.
KOEL Oelwein, Iowa	WTYC Rock Hill, S. C.	WSNW Seneca, S. C.
KPRS Olathe, Kan.	KGFX Pierre, S. D.	WBCU Union, S. C.
WNTE Vanclerve, Ky.	WHUB Cookeville, Tenn.	KMUR Murray, Utah
WJMB Brookhaven, Miss.	WHBT Harrison, Tenn.	KNEU Provo, Utah
WRJW Picaune, Miss.	WJIM Lewisburg, Tenn.	KOFE Lander, Wyo.
KDMO Carthage, Mo.	WJIG Tullahoma, Tenn.	KOSF Nacagdoches, Tex.
KWRE Warrenton, Mo.	KRBA Lufkin, Tex.	KFLD Floydada, Tex.
KJDK Greensboro, Neb.		WFRK Frankfort, Ill.

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Cleveland—402 Swetland Bldg. Tel.: Prospect 1-6100. Mgr.: Howard McClenahan.

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 KRFX Crookston, Minn.
 WGRA Geneva, N. Y.
 WHJB Greensburg, Pa.
 WKPT Kingsport, Tenn.
 KCTI Gonzales, Tex.
 KRUX Phoenix, Ariz.
 WEAM Arlington, Va.
 WSSB Durham, N. C.
 WVWV Fairmont, W. Va.
 KISD Sioux Falls, S. D.
 KPUG Bellingham, Wash.
 KSEM Moses Lake, Wash.
 WRAC Racine, Wis.
 WOBT Rhinelander, Wis.

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Quebec French Radio Group

CKMO Vancouver	CJOY Guelph, Ont.	CKEY Toronto
CJIB Vernon, B. C.	CJRL Kenora, Ont.	CKVL Montreal
CKOK Penticton, B. C.	CKWS Kingston, Ont.	CJON St. John's, Nfld.
CHUB Nanaimo, B. C.	CJKL Kirkland Lake, Ont.	CKDM Dauphin, Man.
CKX Brandon, Man.	CFCH North Bay, Ont.	CJDC Dawson Creek, B. C.
CJOB Winnipeg	CHEX Peterborough, Ont.	CHUB Nanaimo, B. C.
CKBW Bridgewater, N. S.	CHOK Sarnia, Ont.	CJSO Sorel, Que.
CKOY Ottawa, Ont.	CHLO St. Thomas, Ont.	
CKFI Fort Frances, Ont.	CKGB Timmins, Ont.	

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WDIG Dothan, Ala.	WROL Knoxville, Tenn.	WHIO Dayton, Ohio
WSPA Spartanburg, S. C.	WDBO Orlando, Fla.	WFLA Tampa, Fla.

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WLAY Muscle Shoals, Ala.	WABY Albany, N. Y.	WINA Charlottesville, Va.
KDMS El Dorado, Ark.	WEOK Poughkeepsie, N. Y.	WKEY Covington, Va.
KBTM Jonesboro, Ark.	WATN Watertown, N. Y.	WSVA Harrisonburg, Va.
WCNX Middletown, Conn.	WISE Asheville, N. C.	WKOY Bluefield, W. Va.
WPCF Panama City, Fla.	WELS Kinston, N. C.	WFHR Wisconsin Rapids, Wis.
WSEB Winter Haven, Fla.	WEWO Laurinburg, N. C.	Wisconsin Network
KARU Honolulu	WONW Defiance, Ohio	Cotton Belt Group
WIDE Biddeford, Me.	WRJM Newport, R. I.	
WFGM Fitchburg, Mass.	WANS Anderson, S. C.	

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WULA Eufaula, Ala.	WGOV Valdosta, Ga.	WCPS Tarboro, N. C.
WGWD Gadsden, Ala.	WRFC Athens, Ga.	WALM Anderson, S. C.
KOWL Santa Monica, Calif.	WERD Atlanta, Ga.	WPAL Charleston, S. C.
WGAA Cedartown, Ga.	WIBB Macon, Ga.	WACA Camden, S. C.
WDEC Americus, Ga.	WTNT Tallahassee, Fla.	WCRS Greenwood, S. C.
WALB Albany, Ga.	WGGG Gainesville, Fla.	WDVA Danville, Va.
WDMG Douglas, Ga.	WBSR Pensacola, Fla.	WKPT Kingsport, Tenn.
WGA Gainesville, Ga.	WSAT Salisbury, N. C.	WATO Oak Ridge, Tenn.
WROM Rome, Ga.	WHKY Hickory, N. C.	
	WABZ Albermarle, N. C.	

(Continued on page 32)

THE BRANHAM COMPANY

representing

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

RADIO
 Mobile, Ala.
 Hot Springs, Ark.
 San Diego, Calif.
 Columbus, Ga.
 Macon, Ga.
 New Orleans, La.
 Shreveport, La.
 Cumberland, Md.
 Jackson, Miss.
 Albuquerque, N. M.
 Cincinnati, Ohio
 Chattanooga, Tenn.
 Jackson, Tenn.
 Knoxville, Tenn.
 Memphis, Tenn.
 Amarillo, Texas
 Beaumont, Texas
 Corpus Christi, Texas
 Corsicana, Texas
 Dallas, Texas
 Tacoma, Wash.
 Yakima, Wash.
 Charleston, W. Va.
 Clarksburg, W. Va.
 Huntington, W. Va.
 Parkersburg, W. Va.

TELEVISION
 San Diego, Calif.
 Albuquerque, N. M.
 Cincinnati, Ohio
 Cleveland, Ohio
 Memphis, Tenn.
 Dallas, Texas

STATION REPRESENTATIVES

(Continued from page 31)

EVERETT-McKINNEY INC.

New York 17-40 E. 49th St. Tel.: Plaza 9-3747.
Chicago 11-400 N. Michigan Ave. Tel.: Superior 7-9052.
Beverly Hills-111 N. La Cienega Blvd. Tel.: Crestview 5-2022.
San Francisco-233 Sansome St. Tel.: Yukon 6-2396.

Represents:

WHTT Hartford, Conn. WAAB Worcester, Mass. KORE Eugene, Ore.
WSTC Stamford, Conn. WENY Elmira, N. Y. KSLM Salem, Ore.
WGAF Valdosta, Ga. WLEA Hornell, N. Y. WPAM Pottsville, Pa.
WDAN Danville, Ill. WHDL Olean, N. Y. WRAC Williamsport, Pa.
KWHK Hutchinson, Kan. WHCC Rochester, N. Y. KCOR San Antonio, Tex.
WLEW Lewiston, Me. WNXT Portsmouth, Ohio KWTX Waco, Tex.
WPOH Portland, Me. WFLC Sandusky, Ohio WHBY Appleton, Wis.
WBEC Pittsfield, Mass. KFLW Klamath Falls, Ore. WLIP Kenosha, Wis.
KSYL Alexandria, La.

FORJOE & CO. INC.

New York 19-29 West 57th St. Tel.: Plaza 5-8501. Pres.: Joseph Bloom; Gen. Mgr.: Joseph Ruggiero; Sales Mgr.: Bernard Howard; Helen Wood; William Ashley.

Chicago 11-435 N. Michigan Ave. Tel.: Delaware 7-1874. Gen. Mgr.: William R. Wyatt; William Snyder.

Los Angeles 14-1127 Wilshire Blvd. Tel.: Madison 6-8329. Mgr.: Lawrence Krasner.

San Francisco 5-591 Market St. Tel.: Sutter 1-7569. Mgr.: Zonabelle Samson.

Atlanta 3-405 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Mgr.: Clayton Cossé and Dora Cossé.

(Stations represented not reported)

FORT INDUSTRY CO.*

New York 22-488 Madison Ave. Tel.: Eldorado 5-2455.

Owned Stations:

WWVA Wheeling, W. Va. WSAI Cincinnati, Ohio WJBK Detroit, Mich.
WSPD Toledo, Ohio WAGA Atlanta, Ga.
WMMN Fairmont, W. Va. WGBS Miami, Fla.

* In addition, all stations are represented by The Katz Agency, except WWVA (Blair & Co.) and WSAI (Avery-Knodel Co.).

FREE & PETERS INC.

New York 22-444 Madison Ave. Tel.: Plaza 9-6022. Pres.: H. Preston Peters; Eastern Radio Sales Mgr.: Jones Scovern.

Chicago 1-230 N. Michigan Ave. Tel.: Franklin 2-6373. Mgr.: John A. Cory.

Atlanta 3-Palmer Bldg. Tel.: Main 5867. 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-Russ Bldg. Tel.: Sutter 1-3798. Mgr.: William A. Morrison.

Represents:

WGR Buffalo, N. Y. WDBJ Roanoke, Va. KGMB-KHBC Honolulu-Hilo
WOC Davenport, Ia. WAVE Louisville WGH Norfolk
WHQ Des Moines KIRO Seattle WBEZ-WBZA Boston-Springfield
WDAY Fargo, N. D. KRIS Corpus Christi, Tex. WOWO Ft. Wayne
KMBC-KFRM Kansas City KXKY Houston KYW Philadelphia
WTCN Minneapolis-St. Paul KDSH Boise, Idaho KDKA Pittsburgh
KSD St. Louis KFDM Beaumont, Tex. WDEZ Decatur, Ill.
WFLB Syracuse KFAB Omaha WMBD Peoria, Ill.
WCSC Charleston, S. C. KEX Portland, Ore. WMBD Peoria, Ill.
WIS Columbia, S. C. WBAP Fort Worth-Dallas KVAL Brownsville, Tex.
WPTF Raleigh, N. C.

PAUL GIRARD CO.

Dallas 1-314 Thomas Bldg. Tel.: Sterling 1037.

(Stations represented not reported.)

GENE GRANT & CO.

Los Angeles 36-5225 Wilshire Blvd. Tel.: York 8812.

(Stations represented not reported.)

W. S. GRANT CO. INC.

San Francisco-703 Market St. Tel.: Exbrook 2-6885. Gen. Mgr.: W. S. Grant.

Los Angeles-1127 Sunset Blvd. Tel.: Madison 9-2653. Mgr.: Larry Krasner.

New York-33 W. 42d St. Tel.: Bryant 9-1374.

Chicago-612 N. Michigan Ave. Tel.: Superior 7-8177.

Represents:

KAFY Bakersfield, Calif. KVVC Ventura, Calif. WOHI East Liverpool, Ohio
KHSL Chico, Calif. KFJI Klamath Falls, Ore. WMOH Hamilton, Ohio
KMYC Marysville, Calif. KYJC Medford, Ore. WJLJ Niagara Falls, N. Y.
KTHB Modesto, Calif. KJAM Vernal, Utah WIRY Plattsburg, N. Y.
KPRP Paso Robles, Calif. WSKT Montpelier, Vt. KECC Pittsburg, Calif.
KLEN San Jose, Calif. KXRO Aberdeen, Wash. KMBY Monterey, Calif.
KVVC Redding, Calif. WHTC Holland, Mich. KWRN Reno, Nev.
WBEN Chillicothe, Ohio WMOA Marietta, Ohio WJRH Gallipolis, Ohio
KVFC San Luis Obispo KWLK Longview, Wash. WLNH Laconia, N. H.
KEND Bend, Ore. KGY Olympia, Wash. WLBI Bedford, Ind.
KUIN Grants Pass, Ore. KUJ Walla Walla, Wash. Aloha Network, Honolulu
KSNO San Mateo, Calif. KRLC Lewiston, Ida.
KSRO Santa Rosa, Calif. CKOK Tulare, Calif.

IRENE GRIFFITH

Hollywood 28-1341 N. Cahuenga Blvd. Tel.: Hillside 3912.

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. V. P. in Charge: A. M. Martinez.

(Represents stations in Cuba, Mexico, Puerto Rico, Central and South America)

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ARTHUR H. HAGG ASSOCIATES INC.

Chicago 1-360 N. Michigan Ave. Tel.: Central 6-7553. Mgr.: Arthur H. Hagg.
New York 17-366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: Phil Broderick.

Represents:

KGNO Dodge City, Kan.

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 7738. Mgr.: Clark Barnes.

New Orleans-International Trade Mart Bldg. Tel.: Tulane 3363. Mgr.: Milton De Reyna Jr.

Philadelphia-1216 Lincoln Liberty Bldg. Tel.: Locust 4-0678. Mgr.: Robert S. Dome.

Represents:

WSGN Birmingham, Ala. WFMJ Youngstown, Ohio WRDW Augusta, Ga.
WALA Mobile, Ala. WSAJ Allentown, Pa. WKMH Dearborn, Mich.
WSPA Montgomery, Ala. WAPO Chattanooga, Tenn. WLEW Bad Axe, Mich.
WELI New Haven, Conn. WSYR Syracuse, N. Y. WTKO Meridian, Miss.
WDAK Columbus, Ga. WTRY Troy, N. Y. KOTA Rapid City, S. D.
WGL Ft. Wayne, Ind. WHBS Huntsville, Ala. WHIM Providence, R. I.
WTH Baltimore, Md. WONE Dayton, Ohio WBML Macon, Ga.
WSAR Fall River, Mass. WLAN Lancaster, Pa. KWWL Waterloo, Iowa
WSAM Saginaw, Mich. WEEK Peoria, Ill. WORC Worcester, Mass.
KFQZ St. Joseph, Mo. WEMP Milwaukee, Wis. WKHM Jackson, Mich.
WHLI Niagara Falls, N. Y. WEEU Reading, Pa. WHK Cleveland, Ohio
WSJS Winston-Salem, N. C. WTOD Toledo, Ohio WCOS Columbia, S. C.
WKOW Madison, Wis. WFAS White Plains, N. Y. KSFO San Francisco, Calif.

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 1469. 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:

WADC Akron, Ohio KTSM El Paso, Tex. KUTA Salt Lake City
WAEB Allentown, Pa. WEAU Eau Claire, Wis. KITO San Bernardino, Calif.
WATL Atlanta, Ga. WEAU Greensboro, N. C. KYA San Francisco
WJFB Augusta, Ga. KEOA Honolulu KIST Santa Barbara, Calif.
KPMC Bakersfield, Calif. WJBO Baton Rouge, La. KGHI Little Rock, Ark.
WJBO Baton Rouge, La. WBCM Bay City, Mich. WLVA Lynchburg, Va.
KOOK Billings, Mont. WISC Madison, Wis. WARM Scranton, Pa.
WINR Binghamton, N. Y. WQUA Moline, Ill. KVI Seattle, Wash.
KGEM Boise, Ida. WSIX Nashville, Tenn. KSCJ Sioux City, Iowa
*WGN Chicago WVEZ New Orleans WORD Spartanburg, S. C.
WRBL Columbus, Ga. KOOL Phoenix, Ariz. KNEW Spokane, Wash.
WBTM Danville, Va. WJAS Pittsburgh WSPR Springfield, Mass.
WWJ Detroit KOLR Reno, Nev. KGBX Springfield, Mo.
WBCB Duluth, Minn. WHAM Rochester, N. Y. KCNA Tucson, Ariz.
Arrowhead Network.

* Except in Chicago, New York, Boston, Detroit, Minneapolis, Milwaukee, Cincinnati, Philadelphia.

HAL HOLMAN CO

Chicago 1-380 N. Michigan Ave. Tel.: Franklin 2-0016. Mgr. Hal Holman.

New York-60 E. 42d St. Tel.: Murray Hill 2-4813.

Los Angeles 28-6381 Hollywood Blvd. Tel.: Hollywood 5048. Mgr.: Tracy Moore.

Represents:

WTCM Traverse City, Mich. WJOL Joliet, Ill. KGLN Glenwood Springs, Colo.
WATT Cadillac, Mich. WKAN Kankakee, Ill. KFKJ Grand Junction, Colo.
WATZ Alpena, Mich. WVLN Olney, Ill. KFKA Greeley, Colo.
WMBN Petoskey, Mich. WSIV Pekin, Ill. KXGI Fort Madison, Iowa
WATC Gaylord, Mich. WWCA Gary, Ind. KGAR Garden City, Kan.
WABJ Adrian, Mich. *WLBC Muncie, Ind. KJCK Junction City, Kan.
WHFB Benton Harbor, Mich. WKAM Warsaw, Ind. KNEB Scottsbluff, Neb.
*WIBM Jackson, Mich. WBEV Beaver Dam, Wis. KFIZ Fond du Lac, Wis.
WMUS Muskegon, Mich. WMLM Marinette, Wis. KVAL Wallace, Idaho
WKNX Saginaw, Mich. WSPR Stevens Point, Wis. *WJEN Clearwater, Fla.
WIBV Belleville, Ill. WBSR Pensacola, Fla.
WCAZ Carthage, Ill. WGRK Morrystown, Tenn. WLBS Birmingham, Ala.
WHOW Clinton, Ill. WTPR Paris, Tenn. WBYW Selma, Ala.
WLBH Mattson, Ill. KIUP Durango, Colo. WHIR Danville, Ky.
WLDS Jacksonville, Ill. WAYX Waycross, Ga.

*Midwest representation only

DON HOWARD & CO.

Del Rio, Tex.-Foster Bldg. Tel.: 1017. Owner: Don Howard.

(Stations represented not reported)

H-R REPRESENTATIVES INC.

New York 17-405 Lexington Ave. Tel.: Murray Hill 9-2808. 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; James W. LeBaron.

Chicago 3-79 W. Monroe St. Tel.: Randolph 6-0113. Dwight S. Reed, Carlin S. French.

San Francisco-110 Sutter St. Tel.: Exbrook 2-3407. James M. Alspaugh.

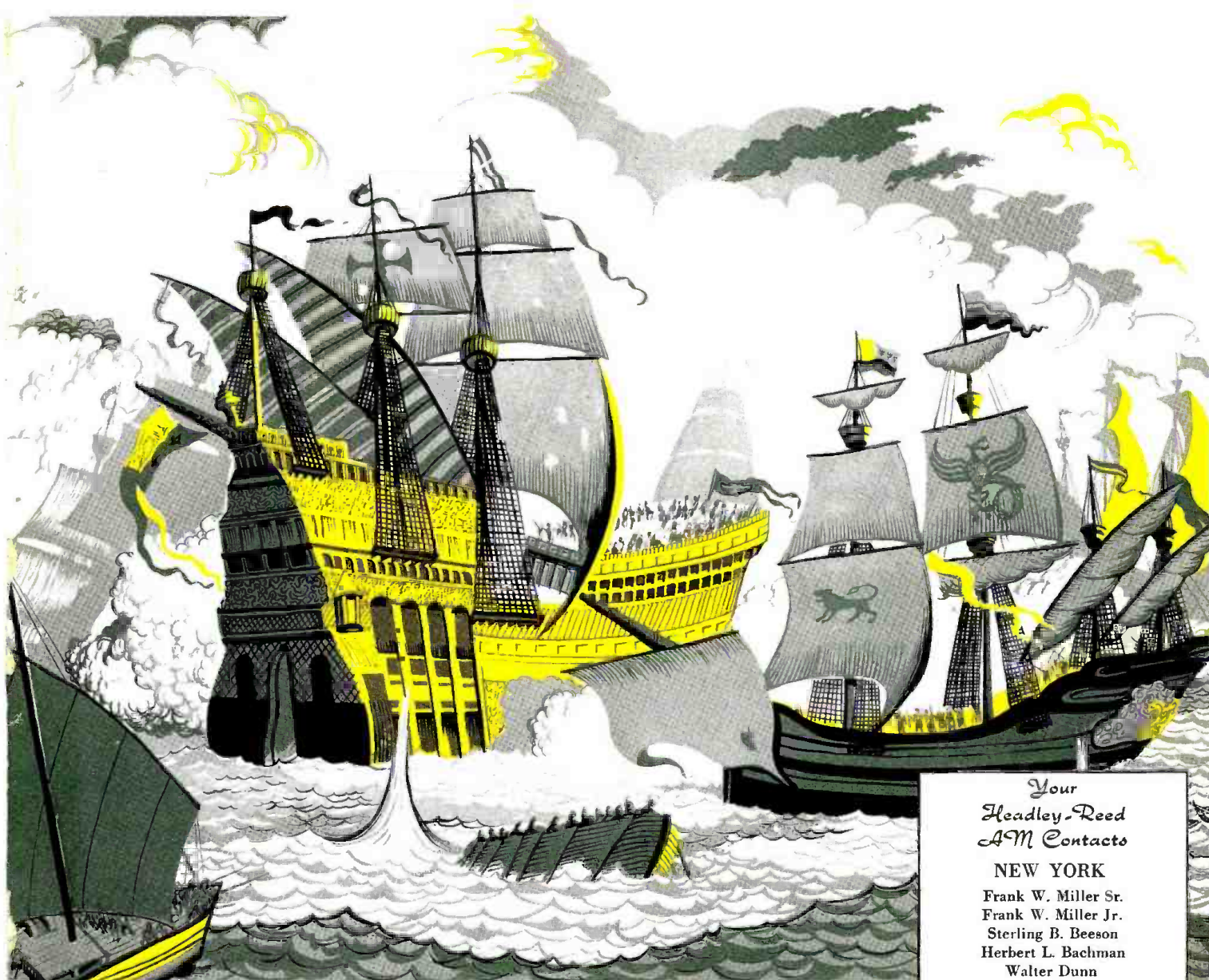
Hollywood-710 Equitable Bldg. Tel.: Granite 1480. V.P.: Harold Lindley.

Represents:

KMPC Los Angeles WLOK Lima, Ohio WFGF Kalamazoo, Mich.
WROK Rockford, Ill. WHUM Reading, Pa. WONS Hartford, Conn.
WFBG Altoona, Pa. KJBS San Francisco WSOC Charlotte, N. C.
WJIM Lansing, Mich. WTSP St. Petersburg, Fla. WNNC Asheville, N. C.
WMSC Columbia, S. C. KNOE Monroe, La. KXXX Colby, Kan.
WCOL Columbus, Ohio WNOE New Orleans WKAC Erie, Pa.
KMMJ Grand Island, Neb. WJW Cleveland WEAN Boston
WONS Hartford, Conn.
Yankee Network

(Continued on page 35)

BROADCASTING • Telecasting



"An attack on the Armada"

363 years ago

Phillip II's plan to invade England in 1588 was prevented by the destruction of his great Armada. The lofty Spanish ships filled with thirty thousand soldiers and crew, were attacked by the expert English seamen in smaller but more numerous ships. Under the leadership of such veteran fighters as Drake and Hawkins, the English were completely victorious. Badly defeated, the Armada suffered still greater losses in subsequent storms.

363 years experience

in Radio Advertising...
 Giving us an average of 15 years per man, with every man thoroughly versed in selling the National and Sectional markets...
 Available to you! Our wealth of Radio knowledge in every Radio market, plus continual close contact with Advertisers and their Agencies, by men who are specialists in selling a single medium-RADIO SPOT TIME...
 Contact your nearest HEADLEY-REED Sales Representative (listed herewith) and watch your sales curve propel upward.

*Your
 Headley-Reed
 AM Contacts*

NEW YORK

Frank W. Miller Sr.
 Frank W. Miller Jr.
 Sterling B. Beeson
 Herbert L. Bachman
 Walter Dunn

Cameron A. Higgins
 Jack Hardingham
 Barry Keit
 Frank T. Breslin
 William L. Kost
 Richard P. Hogue
ATLANTA

Eli W. Sweatman
CHICAGO

John H. Wrath
 John Schulz
 Edward E. Gardner
 Philip Leo Mergener
DETROIT

Harold V. Barrett
HOLLYWOOD

Clark Barnes
SAN FRANCISCO

Ralph Mitchell
NEW ORLEANS
 Milton R. de Reyna Jr.
PHILADELPHIA

Robert S. Dome



Headley-Reed Company

Radio Station Representatives

CHICAGO

PHILADELPHIA

HIGH ABOVE

HOLLYWOOD

ATLANTA

exploring every market ... from eight strategically located offices throughout the United States ... giving you superior coverage with quick and thorough personal service to Advertisers and their Agencies.

All offices company owned and operated



Headley-Rood Company
Radio Station Representatives



STATION REPRESENTATIVES

(Continued from page 32)

INDIE SALES INC.

New York 17—60 E. 42d St. Tel.: Murray Hill 2-4813. Jack Koste, Gene Litt, Oscar Lutz.
Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2-0016.
Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812. Mgr.: Gene Grant.

Represents:

MJ Tulsa, Okla.	WCCM Lowell, Mass.	WTAO Boston
MS Lincoln, Neb.	WKY Evansville, Ind.	WTEL Philadelphia
BT Tacoma, Wash.	WPIN St. Petersburg, Fla.	WXGI Richmond, Va.
CE Springfield, Mass.	WJMR New Orleans	WXLW Indianapolis
JAV Norfolk, Va.	WJXN Jackson, Miss.	
CCC Hartford, Conn.	WKAB Mobile, Ala.	

Metropolitan Network, Washington, D. C.

INTER-AMERICAN PUBLICATIONS INC.

New York 17—41 E. 42d St. Tel.: Murray Hill 2-0886. Pres.: Angel Ramos; V. P. Treas.: Jose Oviedo; Sec.: Frank Navarro.

Represents:

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

INTERSTATE UNITED NEWSPAPERS

New York—545 Fifth Ave. Tel.: Murray Hill 2-5452. Mgr. Radio Div.: Joe Wootton.
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.	KOWL Los Angeles
WHAT Philadelphia	WJLD Birmingham, Ala.	
WHOD Pittsburgh	WIVY Jacksonville, Fla.	

FRED R. JONES

(Stations represented not reported)

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

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 3—22 Marietta St. Tel.: Alpine 1637. Mgr.: Fred M. Bell.
Dallas 1—Republic Bank Bldg. Tel.: Randolph 7936. Mgr.: David Rutledge.
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:

KLZ Denver	WNAX Sioux City-Yankton	KHQ Spokane, Wash.
WGBS Miami, Fla.	WWL New Orleans	WMMN Fairmont, W. Va.
WDAE Tampa	WCOP Boston	WISN Milwaukee
*WAGA Atlanta	KGHL Billings, Mont.	WJBK Detroit
*WMAZ Macon, Ga.	WKXW Albany, N. Y.	WFDF Flint, Mich.
*WTOC Savannah	WKRC Cincinnati	WOOD Grand Rapids, Mich.
KGU Honolulu	WSPD Toledo, Ohio	KWK St. Louis
WPDQ Jacksonville, Fla.	WKY Oklahoma City	WERR Buffalo, N. Y.
WEOA Evansville, Ind.	WPIL Philadelphia	WHS Bluefield, W. Va.
WFBN Indianapolis	WCAE Pittsburgh	KCMO Kansas City, Mo.
WMT Cedar Rapids	WREC Memphis	WMAL Washington, D. C.
KRNT Des Moines		

* 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.	KTFI Twin Falls, Idaho	KRSC Seattle, Wash.
KRNR Roseburg, Ore.	KBIO Burley, Idaho	KGA Spokane, Wash.
KFJI Klamath Falls, Ore.	KSRV Ontario, Ore.	KIEM Eugene, Calif.
KSLM Salem, Ore.	KIT Yakima, Wash.	KONP Port Angeles, Wash.
KOOS Coos Bay, Ore.	KWRC Pendleton, Ore.	KVAN Vancouver, Wash.
KEND Bend, Ore.	KODL The Dalles, Ore.	KPOJ Portland, Ore.
KBKR Baker, Ore.	KWIL Albany, Ore.	KPKW Pasco, Wash.
KORE Eugene, Ore.	KRLC Lewiston, Idaho	KBRC Mt. Vernon, Wash.
KMED Medford, Ore.	KWLK Longview, Wash.	KMC Tacoma, Wash.
KUIN Grants Pass, Ore.	KELA Centralia, Wash.	KNPT Newport, Ore.
KLBM LaGrande, Ore.	KGY Olympia, Wash.	KRUL Corvallis, Ore.
KWIN Ashland, Ore.	KXRO Aberdeen, Wash.	KAPA Raymond, Wash.
KTIL Tillamook, Ore.	KVOS Bellingham, Wash.	KBRO Bremerton, Wash.
KFXD Boise-Nampa, Idaho	KFJ Wenatchee, Wash.	KOMW Onnak, Wash.
	KUJ Walla Walla, Wash.	

KEENAN & EICKELBERG

San Francisco 4—235 Montgomery St. Tel.: Douglas 2-1323. Mgr.: W. Hubbard Keenan.
Los Angeles 5—638 S. Van Ness Ave. Tel.: Dunkirk 8458. Mgr.: George G. Dietrich.
Portland 4, Ore.—333 S. W. Oak St. Tel.: Broadway 3210. Mgr.: Frank J. McHugh Jr.

Represents:

WOR New York
The O. L. Taylor Co.
Harrington, Righter & Parsons

THE KENNEDY CO.

Philadelphia 2—1806 Packard Bldg. Tel.: Rittenhouse 6-8546.

Represents:

WILM Wilmington, Del.	WHVR Hanover, Pa.	WHUM Reading, Pa.
WFPG Atlantic City, N. J.	WBUD Morrisville, Pa.	WGCB Red Lion, Pa.
WFBZ Vineland, N. J.	WHWL Nanticoke, Pa.	WISL Shamokin, Pa.
WCOJ Coatsville, Pa.	WDAS Philadelphia	

1 Represents in Pennsylvania only.
2 Philadelphia only.

KETTELL-CARTER

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

Represents in New England and New York State

*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 Framingham, Mass.	WBRY Waterbury, Conn.
WSKI Montpelier, Vt.	WHAV Haverhill, Mass.	WTVL Waterville, Me.
WALE Fall River, Mass.	WKNE Keene, N. H.	WNEB Worcester, Mass.
*WSYR Syracuse, N. Y.	WLNH Laconia, N. H.	WHEB Portsmouth, N. H.
WABI Bangor, Me.	WLAM Lewiston, Me.	WKXL Concord, N. H.
WMOU Berlin, N. H.	WFEA Manchester, N. H.	

Pine Tree Group
New Hampshire Group

North Eastern Broadcasting System
Bay State Group of Stations

* 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—935 Northwestern Bank Bldg. Tel.: Geneva 9631. Owner: Orville F. Lawson. Office Mgr.: Mrs. Edna H. Brautigam. Acct. Executive: Loren Sorensen.

(Stations represented not reported)

LUXEMBOURG BROADCASTING CO.

(Radio Luxembourg: 232 kc, 150 kw; 1439 kc, 150 kw)

New York 10—175 Fifth Ave. Mgr.: Guy Bolam. (See American Sales & Servicing Agency.)

JOSEPH HERSHEY MCGILLVRA INC.

New York 17—368 Madison Ave. Tel.: Murray Hill 2-8755. Pres. Joseph H. McGillvra.

Chicago 1—185 N. Wabash Ave. Tel.: State 2-5282, V.P. & Mgr.: Hub. Jackson.
Los Angeles 5—2330 W. 3d St. Tel.: Dunkirk 7-4388. Mgr.: Robert W. Walker.
San Francisco 4—57 Post St. Tel.: Sutter 1-5568. Mgr.: Rogers Parratt.

(Stations represented not listed.)

FRANK J. McHUGH JR.

Portland, Ore., 4—710 Lewis Bldg. Tel.: Broadway 3210.

(Stations represented not reported.)

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	DZPI Manila	DYBU Cebu
DZRH Manila	DYCB Cebu	

ROBERT MEEKER ASSOCIATES 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. Filion, Ben F. Conway, Glenn Lau.

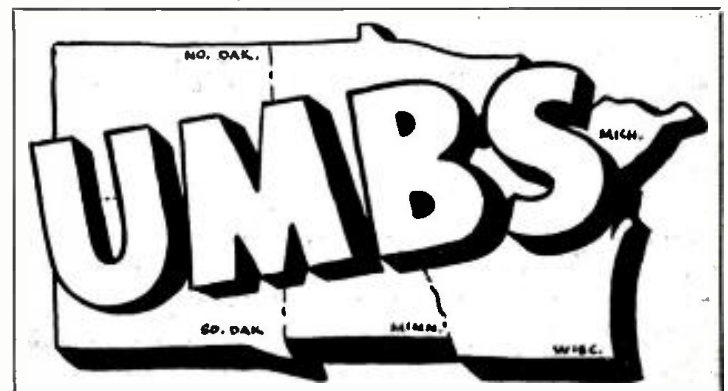
Chicago 1—333 N. Michigan Ave. Tel.: Central 6-1742. Mgr.: Carlton F-J Jewett. Lois Thompson.

San Francisco 4—Russ Bldg. Tel.: Yukon 6-4940. Mgr.: Donald L. Pontius.
Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408. Mgr.: Tracy Moore.

Represents:

WDEL Wilmington, Del.	WORK York, Pa.	WCLT Newark, Ohio
WCUM Cumberland, Md.	WGKV Charleston, W. Va.	WSAU Wausau, Wis.
WKNE Keene, N. H.	WDWS Champaign, Ill.	WJNO West Palm Beach, Fla.
WKNY Kingston, N. Y.	WWXL Peoria, Ill.	KVOL Lafayette, La.
WGAT Utica, N. Y.	WTTT Bloomington, Ind.	KMOD Modesto, Calif.
WHOL Allentown, Pa.	WKBV Richmond, Ind.	KCRA Sacramento, Calif.
WRTA Altoona, Pa.	WKBB Dubuque, Iowa	KUGN Eugene, Ore.
WEST Easton, Pa.	KOKX Keokuk, Iowa	KMED Medford, Ore.
WKBO Harrisburg, Pa.	WSON Henderson, Ky.	KVOS Bellingham, Wash.
WAZL Hazleton, Pa.	WHOP Hopkinsville, Ky.	KWIE Kennewick, Wash.
WGAL Lancaster, Pa.	WPAD Paducah, Ky.	KPKW Wenatchee, Wash.
WKST New Castle, Pa.	KAUS Austin, Minn.	
WFAW Reading, Pa.	KFSB Joplin, Mo.	
WMBS Uniontown, Pa.	WHKK Akron, Ohio	

(Continued on page 36)



STATION REPRESENTATIVES

(Continued from page 35)

CLYDE MELVILLE CO.

Dallas—402 Melba Bldg. Tel.: Sterling 1558. Owner: Clyde B. Melville.

Represents:

KTKX Austin, Tex.	KDMS El Dorado, Ark.	KSEL Lubbock, Tex.
KTXC Big Spring, Tex.	WGVW Greenville, Miss.	KDAS Malvern, Ark.
KSTB Breckenridge, Tex.	KERB Kermit, Tex.	KTFS Texarkana, Tex.
KICA Clovis, N. M.	KFRO Longview, Tex.	The Cotton Belt Group

NATIONAL BROADCASTING CO. (NBC SPOT)

(National Spot Sales Dept.)

New York—30 Rockefeller Plaza. Tel.: Circle 7-8300. Dir.: James V. McConnell. Eastern Radio Sales Mgr.: Robert J. Leder. Sales Development, Adv., Prom. Mgr.: E. Norman Neubert.
 Chicago—Merchandise Mart. Tel.: Superior 7-8300. Radio Sales Mgr.: Robert Finnigan.
 Cleveland—115 Superior Ave. N.E. Tel.: Cherry 0942. Radio Sales Rep.: Robert C. Miller.
 Hollywood—Sunset & Vine. Tel.: Hollywood 9-6161. Sales Rep.: Wm. Doty Edouarde.
 San Francisco—Taylor & O'Farrell Sts. Tel.: Graystone 4-8700. Sales Rep.: Carl Nielsen.

Represents:

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

NATIONAL TIME SALES

New York 17—17 E. 42d St. Tel.: Murray Hill 2-0810. Sales Mgr.: Arthur Gordon; Asst. Sales Mgr.: Robert J. Kizer.
 Los Angeles—672 S. Lafayette Park Place. Harlan G. Oakes.
 Chicago—3216 Pure Oil Bldg. Paul Elsberry.

(Stations represented not reported)

HARLAN G. OAKES & ASSOCIATES

Chicago—3216 Pure Oil Bldg. Tel.: State 2-7942.
 San Francisco—26 O'Farrell St., Rm. 609. Tel.: Yukon 6-5936.
 Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200.
 New York—17 E. 42d St. Tel.: Murray Hill 2-0810.

Represents:

Texas Spanish Language Group

KEO Matamoros-XEOR Reynosa, Tam. (Brownsville-McAllen Tex.)	*CFQC Saskatoon, Sask.	XEAC Tijuana, B. C. (San Diego, Calif.)
KCOX San Antonio	*CFRN Edmonton, Alta.	KGST Fresno, Calif.
KTXN Austin, Tex.	*CFCN Calgary, Alta.	KVNO Fresno, Calif.
KUNO Corpus Christi, Tex.	XEAS Nuevo Laredo, Tam. (Laredo, Tex.)	KCOK Tulare, Calif.
KIPN Phoenix, Ariz.	XEJ Ciudad Juarez, Chh. (El Paso, Tex.)	KLVL Pasadena, Tex. (Houston)
XED Mexicali, B. C. (Chico, Calif.)	KOPO Tucson, Ariz.	XEMU Piedras Negras, Coah. (Eagle Pass, Tex.)
KEXO Grand Junction, Col.		

* Represents on West Coast only.

† Spanish only.

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—233 Sansome St. Tel.: Yukon 6-2396. William A. Ayres.

(Stations represented not reported)

PACIFIC NORTHWEST BROADCASTERS

Portland 7—Orpheum Bldg. Tel.: Broadway 6451.
 New York 17—347 Madison Ave. Tel.: Murray Hill 3-5830.
 Chicago 1—380 N. Michigan Ave. Tel.: Andover 3-5771.
 Kansas City—1012 Baltimore St. Tel.: Victor 0621.
 Hollywood 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408.
 San Francisco 4—79 Post St. Tel.: Ebbrook 2-8033.
 Spokane 4—Television Center. Tel.: Madison 1218.

(Stations represented not listed)

PAN AMERICAN BROADCASTING CO.

New York—17 E. 42d St. Tel.: Murray Hill 2-0810. Mgr.: E. Bernald.
 Chicago—Pure Oil Bldg., Rm. 3216. Tel.: State 2-7942. Paul Elsberry.
 Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200. Harlan G. Oakes.

Represents Stations in:

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

JOHN E. PEARSON CO.

New York—250 Park Ave. Tel.: Plaza 8-2255. John E. Pearson, Russ Walker, John S. Stewart, Ray D. Scofield.
 Chicago—333 N. Michigan Ave. Tel.: State 2-7494. Mgr.: Frank M. Reed. Kay Fisher, James W. Rohrs.
 Dallas—1312 1/2 Commerce St. Tel.: Prospect 3723. H. W. Maier Jr., Viola Miller.
 Minneapolis—1406 Northwestern Bank Bldg. Tel.: Lincoln 5689. James Bowden, Betty Pearson.
 Los Angeles—691 S. Lafayette Park Place. Tel.: Dunkirk 7-4388. Robert W. Walker, Hamble Herrington.
 San Francisco—57 Post St. Tel.: Sutter 1-5568. Rogers Parratt, Vena Monroe.

(Stations represented not listed)

JOHN H. PERRY ASSOC.

New York 17—128 E. 56th St. Tel.: Eldorado 5-3197. 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.
WJHP Jacksonville, Fla.	WNDB Daytona Beach, Fla.	WDLF Panama City, Fla.
WALT Tampa		WKLP Key West, Fla.

EDWARD PETRY & CO. INC.

New York 22—488 Madison Ave. Tel.: Murray Hill 8-0200. Mgr.: Henry E. Ring gold.
 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.: Yukon 2-3631. 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 7191. Mgr.: George Kercher.
 Dallas 2—Life of America Bldg., Wood & Akard Sts. Tel.: Prospect 3593. Mgr.: Buell Herman.

Represents:

WSB Atlanta	WBAL Baltimore	WRNL Richmond
WICC Bridgeport	KARK Little Rock, Ark.	WOAI San Antonio
WBEN Buffalo	KFI Los Angeles	KOMO Seattle
WGAR Cleveland	WHAS Louisville	WMAS Springfield, Mass.
WFAA Dallas-Ft. Worth	WTMJ Milwaukee	KVOO Tulsa, Okla.
WJR Detroit	KSTP St. Paul	KFH Wichita, Kan.
KPRC Houston	WSM Nashville	KTBS Shreveport, La.
KARM Fresno, Calif.	WSMB New Orleans	WIP Philadelphia
KFOR Lincoln, Neb.	WTAR Norfolk	KPHO Phoenix
KGA Spokane	KOIL Omaha	KSO Des Moines
	KGW Portland, Ore.	
	Texas Quality Network	

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)

WILLIAM G. RAMBEAU CO.

Chicago 1—333 N. Michigan Ave. Tel.: Andover 3-5566. Mgr.: John Norman.
 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:

KFWB Los Angeles	WGEZ Beloit, Wis.	WXRA Buffalo-Kenmore, N. Y.
WNAB Bridgeport, Conn.	WLBR Lebanon, Pa.	WDRR Syracuse, N. Y.
KMYR Denver	WPEN Philadelphia	WSKY Asheville, N. C.
WATR Waterbury, Conn.	WLS Lansing, Mich.	KGWA Enid, Okla.
WJTN Jamestown, N. Y.	WTOR Torrington, Conn.	WMCK McKeesport, Pa.
WVJ3 Owensboro, Ky.	KSFO San Francisco	KSEL Lubbock, Tex.
WAGC Chattanooga	WDOV Dover, Del.	KXA Seattle
KSWM Joplin, Mo.	WGII Galesburg, Ill.	WLIV Merrill, Wis.
WHOB Gardner, Mass.	KXIC Iowa City, Oowa	WLAD Danbury, Conn.
WLO Janesville, Wis.	WLCB Baton Rouge, La.	WJON St. Cloud, Minn.
WJEW New Orleans	KEYD Minneapolis	WNLK Norwalk, Conn.
KLUF Galveston, Tex.	WLOX Biloxi, Miss.	WPAZ Potstow, Pa.
KWBC Fort Worth, Tex.	WHLI Hempstead, N. Y.	WWSC Glens Falls, N. Y.
WJOY Burlington, Vt.		

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; Exec. V.P. in charge AM operations: Fred Brokaw. Dir. Sales Research & Prom.: Arthur C. Schofield.
 Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-4473. V.P.-Mgr.: Gar Packard.
 Boston 16—Statler Office Bldg. Tel.: Hubbard 2-3225. Mgr.: Paul Tiemer.
 Detroit 26—2949 Penobscot Bldg. Tel.: Woodward 3-0764. Mgr.: Robert B. Rains.
 Memphis 1—Hotel Chisca. Tel.: Memphis 37-3813. Mgr.: Hugh Murphy.
 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:

McClatchy Beeline, Arizona Broadcasting System
 New England Major Market Group

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

* FM also.

O. J. REISS

New Orleans 12—904 Maritime Bldg. Tel.: Magnolia 2917.
 (Stations represented not reported.)

SCHEERER & CO.

Chicago—35 E. Wacker Dr. Tel.: State 2-7942.
 (Stations represented not reported.)

THE SCHEPP-REINER CO.

New York—16 E. 43d St. Tel.: Murray Hill 2-8540. Arthur Schepp, S. J. Reiner.
 (Stations represented not listed)

(Continued on page 38)

for the most thorough coverage of your key markets



Cleveland (WTAM)



San Francisco (KNBC)



New York (WNBC)



Chicago (WMAQ)

...ask the man who knows them



Washington (WRC)



Denver (KOA)



Albany-Troy-Schenectady (WGY)

Sales success in major markets calls for nothing less than the most thorough coverage possible of the entire distribution area.

And only radio with its mass audience and broad penetration of key markets can provide this coverage. Today's spot radio presents some of the best opportunities for profitable sales results in the history of advertising media.

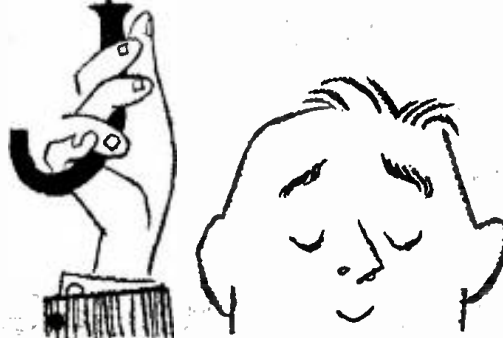
For fast and complete information about radio in these major markets, call NBC Spot Sales. Representing only seven stations, your NBC Spot radio salesman can better concentrate on your problems in these key markets:

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

These 7 radio stations cover 40% of all U. S. radio homes and are represented by—

NBC SPOT SALES

New York • Chicago • Cleveland • San Francisco • Hollywood



STATION REPRESENTATIVES

(Continued from page 36)

DUNCAN A. SCOTT & CO.

San Francisco—Mills Bldg. Owner: Duncan A. Scott.

Represents:

KLAC Los Angeles* KREO Indio, Calif. KYOR Blythe, Calif.
KPRO Riverside, Calif. KROP Brawley, Calif. Alaska Broadcasting Sys-
tem
Broadcasting Corp. of America Network

* Except in Los Angeles

SEARS & AYER

Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.
New York—295 Madison Ave. Tel.: Murray Hill 9-2586.
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.

Represents:

WFMA Anniston, Ala. WJPR Greenville, Miss. WFRS Alexander City, Ala.
WOF Dothan, Ala. WQBC Vicksburg, Miss. WNNN Louisville, Ky.
WJOI Florence, Ala. KWOS Jefferson City, Mo. KNEA Jonesboro, Ark.
WJHY Gadsden, Ala. WMBH Joplin Mo. WROY Carmi, Ill.
WFUN Huntsville, Ala. KTTS Springfield Mo. WHFC Cicero, Ill.
WHBB Selma, Ala. WPUV Pulaski Va. WTMV East St. Louis, Ill.
WTBC Tuscaloosa, Ala. KSPR Casper Wyo. WGGH Marion, Ill.
WLCR Torrington, Conn. WFRL Freeport Ill. WFLL Ft. Lauderdale, Fla.
WCVS Springfield, Ill. KSLO Opelousas, La. WSON Henderson, Ky.
WCIF Madisonville, Ky. WGR0 Bay City, Mich. WPCB Minneapolis
WKTM Mayfield, Ky. KIRX Kirksville, Mo. WFN5 Burlington, N. C.
WPAD Paducah, Ky. WGA1 Elizabeth City, N. C. WCMW Canton, Ohio
WGCM Gulfport, Miss. KPND Pampa, Tex. KSTT Davenport, Iowa

TALLCORN NETWORK

Des Moines—501 Gardner Bldg. Tel.: 3-6502.
(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 I—360 No. Michigan Ave. Tel.: State 2-5260. Mgr.: Howard Meyers.
Dallas I—M & W Tower. Tel.: Riverside 5663. Mgr.: Fred Vance.
Los Angeles 13—638 S. Van Ness Ave. Tel.: Dunkirk 2-8458. Mgr.: George Dietrich.
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. KTBC Austin, Tex. WHBL Sheboygan, Wis.
KBUR Burlington, Iowa KTOK Oklahoma City WNNN Louisville, Ky.
KCMC Texarkana, Tex. KTRE Lufkin, Tex. WKBS LaCrosse, Wis.
KEYS Corpus Christi, Tex. KTRI Sioux City, Iowa WLOS Asheville, N. C.
KFDX Wichita Falls, Tex. KTXL San Angelo, Tex. WMAN Mansfield, Ohio
KFYO Lubbock, Tex. KWKC Abilene, Tex. WOL Washington, D. C.
KGNC Amarillo, Tex. WAGE Syracuse, N. Y. WPAY Portsmouth, Ohio
KTRA Little Rock, Ark. WAKE Greenville, S. C. WRFD Worthington, Ohio
KMLN Monroe, La. WCBM Baltimore, Md. WTOB Winston-Salem, N. C.
KRCV Weslaco, Tex. WCOS Columbia, S. C. Lone Star Chain
KROD El Paso, Tex. WCOV Montgomery, Ala. Oklahoma Network
KRVN Lexington, Neb. WERE Cleveland Southwest Network
KTBB Tyler, Tex. WHBC Canton, Ohio

WILLIAM TEMPLE

Kansas City, Mo.—15 W. 10th St. Tel.: Victor 0021.
(Stations represented not reported.)

TRANSIT RADIO INC.

Cincinnati 2—1109 Union Trust Bldg. Tel.: Dunbar 7775. Board Chairman: Hulbert Taft Jr.; Pres.: Richard C. Crisler.

Represents:

KCBC-FM Des Moines WBUZ (FM) Bradbury WWDC-FM Washington
KCMO-FM Kansas City, Mo. Heights, Md. WAJL (FM) Flint, Mich.
KTNT (FM) Tacoma, Wash. WKRC-FM Cincinnati KBON-FM Omaha, Neb.
KXOK-FM St. Louis WKTR (FM) Worcester, Mass. WTOA (FM) Trenton, N. J.
WKJF (FM) Pittsburgh

UNITED BROADCASTING CO.

New York 17—507 Fifth Ave. Tel.: Murray Hill 7-4758. Mgr.: Robert L. Wittig.
Washington—8th & Eye Sts. N.W. Tel.: Republic 8000. Mgr.: Richard Eaton.
Baltimore 1—109 W. Baltimore St. Tel.: Saratoga 8250. Mgr.: Albert R. Lamphear.
Richmond, Va.—513 E. Main St. Tel.: 3-8368. Mgr.: Glen A. Harmon.

Represents:

WQOK Washington WINX Rockville, Md. WARK Hagerstown, Md.
WFAN (FM) Washington WSID Baltimore WANT Richmond, Va.

THE WALKER REPRESENTATION CO. INC.

New York 17—347 Madison Ave. Tel.: Murray Hill 3-5830. Pres.: Wythe Walker; C. Otis Rawalt; Frederic E. Lake.
Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5771. Mgrs.: Wythe Walker, Jerry Glynn Jr.
Kansas City—1012 Baltimore St. Tel.: Victor 0021. Mgr.: William Temple.
Los Angeles 5—672 S. Lafayette Park Pl. Tel.: Fairfax 3200. Mgr.: Harlan Oakes.
San Francisco 4—26 O'Farrell St., Rm. 609. Tel.: Yukon 6-5938. Burt Beggs.
Atlanta—405 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Dora C. Cossé. Clayton J. Cossé, Frederic E. Lake.

Represents:

WOLF Syracuse, N. Y. KSEI Pocatello, Idaho WJPS Evansville, Ind.
WELM Elmira, N. Y. WJMS Ironwood, Mich. KWBW Hutchinson, Kan.
WSAY Rochester, N. Y. WKIB Iron Mountain, Mich. WJEE Hagerstown, Md.
WBRK Pittsfield, Mass. WDBC Escanaba, Mich. WAIR Winston-Salem, N. C.
WHYN Holyoke, Mass. WHDF Calumet, Mich. WJMX Florence, S. C.
WNBH New Bedford, Mass. WWOD Lynchburg, Va. WNOR Norfolk, Va.
WLBC Muncie, Ind. KENT Shreveport, La. WFNC Fayetteville, N. C.
WJAG Norfolk, Neb. WTRF Bellaire-Wheeling, W. Va. WFLH Huntington, W. Va.
KLPM Minot, N. D. WAPX Montgomery, Ala. KGRH Fayetteville, Ark.
WVRJ Racine, Wis. WJRD Tuscaloosa, Ala. WEIM Fitchburg, Mass.
WATW Ashland, Wis. KBWD Brownwood, Tex. WTKL Springfield, Mass.
WGR0 Louisville, Ky. KXLY Spokane, Wash. WGTM Wilson, N. C.
WKLX Lexington, Ky. KXLL Portland, Ore. WDOK Cleveland, Ohio
WDEV Waterbury, Vt. WSCR Scranton, Pa. WWRN Norristown, Pa.
WOTW Nashua, N. H. WSPC Anniston, Ala. WWBL Beloit, Wis.
KOCY Oklahoma City WBBQ Augusta, Ga. WWRW Beckley, W. Va.
KAKC Tulsa, Okla. WGEM Quincy, Ill. WWHW Ann Arbor, Mich.

Pacific Northwest Broadcasters Z-Bar Network, Montana

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 1-2683. Mgr.: Bernard Pearse.
San Francisco—68 Post St. Tel.: Yukon 6-1899. Mgr.: Joseph Mathews.
Boston—Statler Bldg. Tel.: Hubbard 2-5677. Mgr.: Henry Greene.
Hollywood—6331 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln Simonds.
Atlanta—Palmer Bldg. Tel.: Cypress 4081. Mgr.: George Sweringen.

Represents:

WARD Johnstown, Pa. KFBB Great Falls, Mont. KRMD Shreveport, La.
KIMA Yakima, Wash. WMUR Manchester, N. H. WIMA Lima, O.
WTAD Quincy, Ill. WMSA Massena, N. Y. WKAP Allentown, Pa.
WKNA Charleston, W. Va. WWNV Watertown, N. Y. WVMAM Altoona, Pa.
WORZ Orlando, Fla. WAKR Akron, O. KSDN Aberdeen, S. D.
WTRC Hartford, Conn. WING Dayton, O. KRIO McAllen, Tex.
WSUN St. Petersburg, Fla. WIZE Springfield, O. WJLS Beckley, W. Va.
KTFT Twin Falls, Ida. WGBE Harrisburg, Pa. WKTY La Crosse, Wis.
WSOY Decatur, Ill. KQV Pittsburgh WREN Topeka, Kan.
WTAZ Springfield, Ill. WJAR Providence, R. I. WAAT Newark, N. J.
WGBF Evansville, Ind. WACO Waco, Tex. WHBQ Memphis
WBOW Terre Haute, Ind. WCAZ Burlington, Vt. WPTR Albany, N. Y.
KGL0 Mason City, Iowa WKWK Wheeling, W. Va. WOKY Milwaukee
KGGF Coffeyville, Kan. WBAV Green Bay, Wis. WMRC Greenville, S. C.
KALB Alexandria, La. WJJJ Montgomery, Ala. WNAO Raleigh, N. C.
WRDO Augusta, Me. WIOU Kokomo, Ind. WTHH Port Huron, Mich.
WLBZ Bangor, Me. KPLC Lake Charles, La. KGGM Albuquerque, N. M.
WCSH Portland, Me. New England Regional Network
WSLI Jackson, Miss.

Canadian Stations

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

GILBERT A. WELLINGTON

Seattle—5546 White-Henry-Stuart Bldg. Tel.: Seneca 6682.
(Stations represented not reported.)

WEST COAST RADIO SALES

San Francisco—233 Sansome St. Tel.: Yukon 6-2398. Owner: Benton Paschall.
(Stations represented not reported)

WESTERN RADIO SALES

San Francisco—79 Post St. Tel.: Yukon 6-4112. Mgr.: Jack Q. Hall.
(Stations represented not listed)

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 2-6693. Mgr.: Harry F. Albrecht.
New York—630 Fifth Ave. Tel.: Circle 6-1750. Mgr.: Bernard Musnik.

ADAM J. YOUNG JR. INC.

New York 16—22 East 40th St. Tel.: Murray Hill 9-0006. Mgr.: Adam J. Young Jr.
Chicago 2—55 East Washington St. Tel.: Andover 5448. Mgr.: William J. Reilly.
St. Louis—6 North 7th St. Tel.: Maine 5020. Mgr.: Jack Hetherington.
Los Angeles 28—Rm. 422, Guaranty Bldg. Tel.: Hollywood 9-0865. Mgr.: William L. Wallace. 6331 Hollywood Blvd.

Represents:

U. S. Stations

CKLW Detroit, Mich. WABI Bangor, Me. WKRG Mobile, Ala.
KCJF Shreveport, La. WAFB Baton Rouge, La. WKXL Concord, N. H.
KLAC Los Angeles, Calif. WAIT Chicago WLLZ Bridgeport, Conn.
KLEE Houston, Tex. WBNY Buffalo, N. Y. WMIE Miami, Fla.
KTRM Beaumont, Tex. WFEA Manchester, N. H. WPIC Youngstown, Ohio
KWFC Hot Springs, Ark. WHAY New Britain, Conn. WSNY Schenectady, N. Y.
KOAT Albuquerque, N. M. WINX Washington, D. C. KULA Honolulu, Hawaii
KRSN Los Alamos, N. M. WJAC Johnstown, Pa. KENI Anchorage, Alaska
KTRC Santa Fe, N. M. WJMO Cleveland KFAF Fairbanks, Alaska

Foreign Language Quality Network

Canadian Stations

CFAB Windsor, N. S. CHOY Pembroke, Ont. CKAC Montréal, Que.
CFAR Flin Flon, Man. CHRC Quebec, P. Q. CKCR Kitchener, Ont.
CFCN Calgary, Alta. CHSJ Saint John, N. B. CKCW Moncton, N. B.
CFJR Brockville, Ont. CJAD Montreal, Que. CKDM Dauphin, Man.
CFOS Owen Sound, Ont. CJQB Belleville, Ont. CKLD Thetford Mines, Que.
CFQC Saskatoon, Sask. CJBR Rimouski, Que. CKLN Nelson, B. C.
CFRB Toronto, Ont. CJCH Halifax, N. S. CKLW Windsor, Ont.
CFRN Edmonton, Alta. CJEM Edmundston, N. B. CKNX Wingham, Ont.
CHLN Three Rivers, Que. CJFP Riviere de Loup, Que. CKPR Fort William, Ont.
CHLT Sherbrooke, Que. CKJX Antigonish, N. S. CKRD Red Deer, Alta.
CKTS Sherbrooke, Que. CJGQ Yorkton, Sask. CKRM Regina, Sask.
CHML Hamilton, Ont. CJOB Winnipeg, Man. CKRS Jonquiere, Que.
CHNC New Carlisle, Que. CJOR Vancouver, B. C. CKX Brandon, Man.

Directory of CANADIAN BROADCASTING STATION REPRESENTATIVES

JAMES L. ALEXANDER

Toronto—100 Adelaide St., W. Tel.: Empire 3-9594. Mgr.: J. L. Alexander.
Montreal—Drummond Bldg. Tel.: Harbour 6448. Mgr.: Frank Edwards.

Represents:

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

ALL-CANADA RADIO FACILITIES LTD.

Toronto—Victory Bldg. Tel.: Plaza 7691. Mgr.: G. F. Herbert.
Montreal—Dominion Square Bldg. University 6-9868. Mgr.: Burt Hall.
Winnipeg—Galt Bldg. Tel.: 926-861. Mgr.: P. H. Gayner.
Calgary, Alta.—Taylor, Pearson & Carson Bldg. Tel.: Mgr.: H. R. Carson.
Vancouver, B.C.—198 W. Hastings St. Tel.: Tatlow 7461. Mgr.: J. E. Baldwin.

Represents:

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

ASSOCIATED BROADCASTING CO. LTD.

Represents:

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

CANADIAN BROADCASTING CORP.

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

Represents CBC-owned stations:

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

(Continued on page 40)

George P.
Hollingbery Co.

RADIO STATION REPRESENTATIVES

... REPRESENTING TOP STATIONS IN AMERICA'S LEADING MARKETS

★ **For prompt, intelligent attention to your sales problems, call any one of the following Hollingbery offices:**

CHICAGO 1
307 N. Michigan Ave.
ANdover 3-2636

NEW YORK 18
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LOS ANGELES 13
411 W. 5th St.
MAdison 6-3633

SAN FRANCISCO 4
400 Montgomery St.
DOuglas 2-7192

ATLANTA 3
223 Peachtree St.
Cypress 1489

CANADIAN STATION REPRESENTATIVES

(Continued from page 39)

JOS. A. HARDY & CO. LTD.

Quebec—39 St. John St. Tel.: 2-8178.
 Montreal—1015 Dominion Square Bldg. Tel.: University 6-8915.
 Toronto—11 Jordon St. Tel.: WA-2438.

Represents:

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

JOHN N. HUNT AND ASSOC.

Vancouver, B. C.—198 W. Hastings St. Tel.: Tatlow 6277. Mgr.: John Hunt.

Represents:

CKFI Fort Frances, Ont.	CHGB Ste. Anne de la	CHML Hamilton, Ont.
CFPA Port Arthur, Ont.	Pocatiere	CJCH Halifax, N. S.
CHOK Sarnia, Ont.	CHUB Nanaimo, B. C.	CKOK Penticton, B. C.
CJAD Montreal, Que.	CHEF Granb, Que.	CHVC Niagara Falls, Ont.
CHAD Amos, Que.	CKCV Quebec City, Que.	CKSB St. Boniface, Man.
CKRN Rouyn, Que.	CJSO Sorel, Que.	CKNX Wingham, Ont.
CKVD Val D'or, Que.	CFAB Windsor, N. S.	

(Also see Radio Representatives Ltd. list)

PAUL MULVIHILL

Toronto—21 King St. E. Tel.: Waverley 6554. Mgr.: Paul Mulvihill.

Represents:

CJCH Halifax, N. S.	CKTB St. Catherines, Ont.
CHOK Sarnia, Ont.	CKBB Barrie, Ont.

Pepys

COMMENTS

Do, from day to day, meet various waggish souls who comment that the phrase which we do proudly display—"A Stovin Station is a Proven Station" does not jingle in its syllables! To such we do reply that it is no jingle, it is a Guarantee that the value of every Stovin Station is fully proven by its listener-loyalty, its services to its community, its planned programming and merchandising services. And these will gladly be applied to *your* sales problems if you will consult any of our four offices.

"A STOVIN STATION
IS
A PROVEN STATION"

HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER



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CJOR	Vancouver
CFPR	Prince Rupert
CKLN	Nelson
CJGX	Yorkton
CHAB	Moose Jaw
CJNB	North Battleford
CKOM	Saskatoon
CFAR	Flin Flon
CKY	Winnipeg
CJRL	Kenora
CJBC	Toronto
CFOR	Orillia
CFOS	Owen Sound
CHOV	Pembroke
CJBQ	Belleville
CFJR	Brockville
CKSF	Cornwall
CJBR	Rimouski
CJEM	Edmundston
KCKW	Moncton
CHSJ	Saint John
VOCM	Newfoundland

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Represents:

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CKGB Timmins, Ont.	CKOY Ottawa, Ont.	CJFX Antigonish
CJKL Kirkland Lake, Ont.	CKEY Toronto	CHML Hamilton
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CKWS Kingston, Ont.	CHUB Nanaimo, B. C.	CKNW New Westminster, B. C.

RADIO AND TELEVISION SALES INC.

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 Montreal—Windsor Hotel. Tel.: Plateau 7181. Mgr. Andy Wilson.

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CJSO Sorel	CFDA Victoriaville	(network)

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 Winnipeg—Lindsay Bldg. Tel.: 9-6374. Mgr.: A. J. Messner.

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CFRN Edmonton, Alta.	CJDC Dawson Creek, B. C.	CHLO St. Thomas, Ont.
CFQC Saskatoon, Sask.		CJOY Guelph, Ont.
CJRW Summerside, P.E.I.	CJIB Vernon, B. C.	CKBW Bridgewater, N. S.
CKRD Red Deer, Alta.	CKFH Toronto, Ont.	CKDA Victoria, B. C.
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	CKRM Regina, Sask.	

RADIO TIME SALES (ONT.) LTD.

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Represents:

CJAD Montreal

RADIO TIME SALES (QUE.) LTD.

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Represents:

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CKBB Barrie		

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 Toronto—44 King West. Tel.: EM 3-8481 & Plaza 2681. Mgr.: Omer Renaud.

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CHGB Ste. Anne de la Pocatiere, Que.	CKAC Montreal, Que.	CKCV Quebec, Que.
CJFP Riviere du Loup, Que.	CHNO Sudbury, Ont.	CKLS La Sarre, Que.
CKSM Shaminigan Falls, Que.	CKOQ Woodstock, Ont.	CKSB St. Boniface, Man.
CKCR Kitchener, Ont.	CKMQ Vancouver, B. C.	CHFA Edmonton, Alta.
	CKMR Newcastle, N. B.	CHRL Roberval, Que.
	CKRN Rouyn, Que.	
	CKVD Val D'Or, Que.	

HORACE N. STOVIN & CO.

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 Winnipeg—Childs Bldg. Mgr.: J. A. Whitehouse.
 Vancouver—846 Howe St. Tel.: Marine 6464. Mgr.: J. W. Stovin.

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CFPR Prince Rupert, B. C.	CJRL Kenora, Ont.	CJEM Edmundston, N. B.
CKLN Nelson, B. C.	CJBC Toronto, Ont.	CKCW Moncton, N. B.
CJGX Yorkton, Sask.	CFOR Orillia, Ont.	CHSJ Saint John, N. B.
CHAB Moose Jaw, Sask.	CFOS Owen Sound, Ont.	VOCM Newfoundland (St. John's)
CJNB North Battleford, Sask.	CHOV Pembroke, Ont.	CKPR Fort William*
CKOM Saskatoon, Sask.	CJBQ Belleville, Ont.	
CFAR Flin Flon, Man.	CFJR Brockville, Ont.	
	CKSF Cornwall, Ont.	

* Winnipeg only.

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Toronto—Bank of Nova Scotia Bldg. Tel.: Adelaide 8481.
 (Stations represented not reported.)

Station Managers— nation-wide—convert "Dead-Time" to Dollars . . . with



GEORGE R. TURPIN
General Manager

GEORGE R. TURPIN Regional Promotion Campaigns



Regardless of the size of your market, the power of your station, we have a money-making proposition you'll like. Our staff of trained sales personnel does *all* the work—write, produce and sell packaged sales campaigns in your market. For the complete story and a tape of an actual revenue-producing show, write or wire. A Turpin campaign is like having a 13th month on the books. Just ask the stations below . . .



BILLIE STROUD
Associate Manager

"The campaign which you concluded on March 15, 1951 was exceedingly gratifying . . . the volume of business which you turned in was almost double the amount you sold about six months ago."

SOC VRATIS KOLE Port Arthur, Texas
General Manager LBS 250 watts

". . . your campaigns cause us a minimum of adjustments and additional services. Thank you for a most cooperative attitude extended to our organization while working with KNEW."

C. E. RODELL KNEW Spokane, Washington
Manager MBS 5000 watts

"You and your people certainly should be congratulated for the first-rate job you did for KGEM, Boise . . . your gross sales of more than \$10,000 I think is some kind of record."

MILO J. PETERSON KGEM Boise, Idaho
General Manager ABC 10,000 watts

"The whole campaign has proved both profitable and very satisfactory programwise. When you are ready for another outstanding promotion, just let us know."

DEWAIN SILVESTER KVMV Twin Falls, Idaho
General Manager CBS 250 watts

". . . recommend George R. Turpin and Associates as an exceptionally efficient sales organization."

WILLIAM J. WAGNER KFQD—KFRB—KINY—
President KTKN—KIBH—KIFW—
all in Alaska

". . . enjoyed working with George R. Turpin and his organization and would like to have them back soon."

R. K. FADEL KUTA Salt Lake City, Utah
Station Manager ABC 5000 watts

". . . we are in the fourth week of the campaign and I have no hesitation in saying that the mechanics of your promotion as well as the volume in revenue have been entirely satisfactory."

C. W. LOWDER KLD Ogden, Utah
Manager MBS 5000 watts

"We are completely sold on George R. Turpin and Associates . . . certainly hope that they will return to this market . . . for another campaign."

JOSEPH W. CARSON WMOX Meridian, Mississippi
Manager MBS 250 watts

"I was somewhat skeptical as to whether you would attain the \$4000 in sales you estimated might be possible . . . imagine how pleased we are that you have gone over \$8000 in one month."

TOM WALLACE KTKT Tucson, Arizona
Owner LBS 250 watts



JOHN R. WEBER
Associate Manager



PERRY E. HILLEARY
Associate Manager

GEORGE R. TURPIN and Associates

P.O. BOX 802

FORT WORTH 1, TEXAS

"America's Foremost Promotional Sales Campaigns"

AMERICAN BROADCASTING COMPANY INC.: EXECUTIVES

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.

For Executives of Television Division, see Telecasting Yearbook

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James A. Stabile, *Attorney*

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WASHINGTON, D. C.

1703 K Street

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ABC Television Center
Hollywood 27, California

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SAN FRANCISCO

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155 Montgomery St.

San Francisco 2, California

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BROADCASTING • Telecasting

✓ *Air-Wick*
American Bakeries
American Chicle
Bristol-Myers
Burton-Dixie
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Dr. Billy Graham
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General Mills
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Kellogg
Lever Bros.
Old Gold
Philco
Philip Morris
Prudential Insurance
Ralston-Purina
Serutan
Sterling Drug
Stokely-Van Camp
Swift
Sylvania
The Christian Science Monitor
The Texas Company
The Voice of Prophecy
 ✓ *Warner-Hudnut*



ABC Radio delivers the goods. A network is known by the company it keeps . . . and today ABC Radio serves most of the leading names in American industry. We hope to continue serving them in 1952 . . . offering even greater audiences, greater efficiency, economy, and flexibility. To serve America through serving them has been — and always will be — our single aim.

ABC RADIO

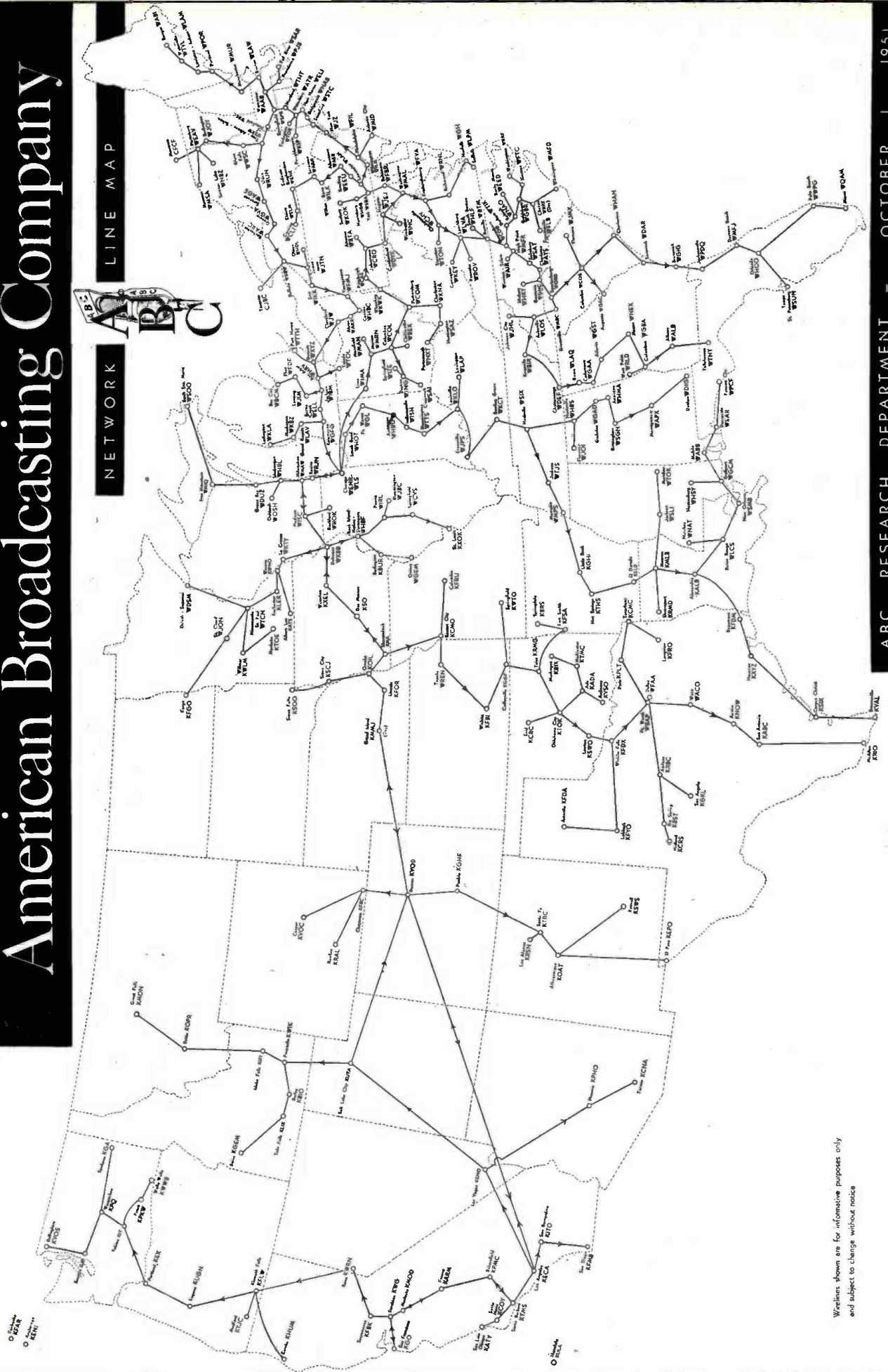
American Broadcasting Company

American Broadcasting Company

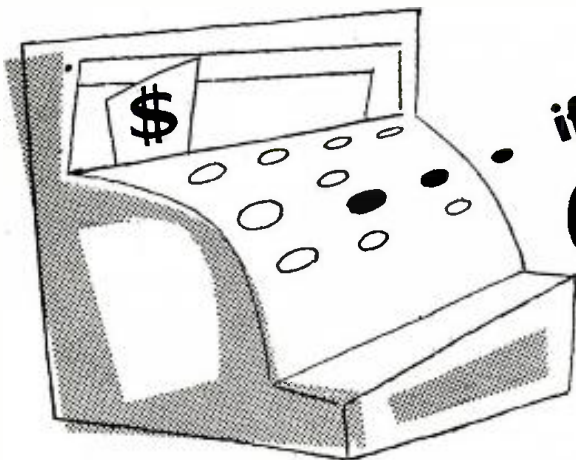


NETWORK

LINE MAP



ABC RESEARCH DEPARTMENT - OCTOBER 1, 1951



if you want

Cash Register Results

then you need

WKBW

BEST BUY in the BUFFALO MARKET

- IF you want to sell merchandise in the rich Buffalo and 7-county Western New York market, WKBW should be your first choice . . .

First in

POWER WKBW is 10 times more powerful than any other Buffalo station.

COVERAGE WKBW serves the rich seven-county Western New York market in which live 1,316,834 people, who work for and spend hundreds of millions of dollars a year, practically under the WKBW transmitter towers.

PROGRAMS WKBW's strong line-up of local and basic ABC programs is tailored for the listener and the sponsor.

MERCHANDISING WKBW maintains an alert merchandising department that—day in and day out—promotes the station, its programs, its advertisers and its advertisers' products.

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives

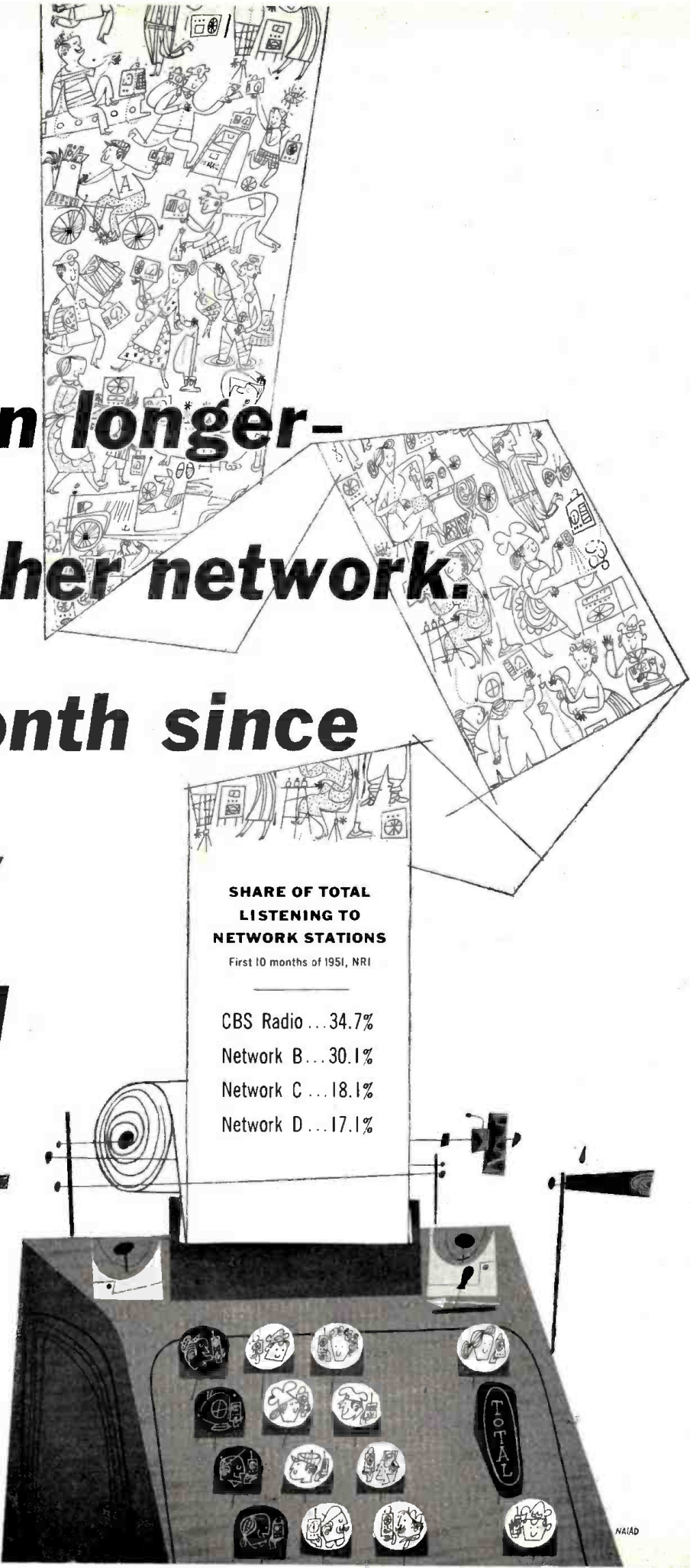
WKBW

BUFFALO'S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and Manager

According to
the Nielsen Radio Index
(the only nation-wide
measurement of radio listening
subscribed to by
all networks)...

***More people listen-
to CBS Radio than
This has been going on
January 1949. CBS Radio
captures more than
of all network***



**and listen longer—
to any other network.
every month since
regularly
one-third
listening.**

**SHARE OF TOTAL
LISTENING TO
NETWORK STATIONS**

First 10 months of 1951, NRI

CBS Radio ...	34.7%
Network B ...	30.1%
Network C ...	18.1%
Network D ...	17.1%

COLUMBIA BROADCASTING SYSTEM, RADIO DIVISION

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 5-2000

For executives of parent company, Columbia Broadcasting System Inc., see page 448. For executives Television Division, see Telecasting Yearbook.

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Henry Howard, *Senior Attorney*

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J. Dunham Gilbert, *Manager, Technical Operations and Chief Engineer, WCBS*
Hugh Cowham, *Traffic Manager*
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Harry J. Feeney, *Assistant to the Director and Trade News Editor*
Michael Boscia, *Executive Assistant*
Anne Harding, *Manager, Service Division*
Ethel Kirsner, *Contact Editor*
Walter Murphy, *Manager, Magazine Division*

Research

Harper Carraine, *Director of Research*
Edward Reeve, *Sales and Promotion Research Manager*

Sales Promotion and Advertising

George Bristol, *Director*
Charles Oppenheim, *Director, Program and Trade Promotion*
Thomas Means, *Director, Promotion Service, CBS-Owned Stations*
Edward Kaylin, *Director, Network Sales Presentations*
Robert Elliott, *Director, Network Copy*
Louis Dorfsman, *Director, Art Division*
Irving Miller, *Director, Art Service, CBS-Owned Station Promotion*
Joseph Tole, *Production Manager*

Station Administration

Carl J. Burkland, *Director of Station Administration*

Station Relations

Herbert V. Akerberg, *Vice President in Charge of Station Relations*
William A. Schudt, Jr., *National Director*
Edward DeGray, *Station Relations Representative*
Edward Scovill, *Station Relations Representative*
Ole Morby, *Western Division Manager, Columbia Square, Los Angeles 28*

CBS, INC., BROADCAST SERVICE DEPARTMENTS

Building Operations and Ticket Division

James Swenson, *Manager of Building Operations*
Jack Page, *Assistant Manager of Building Operations*
Laurette Banks, *Supervisor of Ticket Division*

General Purchasing

John E. Forsander, *Director of Purchases*
Edward Drewes, *Purchasing Agent*

Mail, File, Mimeo and Transportation

A. H. Bryant, *Manager*
Harriet Hess, *Supervisor of Program Typing*
Emily Schiener, *Supervisor of Ediphone*

Personnel Relations

Robert Kalaidjian, *Director*
Dr. Jack Nelson, *Director of Medical Office*
Charles Burt, *Personnel Administrator*
John Anderson, *Labor Research Manager*
Richard Stanley, *Employment Manager*

Photographic

Walter I. Siegal, *Manager*

Reference

William C. Ackerman, *Director*
May Dowell, *Manager, General Information Division*
Agnes Law, *Librarian*

HOUSEWIVES' PROTECTIVE LEAGUE PRODUCTIONS

Edward W. Wood, Jr., *General Sales Manager and General Manager, HPL Program Services, Inc.*

CBS-OWNED STATIONS

WCBS and WCBS-FM, 485 Madison Avenue, New York 22

Carl Ward, *General Manager*
Don Miller, *Sales Manager*
Sam Slate, *Program Manager*
Don Foley, *Promotion Manager*

KCBS and KCBS-FM, Palace Hotel, San Francisco 5

Arthur Hull Hayes, *Vice President in Charge San Francisco Office, General Manager of KCBS and KCBS-FM*
Jules Dundes, *Sales Manager*
Fred Ruegg, *Program Manager*
Howard Gossage, *Promotion Manager*

KMOX, 401 S. Twelfth Boulevard, St. Louis 2

John Akerman, *General Manager*
P. S. Anderson, *Sales Manager*
Mark Russell, *Program Manager*
C. W. Doebler, *Promotion Manager*

KNX and KNX-FM and Columbia Pacific Network 6121 Sunset Boulevard, Los Angeles 28

William Shaw, *General Manager*
E. W. Buckalew, *Assistant General Manager and Sales Manager*
George W. Allen, *Program Manager*
Sherril Taylor, *Promotion Manager*

WBBM and WBBM-FM, 410 N. Michigan Avenue, Chicago 11

H. Leslie Atlass, *Vice President in Charge of Central Division, General Manager of WBBM*
E. H. Shomo, *Assistant General Manager and Sales Manager*
C. Gilman Johnston, *Assistant Sales Manager*
Thomas A. Bland, *Program Manager*
R. David Kimble, *Promotion Manager*

WCCO, 625 Second Avenue So., Minneapolis 2

Eugene B. Wilkey, *General Manager*
Roy W. Hall, *Sales Manager*
Robert Sutton, *Program Manager*
Charles Smith, *Promotion Manager*

WEEL and WEEL-FM, 182 Tremont Street, Boston 12

Harvey Struthers, *General Manager*
Emmett J. Heardt, Jr., *Sales Manager*
Raymond Girardin, *Program Manager*
Charles Vaill, *Promotion Manager*

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Henry Flynn, *Assistant General Sales Manager*
H. A. Carlborg, *Manager, Sales Development*
Richard Hess, *Research Manager*
Guy Cunningham, *Promotion Manager*

Chicago Office, 410 North Michigan Avenue

Gordon F. Hayes, *Western Sales Manager*

Memphis Office, 63 S. Main Street

H. H. Holtshouser, *Sales Manager*

Detroit Office, Fisher Bldg.

Ralph Patt, *Sales Manager*

Los Angeles Office, Columbia Square

Richard Elpers, *Sales Manager*

San Francisco Office, Palace Hotel

Hugh Stump, *Sales Manager*

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Clyde Coombs, KROY, Sacramento, Calif., District No. 9



Today more than 8,000,000 people attend each performance.

Show night at the Belasco—in days gone by a treat for the favored few—is now a theatrical event that goes to hamlets and hearthside from coast to coast. Thus by radio, the spell of the theatre is spread into homes remote from the lights of Broadway.

For seven years, United States Steel—through its full-hour program, *Theatre Guild on the Air*—has brought into America's homes the genius

of the great actors and actresses of our time... in distinguished dramas of past and present. Coming up this season are such outstanding productions as *Oliver Twist*, *The Sea Wolf*, *A Square Peg*, *The Second Threshold*, *Dear Brutus* and *The Bishop Misbehaves*.

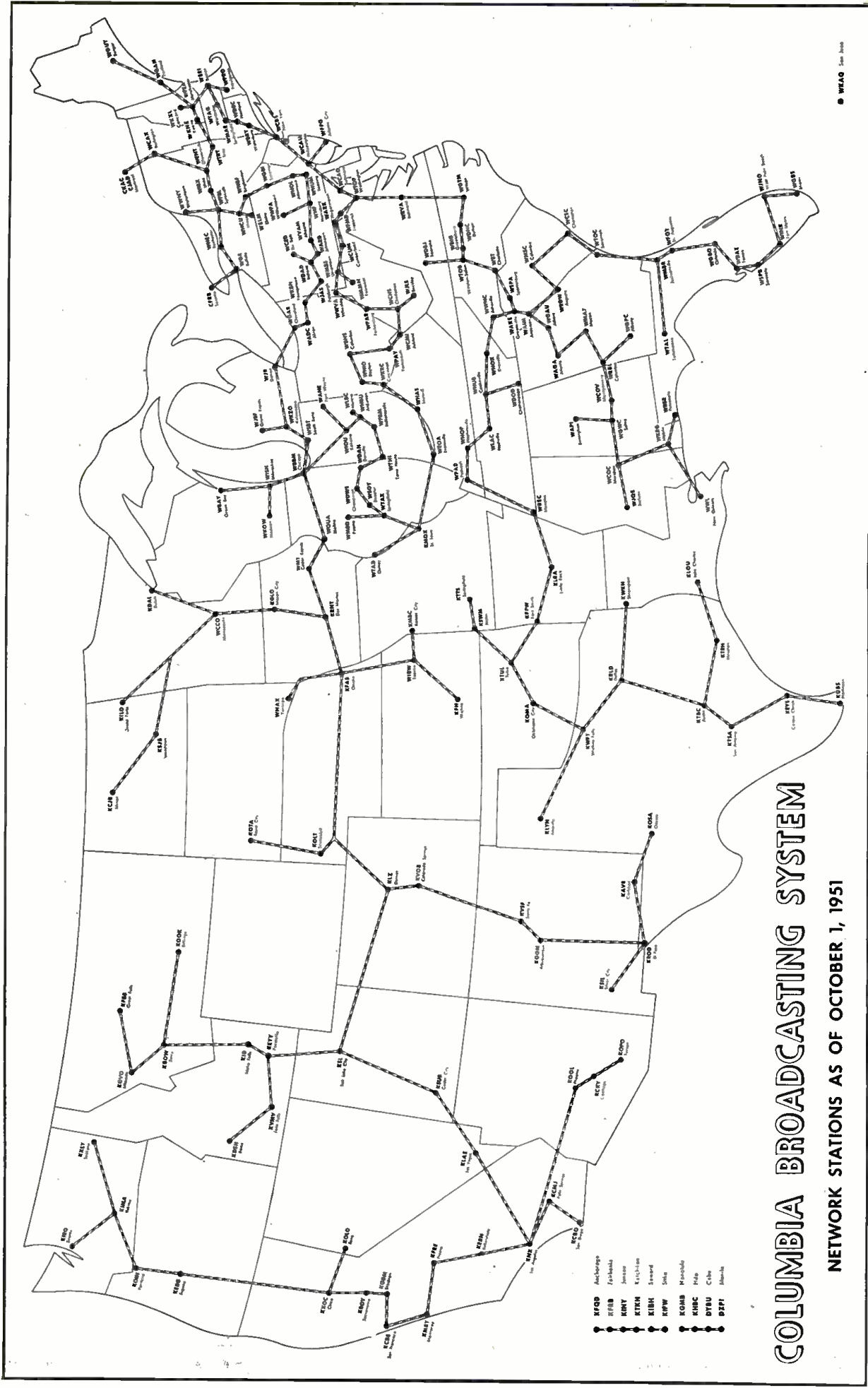
With such performances as these, the honored stage of the Belasco has become the scene of radio's most honored show—the U. S. Steel Hour.

Theatre Guild on the Air

U. S. STEEL HOUR

SUNDAY EVENINGS ON N.B.C. 8:30 P. M. (EST)





COLUMBIA BROADCASTING SYSTEM

NETWORK STATIONS AS OF OCTOBER 1, 1951

- KFOD Anchorage
- KFEB Fairbanks
- KBYV Juneau
- KTVN Ely/Elko
- KIBH Seward
- KRW Silt
- KQMS Moosehide
- KHCC Fife
- DYBU Cuba
- DSFT Humboldt

KEYSTONE BROADCASTING SYSTEM, INC.

OFFICES

111 W. Washington Street
Chicago 2, Illinois
State 2-6303

580 Fifth Avenue
New York 19, New York
Plaza 7-1460

OFFICERS & DIRECTORS

111 West Washington St.
Chicago, Illinois

Sidney J. Wolf, President (Director)
Naylor Rogers, Exec. Vice-President (Director)
Joseph Bayer, Vice-President (Director)
Noel Rhys, Vice-President
Arthur Wolf, Secretary-Treasurer (Director)

NEW YORK
580 Fifth Avenue
Plaza 7-1460

Noel A. Rhys, Vice-President and Eastern Sales
Manager
Eve Banner, Office Manager
James A. Yergin, Research Director

CHICAGO
111 West Washington St.
State 2-6303

Sidney J. Wolf, President
Naylor Rogers, Exec. Vice-President
Arthur Wolf, Secretary-Treasurer
Edwin R. Peterson, Special Representative
Blanche Stein, Director of Station Relations
Wyn Spangenberg, Traffic Manager
Bertha Vincent, Accountant

SERVICES OFFERED: Keystone Broadcasting 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 493 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, 1952, is as follows:

ALABAMA—WRFS Alexander City; WCTA Andalusia; WJLD Bessemer; WEBJ Brewton; WARG Carrollton; WKLF Clanton; WKUL Cullman; WMSL Decatur; WXAL Demopolis; WOOF Dothan; WULA Eufaula; WWWW Fayette; WMFT Florence; WGWD Gadsden; WGYV Greenville; WGSV Guntersville; WBHP Huntsville; WPBB Jackson; WWWW Jasper; WJHO Opelika; WWRW Russellville; WFEB Sylacauga; WHTB Talladega; WTBK Troy; WTBC Tuscaloosa.

ARIZONA—KCLS Flagstaff.

ARKANSAS—KVRC Arkadelphia; KBTA Batesville; KAMD Camden; KCON Conway; KAGH Crossett; KDMS El Dorado; KGRH Fayetteville; KXJK Forest City; KHOZ Harrison; KFFA Helena; KXAR Hope; KWFC Hot Springs; KBTM Jonesboro; KVMA Magnolia; KENA Mena; KOSE Osceola; KDRS Paragould; KOTN Pine Bluff; KPOC Poca-hontas; KXRJ Russellville; KBRS Springdale; KWAK Stuttgart.

CALIFORNIA—KCVR Lodi; KMBY Monterey; KPRL Paso Robles; KVEC San Luis Obispo; KSMA Santa Maria; KVBC Ventura; KSFA Santa Paula.

COLORADO—KGIW Alamosa; KRLN Canon City; KRAI Craig; KFTM Fort Morgan; KBNZ La Junta; KLVC Leadville; KUBC Montrose; KVRH Salida; KGEK Sterling; KCRT Trinidad.

FLORIDA—WDHL Bradenton; WTAN Clearwater; WCNU Crestview; WBER Ft. Lauderdale; WINK Ft. Myers; WGGG Gainesville; WJVB Jacksonville Beach; WKWF Key West; WLBE Leesburg; WNER Live Oak; WTMOC Ocala; WDLF Panama City; WPLA Plant City; WTRR Sanford; WKXY Sarasota; WTNT Tallahassee.

GEORGIA—WGUA Athens; WBBQ Augusta; WMGR Bainbridge; WMOG Brunswick; WGRA Cairo; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WDWD Dawson; WMLT Dublin; WTJH East Point; WSGC Elberton; WFPM Fort

Valley; WGGG Gainesville; WKEU Griffin; WBGR Jesup; WLAG La Grange; WMVG Milledgeville; WMGA Moultrie; WLAQ Rome; WWNS Statesboro; WAYX Waycross; WRLD West Point.

IDAHO—KBIO Burley; KIFI Idaho Falls; KRPL Moscow; KWIK Pocatello; KPST Preston; KSPT Sandpoint; KLLX Twin Falls; KWEI Weiser.

ILLINOIS—WBYS Canton; WRoy Carmi; WEBQ Harrisburg; WJPF Herrin; WSMI Litchfield; WKAI Macomb; WVMC Mt. Carmel.

INDIANA—WBNI Boonville; WJCD Seymour-No. Vernon; WTCJ Tell City; WJCD Seymour.

IOWA—KJAN Atlantic; KCHA Charles City; KSIB Creston; KJFJ Webster City.

KANSAS—KARE Atchison; KGNO Dodge City; KTSW Emporia; KIUL Garden City; KAYS Hays; KIND Independence; KSEK Pittsburg.

KENTUCKY—WLBj Bowling Green; WAIN Columbia; WCTT Corbin; WZIP Covington; WCPM Cumberland; WHIR Danville; WIEL Elizabethtown; WKAY Glasgow; WHLN Harlan; WSON Henderson; WHOP Hopkinsville; WKTm Mayfield; WMK Middleboro; WOMI Owensboro; WPKE Pikesville.

LOUISIANA—KTRY Bastrop; WIKC Bogalusa; WIHL Hammond; KWBJ Natchitoches; KSLO Opelousas; KRUS Ruston.

MAINE—WABM Houlton; WAGM Presque Isle.

MARYLAND—WASA Havre de Grace.

MICHIGAN—WATZ Alpena; WGRO Bay City; WATT Cadillac; WTVB Coldwater; WMRP Flint; WHDF Houghton; WIKB Iron River; WJMS Ironwood; WJPD Ishpeming; WKLA Ludington; WCEN Mt. Pleasant; WMBN Petoskey; WHLS Port Huron; WSTR Sturgis; WTCM Traverse City.

MINNESOTA—WKLK Cloquet; WEVE Eveleth; KBZY Grand Rapids; CKFI International Falls; WSHB Stillwater.

MISSISSIPPI—WGLC Centerville; WROX Clarksdale; WCJU Columbia; WCBI Columbus; WCMA Corinth; WJPR Greenville; WGRM Greenwood; WNAG Grenada; WGCM Gulfport; WFOR Hattiesburg; WKOZ Kosciusko; WAML Laurel; WAPF McComb; WMOX Meridian; WMIS Natchez; WHOC Philadelphia; WRWJ Picaidy; WSSO Starkville; WELo Tupelo; WQBC Vicksburg; WROB West Point; WAZF Yazoo City; WBIP Booneville.

MISSOURI—KDMO Carthage; KCRV Caruthersville; KCHI Chillicothe; KREI Farmington; KJCF Festus; KWOS Jefferson City; KMMO Marshall; KRMO Monett; KNEM Nevada; KWOC Poplar Bluff; KTTR Rolla; KSGM Ste. Genevieve; KDRO Sedalia; KWPM West Plains; KICK Springfield.

MONTANA—KBYM Billings; KOJM Havre; KXLO Lewistown; KPRK Livingston; KRJF Miles City; KIYI Shelby; KGKX Sidney.

NEBRASKA—KCNI Broken Bow; 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; KVBC Farmington; KGAK Gallup; KWEE Hobbs; KCHS Truth or Consequences; KTNM Tucumcari; KENM Portales.

NEW YORK—WMBO Auburn; WHUC Hudson; WJOC Jamestown; WICY Malone; WALL Middletown; WSLB Ogdensburg; WIRY Plattsburg; WNBZ Saranac Lake; WDLA Walton.

NORTH CAROLINA—WABZ Albemarle; WBBB Burlington; WEGO Concord; WCKB Dunn; WCNC Elizabeth City; WBBO Forest City; WFVG Fuquay Springs; WGNC Gastonia; WHNC Henderson; WHKP Hendersonville; WHPE High Point; WELS Kinston; WEWO Laurinburg; WLOE Leaksville; WJRI Lenoir; WBUY Lexington; WTSB Lumberton; WMAP Monroe; WHIP Mooresville; WFRS Reidsville; WCBT Roanoke Rapids; WCEC Rocky Mount; WWGP Sanford; WADE Wadesboro; WHED Washington; WFMC Goldsboro.

NORTH DAKOTA—KDIX Dickinson; KDLR Devils Lake; KOVC Valley City; KNOX Grand Forks.

OHIO—WLE Cambridge; WMOH Hamilton; WIRO Ironton; WMOA Marietta; WWSO Springfield-Urbana.

OKLAHOMA—KADA Ada; KWHW Altus; KVSO Ardmore; KWCO Chickasha; KSEO Durant; KASA Elk City; KTAT Frederick; KTJS Hobart; KBIX Muskogee; KTMK McAlester; KGLC Miami; KHBG Okmulgee; KVLH Pauls Valley; WBBZ Ponca City; KWSH Wewoka; KSIW Woodward.

OREGON—KWIN Ashland; KAST Astoria; KBKR Baker; KBNB Bend; KWRO Coquille; KRUL Corvallis; KASH Eugene; KLBM La Grande; KGAL Lebanon; KMCM McMinnville; KOCO Salem; KODL The Dalles; KTIM Tillamook.

PENNSYLVANIA—WNCC Barnesboro; WCDC Carbondale; WLXW Carlisle; WESA Charleroi; WGET Gettysburg; WHUN Huntingdon; WDAD Indiana; WKRX Oil City; WPAZ Pottstown; WMAJ State College; WKBI St. Marys.

RHODE ISLAND—WRJM Newport; WPAW Pawtucket; WERI Westerly.

SOUTH CAROLINA—WACA Camden; WGCD Chester; WELP Easley; WOLS Florence; WEAB Greer; WFGN Gaffney; WHSC Hartsville; WLBG Laurens; WJAY Mullins; WMRA Myrtle Beach; WKDK Newberry; WRHI Rock Hill; WSNW Seneca.

SOUTH DAKOTA—KDSJ Deadwood; KJIV Huron; KGFX Pierre; KWAT Watertown.

TENNESSEE—WLAR Athens; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WDSG Dyersburg; WEKR Fayetteville; WHBT Harrison; WIRJ Humboldt; WDXI Jackson; WIBK Knoxville; WDXE Lawrenceburg; WJMJ Lewisburg; WGAP Maryville; WMMT McMinnville; WGNM Murfreesboro; WNAH Nashville; WTPR Paris; WDBL Springfield; WJIG Tullahoma; WENK Union City.

TEXAS—KVLV Alpine; KRUN Ballinger; KIOX Bay City; KRCT Baytown; KNEB Brady; KSTB Breckenridge; KWBI Brenham; KTFY Brownfield; KBWD Brownwood; WTAW College Station; KVMC Colorado City; KAND Corsicana; KIVY Crockett; KXIT Dalhart; KDLK Del Rio; KDNT Denton; KERP El Paso; KFLD Floydada; KGAF Gainesville; KLUF Galveston; KCTI Gonzales; KGVV Greenville; KPAN Hereford; KSAM Huntsville; KEBE Jacksonville; KOCA Kilgore; KPET Lamesa; KHIT Lampasas; KVOW Littlefield; KFRO Longview; KRBA Lufkin; KMHT Marshall; KJBC Midland; KORC Mineral Wells; KVKM Monahans; KOSF Nacogdoches; KRIG Odessa; KOGT Orange; KNET Palestine; KFTV Paris; KIUN Pecos; KVOP Plainview; KBOP Pleasanton; KOLJ Quanah; KCON San Marcos; KSEY Seymour; KEVA Shamrock; KLAN Sherman; KDWT Stamford; KSTV Stephenville; KSST Sulphur Springs; KXOX Sweetwater; KTEM Temple; KTFE Texarkana; KTLW Texas City; KGKB Tyler; KVOU Uvalde; KVWC Vernon; KVIC Victoria.

UTAH—KVNU Logan; KOPP Ogden; KOAL Price; KJAM Vernal.

(Continued on page 55)

KEYSTONE'S 500 STATIONS NEW SALES FOR NATIONAL

Keystone Broadcasting System's national advertisers repeatedly renew their contracts because they know that their message reaches a rich market — Home Town and Rural America!

These national advertisers profit by the higher listener-loyalty of the Keystone stations. BMB reports that these *local level stations* are listened to longer, more regularly than the distant metropolitan stations.

Whether you're considering media for foods, drugs, tobacco, automobiles, farm supplies or the other needs of Home Town and Rural America, you'll find the Keystone Network worth investigating — America's only national transcription network!

One order buys one minute announcements or a 15 minute show on 500 Keystone stations — or only the number of stations required to cover your distribution pattern.



NO TELEVISION RECEPTION!

With Keystone's affiliates located in towns of 50,000 and under, there's little or no effective television. National advertisers using the Keystone Network enjoy TV-Free reception in these American Homes!

**RED BAND
FLOUR**

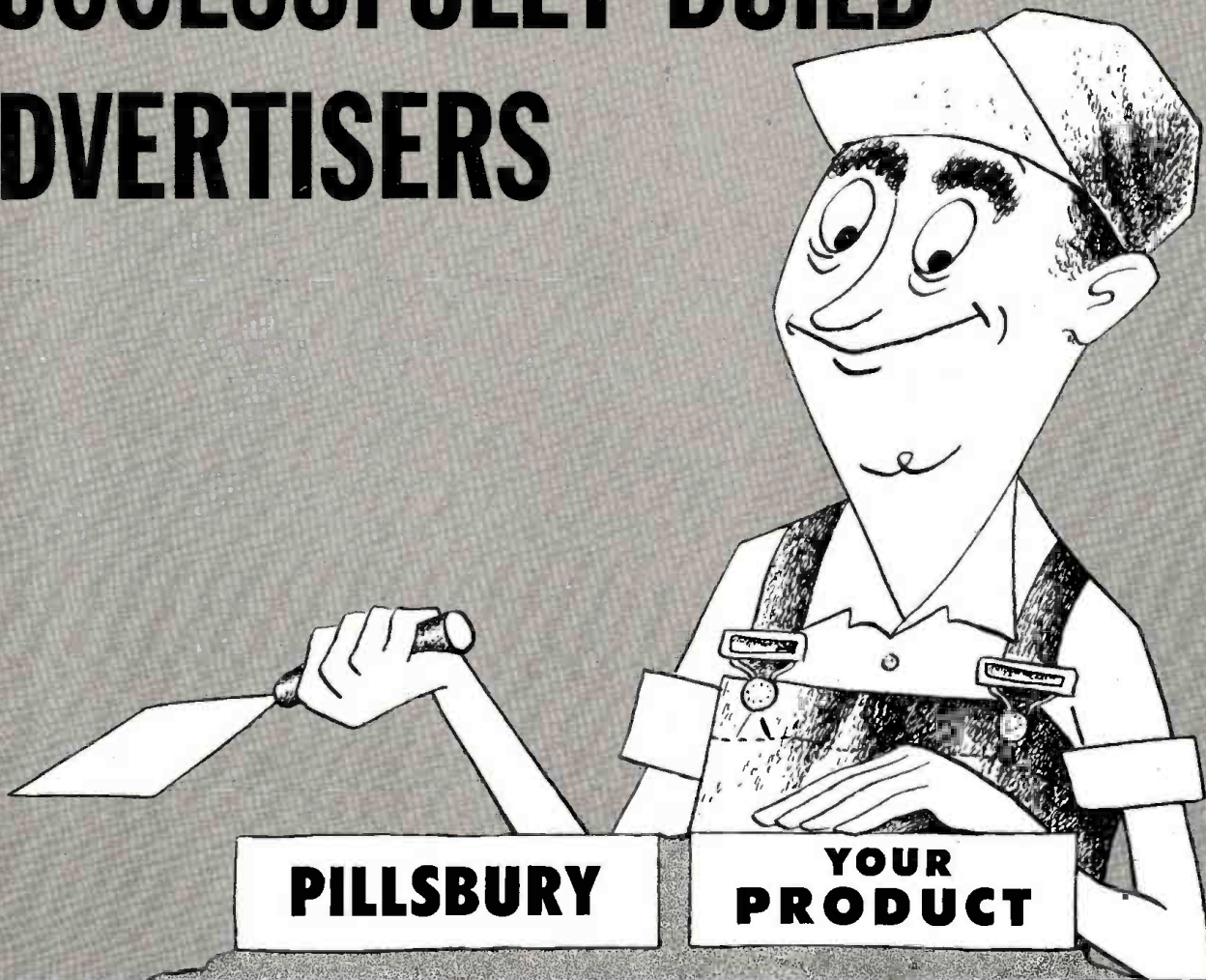
OMEGA OIL

**CHAMBERLAIN'S
HAND LOTION**

DOLCIN

KEYSTONE BROADCASTING SYSTEM, INC.

SUCCESSFULLY BUILD ADVERTISERS



PILLSBURY

**YOUR
PRODUCT**

**MONTICELLO
DRUG**

FEEN-A-MINT

GENERAL FOODS

**CARTER'S
PILLS**

**OLD FASHIONED
REVIVAL HOUR**

**GOLD MEDAL
FLOUR**

NESTLE'S

PEPSODENT

MURINE

**SCOTT'S
EMULSION**

**AIRMAID
HOSIERY**

**PIERCE'S
PROPRIETARIES**

NEW YORK: 580 Fifth Ave. • CHICAGO: 111 W. Washington St.

KEYSTONE STATIONS

(Continued from page 51)

VERMONT—WSYB Rutland; WTVN St. Johnsbury.
 VIRGINIA — WKEY Covington; WCVA Culpeper;
 WFVA Fredericksburg; WBOB Galax; WVEC
 Hampton; WREL Lexington; WMVA Martinsville;
 WNVA Norton; WPUV Pulaski; WHLF South Bos-
 ton; WLPM Suffolk; WAYB Waynesboro; WINC
 Winchester; WYVE Wytheville.
 WASHINGTON—KXRO Aberdeen; KPUG Belling-
 ham; KELA Centralia; KCLX Colfax; KWLK Long-

view; KSEM Moses Lake; KGY Olympia; KONP
 Port Angeles; KWVB Walla Walla.
 WEST VIRGINIA — WHAR Clarksburg; WMOD
 Moundsville; WLOH Princeton; WRON Ronceverte;
 WBRW Welch; WHAW Weston.
 WISCONSIN—WATW Ashland; WLDY Ladysmith;
 WDLB Marshfield; WIGM Medford; WNAM Neenah;
 WIBU Poynette; WOBT Rhinelander; WOKW Stur-
 geon Bay; WTTN Watertown; WAUX Waukesha.
 WYOMING—KSPR Casper; KOVE Lander; KPOW
 Powell; KRAL Rawlins; KQRS Rock Springs;
 KWYO Sheridan.

LIST OF ASSOCIATED STATIONS (Carrying KBS Commercials on Special Working Agreements)

October 1, 1951

WHBB Selma, Alabama; KXLR No. Little Rock,
 Ark.; KUOA Siloam Springs, Ark.; WDWS Cham-
 paign, Ill.; KLIC Monroe, Louisiana; KANE New
 Iberia, La.; WMIQ Iron Mountain, Mich.; WDMJ
 Marquette, Mich.; WKNK Muskegon, Mich.; WSOO
 Sault Ste. Marie, Mich.; WATS Sayre, Pennsylvania;
 WJER Dover, Ohio; WAJR Morgantown, W. Va.;
 WDNE Elkins, W. Va.

AM STATIONS AUTHORIZED IN U.S.

(From records of FCC)

Date	Licensed	Under Construction	Total Authorized
Jan. 1, 1922			30
Mar. 1 1923			556
Oct. 1, 1924			530
June 20, 1925			571
June 30, 1926			528
Feb. 23, 1927			733
July 1, 1928			677
Nov. 9, 1929			618
July 1, 1930			612
July 1, 1931	603	9	612
Jan. 1, 1932	601	7	608
Jan. 1, 1933	599	11	610
Jan. 1, 1934	583	8	591
Jan. 1, 1935	585	20	605
Jan. 1, 1936	616	16	632
Jan. 1, 1937	646	39	685
Jan. 1, 1938	689	32	721
Jan. 1, 1939	722	42	764
Jan. 1, 1940	765	49	814
June 30, 1941			897
June 30, 1942			925
June 30, 1943			912
June 30, 1944			924
July 20, 1945	933	23	956
Jan. 1, 1946	940	64	1,004
Jan. 1, 1947	1,062	458	1,520
Jan. 1, 1948	1,522	440	1,762
Jan. 1, 1949	1,865	262	2,127
Jan. 1, 1950	2,048	186	2,234
Jan. 1, 1951	2,199	152	2,351
Jan. 1, 1952	2,300	98	2,408

FM STATIONS AUTHORIZED IN U. S.

(From records of FCC)

Date	Licensed	Under Construction	Cond'l. Grant	Experim-ental	Total Authorized
June 30, 1940				50	
June 30, 1941				69	
June 30, 1942				74	
June 30, 1943				26	74
June 20, 1944				6	58
June 30, 1945				3	56
July 1, 1946					456 ¹ 55 on air
July 1, 1947					918 ² 238
Dec. 31, 1947	84	703	223		926 ³ 374
May 1948					1,035
June 30, 1949	377	488 ⁴			865
Dec. 31, 1949	478	315 ⁵			788
June 30, 1950	493	237 ⁶	2		732
Dec. 31, 1950	519	183 ⁷	1		703
June 30, 1951	534	124 ⁸	1		659
Jan. 1, 1952	564	86 ⁹			650

¹ 55 on the air.
² 238 on the air.
³ 374 on the air.
⁴ 360 on the air.
⁵ 255 on the air.

⁶ 196 on the air.
⁷ 156 on the air.
⁸ 114 on the air.
⁹ 73 on the air.

AM NETWORK AFFILIATIONS (JAN. 1, 1952)

ABC	304	MBS	552
CBS	207	NBC	190
LBS	377		

Kagran Corp. and Kagran Films

in association with

Martin Stone

Television

Howdy Doody—NBC
 Gabby Hayes—NBC
 Author Meets the Critics—WNBT

Radio

Howdy Doody—NBC
 Gabby Hayes—MBS
 The Jackie Robinson Show—WNBC

Film

Howdy Doody
 Iron Mike—(Full length feature)

4 West 58th Street
 New York, N. Y.

LIBERTY BROADCASTING SYSTEM, INC.

2100 Jackson Street, Dallas, Texas. Phone: Randolph 2421

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 Tom Carr, Vice-President
 John Dunnagan, Vice-President
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 H. W. Bumpas, Vice-President
 Carlton Adair, Vice President
 Harold Vertel, Vice President
 Paul C. Monroe, Vice President

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 Marcus B. Cohn, Leonard Marks, Cohn & Marks, Washington, D. C.

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 H. W. Olds, Credit Manager
 Ruby Eaton, Accountant
 Elizabeth Seago, Accountant

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Glenn Douglas, Program Director
 Buddy Pitcher, Director of Continuity
 Brooks Read, Program Monitor
 Tom Hubbard, Director of Production
 Mary Jo Taylor, Director of Traffic

SPORTS DEPARTMENT

Jerry Doggett, Director of Sports
 Lindsey Nelson, Director of Football
 John Kieran, Jr., Director of Production

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 Bruce Collier, Director of Station Relations
 Paul Girard, Eastern Manager of Station Relations
 Tom Carr, Vice President of Southeastern Division
 Martin J. McGeehan, Midwestern Manager of Station Relations
 Benton Paschall, Vice President of Western Division
 Virgil Wescoat, Southwestern Division of Station Relations

PUBLICITY DEPARTMENT

Matty Brescia, Director of Press

SALES DEPARTMENT

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 Jack Koste, Director of National Sales

Martin J. McGeehan, Midwestern Sales Manager
 Benton Paschall, Vice-President of West Coast Sales
 Tom Carr, Vice-President of Southeastern Sales
 Sewall Cutler, Director of Client Relations
 Don Newbury, Director of Rates
 Craig D. LaTaste, Coordinator

ENGINEERING DEPARTMENT

Glenn Callison, Vice-President
 Ralph Ingram, Assistant Chief Engineer

NEW YORK

509 Madison Avenue
 Phone: Murrayhill 85580

Paul C. Monroe, Vice President in Charge National Sales
 Jack Koste, National Sales Manager

HOLLYWOOD

5939 Sunset Blvd.
 Phone: Hudson 27471

Benton Paschall, Vice President of West Coast Operations

CHICAGO

75 East Wacker Drive
 Phone: Franklin 2-8714

Martin J. McGeehan, Midwestern Manager

ATLANTA

87½ Fairlie Street
 Phone: Alpine 5132

Tom Carr, Vice-President of Southeastern Division

RADIO'S PAYROLL AND OPERATING COSTS

LABOR costs in the broadcasting industry in 1950 slightly exceeded 50% of revenue, rising in proportion to the general level throughout American industry, according to an analysis by Richard P. Doherty, director of the NARTB Employee-Employer Relations Dept. (No figures for 1951 available.)

A summary of broadcast expenses by the FCC, covering 1950, showed that highest share of operating costs devoted to wages and salaries existed in the technical expense category, wages amounting to \$43,751,543 of the \$56,709,432 paid out by stations and networks.

In the case of program expenses, wages and salaries consumed \$51,257,755 of the total of \$140,758,236. Of the selling expense total, \$52,114,061, wages and salaries accounted for \$32,313,896. The final expense bracket, general and administrative, included \$45,334,470 out of a total of \$120,576,913 for wages and salaries.

WHERE BROADCAST DOLLARS GO
 By Class of Station Income - 1950 (FCC Data)
 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	88.19	86.89	87.19	88.65	85.51	85.63	82.06	74.42	74.75	84.40
Technical Expenses										
Salaries	15.58	12.67	11.17	10.37	10.27	9.88	10.67	9.85	9.32	10.95
Repairs	1.98	1.59	1.50	1.55	1.45	1.57	1.20	1.41	.79	1.48
Other	204	1.43	1.41	1.81	1.74	1.95	2.09	1.98	1.77	1.73
Total	19.60	15.69	14.08	13.73	13.46	13.40	13.96	13.24	11.88	14.21
Program Expenses										
Salaries	13.53	14.44	14.56	15.19	13.58	14.90	13.60	10.88	9.19	13.83
Talent	1.20	1.61	2.44	2.06	4.24	3.00	3.52	6.06	13.75	3.28
Royalties	3.57	3.39	3.33	2.97	3.26	2.99	3.30	3.13	2.88	3.21
Transcriptions	2.68	2.17	2.23	1.93	1.63	1.71	1.33	1.03	.51	1.75
Wire Service	3.51	3.44	2.55	1.96	1.84	1.46	.86	.62	.31	1.91
News Service	1.87	1.79	1.33	1.19	1.45	1.39	1.27	1.45	1.31	1.44
Teletype Service	1.88	1.50	1.24	1.00	.72	.85	.58	.30	.21	.81
Other	1.18	1.66	1.86	1.99	1.71	1.32	2.14	1.53	1.70	1.69
Total	29.42	30.00	29.34	28.29	28.43	27.42	26.60	25.00	29.86	28.02
Selling Expenses										
Salaries	7.79	8.64	9.61	10.32	9.67	9.39	8.43	6.14	4.71	8.74
Other	2.23	2.36	2.68	3.38	3.25	3.82	4.46	4.48	4.52	3.43
Total	10.02	11.00	12.29	13.70	12.92	13.21	12.89	10.62	9.23	12.17
General Admin. Expenses										
Salaries	10.19	12.21	12.93	13.50	11.28	13.10	11.22	9.14	8.07	11.82
Rent	1.47	1.27	1.46	2.11	1.60	1.58	1.94	2.25	1.78	1.72
Taxes	1.73	2.03	2.17	2.02	1.85	1.77	1.82	1.94	1.38	1.94
Losses	1.22	.67	1.52	.85	.81	.82	.41	.19	.18	.81
Depreciation	6.48	5.20	4.82	5.35	5.96	5.32	5.05	4.21	3.04	5.12
Other	8.08	8.62	8.58	9.00	9.10	9.03	8.17	7.83	9.33	8.59
Total	29.15	30.20	31.48	32.93	30.70	31.60	28.61	25.56	23.78	30.00

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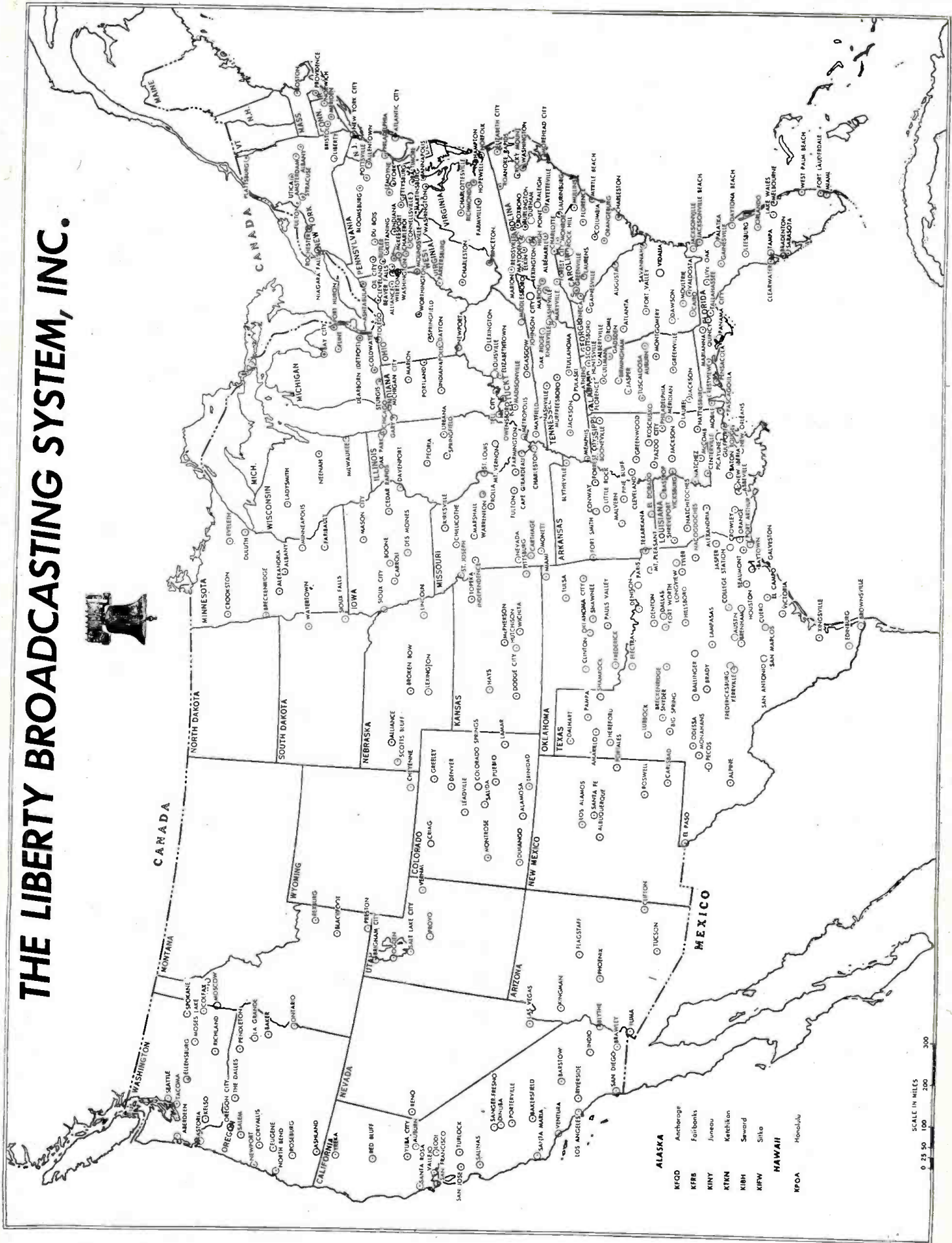
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 - KFRB Fairbanks
 - KINY Juneau
 - KTMN Ketchikan
 - KIBH Sitka
 - KIPW Seward
- HAWAII**
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RETAIL RADIO SALES IN THE UNITED STATES, 1922-1951

(Compiled for the 1952 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Tele-Tech.")

Year	Total Sets Sold		Total Tubes Sold		Auto Sets Sold		Total Sales of Broadcast Receivers, Tubes, Batteries, Parts	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	Retail Value	Number	Retail Value	Number	Retail Value	Retail Value	Number	Number	
1922	100,000	\$5,000,000	1,000,000	\$6,000,000	\$6,000,000	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	165,000,000	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	10,300,000
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	\$3,000,000	456,452,000	12,048,762	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	300,000,000	16,809,562	250,000	16,000,000
1933	3,808,000	180,500,000	59,000,000	49,000,000	724,000	28,288,000	300,000,000	20,402,368	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	330,182,400	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,889,600	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	24,800,000	3,500,000	37,000,000
1937	8,064,780	430,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,696,500	5,000,000	37,800,000
1938	6,000,000	210,000,000	75,000,000	93,000,000	300,000	32,000,000	350,000,000	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	430,000,000	375,000,000	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	7,500,000	7,500,000	51,800,000
1941	13,000,000	480,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	28,700,000	8,500,000	56,800,000
1942	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	380,000,000	30,000,000	8,750,000	59,340,000
1943	7,000,000	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	125,000,000	34,000,000	6,000,000	56,000,000
1946	14,000,000	700,000,000	170,000,000	200,000,000	150,000	9,000,000	825,000,000	35,000,000	6,000,000	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	66,000,000
1948	16,000,000	600,000,000	200,000,000	230,000,000	850,000,000	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	14,500,000	721,000,000	383,000,000	644,000,000	4,700,000	248,000,000	2,800,000,000	45,000,000	17,000,000	90,000,000
1951	13,500,000	675,000,000	400,000,000	640,000,000	4,450,000	236,000,000	3,000,000,000	45,850,000	20,000,000	103,250,000

Total tubes include those used in T.V. Replacements accounted for about 25% in 1951. (Statistics copyrighted by Caldwell-Clements Inc.)

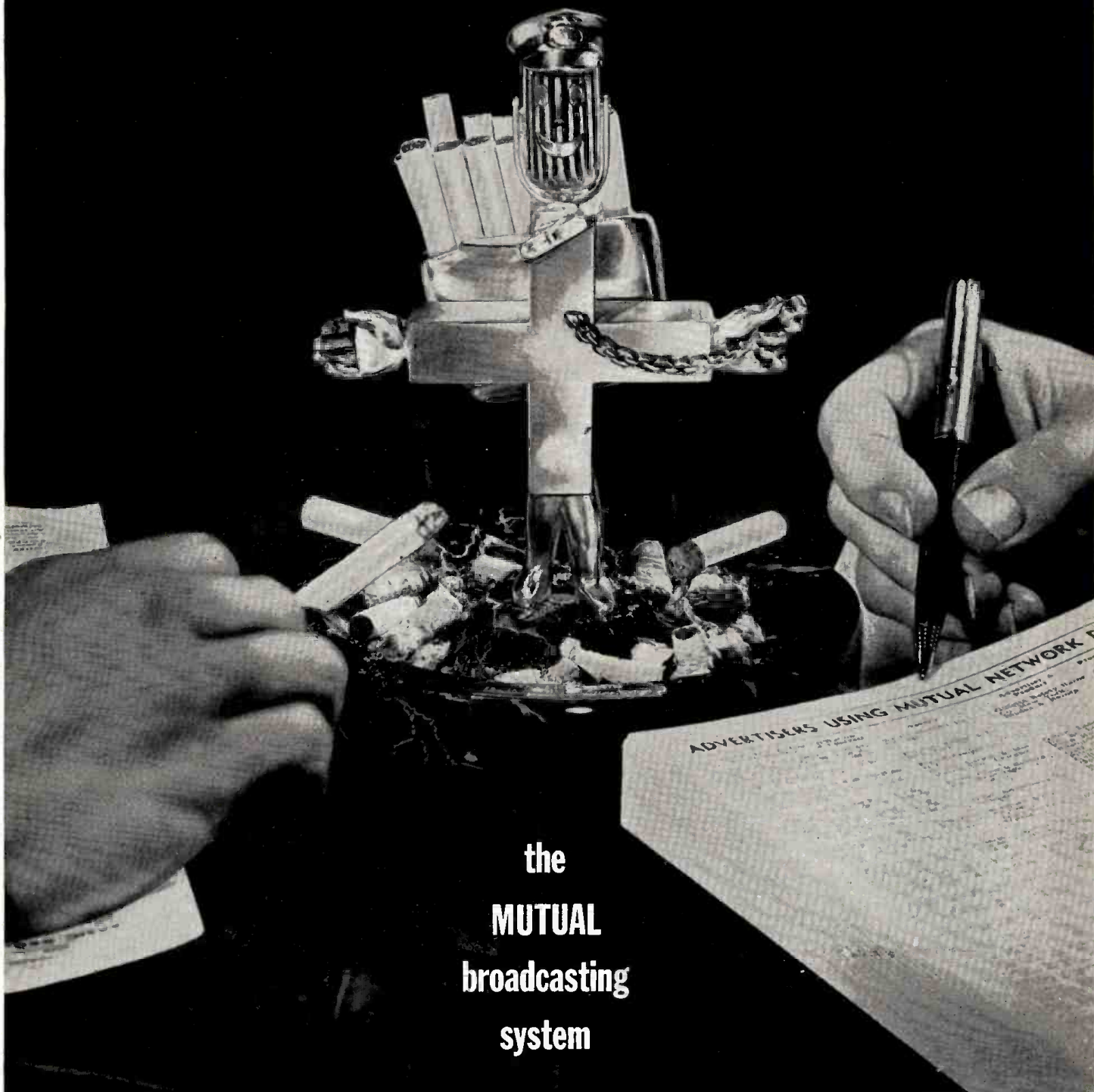
ANNUAL BILL OF U. S. FOR RADIO-TV

Sale of Time by broadcasters, 1951	\$565,000,000
Talent costs	150,000,000
Electricity, batteries, etc. to operate 119,000,000 radio and TV receivers	400,000,000
13,500,000 radio receivers at retail value	2,100,000,000
Phonograph records at retail value	200,000,000
Radio-TV servicing and installation	
84,000,000 replacement radio tubes	141,000,000
750,000 replacement TV picture tubes	37,500,000
Radio-TV component parts, antennas, accessories	300,000,000
Labor	350,000,000
Total	\$4,918,500,000

RADIO AND TV SETS IN U. S.: WORLD JAN. 1, 1952

United States homes with radio	45,850,000
Secondary sets in above homes	30,400,000
Sets in business places, institutions etc.	6,000,000
Auto radios	21,000,000
TV sets	15,750,000
Total Sets in United States	119,000,000
Sets in rest of world	
North America; 8,000,000; South America, 8,000,000; Europe 64,000,000; Asia 13,000,000; Australia, 3,500,000; Africa, 2,500,000.	
Total	99,000,000
Total Sets in World	218,000,000

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William Ray, *Manager of News, Press, & Public Affairs Department*
Howard Luttgens, *Engineer in Charge*
Theodore Schreyer, *Supervisor of Radio Technical Operations*
Gordon H. Mills, *Manager of Radio Network Sales*

WTAM, WTAM-FM—CLEVELAND

815 Superior Avenue, Cleveland 14, Ohio
Tel. Cherry 1-0942

John McCormick, *General Manager*

KOA, KOA-FM—DENVER

1625 California Street, Denver 2, Colorado
Tel. Main 6211

Charles C. Bevis, *General Manager*

HOLLYWOOD OFFICE

Sunset Blvd. & Vine St., Hollywood 28, Calif.
Tel. Hollywood 8-6161

John K. West, *Vice President—Hollywood*
Lewis Frost, *Asst. to the Vice President & Director of Integrated Services Department*
Thomas McCray, *Director of Radio Network Operations*
Frank Berend, *Manager of Radio Network Sales*
Frank Dellert, *Controller*
Donald Honrath, *Manager of Continuity Acceptance*
Roger Sprague, *Manager of News, Special Events & Sports*
Paul Gale, *Manager of Stations and Traffic Department*
Homer Canfield, *Manager of Radio Program & Public Affairs Department*
Leslie Raddatz, *Manager of Radio Press Department*
(Continued on page 458)

NBC RADIO

IS

STRICTLY

BUSINESS

a statement by the National Broadcasting Company

The 1951 season saw more innovations in network radio than in any other comparable period of time in the history of the broadcasting industry. We are happy to say that most of these new techniques were introduced and developed by NBC, traditionally the leader in network radio.

While NBC radio has held the lead in developing new and original programs, our major emphasis is on network radio's tremendous selling ability and on ways to adapt its vast, economical audience to the particular needs of *every* national advertiser.

What are these new selling techniques? Here is a partial list:

- Tandem Plans 1 and 2**
- Guaranteed Advertising Attention Plan**
- National Merchandising Plan**
- Market Basket Plan**

Some of these plans have been in effect for many months; others are brand new. Every one adds greatly to the already tremendous flexibility of network radio as an advertising medium. We believe in total they accurately reflect this policy of the NBC Radio Network: we are in business to build your business.

Among national media, network radio is unique. No other medium or combination of media reaches mass audiences at such low costs as network radio.

And in 1952 NBC radio will continue to foster the advancement of network radio as the *basic* medium for selling America. Our approach is your approach —strictly business. Strictly good business.



radio network

a service of Radio Corporation of America

WNHC sells...

WNHC TV sells
connecticut ...

WNHC NBC sells
new haven

An NBC affiliation —
aggressive merchandising — loyal
friendships among retailers, distribu-
tors — a proven ability to sell in this
New England community makes it
possible to "deliver New Haven"
every time.

Success story
follows success story as the rich
Connecticut market (seven of eight
counties practically a captive audience)
responds to televised sales messages from
Connecticut's only TV outlet.
And WNHC-TV sells also in Springfield and
many western Massachusetts and northern
Long Island towns and cities — bonus
selling for the time buyer.

connecticut's first complete broadcasting service
new haven

represented by the Katz Agency

Alabama* FM

gets best sign of..... **APPROVAL**

This "sign" of approval is John Evins' — his testimonial to the pulling power of Birmingham's booming 55,000 watt (E.R.P.) FM voice. He's Promotion Director for Hart-Greer, Inc.—Alabama distributor for Zenith radios and television sets; Kalamazoo and Youngstown kitchen appliances. Mr. Evins got excellent results from sponsorship of the Birmingham Baron baseball games on WSGN-FM in 1951, so he has just signed up for the coming season.

That's proof that WSGN-FM is worth *buying*. Since most WSGN programs are duplicated on WSGN-FM, it's certainly a *worth-while bonus*.

Further proof: Both local and regional advertisers purchased more advertising on WSGN in 1951 than ever before in our 25-year history.

For complete details, check with our national reps, Headley-Reed.

*Recent survey proves FM coverage in 28 counties, with WSGN-FM having 50% more listeners than the next most-listened-to station. Details on request.

WSGN-FM
That **POWER**-ful Station
and WSGN

John Evins

(WHBS and WHBS-FM, Huntsville, Ala., available in optional combination at substantial savings.)

WSGN is affiliated with ABC and is the key station for the Alabama Broadcasting System.

Directory of AM and FM STATIONS OF THE UNITED STATES

(For complete listing of TV stations see TELECASTING Yearbook)

ALABAMA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Exec. vp evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
ALBERTVILLE							
WAVU 1943	630 500-D	Sand Mt. Bcstg. Co. Box 149 630	LBS North Ala.	Pat M. Courington, p & gm Bob H. Riseling, cm & nd	Mary Gore, pd & wd R. W. Hoffman, ce	Jesse A. Culp, fd Ken McNarron, sd	Wld. AP G RCA
WAVU-FM 1949	Ch. 286 (B) 105.1mc 4.5kw						
ALEXANDER CITY							
WRFS 1947	1050 1,000-D	Piedmont Service Corp. Main St. 1050	KBS Sears & Ayer	James L. Coley, p Lem Coley, g, c & pmm, f & sd	Bob McKinnon, pd & nd	J. W. Whatley, ce	Wld. UP Ray. REL
WRFS-FM 1949	Ch. 291 (B) 106.1mc 4.6kw						
ANDALUSIA							
WCTA 1946	1340 250	Andalusia Bcstg. Co., Inc. P. O. Box 29 844	MBS, KBS	J. Dige Bishop, evp. cm & ce	Kristine Hardage, pd Robert Statham, nd	Howell Pebworth, sd Barbara Nicholson, wd	Wld. AP RCA Col.
WCTA-FM 1950	Ch. 251 (B) 98.1mc 10.5kw						
ANNISTON							
WHMA 1938	1450 250	Anniston Bcstg. Co., Inc. Radio Bldg. 2380	ABC Sears & Ayer	Harry M. Ayers, p Malcolm Street, gm & sd Lurline Smollon, cm	W. Hall Wray, pmm Rose Ponder, pd James A. Hudson, ce	Dewitt Carmichael, nd A. S. Mathews, fd Teena Taylor, wd	Wld. UP Col. GE St. AP Col.
WHMA-FM 1947	Ch. 263 (B) 100.5mc 3.65kw						
WSPC 1949	1390 5,000-LS 1,000-N DA-N	Model City Bcstg. Co. Jefferson Davis Hotel 1850	MBS Walker	Stanton B. Ingram, p W. S. Weatherly, gm John M. Orrison, cm	Robert W. Bandy, pd (Mrs.) Sara F. Jackson, pmm	Thomas B. Atkins, ce Earl Carter, nd Rosebud Waldrop, wd	St. AP Col.
ATHENS							
WJMW 1948	1010 250-D	Athens Bcstg. Co. P. O. Box 386 585	LBS	Homer F. Dunnivant, p, g & cm	Robert V. Dunnivant, pd, pmm, n, f & sd	William G. Mitchell, ce Virginia Miller, wd	Cap. AP G
ATMORE							
WATM 1949	1580 250-D	Southland Bcstg. Co. Box 205 50	Southeastern	John B. McCrary, p Everett M. McCrary, gm	Bruce Shell, pd Cyril W. Reddoch, ce	Lillian Miller, office m UP Col.
AUBURN							
WAUD 1947	1230 250	Auburn Bcstg. Co. Montgomery Highway 1240	LBS Devney	Elmer G. Salter, p, g & cm & sd	Earl Andrews, pd, pmm, n & fd	Ted Bellon, ce Lynn Grund, wd	Wld. AP G
BESSEMER (Birmingham)							
WBCO 1950	1450 250	The Bessemer Bcstg. Co., Inc. 1720 Third Ave., N., Birmingham 5-5241	Clayton	J. E. Lanier, p & gm	Kenneth L. Wood, bus & sis m	William B. Faush, pd Jack Warden, ce	L-W INS Ray.
WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 147 5-3281	Interstate United News- papers	George Johnston Jr., p James E. Connolly, gm Otis Dodge, cm	Jane Martindale, pd Bill Borthwick, pmm Maurice E. McKinney, ce Ganus Scarborough, nd	Truman Puckett, fd Bob Umbach, sd Sally Gordon, wd INS G RCA
WJLN(FM) 1948	Ch. 284 (B) 104.7mc 23kw	(WJLD, AM Affiliate)					
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 & treas. E. H. Mitchell Jr., bus. m	Lionel Baxter, radio operations, c & pmm, pd & nd James L. Evans, ce	Maury Farrell, sd Mimi Dennis, wd N. S. Hurley, asst. ce	Wld. UP WE
WAFM(FM) 1947	Ch. 258 (B) 99.5mc 53kw	(WAPI, AM Affiliate)					
WAFM-TV 1949		Voice of Alabama Inc. 701 Protective Life Bldg.					
WBRC 1925	960 5,000 DA-N	Birmingham Bcstg. Co. 1727½ 2nd Ave., N. 4-7741	NBC Raymer	Eloise S. Hanna, o & p G. P. Hamann, gm & tech. d D. D. Campbell, cm	J. T. Orr, pmm Don Norman, fd W. H. McCain, pd & nd	Richard Hawley, sd Mary Badham, wd	St., L-W AP, INS RCA
WBRC-TV 1949		Birmingham Bcstg. Co. 1727½ 2nd Ave., N.					
WEDR 1949	1220 1,000-D	Magic City Bcstg. Co., Inc. 1417 4th Ave., N. 4-4523	McGillvra	J. L. Doss, ptrn. Leah L. Doss, ptrn. John A. Thompson, ptrn. & gm	(Mrs.) Carolyn Mardis, pd John F. Cram, ce	Walter Anglin, sd Mrs. R. J. Pope, wd UP Ray.
WILD 1945	1490 250 (CP) 850 5,000-LS 1,000-N DA-N	Pilot Bcstg. Corp. 3427 27th Ave., N. 4-4511	MBS	Roy M. Hofheinz, p Gerard N. Irwin, gm	Charles White McGehee, pd	Ray Lowery, ce Gabby Bell, sd G
WJLN(FM) 1946	900 1,000-D	(See Bessemer, Ala. Listing)					
WLBS 1946	900 1,000-D	WLBS, Inc. 216½ 21st St., N. 54-2541	LBS	Mary Gorman, gm	Ed Rayfield, pd	Ralph Dennis, ce	
WSGN 1926	610 5,000-LS 1,000-N DA	The Birmingham News Co. P. O. Box 2553 4-3434	ABC Alabama Headley- Reed	Henry P. Johnston, mgng. d J. Harry Callaway, m of gen. sls.	Robert D. Williams, pd James Chenoweth, pmm J. V. Sanderson, ce	Gene Procter, nd Boyd Evans, fd Bill Ward, sd AP RCA
WSGN-FM 1947	Ch. 229 (B) 93.7mc 55kw						

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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. Lib- rary, News Service Transmitter	
BIRMINGHAM (Cont'd)						
WVOK 1947	680 50,000-D DA	Voice of Dixie, Inc. P. O. Box 2468 6-2924	Radio Reps.	Iralee W. Bennis, p & gm C. M. Brennan, vp W. E. Bennis Jr., secy- treas.	William J. Brennan, c & pmm & ce Ira Leslie, pd Dan Brennan, nd Fred Wamble, fd	Cap. UP
BREWTON						
WEBJ 1947	1240 250	Brewton Bcstg. Co. Brewton 1000	MBS, KBS Dora- Clayton	W. Emmett Brooks, p & gm	W. E. Brooks Jr., vp Bolling Brooks, cm Charles E. Land, pd R. D. Craig, ce	Cap., SES. AP G
CARROLLTON						
WRAG 1951	590 1,000-D	Pickens County Bcstg. Co. Box 128 2364	Southeastern	Roth E. Hook, co-o & ptrn. W. E. Farrar, co-o & ptrn.	Charles W. Stratton, gm Peggy Jones, cm & wd Noel Pass, pd, pmm & sd Herb Guthrie, ce	Wid. UP G
CLANTON						
WKLF 1947	980 1,000-D	Southeastern Bcstg. Co. P. O. Box 110 448	KBS Clark	Dr. J. Kelley Robinson, p Robert B. Taber, g, c & pmm & nd	Helen Parrish, pd & wd Lester Carter, ce Jim Popwell, sd	Wid. AP G
CULLMAN						
WFMH 1950	1300 1,000-D	The Voice of Cullman 206 Second Ave., E 910		B. C. Eddins, gm		Assoc. AP
WFMH-FM	Ch. 265 (A) 100.9mc 0.43kw					
WKUL 1946	1340 250	Hudson J. Millar, Jr. Box 211 863	KBS, LBS Alabama	Hudson J. Millar Jr., p, g, c & pmm	Evelyn Buettner, pd & wd Arthur Bachmann, ce Leon Murphree, fd Ralph Mann, sd	Wid. UP WE
DECATUR						
WHOS 1948	800 1,000-D	North Alabama Bcstg. Co. 212 Jackson St. 991		Barrett C. Shelton, chief exec. John H. Jones, chief exec.	Louis C. Blizzard, g & cm, & nd Jim Fouts, pd, pmm & fd Melvin Cryer, ce Joe Vincent, sd George Rose, wd	Thes. UP WE
WHOS-FM	Ch. 223 (B) 92.5mc 7kw				 RCA
WMSL 1935	1400 250	Tennessee Valley Bcstg. Co. 522 Bank St. 802	MBS, KBS	Frank Whisenant, p & gm Cletus Quick, cm, pd, pmm & nd	Garlan Sandlin, ce Wayne Sims, sd Marjorie Nelson, wd	Wid. AP G
DEMOPOLIS						
WXAL 1947	1400 250	Demopolis Bcstg. Co., Inc. P. O. Box 261 400	MBS, KBS	William M. Jordan, p & gm	Henry J. Bley, cm Leo Hart, pd Austin Caldwell, ce & sd	Wid. AP RCA
DOTHAN						
WAGF 1932	1320 1,000 DA-N	Dothan Bcstg. Co. 204½ E. Main St. 2-9100	MBS McGillvra	Julian C. Smith, gm Fred C. Moseley, cm	Arthur Creamer, pd, n & sd Lamar Trammell, pmm & fd John T. Hubbard, ce Charles Lawshe, ce Joe Holloway, fd	Wid. AP G
WDIG 1947	1450 250	Houston Bcstrs. 107 E. Adams St. 34100	ABC Shepp- Reimer Cummings	Jess Swicegood, p, g & cm Earl Hutto, pd & sd	Wayne Moseley, asst. & pmm, & nd Joe Holloway, fd UP Ray.
WOOF 1948	560 1,000-D (CP) 5,000-D	Dowlander Bcstg. Co. 110 South Foster St. 2-580-0	KBS Sears & Ayer	R. A. Dowling, p, pd Agatha Barnes, office m	Johnny LaCarter, cm Woodrow Dunlap, ce UP G
ENTERPRISE						
WIRB 1948	1230 250	Wiregrass Bcstg. Co. Enterprise 30		R. E. James, ptrn. R. M. Stanford, ptrn.	J. W. Gardner, gm Helen McClellan, pd E. L. Hein, ce	L-W UP G
EUFAULA						
WULA 1948	1240 250	Alabama-Georgia Bcstrs. Radio Bldg. 744	MBS, KBS Southeastern Dora- Clayton	E. B. Fussell, o	Lee S. Bullis, g & cm, pd, pmm Hugh G. Chastain, ce	Wid. UP Col.
FAYETTE						
WWWF 1949	990 1,000-D	Bankhead Bcstg. Co., Inc. Jasper, Ala. 100	KBS Tri-W	W. W. Bankhead, p James Reese, gm	Don Moore, ce Jack Black, cm, n & fd Hugh Hughes, sd UP Col.
FLORENCE						
WJOI 1946	1340 250	Florence Bcstg. Co., Inc. 850 S. Court St. 2608	ABC Alabama	Joe T. Van Sandt, p & gm Harry Hearst, cm	Pat Slotton, pd, pmm, n, f & wd Paul Shannon, ce Pete Bingham, sd G
WMFT 1945	1240 250	Tri-Cities Bcst. Co. 800 Cypress Mill Rd. 42	KBS, LBS	Milton S. Killen, p James L. Garrett, vp, gm & fd	Len Hensel, c & pmm Tom York, pd, n & sd Larry Rohling, ce Virginia Baker, wd AP G
FORT PAYNE						
WFPA 1950	1400 250	Killian Bcstg. Co. Stallworth Bldg. 850		James L. Killian, gm	Jack Dobbs, sm James Bell, cm	L-W AP
WZOB 1950	1250 1,000-D	Glenn M. Gravitt P. O. Box 255 1096		Glenn M. Gravitt, p & gm John B. Gravitt, c & pmm	Lester Haston, pd Jess R. Moore, ce, n & fd Ted Kirby, sd Olive Plunkett, wd	Thes. UP WE
GADSDEN						
WETO 1950	930 1,000-D	Gadsden Radio Co. 722 S. 12th St. 6-9201	McGillvra	Edwin H. Estes, ptrn. & gm	Cary L. Graham, ptrn. Mac M. Thomas, cm Weston Britt, pd Calvin C. Williamson, ce	Cap. AP WE
WGAD 1947	1350 5,000-LS 1,000 DA-2-N	Coosa Bcstg. Co., Inc. Phillipson Bldg. 5641	ABC General Adv. Service	Curtis Delamar, p & gm J. P. Kirby, cm Frances Seale, pd	H. D. Williams, ce James H. Young, nd Neal Miller, fd James Stewart, sd	Cap. UP
WGWD 1947	570 1,000-D	G. W. Covington Jr. Estate P. O. Box 128 6-6301	Dora- Clayton	Leon Lloyd, gm		Assoc.

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Do you know what a "Hush Puppy" is?

We do!

Do you know how to say "you all"?

We do!

Do you know the Programs Southerners like?

We do!

Voice of Dixie

WVOK

50,000 watts

690 kc

Birmingham, Alabama

an independent station slanting entirely to
the Deep South Taste. We know what
they want—and give it to 'em. That's why
we give our Advertisers Profits.

Call collect:

Ira Leslie—WVOK
National Sales
Birmingham, 6-2924

Radio Representatives, Inc.

New York, Chicago,
Hollywood

ALABAMA—(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. Li- brary, News Service Transmitter
GADSDEN (Cont'd)						
WJBY 1928	1240 250	Gadsden Bcstg. Co., Inc. 108 Broad St. 6-3381	MBS Alabama Sears & Ayer	Bascom H. Hopson, p	Beatrice Tate Benton, gm & pd	Sam A. Benton, cm Glen Nichols, ce INS Fed.
WJBY-FM 1948	Ch. 279 (B) 103.7mc 2.45kw					
GREENVILLE						
WGYV 1948	1400 250	Greenville Bcstg. Co. Box 227 585	LBS	William H. Miller Jr., g, c, & pmm, pd, n, f, s & wd	W. H. Beaver, ce	Wid. AP G
GUNTERSVILLE						
WGSV 1950	1270 1,000-D	Guntersville Bcstg. Co., Inc. Box 32 4201	KBS	H. E. Moore, p Edward Z. Carrell, g, c & pmm	Ray McClendon, pd, n & sd	Lavelle Jackson, ce Thes. UP Ray.
HALEYVILLE						
WJBB 1949	1230 250	Haleyville Bcstg. Co. P. O. Box 307 389	MBS	William G. Harris, p, gm & ce	Ruth Harris, cm Larry Brent, pd, n & sd	Boots Barber, pmm & wd James Allday, fd Cap. UP RCA
HAMILTON						
WERH 1950	970 1,000-D (CP) 5,000-D	Marion County Bcstg. Corp. Hamilton 120	LBS Southeastern McGillvra	Hugh J. Fite, p, gm, pd & pmm Charles B. Tucker, cm, ce & sm	Clara Jean Green, secy- treas., wd & mus. d	Johnnie Lott, nd Bill Gregory, f & sd L-W, SES. AP Ray.
HUNTSVILLE						
WBHP 1937	1230 250	Wilton H. Pollard 318 W. Clinton St. 313	MBS, KBS North Alabama	W. H. Pollard, p, g & cm	Grady M. Reeves, pd, pmm, n & sd	James Potter, ce UP AP G
WFUN 1946	1450 250	Huntsville Bcstg. Co., Inc. 410 W. Holmes St. 2423	LBS Sears & Ayer	J. B. Falt Jr., p, g & c, & pmm	John Garrison, secy- treas., sm, pd, ce, n, f & sd	Pat Blades, wd AP G
WHBS 1946	1490 250	The Huntsville Times Co., Inc. Huntsville 2345	ABC Headley- Reed	John F. Neal, gm Joe Sims, cm	Jay Shepherd, pd & nd Bill Meeks, pmm	Dave Williams, ce Fred Digesu, sd AP WE RCA
WHBS-FM 1947	Ch. 236 (B) 95.1mc 16kw					
JACKSON						
WPBB 1950	1290 1,000-D	Jackson Bcstg. Co. Box 35 2413	KBS, LBS	T. H. Gaillard Jr., p, g & cm	Charles Ballas, pd & fd Ben Briggs, pmm, n & sd	E. A. Allen, ce Dora Lee Clay, wd AP Col.
JASPER						
WWWB 1946	1240 250	Bankhead Bcstg. Co. Bankhead-Long Bldg. 100		James E. Reese, exec. d	William C. Edgemon, m AP
LANETT						
WRLD 1944	1490 250	Valley Bcstg. Co., Inc. 602 Cherry St. 2-2771	ABC, KBS McGillvra	J. C. Henderson, p Paul Reid, gm	Aileen Love, pd Jay Lamb, pmm	R. R. Magill, ce Thes. AP WE RCA
WRLD-FM 1948	Ch. 275 (B) 102.9mc 10kw					
MARION						
WJAM 1951	1310 1,000-D	Neely Bcstg. Co. Marion 2981		L. M. Neely Sr., ptrn. Kathleen W. Neely, ptrn.	L. M. Neely Jr., gm	Erle Hanna, sm Cap. AP G
MOBILE						
WABB 1948	1480 5,000 DA-N	Mobile Press Register Inc. 304 Government St. 3-1551	ABC, MBS Branham	R. B. Chandler, p W. J. Hearin, exec. vp D. H. Long, g & cm	Paul Boles, pd Phil Forrest, pmm Wm. Murphy, ce	J. B. Titterman, sd G. R. Brock, wd Wid. UP WE
WABB-FM 1948	Ch. 271 (B) 102.1mc 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 W. B. Pape, pmm	R. B. Hurley, ce James McNamara, sd St. AP RCA
WKAB 1947	840 1,000-D	Pursley Bcstg. Service Mobile 76345	LBS Forjoe	Louise P. Pursley, p R. H. Moore, cm J. T. Jackson, pd	J. H. Johnson, pmm H. E. Miller, ce	Ross Smitherman, sd (Mrs.) B. Mieklejohn, wd L-W AP RCA
WKRG 1946	710 1,000-LS 500-N DA-N	Kenneth R. Giddens & T. J. Rester P. O. Box 1184 2-6789	CBS Young	Kenneth R. Giddens, p F. E. Busby, g & cm	John Neal, pd Shirley Rester, pmm	Richard Cole, ce WE
WKRG-FM 1946	Ch. 260 (A) 99.9mc 3kw					
MONROEVILLE						
WMFC (CP)	233 (B)	The Monroe Bcstg. Co.		Jimmy Faulkner, ptrn.	Bill Stewart, ptrn.
MONTGOMERY						
WAPX 1941	1600 1,000 DA-N	United Bcstg. Co., Inc. 116 Catoma St. 3-7569	ABC Walker	Thomas E. Martin, p & gm Hoke S. Williford, c & pmm	Louise Martin, pd Owen Lehr, ce Charlie Davis, nd	Crawford Rice, fd Dave Manners, sd Helen Niles, wd L-W UP RCA
WBAM (CP)	740 50,000-D DA	Deep South Bcstg. Co. c/o Mrs. J. F. Richard- son, Pres. R.F.D. 3, La Grange, Ga.				
WCOV 1938	1240 250	Estate of G. W. Covington Jr. 5781	CBS Taylor	Hugh M. Smith, gm Joe Petranka, cm Walter Spiro, pd & sd	O. M. Teate, pmm W. L. Weatherly, ce	Ray Hardin, nd Dorothy Armand, wd Cap. UP Col. GE
WCOV-FM 1948	Ch. 233 (B) 94.5mc 4.1kw					

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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, gm H. A. McLendon, cm	E. Caldwell Stewart, pd E. J. Duke, pmm A. Fred Wright, ce	Red Ryan, nd Ed Brown, fd Paul Raymon, sd	Thes. UP Ray
WMGY 1946	800 1,000-D	Dixie Bcstg. Co. No. 4 S. Perry St. 5245	LBS Meeker Dora- Clayton	Dr. S. D. Suggs, p Mrs. Francis S. Sewell, vp	Thomas W. Sewell, g & cm Roberta Frost, pd Felix Robertson, pmm. n & sd	John L. Lamar, ce Crawford Roquemore, fd Dot Conway, wd G
WSFA 1930	1440 5,000-LS 1,000-N DA-N	Montgomery Bcstg. Co., Inc. P. O. Box 1031 8361	NBC Headley- Reed	Howard E. Pill, p David E. Dunn, asst. to p Wm. W. Hunt, cm Julia Looney, natl slm	Lee Gooch, pd Wilson Carnes, fd Alice Mayfield, pmm & wd	Cliff Shelkofsky, ce Marguerite Daniel, nd Dick Reid, sd	Wld. AP

MUSCLE SHOALS

WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. P. O. Box 230, Sheffield 1450	MBS Devney	Frank M. Farris Jr., o & p	William A. Reeves Jr., gm & nd George Manush, pd & sd	Melvin G. Hunt, act. ce Grace Fisher, wd	Wld. UP
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OPELIKA

WJHO 1940	1400 250	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 712	MBS, KBS	John C. Cooper Jr., gm Edgar J. Turk, cm	G. E. Snyder, pd John E. Smillon, ce	William Kennedy, n & sd Margaret Ramsay, wd	Thes. UP Col.
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ROANOKE

WELR 1949	1380 1,000-D	Roanoke Bcstg. Co. 801 Main St. 410	Clayton	J. W. Buttram, m	John Hodges, pd		
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RUSSELLVILLE

WWWR 1949	920 1,000-D	Bankhead Bcstg. Co., Inc. Jasper 100	KBS Tri-W	Walter Will Bankhead, p James E. Reese, m of opers.	Hal Kirby, g & cm & sd & nd James W. Elliott, pd & nd	Charles G. McLellan, ce & fd UP Col.
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SCOTTSBORO

WCRI 1951	1050 250-D	Pat M. Courington P. O. Box 394	LBS Tennessee Valley	Pat M. Courington, o Eaton P. Govan Jr., m, cm & fd	Lila Jean Keller, pd James G. Wallace, ce	William P. Williams, n & sd Vinette B. Govan, wd	Wld. AP G
WROS (CP)	1330 1,000-D	Mrs. Rose M. Kirby Scott St. 701		Rose M. Kirby, ptrn.	Hugh T. Kirby, ptrn.		

SELMA

WGWC 1946	1340 250	Estate of G. W. Covington Jr. Box 686 2746	CBS Holman	John F. Townshend, g & cm & ce	(Mrs.) Marie Luker, pd		Cap. G
WHBB 1935	1490 250	Selma Bcstg. Co. Inc. 209 Washington St. 1233	MBS	B. H. Hopson, p Julien Smith Jr., g & cm	Bill Hoops, pd Erin Reynolds, pmm	T. F. Kelly Jr., ce Katy Cothran, wd Col.

SHEFFIELD

WSHF (CP)	1380 1,000-D	Daylight Bcstg. Co.		Richard B. Biddle, p			
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SYLACAUGA

WFEB 1945	1340 250	Alabama Bcstg. Co. Inc. 527 N. Broadway 2-3281	MBS, KBS Alabama	E. E. Forbes Sr., p George W. Carr, g, c & pmm, pd & sd	Maurice Estes, ce Conrad Pickren, nd	James McKay, fd Helen Carter, wd UP
WMLS 1948	1290 1,000-D	Marble City Bcstg. Co. Inc. 11½ W. 2nd St. 2-4354		Curtis O. Liles, p & gm Howard M. Peters, cm	Robert M. Duck, pd & pmm	John F. Norris, ce AP Ray.

TALLADEGA

WHTB 1945	1230 250	Voice of Talladega Inc. Sylacauga Highway 2205	MBS, KBS	R. A. Davidson, p, gm & sd Myron T. Snoddy, cm	Alma Marie Haynes, pd Lee Whitehurst, pmm Johnny Mack Driskill, pdm	John Lester Fisher, ce Frank Haynes, fd	Cap. AP Col.
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TROY

WTBF 1947	1490 250	Troy Bcstg. Corp. College Drive 980	MBS, KBS	J. Roy Crow, p Jess L. Jordan, gm	Robert Tolbert, cm Joe Gilchrist, ce	Ace Dudley, sd	Wld., SES. AP WE
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TUSCALOOSA

WJRD 1936	1150 5,000-LS 1,000-N DA-N	Mrs. Wilhelmina Doss First Nat'l Bank Bldg. 4464	LBS Walker	(Mrs.) Wilhelmina Doss, o & gm Dick Biddle, asst. m	L. M. Mayer, cm Charles Welsh, pd, pmm & nd	J. G. Cobble, ce LeRoy Paul, sd Nellie Drake, wd	Wld. UP G
WNPT 1951 (North- port)	1280 1,000-D	West Alabama Bcstg. Co. P. O. Box 181 8-2765	West Alabama	William G. Harris, m	Ruth Harris, cm Jimmie Thompson, pd	T. H. Todd, tech. sup.	L-W Col
WTBC 1946	1230 250	Tuscaloosa Bcstg. Co. City Hall Bldg. 5523	MBS Sears & Ayer	Bert Bank, ptrn. & gm Lamar Brouscumb, ptrn. Jeff Caleuran, ptrn.	Bob Chisholm, cm Neil Lovett, pd & pmm T. H. Todd, ce	Barry Collins, nd Hugh Thomas, sd Louise Broderick, wd	Thes. AP RCA

ARIZONA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transe. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Exec. up evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
BISBEE KSUN 1933	1230 250	Carleton W. Morris Drawer C Lowell, Ariz. 9	MBS Don Lee Ariz. Net. Blair	Carleton W. Morris, o Arlo Woolery, gm	Raymond Helgesen, pd John Harris, ce	Lou Evans, ne	Wld. UP Col.
CLIFTON KCLF 1950	1400 250	Dwight Harkins Enter- prises Inc. Box 548 320	LBS	Dwight Harkins, (Amuse- ment Enterprises, Inc.) p Chet Darwin, g & cm, n & sd	Frank Toomey, m & ce Russ Wonnacutt, pd & pmm	Johnny Walker, fd UP Col.
COOLIDGE KCKY 1948	1150 1,000 DA-N	Gila Bcstg. Co. Main at Roosevelt Sts. 4451	CBS Forloe	William F. Parady, gm Kenneth Hooker, cm & sd	Jim Murdock, pd & nd Bill Jackson, pmm	Roland Wiseman, ce Daphne Millwee, wd	SES. UP WE
DOUGLAS KAWT 1946	1450 250	Carl Morris Box 1118 173	NBC Ariz. Bcstg. Raymer	Carl Morris, p Glenn B. Webber, gm	Jack Murphy, cm	Jack French, pd	Cap. WE
FLAGSTAFF KCLS 1950	1340 250	Saunders Bcstg. Co. 110 W. Birch 946		Charles J. Saunders, o, g & pmm, n & fd	Dorothy Saunders, pd & wd	Charles McNeill, ce & sd AP Ray. Cap. AF GE
KGPH 1950	1230 250	Frontier Bcstg. Co., Inc. Weatherford Hotel 51	LBS Forjoe	A. S. Holm, gm E. C. Phillippi, cm Alan J. Gardiner, ce	Mary Jane Phillippi, pd & wd Jack Willis, nd	Bill Brechan, fd Mark Sapp, sd Cap. AF GE
GLOBE KWJB 1938	1240 250	Gila Bcstg. Co., Inc. Globe 41	NBC Ariz. Bcstg. Raymer	Louis F. Long, p Willard Shoecraft, sm	Eric L. Manola, cm Robert E. Hawkins, pd & pmm	Mathew M. Burak, ce	St. AP
KINGMAN KGAN 1949	1230 250	J. J. Glancy P. O. Box 1208 Blue 462	LBS	J. J. Glancy, p	Kathlene Covarrubias. cm	Donald Cummings. ce	SES. UP RCA
MESA KTYL 1947	1310 1,000-LS 500-N DA-N	Sun Valley Bcstg. Co. P. O. Box 885 5737		Dwight Harkins, p & gm Lorenzo Lisonbee, cm Jack Harris, pd	Dick Gilbert, pmm Bill Harrison, ce Ben Smith, nd	Jim Brookbank, sd Marg Curtis, wd	St. UP G Col.
KTYL-FM 1950	Ch. 284 (B) 104.7mc 50kw						

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COVERING ARIZONA'S

BILLION

DOLLAR

MARKET

KOY

Visitors and residents will spend more than \$1,000,000,000 in Arizona this year.

KOY with its 5,000 watts non-directional on 550 kc. plus its affiliated Arizona Network stations can deliver this market more effectively and more economically than any other medium. Ask any John Blair man.

The Arizona Network

MUTUAL
DON LEE

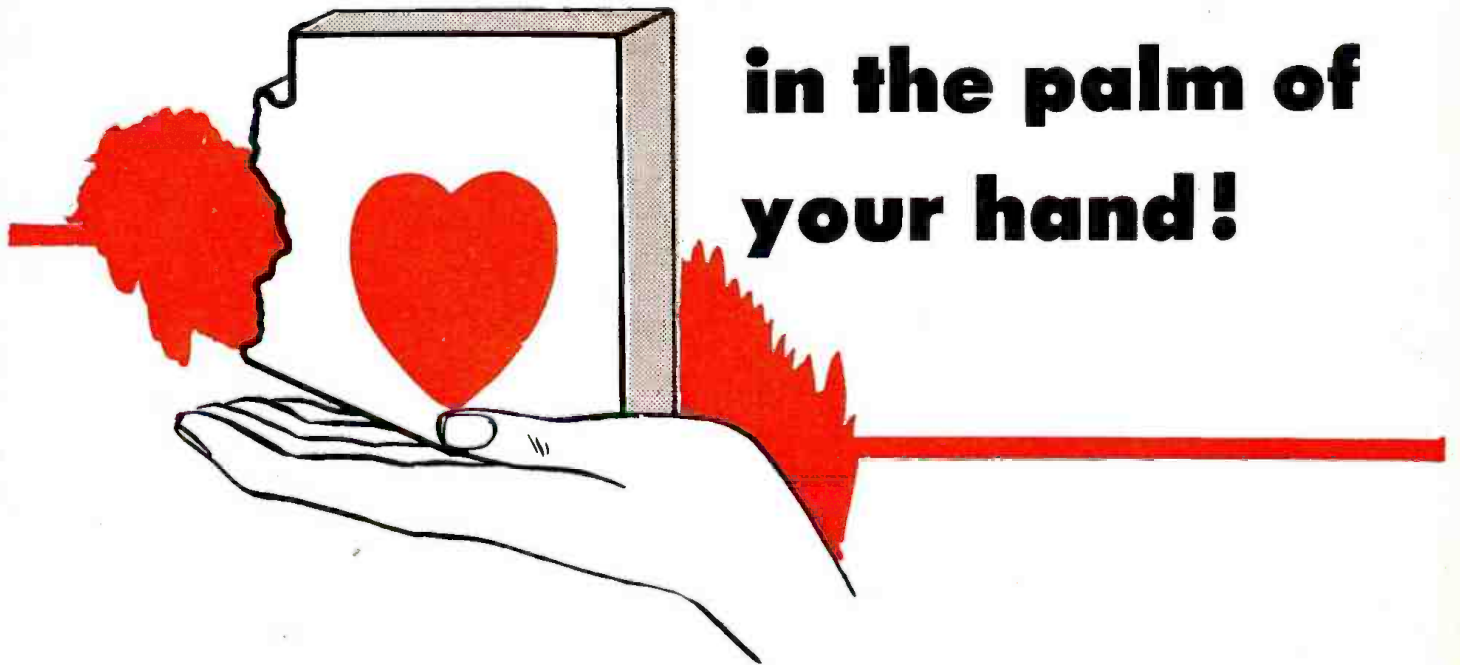
KTUC - PHOENIX - 550 kc.

KSUN - TUCSON - 1400 kc.

KYMA - BISBEE - 1230 kc.

 - YUMA - 1400 kc.

THE HEART OF ARIZONA . . .



in the palm of your hand!

- ▶ **HALF A MILLION ARIZONANS**
and
- ▶ **OVER A MILLION TOURISTS**
in our retail trading area are waiting
for YOUR SALES MESSAGE

ADAMS HOTEL, PHOENIX



IT'S KOOL

The Gene Centry Station in PHOENIX

Key Station of the
Radio Network of Arizona.

KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson

100% coverage of Arizona's
richest area, comprising 75%
of the State's population.



YOUR CBS RADIO STATION

IN ARIZONA

5,000 WATTS DAY and NIGHT 960 KCs

Phone, wire or write for availabilities today

NATIONAL REPRESENTATIVES

George P. Hollingbery Co.

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

Growing Larger 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.....499,261
 1950.....749,587
 (Phoenix and Maricopa County 1940.....186,193
 1950.....331,770)

*Income 1940.....\$237,000,000
 1950.....\$935,000,000
 (Agriculture 1940.....\$ 53,000,000
 1950.....\$276,000,000)

The 7 line connected NBC stations of the Arizona Broadcasting System are delivering this rich market (plus the Imperial Valley and Southeastern California through the enlarged facilities of KYUM, Yuma) to hundreds of successful advertisers. There is business here for you, too.

*Research Department—Valley National Bank

**K
T
A
R**



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

Representative
 PAUL H. RAYMER CO. NEW YORK • CHICAGO • DETROIT • BOSTON • MEMPHIS • SAN FRANCISCO • HOLLYWOOD

PHOENIX, ARIZONA

ARIZONA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. v; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
TUCSON						
KCNA 1947	580 5,000-LS 500-N DA-N	Catalina Bcstg. Co. P. O. Box 2348 2-4664	ABC Hollingbery	Erskine Caldwell, p Wayne Sanders, gm	Harry B. Chambers, slm Wm. K. Rider Jr., pd & sd	Thomas W. Epperson, ce Freda S. Botkin, wd AP G
KOPO 1947	1450 250	Old Pueblo Bcstg. Co. 115 W. Drachman 4-0431	CBS Radio Net of Arizona For Joe	Gene Autry, p E. S. Mittendorf, gm Paul Plunkett, cm	Gerry O'Brien, pd & nd Cliff Stillinger, pmm Vernard Cimnyotti, ce S. J. Kossack Jr., slm Charles Blower Jr., pd Tom Wallace Jr., ce	Bernie Perlin, sd Virginia Benoit, wd Joe Crystall, fd AP Ray.
KTKT 1950	1490 250	Thomas Wallace 500 W. Elm 37540	LBS Best	Tom Wallace, p Art Sidelinger, gm Manny Ornelas, cm	Stan Norman, pd	Ken Stodder, sd Evelyn Gipson, wd SES., Wid. UP WE
KTUC 1929	1400 250	Tucson Bcstg. Co. 900 E. Broadway 2-3344	MBS Ariz. Net. Don Lee Blair	Lee Little, p, g, c & pmm Mac C. Matheson, bus. m	Clifford Livingston, ce	SES., Wid. UP WE
KVOA 1929	1290 1,000	Arizona Bcstg. Co. 48 E. Broadway 3-2555	NBC Ariz. 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	Lowell D. Cable, fd James W. Hays, sd Kathryn Kay, wd Cap., Thes. AP RCA
WINSLOW						
KVNC (CP) 1951	1010 1,000-LS 500-N DA-2	Gila Bcstg. Co. 1218 8th Ave., Sufford, Ariz.				
YUMA						
KSWB 1951	1240 250	Southwestern Bcstg. Co. Yuma 3-6222	LBS	Chet Darwin, p, gm & sd Louis Roberts, cm	Russ Wonnacott, pd, pmm & nd	Frank Hancock, ce UP G
KYMA 1950	1400 250	KOY Bcstg. Co. 699 Ave. B 3-7841	MBS Ariz. Net. Blair	Bill Lindsey, g, c & pmm Bob Vache, pd, n, f & sd	Dick Smith, ce Gary Hayes, mus. d	Helen Hague, wd Wid. UP WE
KYUM 1940	560 1,000	Yuma Bcstg. Co. 1901 1st St. 33305	NBC Ariz. Bcstg. Raymer	John J. Louis, p Ray C. Smucker, gm Roy Jorgensen, cm Bob Jones, pd	Grant Lee, pmm Leavenworth Wheeler, ce Pat Carrick, nd	Maurice Higgins, fd Glenn Edwards, sd Nita Jones, wd Cap., Thes. AP, UP, INS WE
ARKANSAS						
ARKADELPHIA						
KVRC 1947	1240 250	Arkadelphia Bcstg. Co. 789	MBS Best	Cecil Cupp, p J. M. Moore, gm	Bill Deaton, c & pmm, pd, n, f, s & wd	S. J. Woodworth, ce AP RCA
BATESVILLE						
KBTA 1950	1340 250	White River Valley Bcstrs. Inc. P. O. Box 255 1112	MBS Razorback	Jared E. Trevathan, p Braxton L. Combs, g & cm & sd	J. Andrew Wright, pd	William A. Smith, ce Thes. AP RCA

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SOUTHERN ARIZONA

RICH with Copper, Climate, Cotton, Cattle, and INDUSTRY!
TUCSON is the center of this four county area . . . PIMA, PINAL, COCHISE, SANTA CRUZ.

KCNA

is the only station covering this area

5000 WATTS

DAY-580Kc

500 WATTS NIGHT DIRECTIONAL OVER TUCSON

\$150,000,000 retail sales Tucson
 14,197,196 remaining in Pima Co.
 31,233,252 remaining in Cochise
 38,542,211 remaining in Pinal
 12,462,789 remaining in Santa Cruz
 \$246,335,448 Total

Plus Phoenix in Maricopa County, Lordsburg, New Mexico and Northern Sonora, Mexico



COVERING SOUTHERN ARIZONA WITH THE SUN
ASK GEORGE P. HOLLINGBERY

BLYTHEVILLE

KLCN 1921	900 1,000-D	Harold L. Sudbury Sudbury Bldg. 2093	LBS Pearson	Harold L. Sudbury, p, g & cm	Ernest Simmons, pd J. T. Sudbury, pmm	Marion Skinner, ce Don Whitney, f & sd	L-W AP G
KLCN-FM 1943	Ch. 241 (B) 96.1mc 21kw						

CAMDEN

KAMD 1946	1450 250	Camden Radio Inc. P. O. Box 5859 6791	MBS Ark, Razorback	Walter E. Hussman, p David Crockett, gm	Donald Cathey, cm Callis Carter, pd & sd	Dorris C. Hunter, ce Marty Butler, wd	Assoc. AP RCA
KPLN (CP)	1370 1,000-D	Leo Howard Randolph Hotel Eldorado, Ark.					

CONWAY

KCON 1950	1230 250	Conway Bestg. Co. Ark. State Teachers Campus 189	KBS, LBS Razorback	J. E. Clayton, p, g & cm & nd Muriel Cobb, pd & wd	Edwin McClenden, pmm Herman G. Stermer, ce & fd	Grant Hazelwood, sd	SES. UP Col.
KCON-FM (CP)	Ch. 249 (A) 97.7mc 0.97kw						

CROSSETT

KAGH 1951	1240 100	Ashley County Bestg. Co. 900 Main St. 750		T. C. Fleet, co-o J. H. Fleet, co-o & gm	Clifton O. Wilson, cm Harry G. Howard, pd	Hildegard T. Fleet, office m Wm. McKelver, n & sd AP Ray.
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EL DORADO

KDMS 1950	1290 1,000-D	David M. Segal Randolph Hotel 3-9190	KBS Devney	David M. Segal, p & gm C. E. Siddon, s & cm	Tom Sansing, pd	Thomas A. Sebaugh, ce M. F. Kissko, pmm	Wid. UP Col.
KELD 1935	1400 250	Radio Enterprises, Inc. Home Finance Bldg. 3-6126	ABC Continental	W. N. McKinney, p & gm J. R. Duerson, c & pmm	(Mrs.) D. Pondrom, pd & wd John H. Long, ce	E. R. Hall, nd W. G. Darland, sd	Assoc. AP Col.

FAYETTEVILLE

KGRH 1946	1450 250	Fayetteville Bestg. Co. 922 N. Leverett St. 862	MBS Razorback Walker	Hayden McIlroy, p Fred J. Stevenson, g & pmm	Edwin Gideon, cm Wallie Ingalls, pd & sd George Dotson, ce	Dick Evans, nd Mary Ingalls, wd	SES. AP G
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FORREST CITY

KXJK 1949	950 1,000-D	Forrest City Bestg. Co. Nat'l. Bank Bldg. 950	KBS, LBS Continental	William B. Fogg, p, g & cm	Lloyd Denny, pd Charles Simms, pmm, n & fd	Walter Smith, ce	L-W AP G
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FORT SMITH

KFPW 1930	1230 250	Tulsa Bestg. Co. 232 N. Albert Pike Rd. 4105	CBS Avery- Knodel	John Esau, vp & gm James P. Walker, sm L. A. Blust, cm	Larry Nolan, pd George Ketcham, pmm Willard Kunkel, ce	Pat Garner, nd Dorothy Gibson, wd	Wid. UP WE
KFPW-FM	Ch. 235 (B) 94.9mc 14kw						



☆ *Ready To Serve YOU*
FROM OUR NEW, MODERN
RADIO CENTER

KFPW

The VOICE that SELLS in FORT SMITH
MULTIMILLION-DOLLAR SHOPPING CENTER of WESTERN ARKANSAS

● **AVERY-KNODEL, Inc.**
National Representative
JOHN ESAU—Vice Pres.-Gen. Mgr.
J. P. WALKER—Station Manager
L. A. BLUST—Gen. Sales Mgr.

THE KFPW MARKET	
POPULATION	202,000
RETAIL SALES	\$124,971,000
NET EFFECTIVE BUYING INCOME	\$139,934,000



KFPW CBS
IN
FORT SMITH

AFFILIATED with KTUL, Tulsa—KOMA, Oklahoma City

ARKANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. up evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
FORT SMITH (Cont'd)							
KFSA 1947	950 1,000-LS 500-N DA-N	Southwestern Pub. Co. 920 Rogers Ave. 3126	ABC Razorback Pearson	Donald W. Reynolds, p Weldon Stamps, g & cm Geraldine Winner, pd	Karl Kastner, pmm Robert Platt, ce Roy Bowman, n & sd	Pat Porta, fd Jerry Winner, wd 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. Radio Center 8967	MBS Rambeau	Parkman R. Feezor, sta. d & cm	Bruce Dennis, ce Dave Bateman, fd	Addie Barlow, wd UP G
HARRISON							
KHOZ 1946	1240 250	Harrison Bcstg. Corp. Radio City Addition 1240	MBS, KBS	Robt. S. Wheeler Jr., o & gm	Mel Lynn, cm Bruce C. Washburn, pd	Fred E. Ward, ce Leon Shaddox, n & sd UP G
HELENA							
KFFA 1941	1380 1,000 DA-N	Helena Bcstg. Co. 215 York St. Main 59	MBS, KBS Arkansas Razorback Continental	Sam W. Anderson, mngng. pmm. & gm Bill Bigley, cm	Hugh W. Smith, pd, pmm, n & fd A. P. Decker, ce	Robert A. Wallace, sd Katie M. Phipps, wd	L-W AP G
HOPE							
KKAR 1947	1490 250	Hope Bcstg. Co. Hope 7-3601	MBS, KBS	A. H. Washburn, p L. B. Tooley Jr., gm & ce	Wesley Ninemire, cm Haskell Jones, pd. n & sd	Florence Tooley, wd AP Col.
HOT SPRINGS							
KTHS 1942	1090 10,000-LS 1,000-N	Radio Bcstg., Inc. 135 Benton St. 1160	ABC Branham	John D. Ewing, p	John J. Wolever, gm	Cecil Suitt, ce	L-W AP Thes. AP Col.
KWFC 1940	1340 250	SPA Bcstg. Co., Inc. 819½ Central Ave. 412	MBS Razorback Young	Dr. N. B. Burch, p Marvin L. Hull, gm C. J. (Gus) Dickson, cm	Vivian Merriott, pd Larry Mansfield, pmm Everett T. Kennedy, ce	Harvey Stegman, n & sd Martha Hickman, wd Thes. AP Col.
JONESBORO							
KBTM 1930	1230 250	Regional Bcstg. Co. 603 Madison 5597	MBS, KBS Razorback	Jay P. Beard, p & gm Bernard C. Hargreaves, lcl sls m	Katherine S. Hargreaves, pd		SES., Wld. UP AP G
KBTM-FM 1948	Ch. 270 (B) 101.9mc 8kw						
KNEA 1950	970 1,000-D	Radio Jonesboro, Inc. Hotel Noble 8381	Sears & Ayer	R. H. Halbert, p Dick Crane, gm Paul Hoffman, cm	Neal Bunn, pd & sd Charles Quinton, pmm Wesley Bell, ce	Phil Moss, nd Paul Barnett, fd Betty Sutherland, wd	Assoc. UP RCA

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IN THESE MARKETS

it's A. M.

MORNING & EVENING

Yes, and for A.M. radio in these markets —
"SPOT" the call-letters as listed here!



**PLUS
ABC**



Represented Nationally by
JOHN E. PEARSON CO.

Owned & Operated by
SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, Pres.

Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

**Great
Locally!**

LITTLE ROCK

KARK 1928	920 500-N DA	Arkansas Radio & Equipment Co. 112-14 E. Capitol Ave. LD 99	NBC Arkansas South-central Petry ABC Hollingbery	T. H. Barton, chm. of bd & gm Julian F. Haas, cm Douglas J. Romine, pd	A. C. Dowden, pmm Dan L. Winn, ce Robert Kern, co-nd	Ed Chestnut, co-nd Robert L. Buice, fd Wilson Hurst, sd Dorothy Sims, wd	Cap. AP, UP RCA
KGHI 1927	1250 1,000-LS 500-N DA-N	KGHI Bcstg. Service P. O. Box 3099 27-9166	ABC Hollingbery	A. L. Chilton, ptrn. L. H. Chilton, ptrn. S. C. Vinsonhaier, ptrn. & gm	Kermit L. Richardson, cm Virginia Ewing, pd & wd Barbara H. Amsler, pmm	V. O. Vandusen, ce Chester Pierce, sd Ray.
KLRA 1927	1010 10,000-LS 5,000-N-DA-N	Arkansas Bcstg. Co., Inc. P. O. Box 550 2-5427	CBS Taylor	J. N. Heiskell, p R. Joe Myers, adm. asst. W. V. Hutt, gm	Oscar Alagood, pmm Harris Owen, pd Kermit F. Tracy, ce James Gattens, pmm Dale Mahurin, ce	Mark Weaver, nd John R. Holmes, fd George Moore, sd Bill Crews, sd Dorothy Wimberly, wd	St. AP, UP RCA Assoc. UP G
KVLC 1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Natl. Bldg. 5-5321	LBS	Leonard Coe, gm Glenn Robertson, m Fred Schmutz, pd & nd	Roy Nichols, pd Earl Butler, ce	Bobbie Forster, nd Bob Fulton, sd	Thes. UP G
KXLR 1946	1450 250 (CP) 1150 5,000-LS 1,000-N DA-N	Arkansas Airwaves Co. 217 E. Third St. 4-8928	MBS Razorback Pearson	John F. Wells, p Emil J. Pouzar, gm Melton Lancaster, cm			
MAGNOLIA							
KVMA 1948	630 1,000-D	Magnolia Bcstg. Co. 212 N. Jefferson 630	KBS Pearson	Joe F. Rushton, p Richard Tuck, gm	Ray Wells, ce	Lowelle Langley, cm, pd. pmm, n, f & sd	Wld. AP Ray.
MALVERN							
KDAS 1951	1420 1,000-D	Malvern Bcstg. Co Young Insurance Bldg. 1584	LBS Cotton Belt Devney	David M. Segal, p Robert Choate, s & cm	Jack Ridgeway, pd	Fred Parks, ce	Wld. G
KGRO (CP)	1380 1,000-D	L. Q. Coleman Route 2					
MENA							
KENA 1950	1450 250	KENA Bcstg. Co. South Reine St. 878	MBS, KBS	R. B. Bell, ptrn. & gm	Bernice Bell, ptrn. & wd	O. D. Fredick, ce	St. UP Col.
NEWPORT							
KNBY 1949	1280 1,000-D	Newport Bcstg. Co. Newport 749	Razorback	C. W. Craft, p Dick Wiethan, gm, n & fd	Gene Howe, cm J. C. Clayton, ce	Carlton Gardner, sd LaVerne Morgan, wd UP RCA
OSCEOLA							
KOSE 1949	860 1,000-D	Osceola Bcstg. Corp. Highway 61, S. 860	KBS Razorback	H. F. Ohlendorf, p Ted Woods, gm & nd	Betty G. Woods, cm Murray Schroyer, pd	Harold M. Jones, ce Ann Edrington, wd	St. AP RCA
PARAGOULD							
KDRS 1947	1490 250	Progressive Bcstg. Co. P. O. Box 491 627	KBS Razorback	Ted Rand, gm T. M. Self, bus m Ray Dexter, sm & sd	D. F. Bateman, cm Joe Nearnes, ce Russell Schwamb, nd	Ted Porter, fd Wilma Wheelis, wd AP G

KARK covers a broader area, with the largest audience, morning, afternoon and evening, at a lower cost per thousand families than any other Little Rock station!

No Other Station in Arkansas—Only

KARK

Delivers At 50-100% Level, Daytime BMB*
42 ARKANSAS COUNTIES whose 1950
RETAIL SALES totaled over
\$625 MILLION
That's MORE than the 1950
combined total retail sales in
VERMONT and NEVADA!

*BMB, Spring, 1949

All sales figures corr. 1951 SALES MANAGEMENT Survey of Buying Power.

Contact us or your nearest PETRY man for full details.

FOOD STORE SALES
totaled over
\$128 MILLION

That's MORE than the combined total food store sales in Albany, N. Y., Salt Lake City, Utah, and Lansing, Mich.!

DRUG STORE SALES
totaled over
\$16 MILLION

That's MORE than the combined total drug store sales in Trenton, N. J., Glendale, Calif., Tacoma, Wash., and Racine, Wisc.!

FIRST IN LITTLE ROCK
Says Hooper!

Little Rock, Arkansas Fall-Winter Report No. 9, October, 1950, through February, 1951, reflects the continuing dominance of KARK in Arkansas' blue chip market.

Monday through Friday— 8:00 A.M.—12:00 Noon	KARK	"B"	"C"	"D"	"E"
	30.4	27.0	24.6	9.8	7.7
Monday through Friday— 12:00 Noon—6:00 P.M.	KARK	"B"	"C"	"D"	"E"
	44.5	15.7	16.6	14.9	8.4*
Sunday through Saturday Eve	KARK	"B"	"C"	"D"	"E"
6:00 P.M.—10:30 P.M.	39.5	31.8	14.5	10.8	**

*Measurements adjusted to compensate for station which signs off at local sunset.
**Daytime station.

FIRST in Coverage, too!

TOTAL WEEKLY AUDIENCE (Daytime): (BMB, 1949)	KARK	"B"	"C"	"D"	"E"
	221,710	189,530	79,570	Not a BMB Subscriber	64,870

And in its Primary Area (50%-100% Level 1949 BMB) KARK has 191,320 Families . . . 42,030 More Than Station "B"!

KARK 920
5000 WATTS
Arkansas' Preferred Station

LITTLE ROCK, ARKANSAS
EDWARD PETRY & CO., INC., National Representative

ARKANSAS—(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
PINE BLUFF						
KCLA 1947	1400 250	Radio Engineering Service 2900 W. 28th Ave. 1900	LBS	Ken Kesterson, gm Clyde Martin, cm	Charles Penix, pd Dave Wallis, sd AP G
KOTN 1934	1490 250	Universal Bcstg. Corp. 505½ Main St. 721	MBS, KBS	B. J. Parrish, p, gm & ce Joe L. Wallace, cm Lois Sipan, pd	Robert W. Etter, asst. prom. m Wendell Atchison, nd	Thes. AP RCA
POCAHONTAS						
KPOC 1950	1420 1,000-D	Pocahontas Radio Inc. Box 250 500		Adrian L. White, p, g & cm Walt Lawson, pd & nd	Jim Risner, pmm & sd Roy Forrester, ce Jack Wilson, fd Betty Choate, wd	Thes. UP G
RUSSELLVILLE						
KXRJ 1947	1490 250	Valley Bcstrs. Inc. Russellville 299	MBS, KBS Razorback	C. R. Horne, o, m & gm L. L. Bryan, cm	W. C. McKenney, pd & ce Morris Leming, n & sd AP Ray.
SEARCY						
KWCB 1951	1300 1,000-D	White County Bcstg. Co., Inc. P. O. Box 95 1281		Carl N. Dodd, p & gm John Baker, pd	Don P. Jones, slm Homer Harris, ce, n & fd John Argo, sd	SES., Thes. AP G
(CP)	1450 250	Mrs. Edith Wood Sweezy 215 E. Third St. Little Rock, Ark.				
SILOAM SPRINGS						
KUOA 1923	1290 5,000-D	KUOA Inc. John Brown U. 77	MBS	John E. Brown Sr., p Storm Whaley, evp & nd	Richard McCartney, gm Ralph Kennedy, pd Cecil Smith, ce Chas. Hoke, fd Boyce Lancaster, sd	Wld. UP WE GE
KUOA-FM 1947	Ch. 209 (B) 105.7mc 2.6kw					
SPRINGDALE						
KBRS 1949	1340 250	Southwestern Pub. Co. Box 29 675	ABC Pearson	Randall L. McCarrell, gm Jerry Bidle, pd & fd	Sally Phillips, pmm Dalton Sanders, ce Bill Dickson, n & sd Lillian Wyllie, wd AP G
STUTTGART						
KWAK 1948	1240 250	Stuttgart Bcstg. Corp. Box 271 842	MBS, KBS Razorback	Beloit Taylor, p Melvin P. Spann, gm	Bill Wells, cm June Spann, pd Frank Newberry, ce	St. UP G
TEXARKANA						
KOSY 1951	790 1,000-LS 500-N DA-N	Gateway Bcstg. Co. Wadley Bldg.	MBS	Dr. W. Decker Smith, ptrn. Joe Davis, ptrn.	Tom E. Dillahunt, gm Herman Cecil, cm Ray Whitworth, pd Chas. Mathis, ce	Thes. AP G
WALNUT RIDGE						
KRLW 1951	1320 1,000-D	Southern Baptist College P. O. Box 67 980	Best	Dr. H. E. Williams, p	Earl Hodges, gm & ce Bill Nicholson, pd & sd	L-W UP Col.
WEST MEMPHIS						
KWEM 1947	990 1,000-D	KEWM Inc. 229 Broadway 463		E. D. Rivers Jr., p	William H. Keller, vp H. E. Ulmer, secy.-treas. UP G
CALIFORNIA						
ALTURAS						
KCNO 1951	570 1,000-D	CONR Inc. P. O. Box 1247 2531		Chester J. Stuart, p, gm & tech. d.	Phillip N. Good, vp, cm & pmm Ruth Hudson, pd & wd Ralph S. Click, ce Chas. Reinhart, n, f & sd	St., Cap., SES. UP G
AUBURN						
KDIA 1950	1490 250	Charles E. Halstead Diamond H Ranch 1178	LBS	Charles E. Halstead Jr., o & gm	Mrs. Charles Halstead, wd Cliff Gill, oper. m. PN, BUP G
AVALON						
KBIG (CP)	740 10,000-D DA	John Poole Bcstg. Co. 640 Sunset Blvd. Hempstead 3205		John H. Poole, p & gm	Robert McAndrews, cm Cliff Gill, oper. m. UP G
BAKERSFIELD						
KAFY 1946	550 1,000 DA-1	Bakersfield Bcstg. Co. P. O. Box 1448 46421	MBS Don Lee Grant	George Crome, co-o Fiske Harlow, co-o Sheldon Anderson, gm Glenn Rinker, cm James L. McDowell, gm	Naum Healy, pd Robin Blake, pmm Ted Froming, ce Harl Mannes, n & fd Paul LaRuiere, cm Bill Elliott, sd Mary Gregg, wd	Cap. UP Assoc., Cap., SES. UP
KBIS 1950	970 1,000 DA-2	Marmat Radio Co. 957 Oak St. 21465	Nat'l Time Sales Moore			
KMAR(FM) 1950	Ch. 223 (B) 92.5mc 4.7kw	(KBIS, AM Affiliate)				
KERN 1932	1410 1,000	McClatchy Bcstg. Co. 17th & Eye Sts. 88431	CBS McClatchy Raymer	Eleanor McClatchy, p Walter L. Baziuk, m	Verne Shatto, ce Jerry Smothers, nd Daren Flickenger, fd	Cap. AP, UP
KERN-FM 1948	Ch. 231 (B) 94.1mc 9.8kw					
KERO 1946	1230 250	Paul R. Bartlett & Albert E. DeYoung 1420 Truxtun Ave. 44548	NBC Avery- Knodel	Paul R. Bartlett, p Albert E. DeYoung, vp Ed Urner, cm	Kenneth Croes, pd Ellen Moore, pmm Robt. Richardson, ce Robt. Elias, n & sd	Wld. UP RCA
KPMC 1934	1560 1,000	Pioner Mercantile Co. 307 E. 21st St. 8-8157	ABC Hollingbery	F. G. R. Schamblin, p Leo A. Schamblin, gm Curtis C. Sturm, cm & pd	Paul R. Biermann, pmm & nd Leo P. Jarvis, ce Art Mason, f & wd Don Ames, sd	Thes. UP RCA
BANNING						
KPAS 1947	1490 250	Pass Bcstg. Co. 4425 W. Ramsey St. 515	LBS Cooke Grant	C. A. Humbert, g & cm & pd Montran Babcock, ce Jim Neal, sd		Wld. Ray.
BARSTOW						
KWTC 1947	1230 250	Mojave Valley Bcstg. Inc. Box 697 4001	LBS Cooke	W. T. Brown, p Harry White, g & cm	James Harvey, pd & nd Bill Biggs, ce Jack Givson, sd	Wld. UP WE

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Stations of the American Home



KOME 5000 WATTS

daytime (1000 watts nighttime) at 1300 kilocycles.

Population—912,781
Retail Sales—\$697,863,500
Farm Income—\$193,975,000
Radio Families—232,211

KUOA 5000 WATTS

daytime AM and FM at 1290 kilocycles.

Population—250,000
Radio Homes—52,700
Retail Sales—\$124 million
Over \$50 million poultry income alone in KUOA's home counties (Benton and Washington)

KGER 5000 WATTS

full time at 1390 kilocycles.

Population over 5,000,000
Retail sales \$5,250 million
Radio homes—1,750,000
Farm Income—\$306 million
LONG BEACH ALONE
Population 263,800
Radio Homes—103,850
Retail sales—\$347,670,000

THREE "STATIONS OF THE AMERICAN HOME"

Owned by the John Brown Schools organization, KOME, KGER and KUOA AM-FM have always been dedicated to the highest type of commercial operation and service to the largest possible audience.

As "Stations of the American Home," the Brown Stations add impact to all facets of selling directed to the fundamental market—"The American Home."

THE BROWN STATIONS

KOME

8th & Main Streets
Tulsa, Oklahoma

KUOA

Cathedral Bldg.
Siloam Springs, Ark.

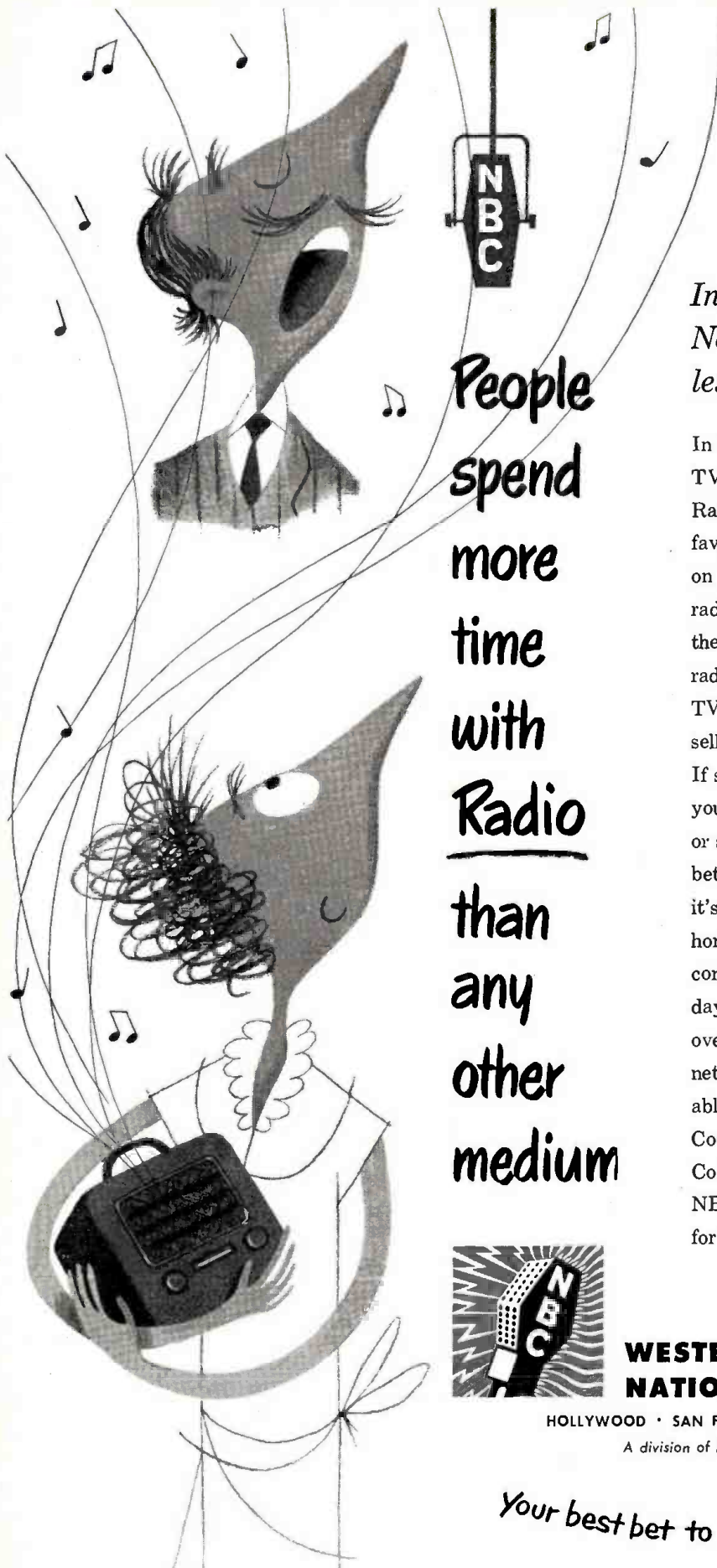
KGER

3745 Atlantic Ave.
Long Beach 7, Calif.

CALIFORNIA—(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. Li- brary, News Service Transmitter
BERKELEY						
KPFA(FM) 1949	Ch. 283 (B) 104.5mc 16kw	Pacifica Foundation 2054 University Ave. Ashberry 3-6767		Lewis Hill, exec. d Richard Moore, sta. d	Alfred Partridge, pd Edward Meece, ce	William Triest, prod. d Americo Chiarito, mus. d
KRE 1922	1400 250	Central California Bcstrs., Inc. 801 Ashby Ave. Ashberry 3-7715		Arthur Westlund, p & gm	Don Hambly, cm & oper. m	INS Ray. St. AP WE
KRE-FM 1949	Ch. 275 (B) 102.9mc 9.9kw					
BEVERLY HILLS						
KSRT(FM) (CP)	Ch. 292 (A) 102.9mc 1kw	School of Radio Arts				
BLYTHE						
KYOR 1947	1450 250	Broadcast Corp. of America Riverside, Calif. Blythe 2231	LBS	W. L. Gleeson, p George Flansburg, g, c & pmm	Joe Kinser, pd, n, f & sd Lewis E. Smith, ce	Ginni Flansburg, wd
BRAWLEY						
KROP 1946	1300 1,000-LS 500-N	Bcstg. Corp. of America Box 238	LBS Scott, Young	W. L. Gleeson, p John Chandler, gm	Trudy Ruane, pd	Drew Walker, ce
BURBANK						
KBLA (CP)	1490 250	Broadcasters of Burbank 239 Amhurst Dr. Charleston 02111		Gordon Rogers, p & sd Robert S. Marshall, g & cm	Robert Skiles, ce & fd Orville Sanders, nd	Mildred Carr, wd
CALEXICO						
KICO 1947	1490 250	Charles R. Love P. O. Box 786 918	Grant	Charles R. Love, p W. A. Geddes, gm	Don Gillette, cm	James Coin, ce
CHICO						
KHSL 1935	1290 5,000 DA-N	Golden Empire Bcstg. Co. 336 Broadway 2378	MBS Don Lee Grant	(Mrs.) Hugh McClung, p M. F. Woodling, gm J. A. Pero, cm	Jack Mitchell, pd Russell B. Pope, ce Tommy Nelson, n & fd	Henry (Bud) Henna, sd Dottie Locke, wd
KVCI(FM) 1947	Ch. 266 (B) 101.1mc 9.8kw					
KXOC 1949	1150 5,000 DA-N	KXOC, Inc. Radio Lane 3200	CBS Pearson Western	Lincoln Dellar, p Donald J. Quinn, vp & gm	Neil McIntyre, pd & pmm	Ewald Berger, ce
COALINGA						
KBMX 1950	1470 500-D	John H. Thatcher Box 715 136		John H. Thatcher, o		L-W, SES. UP G
CORONA						
KBUC 1948	1370 500 DA-N	American Pacific Bcstg. Co. Box 111 1370	McGillvra	E. J. Bucknum, p & gm Mary A. Bucknum, asst. m Ralph C. Miller, pd	Charles M. Ferguson, pmm Donald R. Kerr, ce Cliff Miller, nd	Hal Corwin, f & sd Peg Hendrick, wd
CRESCENT CITY						
KCRE 1950	1400 250	Del Norte Bcstg. Co. Box 577 3061		John K. Perry, co-o Robert E. Grey, co-o, gm & pd	Howard E. Plaschka, ce Peggy Burke, asst. m & nd	Jerry Clausen, sd
DELANO						
KCHJ 1951	1010 1,000-D	Charles Herman Johnes P. O. Box 262 8676		Charles H. Johnes, p, gm, ce Jean G. Johnes, pd & wd	Marshall Colo, pmm Ed Briggs, nd & sd	Bob Colo, fd
KHAD (CP)	1340 250	George F. Haddican P. O. Box 367 2931		George F. Haddican, o	L. W. Brammer, gm	St. AP RCA
DINUBA						
KRDU 1946	1240 250	Radio Dinuba Co. 110 N. L. St. 500	LBS West Coast	Egon Hofer, p & gm Dave Hofer Jr., vp	Ruby Thiesen, pd	Russ Friend, ce
EL CENTRO						
KXO 1927	1230 250	Valradio Inc. S. 4th St. 1100	MBS Don Lee Raymer	Paul A. Jenkins, p Richard T. Sampson, gm Belle Hovey, cm	Doug Fishel, asst. m & fd Stanley Tetley, ce	Marc Hanan, sd Mary Francisco, wd
EUREKA						
KHUM 1947	1240 250	Carroll R. Hauser Vance Hotel 3900	ABC, LBS Pearson Western Moore	Carroll R. Hauser, p, g & cm Bill Steis, pd, pmm & nd	Dean Elliott, ce Frank M. Smith, sim, f & sd	Sally Drew, wd
KIEM 1933	1480 5,000 DA-1	Redwood Bcstg. Co., Inc. Radio Center 4000	MBS Blair	Wm. B. Smullin, p & gm Don Telford, cm C. Paul Corbin, pd	Robert Stach, pmm Larry King, ce Newton Steward, nd	Ed Arnold, fd Harry Howard, sd Mary Lou Stuart, wd
KRED(FM) 1948	Ch. 242 (B) 96.3mc 4.6kw	(KIEM, AM Affiliate)				
FORT BRAGG						
KDAC 1948	1230 250	Mendocino Coast Bcstg. Co. Box 616 5671	Forjoe	Edward A. Mertle, o	Craig N. Smith, g, c, & pmm, pd, ce & fd	Marjorie Smith, wd

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People
 spend
 more
 time
 with
Radio
 than
 any
 other
 medium

In the West, NBC Pacific Coast Network reaches more prospects for less money than any other medium!

In New York—most saturated of all TV markets—people spend more time with Radio. Out West the picture is still more favorable for Radio. Only four markets on the West Coast have TV. Network radio reaches 98% of *all* homes... covers the entire Pacific Market. Comparing radio *homes* with TV *homes*, radio tops TV by 216%. Naturally, for greatest selling impact you need both radio *and* TV. If such a combination is too much for your budget... if you have a product or service with *mass* appeal—your best bet is NBC Pacific Coast Network! And it's a better buy than ever. Cost per 1000 homes is down 22% for nighttime, compared with 1944... daytime is down 39% over 1944! Choice network time is available on NBC Pacific Coast Network. Consult your nearest NBC Sales Office for details.

AVERAGE TIME SPENT WITH EACH MEDIUM BY AVERAGE HOUSEWIFE IN RADIO-ONLY AND RADIO-TV HOMES*	
	Minutes Per Day
Radio	106
Television	77
Newspapers	40
Magazines	13

*Source: 1951 Hofstra Study in the New York market



**WESTERN NETWORK
 NATIONAL BROADCASTING COMPANY**

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK
 A division of Radio Corporation of America

Your best bet to tell'em and sell'em

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
FRESNO							
KARM 1938	1430 5,000 DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Petry	Hattie Harm, p Clyde F. Coombs, gm Ed Ropolo, pd	Eldora Roth Cooney, pmm Elbert Dean, ce	Bob Weakley, n & fd	St. AP, INS RCA
KARM-FM 1948	Ch. 270 (B) 101.9mc 7.4kw					 GE
KFRE 1937	940 50,000 DA-2	Calif. Inland Bcstg. Co. F. W. Patterson Bldg. 4-5001 (KFRE, AM Affiliate)	CBS Avery- Knodel	Paul R. Bartlett, p Keith L. Mealey, asst. m & d of engrg.	Ed J. Frech, pd Harry H. Hurum, d of sls. serv. & pmm	Wally Erickson, fd	Wid. UP GE
KRFM(FM) 1946	Ch. 229 (B) 93.7mc 70kw					
KGST 1949	1600 1,000-D	Delle Bcstg. Co. Farmer's Market 6-8526	Forjoe	Morrie Mindel, cm Jeanne Bacher, pd & wd	Milt Gerloff, ce Bob Fisher, nd	Bob Love, fd Bill Putman, sd UP Col.
KMJ 1925	580 5,000	McClatchy Bcstg. Co. 1515 Van Ness Ave. 3-6277	NBC Raymer	Eleanor McClatchy, p Hal Erown, sta. m Joe Tomes, prog. m	Bill Wallace, ce Coyle Chambers, slm Andy Patterson, traffic m	Joe Drilling, n & sd Ed Sturgeon, fd	Cap. AP, UP RCA
KMJ-FM 1949	Ch. 250 (B) 97.9mc 7.3kw					 WE
KYNO 1947	1300 1,000 DA-2	Schuler, Chenault, Williamson & Anderson Hotel Fresno 2-4163	MBS Don Lee Hollingbery	Robert Schuler, p L. E. Chenault, gm Leslie Daggett, cm	Leo Goldman, pd Jack Grady, pmm & sd Bert Williamson, ce	Hap Haggard, nd Margaret Holmes, wd UP Ray.
GLENDALE							
KIEV 1933	870 250-D	Cannon System Ltd. 102 N. Glendale Ave. Citrus 1-1133		David H. Cannon, p	Col Cannon, gm	
KUTE(FM) (CP)	Ch. 270 (B) 101.9mc 11.6kw	Robert P. Adams 1644 Idlewood Rd. Citrus 4-1414		R. P. Adams, p		 Fed.
HANFORD							
KNGS 1948	620 1,000 DA-N	Samuel & Harriett Beaubaire P. O. Box 620 620	O'Connell	Samuel M. Beaubaire, co-o	Mrs. Samuel M. Beaubaire, co-o Don C. Reeves, g & cm & ce	Elmore C. Balthis, pd Don C. Reeves, g & cm. ce	Assoc., St. UP, INS Ray.
HOLLYWOOD (See Los Angeles Listing)							
INDIO							
KREO 1946	1400 250	Bcstg. Corp. of America P. O. Box 707 73403	LBS Young Scott	W. L. Gleeson, p & gm	Stanley Reynolds, sm		Assoc., St. Wid. AP
LANCASTER							
KAVL 1950	1340 250	Antelope Bcstg. Co., Inc. P. O. Box 1192		W. B. Carter, p & gm Herbert L. Comstock, cm	James B. French, ce Ray Cloud, n & fd	Ray McFarland, sd Wilma Lewis, wd	Wid., SES., UP RCA
LODI							
KCVR 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 8-0628	KBS. LBS	Herbert W. Brown, ptrn. & gm, pmm, pd, n & sd	David A. Brown, ptrn. & ce	 UP Ray.

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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

LONG BEACH

KFOX 1924	1280 1,000	Nichols & Warinner, Inc. 220 E. Anaheim 672-81	Burn-Smith Hal G. Nichols, p, gm & pd	Lawrence W. McDowell, vp, cm & ce	Robert Lamb, pmm	L-W, St. UP WE
KFOX-FM 1951	Ch. 272 (A) 102.3mc 1kw				
KGER 1926	1390 5,000 DA-N	John Brown Schools of California, Inc. 3745 Atlantic 407-907	John E. Brown Sr., p Storm Whaley, gm Clinton Fowler, cm & pd	Luther Crumbaugh, ce Finis Bell, nd	Bob Klosterman, sd Irene Cook, wd AP RCA
KNOB(FM) 1949	Ch. 276 (A) 103.1mc .32kw	Gerritos Bcstg. Co. 1120 Pine Ave. 8-5519	Jay E. Tapp, gm	Raymond B. Torian, cm & ce	Walt Abbott, pd Ray.

LOS ANGELES

KECA 1929	790 5,000 DA-N	American Bcstg. Co., Inc. ABC Television Center Normandy 3-3311	ABC Spot Sales	Edward J. Noble (ABC) chmn. of bd. Robert E. Kintner (ABC) p Ernest Felix, asst. treas. & act. m (Western Division) Amos T. Baron, radio sis. & sis. m (Western Division)	Dresser Dahlstead, pd (Western Division) John S. Hansen, sis. pmm Philip G. Caldwell, m tech. opers. (Western Division) R. G. Denechaud, sup. engng. opers. Harry Walstrum, prog. m	Francis Conrad, m & d of radio (Western Division) Francis D. La Tourette, n & sd	L-W AP, INS RCA
KECA-FM 1947	Ch. 238 (B) 95.5mc 3.8kw					 GE
KECA-TV 1949		American Bcstg. Co., Inc. ABC Television Center		(For full information see TELECASTING Yearbook)			
KFAC 1929	1330 5,000 DA-N	Los Angeles Bcstg. Co., Inc. 645 So. Mariposa Ave. Dunkirk 4-1231	Calvin J. Smith, p, g & cm Howard Rhines, pd	Ron Oakley, ce Lucile Blake, traffic m	Murray Boggs, nd	Assoc. AP RCA	
KFAC-FM 1948	Ch. 282 (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 & gm Haan J. Tyler, g sis. m Pat Kelly, pd	Ron Manders, pmm Curtis W. Mason, co- engr. H. L. Blatterman, co- engr.	Chas. E. Hamilton, d of pub. ser. Pat Bishop, nd Nelson McIninch, td	Wid., Cap. AP, UP RCA
KFMV(FM) 1948	Ch. 234 94.7mc 58kw	Union Bcstg. Corp. of Calif. 8419 Hollywood Blvd. Hollywood Hempstead 5151		Harry Maizlish, o & gm	Dave Drubeck, pd	Robert Brooking, ce	Assoc. RCA
*KFSG 1924	1150 2,500-LS 1,000-N ST-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Dunkirk 9-1141		Dr. Rolf K. McPherson, p M. D. Buchen, gm & pd	Donald K. Horton, ce	 WE

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WM. G. RAMBEAU COMPANY
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CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
LOS ANGELES (Cont'd)							
KFVD 1925	1020 5,000 L-KDKA	Standard Bcstg. Co. 338 S. Western Ave. Dunkirk 8-2345	McGillvra	J. Frank Burke Sr., co-o J. Frank Burke Jr., co-o & gm	Vern A. Lindblade, cm Carl Brewster, pd, pmm & nd	Leonard Reeves, ce	L-W, Mac. UP Ray.
KFWB 1925	980 5,000	KFWB Bcstg. Corp. 6419 Hollywood Blvd. Hollywood Hemstead 5151	Rambeau	Harry Maizlish, p & gm Sydney Gaynor, cm Bill Ray, pd	Sydney Yallen, pmm & adv. d	Harry Myers, ce Al Gordon, nd Leonard Maizlish, sd	AP, UP RCA
KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hollywood Hillside 0201		Ben S. McGlashan, o Thelma Kirchner, gm	Marvin R. Briggs, cm Homer Obuchon, ce		
KHJ 1922	930 5,000 DA-1	Thos. S. Lee Enterprises, Inc. 1313 N. Vine St. Hudson 2-2133	MBS Don Lee Blair	Willet H. Brown, p (Don Lee Div.) Ward D. Ingram, evp.	Norman Boggs, vp in chg. sls. A. J. LaFrاند, pd H. H. Sonnenburg, pmm	Robert E. Arne, ce Bud Coulson, pub rel. d Les Mawhinney, nd Norma Young, wd	Wld. AP, INS WE
KHJ-FM 1941	Ch. 266 (B) 101.1mc 4.8kw					
KHJ-TV 1948		Thos. S. Lee Enterprises, Inc. 129 N. Vermont				
KLAC 1946	570 5,000-LS 1,000-N	KMTR Radio Corp. 1000 Cahuenga Hollywood Hudson 2-7311	Young	(Mrs.) Dorothy Schiff, p & o Don Feddersen, exec. vp & gm	Dave Lundy, gen. slm C. G. Renier, pd	R. W. Conner, d of engn. Ed Lyons, nd Sam Balter, sd	UP, INS RCA
KLAC-TV 1948		KMTR Radio Corp. 1000 Cahuenga				
KMGM (FM) 1948	Ch. 254 (B) 98.7mc 49kw	Metro-Goldwyn-Mayer Studios Inc. MGM Studios Culver City Texas 03311		William F. McCrystall, gm			Assoc. UP
KMPC 1927	710 50,000-LS 10,000 DA-N (CP) 50,000 DA-N	KMPC, The Station of the Stars, Inc. 5939 Sunset Blvd. Hollywood Hollywood 9-5341	LBS H-R Reps.	John Patt, p Robert O. Reynolds, vp & gm Loyd C. Sigmon, vp, asst. m & ce	Mark L. Haas, vp & pd John Gillingham, pmm John E. Baird, d of pub. affairs Tom Frandsen, loc. slm.	Charles H. Cowling, nat'l slm. James McCulla, nd Charles Stone, fd Bob Kelley, sd UP, INS RCA
KNBH(TV) 1949		National Bcstg. Co. Sunset & Vine				
KNX 1924	1070 50,000	Columbia Bcstg. System 6121 Sunset Blvd. Hollywood Hollywood 9-1212	CBS Columbia Pacific CBS Radio Spot Sales	William D. Shaw, gm Edwin W. Buckalew, asst. gm chg. sls. Alan Axtell, asst. gen. slm.	George W. Allen, pd Sherril W. Taylor, pmm Les Bowman, ce	Jack Beck, nd Robert Wilson, fd Tom Harmon, sd	L-W AP, UP RCA
KNX-FM 1948	Ch. 226 (A) 93.1mc 59kw					 WE

(For full information see TELECASTING Yearbook)

(For full information see TELECASTING Yearbook)

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KFVD

LOS ANGELES

5000 WATTS ON 1020 K.C.

SELL IT
FIRST
ON THE STATION
THAT COVERS
SOUTHERN CALIFORNIA
BEST

KMP**PC**

50,000 WATTS DAYS 10,000 WATTS NIGHTS, LOS ANGELES

REPRESENTED BY H-R REPRESENTATIVES, INC.

SOUTHERN CALIFORNIA OUTLET FOR LIBERTY BROADCASTING SYSTEM



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. 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. Li- brary, News Service Transmitter
LOS ANGELES (Cont'd)					
KNXT(TV) 1951		Columbia Bcstg. System		(For full information see TELECASTING Yearbook)	
KPOL (CP)	1540 5,000-D	Coast Radio Bcstg. Corp. 877 S. Tremaine Ave. Wyoming 8081		Hugh R. Murchison, p Dr. Harry E. Straub, vp & treas.	Thomas S. Bunn, secy. G Wid. SES. INS RCA WE
KRKD 1927	1150 5,000-LS ST-KFSG	Radio Bcstrs., Inc. 312 Spring Arcade Bldg. Tucker 7111		Ned Connor, g & cm Charles Clifton, pd, n & sd	Doug Douglas, pmm Willis O. Freitag, ce
KRKD-FM 1949	Ch. 242 (B) 96.3mc 15kw				
KTLA(TV) 1947		Paramount Television Productions Inc. 5451 Marathon St. KTTV Inc. 5746 Sunset Blvd.		(For full information see TELECASTING Yearbook)	
KTTV(TV) 1949				(For full information see TELECASTING Yearbook)	
MARYSVILLE					
KMYC 1940	1450 250 (CP) 1410 1,000 DA-N	Marysville-Yuba City Bcstrs. Inc. P. O. Box 631 2-2396	MBS Don Lee Grant	H. E. Thomas, p Joe D. Carroll, gm	Clifford Greenman, cm Lloyd Hogue, pd Loyd McQueary, ce
KMYC-FM 1947	Ch. 261 (B) 99.9mc 4.9kw			 GE
MERCED					
KYOS 1936	1480 5,000 DA-N	Merced Bcstg. Co. P. O. Box 717 1430	MBS Don Lee Grant	Mrs. Hugh McClung, p Charles H. Kinsley Jr., sm A. J. Krisik, c & pmm	Clare Cauffman, pd, n & fd Russell Pope, ce Rod O'Harra, sd Vicki Daly, wd
KVME(FM) 1948	Ch. 242 (B) 97.5mc 8.9kw	(KYOS, AM Affiliate)			
MODESTO					
KBEE(FM) 1948	Ch. 277 (B) 103.3mc 11.5kw	McClatchy Bcstg. Co. 14th & Eye Sts. 2644	Raymer	Eleanor McClatchy, p	J. B. Hancock, ce Assoc., Cap. UP RCA L-W AP Col.
KBOX 1951	970 1,000 DA-2	Stanislaus County Bcstrs. Inc. 1507 10th St. 6624		Cecil Lynch, gm John Boyer, cm	Carl W. Pendergraft, ce John Witherspoon, nd Roy Storey, sd Chris Hermonson, wd
KMOD 1950	1360 1,000 DA-N	Radio Modesto Inc. P. O. Box 941 3838	ABC Western Moore Meeker	John H. Schacht, p & gm Judson Sturtevant, slm Gene D'Accardo, pd & nd	Hollie Ritter, pmm Peter K. Onnigan, ce Charley Packard, fd Jerry Palmer, sd Mary diFant, wd
KTRB 1933	860 5,000-LS 1,000-N DA-N	KTRB Bcstg. Co., Inc. Norwegian Ave. 774	Grant	William H. Bates Jr., p & ce Lee Roddy, cm	Milt Hibdon, pd, pmm & sd Charles McEwen, nd Leonard Anderson, fd Hilda Higbee, wd
KTRB-FM 1949	Ch. 281 (B) 104.1mc 4.7kw				Wid. AP GE Cole, St. UP, INS GE
MONTEREY					
KMBY 1949	1240 250	Monterey Bcstg. Co. Hotel San Carlos 2-4541	Grant	Kenyon Brown, p.	S. M. Aston, gm Sam H. Bennett, natl. slm.
MT. SHASTA					
KWSD 1947	1340 250	Shasta Cascade Bcstg. Corp. East Alma St. 2124	Moore Western Continental	David H. Rees, co-o & sm Arthur Adler, co-o & gm	Iola Huntingdon, pd Donald F. Keys, ce Bob Laverty, sd Thes. AP RCA
NAPA					
KVON 1947	1440 500 DA-1	Napa Bcstg. Co., Inc. Foster Rd. 6-2023	LBS ForJoe Western Radio	Luther E. Gibson, gm	SES.
OAKLAND					
KLX 1922	910 1,000 (CP) 5,000 DA-1	Tribune Bldg. Co. Tribune Tower Glencourt 1-0660	Burn-Smith	J. R. Knowland Jr., p Glenn C. Shaw, gm J. Milton Seropan, cm	Jerry Morton, pd Roswell S. Smith, ce John K. Chapel, nd Mark Gerstle, pdm Anne Truax, wd AP WE GE
KLX-FM 1948	Ch. 267 (B) 101.3mc 20kw			 GE
KROW 1925	960 1,000	KROW, Inc. 464 19th St. Twinoaks 3-8600	Ra-Tel	Sheldon F. Sackett, p Alan L. Torbet, gm Jack Grant, cm	Russ Coglin, pd Paul Leake, ce William Winter, nd E. N. Warner, ptrn. & treas. F. Wellington Morse, cm Vern Louden, sd Betty Baker, wd
KWBR 1920	1310 1,000	Warner Bros. 327 22nd St. Higate 4-1212	ForJoe	S. W. Warner, ptrn. & gm	Jeane K. Fisher, pd Paul Gregg, ce Cap. UP RCA
ONTARIO					
KOCS 1947	1510 250-D	The Daily Report Co. 222 E. B St. 62-754	O'Connell Western	(Mrs.) Jerene Appleby Harnish, p Herb Olson, gm	J. Neale Burns, cm Hal Morelli, pd Floyd Hall, ce (Mrs.) Marjorie Negus Rogers, wd Assoc. UP GE
KEDO-FM 1947	Ch. 228 (A) 93.5mc 0.31kw				
OROVILLE					
KMOR 1951	1340 250	Oroville Bcstrs. P. O. Box 1032 1340		J. Steventon, p Roy D. Swanson, gm, pd & nd	William Talbitzer, pmm. cm & sd William Cronan, ce Fred Hare, fd Von Douglass, wd Thes. UP RCA
PALM SPRINGS					
KCMJ 1946	1340 250	Palm Springs Bcstg. Co. Box KK 2253	CBS Pearson	Joseph E. Gamble, p & gm	Dorothy Fanning, pd Phil Stone, pmm Robert Harbison, ce & sd Paul Grannis, nd AP
PALO ALTO					
KIBE 1949	1220 250-D	Assoc. Grocers Co-op. Seattle, Wash. Elliott 0770		James B. Rhodes, p Jay B. Rhodes, gm	Arnold Vezzani, cm Robert Seaman, pd Paul S. Farrelle, ce Don Klein, sd St. AP
PASADENA					
KALI 1950	1430 1,000-D DA	Consolidated Bcstg. Co. 758 E. Colorado Ryan 1-7149	Schepp- Reiner	Henry Fritzen, p	Jack Reeder, vp Charles T. Hughes, secy- treas. Assoc. UP RCA

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Tests of K-BIG's service area prove something broadcasters have long known but seldom put to practice... salt water speeds radio waves undiminished over amazingly long distances. Santa Catalina Island, lying 22 miles off the center of Southern California's populous coast, was selected as the transmitter site for K-BIG because it offers a salt water route to the Southland's greatest population centers from Santa Barbara to San Diego.

There's another reason for K-BIG's terrific coverage. The BIG NEW station employs a costly antenna system which acts as a giant reflector, focusing the signal in the direction that counts... WHERE THE PEOPLE LIVE! This is why K-BIG saturates Los Angeles and penetrates inland to the last outposts of population on the Mojave Desert more than 125 miles to the east.

Add to this sensational coverage a dial position between two major network stations (740 k.c.), and a rate card that is really down-to-earth. It totals up to one of the most outstanding buys in radio today! Write, wire or phone K-BIG for full details.

General Offices:

6540 Sunset Blvd., Hollywood 28, Calif.

STUDIOS: Avalon and Hollywood

*Source on request

K-BIG!



CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Exec. vp evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
PASADENA—(Continued)							
*KPPC 1924	1240 100 SH	Pasadena Presbyterian Church Inc. 54 N. Madison Ave. Sycamore 3-2191		Myron Nichols, p Leon Hall, gm & pd	Joe Meeker, pmm & prog. sup.	Clayton Blake, ce Jim Brown, nd Col.
KWKW 1942	1300 1,000 DA-N	S. California Bcstg. Co. 800 Sierra Madre Villa Rayn 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 Andy James, sd UP RCA
KWKW-FM 1947	Ch. 252 (A) 98.3mc 0.33kw						
KXLA 1942	1110 10,000 DA-2	Pacific Coast Bcstg. Co. 1401 S. Oak Knoll Ave. Sycamore 6-0201		Loyal K. King, p, g & cm	Jack Reeder, ce Carl Saunders, nd	Dr. LeRoy Smith, fd Marion Atkinson, wd	Wld. AP WE
PASO ROBLES							
KPRL 1946	1230 250	Leslie H. Hacker Radio Station KPRL 204	MBS, KBS Grant	Leslie H. Hacker, p Dale Schwartz, gm & ce Jack Wasson, cm	Bob Wilton, pd & fd Barbara DeNike, pmm, n & wd	Hugh Harling, sd	St. RCA
PETALUMA							
KAFP 1950	1490 250	Petaluma Bcstrs. P. O. Box 480 2-7255		V. A. L. Linder, p, gm & pmm	W. A. Exline, vp, pd & nd M. E. Linder, secy. & cm	Forrest Hughes, ce Gene Linder, fd Ted Kenessey, sd	Thes. UP G
PITTSBURG							
KECC 1949	990 1,000 DA-N	KECC, Inc. 235 Railroad Ave. 2-2964	Grant	Mel D. Marshall, gm John C. MacFarland, cm Ted Mermod, pd	George S. Spelvin, pmm William P. Grether, ce L. S. Gilman, nd	Herb Markall, sd	L-W., Wld. UP WE
POMONA							
KPMO 1947	1600 500	Dean H. Wickstrom 1240 E. Holt Ave. Lycoming 2-1293		Dean H. Wickstrom, p Wally Seidler, sm Florence E. Wickstrom, pd	Donald Kerr, ce Bruce Twerrill, sd	Marsha Clark, wd UP Ray.
PORTERVILLE							
KTIP 1947	1450 250	J. F. Tighe P. O. Box 1312 1450		J. F. Tighe, o			
RED BLUFF							
KBLF 1946	1490 250	Tehama Bcstg. Co. 346 Oak St. 354	LBS Moore	Arvo Haapanen, p, gm & ce	(Mrs.) Jane Harter, wd	 G
REDDING							
KVCV 1936	600 1,000 DA-1	Golden Empire Bcstg. Co. Box 717 Merced, Calif. 1646	MBS Grant	Mrs. Hugh McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm	Lyle Mathys, pd Robert Hoskins, pmm Russell Pope, ce	Charles Castor, nd Vince Lambert, f & sd Fran Bruce, wd	St., Wld. RCA
KVRE(FM) 1948	Ch. 280 (A) 103.9mc 1kw						
RIDGECREST							
KIWL (CP)	1240 250	Indian Wells Bcstg. Co. Box 252					
RIVERSIDE							
KPRO 1941	1440 1,000	Bcstg. Corp. of America P. O. Box 987 6290	KBS, LBS Scott Young	W. L. Gleeson, p & gm Charles Henson, cm Paula Nish, pd	Richard Sampson, ce Bill Paul, nd	Don Dalson, fd Bob Wareham, sd Mary Gleeson, wd	Cap., Wld. AP, INS Col. GE
KPOR(FM) 1946	Ch. 248 (B) 97.5mc 81.6kw						

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Columbia's Basic Station for California's Capital

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AVERY-KNODEL, Inc. New York — Chicago — San Francisco — Los Angeles

SACRAMENTO

KCRA 1945	1320 5,000-LS 1,000-N DA-2	KCRA Inc. 1010 11th St. Gilbert 2-0758	NBC Meeker	Ewing C. Kelly, p & gm John Dupell, cm I. Earle Russell Jr., pd	Irma Davis, pmm W. Herbert Hartman, ce Hal Laffoon, nd	Bill Conlin, sd Frances Paige, wd	Wld. AP, UP WE
KCRA-FM 1947	Ch. 241 (B) 96.1mc 11kw						GE
KFBK 1922	1530 50,000 DA-1	McClatchy Bcstg. Co. 703 Eye St. Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, o Keith Collins, gm	Perry Nelson, cm Richard Burdick, pd	Louise Schultz, pmm Stam Sronce, ce	Cap., Thes. AP, UP
KFBK-FM 1947	Ch. 245 (B) 96.9mc 3.2kw						
KROY 1937	1240 250	Harmco Inc. Sacramento Hotel Bldg. Gilbert 2-0758	CBS Avery- Knodel	Clyde F. Combs, vp & gm	William H. Blackburn, pd & pmm William Karpisek, ce	Henry Thornley, n & sd Scotty Mortland, fd	Assoc. UP, INS WE
KXOA 1945	1470 1,000 DA-1	Sacramento Bcstrs. Inc. P. O. Box 94 Hickory 9-3576	MBS Pearson Western	Lincoln Dellar, p Robert W. Dumm, gm	Dean Seaton, pd & sd Ewald Berger, ce	Beth Shelby, wd	UP Col.
KXOA-FM 1947	Ch. 300 (A) 107.9mc 12.5kw						
KGMS (CP)	1380 1,000-D DA	Capitol Radio Enterprises 1100 N. St.					
SALINAS							
KSBW 1947	1380 1,000 DA-1	Salinas Bcstg. Corp. P. O. Box 1651 8071	MBS Western Burn-Smith	John C. Cohan, gm William M. Oates, cm Neal Edmundson, pmm	Ross Taylor, pd, n & sd Herbert Hanes, ce	Anne LoPresti, wd	Cap. AP
SAN BERNARDINO							
KCSB 1948	1350 500 DA-N	San Bernardino Valley Bcstrs. 770 Mill St. 8-2245	Forjoe	Essie Binkley West, p T. F. Whyte, gm	Charles Bennett, pd, pmm & sd Dean Kiner, ce	John Du Bose, n & fd Nadine Hill, wd	Thes. AP WE
KFXM 1929	590 1,000 DA-2	Lee Bros. Bcstg. Corp. 512 Fifth St. 4761	MBS Don Lee Blair	J. Clifford Lee, p E. W. Lee, vp & gm Donald Cummings, cm Paul H. Martin, nat. sis m	Evelyn Fagin, pd Gene Lee, pmm George Ewing, ce	John Harder, nd Howard Baichly, fd	Wld. UP RCA
KITO 1947	1290 5,000 DA-2	KITO Inc. 569 Fourth St. 7807	ABC Pacific Regional Hollingbery	J. J. Flanagan, p & gm Charles B. Foll, cm Arnold K. Benum, pd & pmm	Richard Klitzing, ce Robert Van Roy, nd Fred Reinhardt, fd	Wyn Stewart, sd Marjorie Sharpe, wd	Cap. UP RCA
KRNO 1948	1240 250	Western Empire Bcstrs. Inc. 990 Colton Ave. 8-2771	Cooke Moore	James W. Gerrard, p & cm Norman H. Rogers, vp, g & pmm	George W. Brock, vp & ce Bob Stone, pd Van C. Newkirk, treas.	Roy R. Thomas, secy. Charles Palmer, nd Twyla Stewart, wd	SES. AP RCA
SAN BRUNO							
KSBR(FM) 1947	Ch. 263 (B) 100.5mc 250kw	Radio Diablo Inc. 798 San Mateo Ave. Juno 8-1465		Orrin H. Brown, p Arthur Arrigoni, ce			St.

KCRA

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combined!

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SACRAMENTO RANKS

- 11th in PER CAPITA EFFECTIVE BUYING INCOME
- 21st in PER FAMILY EFFECTIVE BUYING INCOME
- 40th in FURNITURE—HOUSE—RADIO SALES
- 47th in DRUG SALES
- 51st in AUTOMOTIVE SALES
- 52nd in TOTAL RETAIL SALES
- 55th in GENERAL MERCHANDISE SALES
- 57th in FOOD SALES
- 59th in TOTAL EFFECTIVE BUYING INCOME

REPRESENTATIVES:
ROBERT MEEKER & ASSOCIATES

CALIFORNIA—(Continued)

City	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner or 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	Tran. Libr. News Service Transmitter	
SAN DIEGO							
KCBQ 1946	1170 5,000-LS 1,000-N DA-1	Charles E. Salik Hotel Manor Jackson 4103	CBS Columbia Pacific Avery- Knodel	Charles E. Salik, p & gm Graham H. Moore, cm Grady Edney, pd	Regina Bess, pmm Charles J. Sherburne, ce Lorena James, bus. m	Dick Boynton, nd Howard Keddie, fd Bob Regan, sd Izetta Jewel, wd	L-W UP RCA
KFMB 1941	550 1,000 DA-1	Kennedy Bcstg. Co. 1405 Fifth Ave. Main 2114	ABC Branham	John A. Kennedy, chmn. of bd. Howard L. Chernoff, gm W. O. Edholm, gen. slm	Hobby Myers, cm Paul W. White, exec. editor, pd & nd Lisle F. Shoemaker, pmm	Walter Mathews, pdm Thornton Chew, ce Bill Bozarth, sd	Cap., SES. AP GE
KFMB-TV 1949		Kennedy Bcstg. Co. 1405 Fifth Ave.		(For full information see TELECASTING Yearbook)			
KFSD 1926	600 5,000 DA-1	Airfan Radio Corp., Ltd. 326 Broadway Franklin 6353	NBC Raymer	Thomas E. Sharp, p	John C. Merino, m	Leroy Bellwood, ce	Wid. INS RCA
KFSD-FM 1948	Ch. 231 (B) 94.1mc 33kw						
KGB 1927	1360 1,000	Don Lee Bcstg. System 1017 First Ave. Franklin 6151	MBS Don Lee Blair	Willet H. Brown, p Wilt Gunzendorfer, g & cm, s & wd	Matt Long, pd Joe Kline, ce	Johnnie Black, nd	Wid. AP
KSDO 1947	1130 5,000-LS 1,000-N DA-2	San Diego Bcstg. Co. 1029 Second Ave. Main 2041	LBS Pearson	Jack Heintz, vp, g & cm	Wilson Edwards, pd	Vern Milton, ce	St. AP WH
KSON 1947	1240 250	Studebaker Bcstg. Co., Inc. 630 F St. Franklin 5175	Forjoe	Fred Rabell, co-o. p, g & cm	Dorothy Johnson, co-o. vp, asst. m, pd, wd & pmm	Norman Burwell, ce	Assoc. AP RCA
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	Shirley De Priest, traffic m	Cap. UP RCA
SAN FRANCISCO							
KCBS 1912	740 50,000 DA-2	Columbia Bcstg. System Inc. of Calif. Palace Hotel Yukon 2-7000	CBS Columbia Pacific CBS Radio Spot Sales	Frank Stanton (CBS) p Arthur Hull Hayes, vp & gm Jules Dundes, d of sis & adv.	Fred Ruegg, pd Howard Gossage, pmm Alan Cormack, ce William Cullenward, d of press info.	William Nietfeld, nd Gordon Roth, fd Carroll Hansen, sd Jane Todd, wd	L-W AP, UP GE
KCBS-FM 1948	Ch. 279 (B) 103.7mc 44kw						
KDFC(FM) 1947	Ch. 271 (B) 102.1mc 33kw	Sundial Bcstg. Corp. 369 Pine St. Yukon 2-6271		William R. Crocker, p	Edward Davis, g & cm	Cecelia Ulfelder, pd Buck Campbell, ce	Wid. WE
KFRC 1924	610 5,000	Don Lee Bcstg. System 1000 Van Ness Prospect 6-0500	MBS Don Lee Blair	William D. Pabst, gm Merwyn McCabe, cm Mel Venter, pd	Dink Templeton, pmm & sd Ernest Underwood, ce	James McArdle, sup. enrg. Al Berglund, nd (Mrs.) Josephine Martin, wd	Assoc. Cap., St. AP, INS WH GE
KGO 1924	810 50,000 DA-1	American Bcstg. Co. 155 Montgomery Exbrook 2-6544	ABC ABC Spot	Robert Kintner (ABC) p Gayle Grubb, vp & gm Alan Johnstone, cm	Harry Stone, mgr net sis Keith Kirby, pd Gordon Grannis, pmm A. E. Evans, ce	Vic Reed, nd Ira Blue, sd	Assoc., Cap., St. AP, INS WH GE
KGO-FM 1947	Ch. 291 (A) 106.1mc 50kw			(For full information see TELECASTING Yearbook)			
KGO-TV 1949		American Bcstg. Co. 155 Montgomery		(For full information see TELECASTING Yearbook)			
KGSF(FM) 1947	Ch. 247 (B) 97.3kw 10kw	Warner Bros. (KWBR) 327 21st St. Higate 4-1212	Forjoe	S. W. Warner, gm	F. W. Morse, sm	 UP
KJBS 1924	1100 1,000-D L-WTAM	KJBS Bcstrs. 1470 Pine St. Orway 3-4148	H-R Reps.	E. P. Franklin, p & gm	Stanley G. Breyer, cm Roger Roberts, ce	Charles F. Pendleton, pd & nd	L-W, St., Mac, Assoc., Cap. UP, INS WE
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 Dean Moxley, pmm Curtis Peck, ce Hal Wolf, sd	George Greaves, asst. gm John Thompson, nd Henry Kennedy, fd 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 260 Aptos, Calif. 3352		Grant R. Wrathall, o		 RCA
KRON(FM) 1948	Ch. 243 (A) 96.5mc 44kw	The Chronicle Pub. Co. 901 Mission St. Garfield 1-1100		Charles Thieriot, gm Norman Louwau, cm	Lansing Bailey, pd	R. A. Isberg, ce AP RCA
KRON-TV 1949		The Chronicle Pub. Co. 901 Mission		(For full information see TELECASTING Yearbook)			
KSAN 1925	1450 250	Golden Gate Bcstg. Corp. 1355 Market St. Market 1-8171		S. H. Patterson, p Lee C. Mikesell, g & cm	Clint Sherwood, pd & pmm Norwood J. Patterson, ce	Frank Arthur, n & sd Susan Alex, wd UP RCA
KSFO 1925	560 5,000-LS 1,000-N	The Associated Bcstrs., Inc. Van Ness & Greenwich Sts. Prospect 6-6200	Headley- Reed	Wesley I. Dumm, p Richard C. D. Bell, asst. to p Philip G. Lasky, gm	John G. Campbell, cm Franklin M. Dumm, secy- treas. Robert A. Hansen, pd	Kay Mulvihill, pmm A. E. Towne, d of enrg. Herb Kennedy, fd Faye Stewart, wd	St., Wid. UP, INS
KPIX(TV) 1948		KPIX Inc. Van Ness & Greenwich Sts.		(For full information see TELECASTING Yearbook)			
KYA 1926	1260 5,000-LS 1,000-N	Palo Alto Bcstg. Co. Fairmont Hotel Douglas 2-2536	LBS Hollingbery	J. Elroy McCaw, p Jock Fearnhead, gm	Ken Hilderbrandt, cm Harrison Woolley, pmm Paul Beck, ce	Art Primm, nd Les Keifer, sd UP RCA
SANGER							
KSJV 1947	900 1,000-D	Radio Sanger Co. P. O. Box 247 2501	LBS O'Connell	Earl J. Fenston, p Julian J. Nielsen, gm	Davis C. Camp, asst. m, pd & fd	Russell Friend, ce Walt Novell, nd	Wid. UP Col.

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. N—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.

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 Robert Blum, cm & sd	George Snell, pd & pmm Willis Green, ce	Glenn Dunham, fd Jean Martin, wd UP Ray.
KLOK 1946	1170 5,000-LS (CP) 5,000-LS 1,000-N DA-N	Valley Bcstg. Co. P. O. Box 967 Cypress 3-3445	Pearson	E. L. Barker, p & gm Richard E. Ryan, cm	Ruth Poindexter, pd & wd Billy Cunningham, ce	R. A. Poindexter, nd Bob Custer, sd AP RCA
KSJO 1946	1590 1,000-LS 500-N DA-N	Santa Clara Bcstg. Co. P. O. Box 995 Cypress 3-8030	LBS	Patrick H. Peabody, p Charles F. Mallory, vp & gm	Richard W. O'Donnell, slm Norman Paul, pd & asst. m, n & fd	Jan Jarvis, pmm & wd Bob Webb, ce Frank Herron, sd	Wld. UP WE
KSJO-FM 1947	Ch. 237 (A) 95.3mc 1kw					 GE
KXRK 1948	1500 1,000 DA-2	San Jose Bcstg. Co. P. O. Box 187 Cypress 2-5080	Western Moore	J. E. Levitt, p & gm Gordon Graham, c & pmm	Frank G. Kilpatrick, pd & nd	Frank Glass, ce UP RCA

SAN LUIS OBISPO

KATY 1949	1340 250	San Luis Bcstg. Co. Carpenter Bldg. 3171	ABC Western	John R. Rider, ptrn. & gm Morden R. Buck, ptrn.	D. D. MacLeod, cm Chap Rollins, pd & fd James H. Eaken, ce	Alan Bowles, music d Joe Doran, nd Cliff Rettig, sd UP Ray.
KVEC 1937	920 1,000-LS 500-N	Christina M. Jacobson 851 Higuera St. 1100	MBS, KBS Don Lee Grant	Christina M. Jacobson, p Les Hacker, gm Joseph Shuttleworth, cm	Arthur Hapgood, pd Hugh Harling, pmm & sd Dale Schwartz, ce	Don Mitchell, n & fd Evelyn Mitchell, wd	St. AP RCA

SAN MATEO

KEAR 1947	1550 1,000 DA-N	Bay Radio Inc. 811 S. B St. Diamond 4-2594	Grant Good Music Bcstrs.	Stephen A. Cisler, p Howard J. Smiley, vp & gm	Douglas Pledger, pd Douglas F. Mariska, ce	Lucille Seese, music d UP Ray.
KVSM 1946	1050 250-D	Hugh H. Smith 279 Baldwin Ave. Diamond 4-2541	Walker	Hugh H. Smith, p Gilbert L. Bond, gm	Frank Livermore, office m	Merwyn F. Planting, ce	Cole UP Tem.

SAN RAFAEL

KTIM 1947	1510 1,000-D	Marin Bcstg. Co. 1117 Fifth Ave. 1510		Roy A. Brown, p Hugh Turner, vp	Clifford Trotter, cm Peter Miller, pd	Virginia Steiner, pmm Kitty Oppenheimer, wd UP Ray.
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SANTA ANA

KVOE 1926	1480 1,000 DA-N	The Voice of the Orange Empire Inc., Ltd. 105 E. 5th St. Kimberly 3-8321	MBS Don Lee Pearson	Ernest L. Spencer, p & gm Donner P. Spencer, cm	Deane S. Long, sm George Marshall Dewey, pd	Bob Gleeson, pmm & sd Stanley G. Guenther, ce Art Sipherd Jr., nd	Cap., Mac. UP RCA
KVOE-FM 1947	Ch. 244 (B) 96.7mc 1kw					 GE

**IN
NORTHERN
CALIFORNIA
THE
BIG TEN
IS
COVERED
BY
KYA**

**Pulse Inc. May through October 1951
Shows KYA Leading All
8 Bay Area Independents**

**SPORTS
NEWS
MUSIC
NITE and DAY
IT'S
KYA
SAN FRANCISCO**

Represented Nationally by Geo. P. Hollingbery Co.

**The
BIG TEN
2,711,374
PEOPLE
"PLUS"**

1950 U. S. Bureau of Census
Estimated Population

- (1) San Francisco Co. 760,381
- (2) Alameda Co. 734,740
- (3) San Mateo Co. 234,030
- (4) Santa Clara Co. 288,852
- (5) Santa Cruz Co. 65,920
- (6) Contra Costa Co. 297,400
- (7) Solano Co. 102,174
- (8) Napa Co. 40,453
- (9) Sonoma Co. 102,685
- (10) Marin Co. 84,739

**IN KYA'S PRIMARY
COVERAGE**

CALIFORNIA—(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; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
SANTA BARBARA						
KDB 1921	1490 250	Lincoln Dellar Radio Square 4131	MBS Don Lee Western Pearson	Lincoln Dellar, p & o Colin M. Selph, vp & gm Fred M. Hall, asst. m & pd	Bob Byrne, traffic m & nd Ewald W. Berger, ce Bob Carter, supvr. engr.	John McCormick, sd Peggy Walker, wd UP WE
KIST 1946	1340 250	Radio KIST Inc. Balboa Bldg. 3981	NBC Hollingbery	Harry C. Butcher, p, gm & nd James Blomfield, cm	Mary Ann Casey, pd & wd Michael J. McKeogh, pmm	Raymond Kubly, ce Jose Medina, fd Gordon Stafford, sd Thes. UP RCA
KTMS 1937	1250 1,000 DA-1	News-Press Pub. Co. De la Guerra Plaza 3911	ABC Raymer	T. M. Storke, p C. A. Storke, vp Al Albinger, g & cm	Ed Sprague, pd & sd Cliff Badger, pmm Ed Shedd, ce	Al Sanders, nd Tommy Kleveland, fd Ellen Winkelmann, wd L-W AP
SANTA CATALINA ISLAND						
KBIG (CP)	740 10,000-D DA	John H. Poole Bcstg. Co. 1109 Security Bldg. Long Beach, Calif.		John H. Poole, o	Robert J. McAndrews, cm	Cliff Gill, oper. m
SANTA CRUZ						
KDON 1935	1460 5,000 DA-1	Salinas Newspapers Inc. 123 W. Alisal St. Salinas, Calif. 6451	LBS ForJoe	Merritt C. Speidel, p Gilbert V. Baymiller, gm Lawrence B. Butler, cm	Orel Phillips, pd Omer Wright, ce	George Whisler, fd Irene Sweet, wd Wld., Cole UP WH
KSCO 1947	1080 1,000-LS 500-N DA-N	Radio Santa Cruz P. O. Box 1080 1080		Charles V. Berlin, mngng. ptrn., g & cm, pd & ce	Johnny Lamb, sd	Majorie McKeon, wd St., Thes. AP RCA
SANTA MARIA						
KCOY 1947	1400 250	News-Press Pub. Co. 114 W. Cook St. 5-2644	ABC 101 Net. Raymer	T. M. Storke, ptrn. Charles A. Storke, ptrn. J. W. Benes, gm	Bobbie Lee Davis, pd & wd Bryant Smith, nd	Sam Taylor, f & sd Cap. AP Ray
KSMA 1945	1240 250	John H. Poole 510 W. Morrison St. 5-2582	O'Connell	James (Joe) Hagerman, co-m	John I. Groom, co-m	UP
SANTA MONICA						
KOWL 1947	1580 5,000-D	KOWL Inc. Pico at Ocean Exbrook 4-6761		Arthur H. Croghan, p, g & cm	Warren Deem, pd	John Morecroft, ce UP WE
SANTA PAULA						
KSPA 1948	1400 250	Santa Paula Bcstrs. Inc. Santa Paula 940		C. Harvey Haas, p, gm & pd Ace Martin, c & pmm	Bob Funnell, ce Bob Rae, f & sd	Carry Lane, wd AP Col.
SANTA ROSA						
KSRO 1937	1350 4,000 DA-1	Finley Bcstg. Co. Finley & Fresno Sts. 110	LBS Grant	(Mrs.) Ruth E. Finley, p Charles P. Scott, g & cm	Al Pearson, pd & nd Verne Hassett, ce	Bud Magrini, sd Harriet Barnes, wd UP RCA
SEGUIN						
KWED 1948	1580 1,000-D	Garfield Kiel & Weldon Lawson 200 S. Camp St. 1580	Best	Garfield Kiel, gm Stan McKenzie, sta., c, pmm & sd	Henry Lehnhoff, pd Louie Sowers, ce Jim Caldwell, n & fd	Faye Chessher, wd L-W UP WE
SONORA						
KROG 1949	1450 250	Mother Lode Bcstg. Co. Sonora 426		Ianthe Densmore, o	Ken Randolph, gm	Clayton Coldwell, ce St., SES. AP Ray.
STOCKTON						
KGDM 1928	1140 5,000 DA-N	E. F. Peffer 519 E. Market 4-4551	CBS Blair	E. F. Peffer, p E. Smith, g & cm M. Humphreys, pd	E. Pierini, pmm J. Tyron Kelley, ce Bell Lange, n, f & sd	Elsie Flower, wd Wld. UP, INS WH REL
KGDM-FM 1946	Ch. 225 (B) 92.9mc 1.4kw					
KSTN 1949	1420 1,000-DA-1	San Jouquin Bcstg. Co. Clark Hotel 4-7338	Hollingbery	D. M. Greene, gm	Ellis Lind, pd	Carl McGee, ce UP Col.
KWG 1921	1230 250	McClatchy Bcstg. Co. 612 E. Market St. 5-5728	ABC Raymer	Eleanor McClatchy, p Howard L. Bailey, sm James E. Longe, pd	Frank Nesmith, ce Paul Huebner, nd John Mackenzie, fd	Jim Ranger, sd Cap., Thes. AP
KXOB 1947	1280 1,000 DA-N	Valley Bcstg. Co. Hotel Stockton 4-7313	MBS Don Lee Western Pearson	Lincoln Dellar, p Grant Pollock, g & cm Daren McGavren, pmm	Homer Van Derwerker, pd & fd Ewald Berger, ce	Albert Chance, nd Bob O'Brien, sd Carol Lynn Montgomery, wd UP Ray.
SUSANVILLE						
KSUE 1948	1240 250	Nolan Hollowell & James E. McKahan P. O. Box 610 2020	Moore	Nolan Hollowell, ptrn., g & pmm James E. McKahan, ptrn.	Leslie E. McLarrin, cm & sd Wm. E. Cruse & Dale M. Dwellely, pd	Harold C. Houston, ce, n & fd Gwen W. Waltz, traffic m & wd Wld., Cap. UP
TAFT						
KTKR 1948	1310 500-D	Taft Bcstg. Co. P. O. Box "WW" 5-3101		Kenneth Aitken, c & sm		UP
TULARE						
KCOK 1945	1270 1,000 DA-N	Herman Anderson Box 119 6-2866	MBS Don Lee Grant	Herman Anderson, p Sheldon Anderson, gm J. Alan Rinehart, sm	Stan Simpson, cm Art Brock, pd, n & sd	Jean Hixson, pmm, f & wd Don Ferguson, ce Cap. UP Col.
TURLOCK						
KTUR 1949	1380 1,000 DA-N	Turlock Bcstg. Co. P. O. Box 526 4-5827	LBS O'Connell	Wallace Lindskoog, p H. Ansell McMillen, g & cm	David Wisner, pd, n & fd	Alsie Iris Throp, traffic m Max Sayre, ce L-W, SES. Thes. UP
UKIAH						
KUKI 1950	1400 250	Bartley T. Sims P. O. Box 638 1400	Moore Western	Bartley T. Sims, p & gm Louis DuMoulin, cm John Oliveira, pd	Marguerite Sims, pmm Stanley P. Ryno, ce Grover Gent Jr., nd	John Franklin, fd Phillip Trine, sd Dru Stewart, wd St. AP RCA
VALLEJO						
KGWV 1947	1190 250-D	Calif.-Nev. Bcstg. Co. 3287 Sonoma Blvd. 3-5667	Moore Western	H. Q. Joucken, ptrn. David McKay, ptrn. & gm	Ralph W. Stillings, sls & cm Wm. L. Roberts, ce	Hal Engbretson, n & sd Olive Fowles, wd UP
VENTURA						
KVEN 1948	1450 250	Coast Ventura Co. Box 1611 Miller 3-8675		Harry Engel, gm Sid Held, cm	Dana Marble, pd, n & sd Jack Powell, pmm Donald C. Brown, ce	Ed Walden, fd Jane Smith, wd UP Col.
KVVC 1948	1580 1,000 DA-1	KVVC The Voice of Ventura County P. O. Box 1411 Miller 3-6185	KBS, LBS Grant	W. H. Haupt, p	Roland B. Valle, sm	Charles A. Farmer, ce UP RCA

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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.

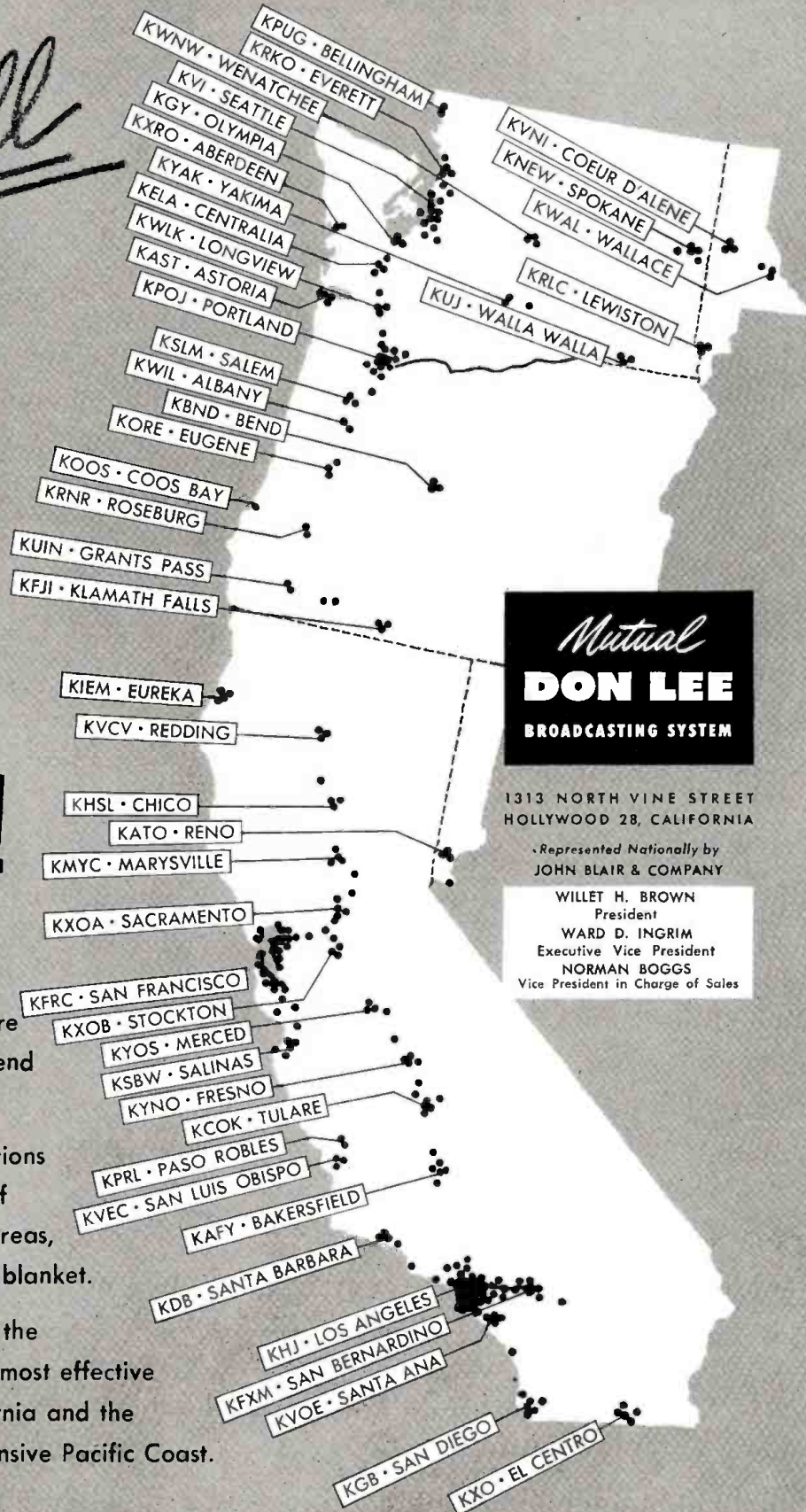
ON THE ENTIRE PACIFIC COAST

They *still*
listen
where
they
live
and buy!

Don Lee is the ONLY network reaching Pacific Coast people where they live — where they spend their money.

Don Lee's 45 network stations are located within each of 45 important marketing areas, covering the Coast like a blanket.

Don Lee is STILL the best, the most economical and the most effective selling medium for California and the rest of the wealthy, responsive Pacific Coast.



Mutual
DON LEE
BROADCASTING SYSTEM

1313 NORTH VINE STREET
HOLLYWOOD 28, CALIFORNIA

Represented Nationally by
JOHN BLAIR & COMPANY

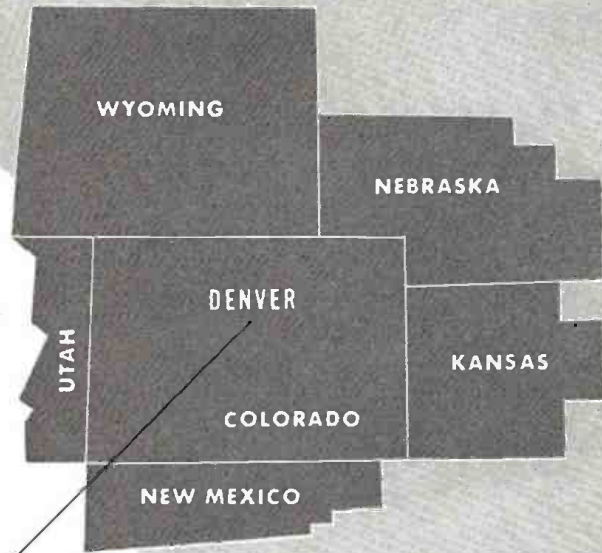
WILLET H. BROWN
President
WARD D. INGRIM
Executive Vice President
NORMAN BOGGS
Vice President in Charge of Sales

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. Li- brary, News Service Transmitter
VICTORVILLE					
KVRV (CP) 1946	980 5,000-D	Francisco Rental Co.			
VISALIA					
KKIN 1946	1400 250	Tulare County Bcstg. Co. Hotel Johnson P. O. Box 1589 4-5811	Forjoe	Lyman A. Treaster, p, gm, ce & fd	Albert F. Blain, c & pmm Don Warren, n & sd Mildred Hummel, wd AP
WASCO					
KWSO 1950	1050 1,000-D	Maple Leaf Bcstg. Co. P. O. Box 366 2145		E. J. Peters, p Theo. G. Heinrichs, gm Ed Eidsen, cm	Bob Bann, pd Robbie Robertson, ce Don Rodewald, n & fd Don Knowles, sd Pat Geisler, wd L-W UP Col.
WATSONVILLE					
KHUB 1937	1340 250	Patrick H. Peabody Atkinson Lane 4-5641	Hoffman	Patrick H. Peabody, p Hal E. Chase, gm	Don Smith, pd & fd James Howard, ce Ford Warner, nd Dale Phillips, sd Mary Lou Banovac, wd L-W AP GE
YREKA					
KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Yreka 624	LBS Moore	Ernest Millbourn, p Holt C. Wardrip, gm	Wm. R. Maginnis, cm, ce & nd Thomas G. Moran, slm Don Comstock, sd SES., Wld. AP RCA
YUBA CITY					
KUBA 1947	1600 1,000-LS 500-N DA-N	Peachbowl Bcstrs. Inc. Hotel Marysville 3-7309	LBS Western West Coast	C. V. Ullom, p Roger R. Hunt, gm Clyde Goodnight, cm	Bill Noethens, pd Lloyd Klemp, pmm & sd John Rolih, ce Ambrose Roy, nd Don Brown, fd Erika Ryan, wd & traffic d St. Thes. AP
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, f & wd	Charles Dynes, pmm & sd C. W. Brokaw, ce SES. UP G
BOULDER					
KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1817 Pearl St. 1490	Columbine H-R Reps.	Herb Hollister, p Russel Shaffer, vp, g & cm	C. O. Allen, pd Blair Dobbins, ce Bob Butz, nd Earl Hicks, sd Marge McGavren, wd St. AP Col.
CANON CITY					
KRLN 1947	1400 250	Royal Gorge Bcstrs. Inc. 1615 Central Ave. 1100	KBS Columbine	Raymond M. Beckner, p, g & cm & nd	Guy C. Underhill, pd & wd Denver Wells, ce H. A. Brink, fd UP
COLORADO SPRINGS					
KRDO 1947	1240 250	Pikes Peak Bcstg. Co. Alta Vista Hotel Main 1125	Columbine	Joseph H. Rohrer, p, g & pmm Harry W. Hoth, cm	Jean Gitz, pd & wd Robert W. Fitzmorris, ce Paul C. Crozier, bus. m Wes Bradley, nd Bob Burghart Jr., sd L-W, St. Thes. AP RCA
KVOR 1923	1300 1,000	Voice of the Rockies, Inc. Exchange Nat'l. Bank Bldg. Main 278	CBS Raymer	James D. Russell, p, g & cm	Isabelle McClung, pd & wd Cecil Seavey, pmm & sd H. Cozine Strang, ce Hal Bumpus, n & sd Assoc. UP WE
CRAIG					
KRAI 1949	1230 250	Northwestern Colo. Bcstg. Co. Craig 707.	KBS Columbine Best	Dale G. Moore, m George Cory, gm	George Norvell, cm & sd Dick Fuss, pd Robert Sidwell, ce Cap. UP 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, mgng. d W. H. Conklin, cm	Dale Morgan, pd Kennie MacDowd, pmm Thomas G. Morrissey, ce Jack Fitzpatrick, n & sd Gus Swanson, fd Assoc., SES. INS WE
KFEL-FM 1946	Ch. 247 (A) 97.3mc 23.5kw				WH
KLZ 1922	560 5,000 DA-1	Aladdin Radio & Television Inc. 17th & Lincoln St. Main 4271	CBS Katz	Harry E. Huffman, p Hugh B. Terry, gm Main Morris, cm Mathew McInevy, pub. service d	Lee Fondren, natl. slm Charles Roberts, pd Dick Barber, co-pmm Carl Herzman, fd Harvey Wehrman, ce John Cunners, co-pmm Sheldon Peterson, nd Larry Varnell, sd St. AP, INS RCA
KLZ-FM 1945	Ch. 231 (B) 94.1mc 5.3kw				WE
KMYR 1941	1340 250	KMYR Bcstg. Co. 422 Security Life Bldg. Main 4161	LBS Columbine Rambeau	F. W. Meyer, p A. G. Meyer, gm Edwin Koepke, cm	Lowell B. Switzer, pd Richard M. Leonard, pmm, n & sp. events d Glen James, ce Bill Reed, sd Jean Jaspersen, traffic d Frank White, music d Wld. AP WE
KOA 1924	850 50,000	National Bcstg. Co. 1625 California St. Main 6211	NBC NBC Spot	Joseph H. McConnell (NBC), p Charles C. Bevis Jr., gm	Robert H. Owen, asst. gm & ce Duncan McColl, cm Earle C. Ferguson, pd Cyril Penley, pmm William R. Day, nd Assoc., Thes. AP, UP, INS GE
KOA-FM 1948	Ch. 239 (B) 95.7mc 23.5kw				RCA

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in the Region of the Rockies



more
people
tune
to

KOA than any other station
DENVER

REPRESENTED BY NBC Spot Sales

KOA



WEEKLY **KOA** AUDIENCE

RADIO FAMILIES*

DAYTIME

462,210

NIGHTTIME

646,340

Including

91% OF COLORADO RADIO FAMILIES

78% OF WYOMING RADIO FAMILIES

*BMB-1949

THE ONLY 50,000-WATT STATION SERVING COLORADO AND WYOMING

COLORADO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
DENVER (Cont'd)							
*KPOF 1928	910 5,000-LS 1,000-N SH	Pillar of Fire 1845 Champa St. Aruada 1135		Arthur Kent White, p Kathleen M. White, gm	Robert B. Dallenback, pd & pmm	Paul Schissler, ce L. Ray Sharpe, asst. pd
KTLN 1948	1150 1,000-D	Radio Station KTLN Park Lane Hotel Race 4636	Radio Reps.	Leonard Coe, o John L. Buchanan, gm Dean D. Jarvis, cm	Jack Helling, pd Jim Buchanan, pmm Oran E. Kelley, ce	Rich Froemke, n & sd Kaytee Ellen, wd	Cap. UP Assoc., L-W UP RCA
KVOD 1925	630 5,000 DA-1	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC Free & Peters	W. D. Pyle, p & co-ce T. C. Ekrem, sm & co-ce Con Hecker, cm	Vince Corbett, pd Ben Stanton, pmm Don Bestle, nd	Les Stark, fd Art Peterson, sd
DURANGO							
KIUP 1935	930 1,000 DA-N	San Juan Bcstg. Co. P. O. Box 799 117	MBS Holman	R. E. O'Brien, gm T. Ralph Bennett, cm Don Hoover, pd & sd	Lindsay Becker, pmm Vander Linden, ce Pat O'Brien, nd	George Dammers, fd Lee O'Brien, wd	L-W, SES., Thes. UP G
ENGLEWOOD							
KGMC (CP)	1220 1,000-D	The McMa Agency c/o Radio Station KTNM Box 668, Tucumcari, N.M.					
FORT COLLINS							
KCOL 1947	1410 1,000 DA-N	The Northern Colo. Bcstg. Co. 1800 La Porte 2600	Columbine H-R Reps.	Herb Hollister, p Ellis Atteberry, gm Bob McClary, cm	Gregg Chancellor, pd Cecil Whitchurch, ce	Dwight Clark, nd Bill Hansen, sd AP Col.
FORT MORGAN							
KFTM 1949	1260 500-D	Morgan County Bcstg. Co. Box 431 1000	Columbine Best	Robert H. Dolph, p & gm Donell K. Smith, cm Richard E. Oldfield, ce	John W. Emery, pd, pmm, f & sd	Helen Cudworth, n & wd	Cap. UP G
GLENWOOD SPRINGS							
KGLN 1950	1340 250	Western Slope Bcstg. Co. Silver Spruce Lodge 777	MBS	Rex Howell, co-o Chas. Howell, co-o	Jerry Fitch, g & cm & nd Harold G. Reed, pd & pmm	Carl Q. Anderson, ce Gene Curtis, sd UP G
GRAND JUNCTION							
KEXO 1948	1230 250	Voice of Western Colorado, Inc. P. O. Box 629 1230	Columbine Oakes	D. Spencer Grow, p Abbott Tessman, g & cm Bob Collins, pd	Mildred Fuller, pmm Lloyd L. Wilson, ce Gene Wilburn, n & sd	Jim Eicher, fd Muriel Hammer, wd	Cap., Wld., Thes. INS Ray.
KFXJ 1926	920 1,000-LS 500-N	Western Slope Bcstg. Co., Inc. P. O. Box 30 1300	MBS Holman	Rex Howell, p E. Anson Thomas, g & cm Jack Puter, pd Rosa Lee Samuels, pmm	Bob Lebsock, ce Ed Lewis, sd	Lyle Mariner, nd Bill Warner, fd Peg Thomas, wd	L-W UP GE

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GREELEY

KFKA 1921	1310 1,000 DA-N	Midwestern Radio Corp. 620 8th Ave. 450	Holman	Francis Price, p & gm Everett Shupe, cm Jack Redus, asst. m & pd	Bill Stewart, pmm Harry Brewer, ce Cooper Welch, nd	Carl Jordan, fd Bob Oakley, sd Sue Mosier, wd	Col. L-W, SES UP WE Wd. AP WE
KYOU 1948	1450 250	Meroco Bcstg. Co. 2424 6th Ave. 3275	LBS Columbine McGillvra	Elwood H. Meyer, gm Joseph W. Mongold, cm	Fred Finlay, pd	John Roscoe, ce UP G

LA JUNTA

KBNZ 1937	1400 250	Otero Bcstg. Co. Radio Bldg. 42	MBS, KBS Columbine Inter- mountain Clark	William W. Shepherd, p, gm & sd Charles E. Zimmerman, vp	Philip Roewe, cm & fd Robert D. McGregor, asst. sm & pmm	Dale K. Allison, pd & nd L. S. Roser, ce Hortense Shepherd, wd UP G
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LAMAR

KLMR 1949	1340 250	Southeast Colo. Bcstg. Co. North Sante Fe Trail 804	LBS Columbine Continental	Ralph Eaton, p Orth Bell, gm E. E. Gene Eckles Meazell, pd	Barry Tucker, slm Lewis E. Smith, ce	Bob Harper, sd Martha Coffey, wd	Wd. AP GE
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LEADVILLE

KLVC 1951	1230 250	Leadville's Top of the Nation Station, Inc. 520 W. 6th St. 70	KBS, LBS Columbine	Vir N. James, p Donald F. Stephens, m	Flora Stephens, pd	Donald G. Youmans, ce G
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LONGMONT

KLMO 1949	1050 250-D	Longmont Bcstg. Co. 301 Main St. 1050	Continental	Jack P. Dubberley, p & gm Reed Walker, cm	Willis Evans, pd Dick Lee, pmm Walter Robinson, ce	Mrs. Reed Walker, traffic m & wd	L-W UP G
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MONTROSE

KUBC 1947	1260 1,000-LS 500-N DA-N	Uncompahgre Bcstg. Co. P. O. Box 279 199	Columbine Best	Joe Hartman, p of bd. George Cory, gm Bob Hale, cm & sd	Robert Sidwell, pd, ce, n & fd Jack Welch, mus. d Harley Pryor, m of Delta Studios	Don Synder, pd of Delta Studios Lillye Hosner, wd	Cap. UP WE
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PUEBLO

KCSJ 1947	590 1,000 DA-N	Star Bcstg. Co., Inc. 211 W. 5th St. 8522	MBS Inter-Mt. Columbine Pearson Keenan & Eickelberg	F. W. Meyer, p Douglas D. Kahle, gm Robert L. Clinton, cm	Larry Gordon, pd & pmm Dale Redlingshafer, ce Bill Doty, nd	Cliff Hendrix, fd Bill Paxton, sd	Thes. AP WE
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KDZA 1947	1230 250	Pueblo Radio Co. Inc. 3011 Elizabeth 1255	LBS Cooke	Dee B. Crouch, p, gm, pd, pmm & sd	Barry Tucker, cm Jack Lundquist, ce	Charles Lerch, nd	St. AP G
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KGHF 1928	1350 5,000-LS 1,000-N DA-N	Colorado Bcstg. Co., Inc. P. O. Box 293 3877	ABC McGillvra	Gifford Phillips, p Robert D. Ellis, gm William Mahoney, cm	William Bruce, pd Howard McGill, pmm Willis Shanks, ce	Bob Thompson, n & sd Irwin Cunningham, fd Mildred Elkins, wd	SES., Wd. UP G
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SALIDA

KVRH 1948	1340 250	Vir N. James Salida 30	KBS, LBS Columbine Clark	Vir N. James, p & gm Carroll Lee, cm Jack Diehl, pd & sd	Clo B. James, pmm Philip Parmelee, ce	Dr. Lawrence Barrett, nd Leola Farlow, wd UP RCA
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STERLING

KGEK 1925	1230 250-D	Elmer G. Beehler Fleming Rd. 679	KBS	Elmer G. Beehler, o & gm			
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TRINIDAD

KCRT 1946	1240 250	Mel-Bert Bcstg. Co. P. O. Box 772 338	LBS Columbine Continental	Mel Cooper, ptrn., gm & ce Bert Coyle, ptrn. & cm	Geo. Barron, pd John M. O'Connor, sd	(Mrs.) E. M. Cooper, wd	L-W UP G
KSTR 1946	1280 1,000-LS 500-N	James E. Blair P. O. Box 787 414	MBS	James E. Blair, o & gm	Kenneth Stabaugh, sm		UP

CONNECTICUT

BRIDGEPORT

WICC 1926	600 1,000-LS 500-N DA-1	Thomas S. Lee Enter- prises, Inc. 144 Golden Hill 6-1121	MBS Yankee Petry	Thomas F. O'Neil, evp Robert L. Kennett, gm Charles W. Parker, c & pmm	Ralph Klein, pd Rogers B. Holt, ce Robert McGuire, nd	Fred Allen, sd May Bradshaw Hayes, wd	Assoc. AP WE
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WLIZ 1947	1300 1,000-D	The Bridgeport Bcstg. Co. 114 State St. 5-4144	Young	Philip Merryman, p & gm Manning Slater, cm & sd	Wallace Dunlap, pd James Elliot, nd	Jane Quinn, wd	Thes. AP Ray.
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WNAB 1941	1450 250	WNAB, Inc. 991 Broad St. 3-3112	ABC Conn. State Rambau Brogatti	Harold Thomas, p & ce Levon Thomas, gm	Ray Colonari, cm Jack Dahlby, pd & nd	Grace Kaltenbach, traffic m UP Col.
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BRISTOL

WBIS 1948	1440 500-D	The Bristol Bcstg. Corp. 183 Main St. 9265	LBS McGillvra	Frederick W. Beach, p Cal B. Kolby, g & cm	Bob Leonard, pd & nd Richard A. Ricci, ce	Sally Easton, wd UP G
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DANBURY

WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-3565		James B. Lee, o Sol Robinson, m, c & pmm	H. Elizabeth Williams, asst. m	Paul Baker, p & sd Walter Hollis, ce	SES., Wd. UP
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GREENWICH

WGCH(FM) 1948	Ch. 240 (A) 95.9mc 0.38kw	Greenwich Bcstg. Corp. 25 Greenwich Ave. 8-4200		Walter S. Lemmon, p & m	Charles J. Hines, sd	 UP
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HARTFORD

WCCC 1947	1290 500-D	Greater Hartford Bcstg., Inc. Hotel Bond 5-6648	Indie Sales	William Savitt, co-o & p Max Savitt, co-o & treas. Paul Martin, s & cm	Barbara Heintz, traffic m Ivor Hugh, mus. d	John Rameika, ce Burt LaCoe, prod. d John Brubaker, nd UP GE
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WDRG 1922	1360 5,000 DA-1	Conn. Bcstg. Co. 750 Main St. 7-1188	CBS New England Raymer	Franklin M. Doolittle, p Walter Haase, sm	William Malo Sr., cm & pmm Harvey Olson, pd & nd	Italo Martino, ce Jack Smith, sd Alice Rothwell, wd UP RCA
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WDRG-FM 1939	Ch. 229 (B) 93.7mc 7kw					 REL
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CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transe. Li- brary, 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.			
HARTFORD—(Continued)							
WONS 1935	1410 5,000 DA-2	Thomas S. Lee Enter- prises, Inc. 54 Pratt St. 7-9131	MBS H-R Reps.	William O'Neil, p Ed Palen, co-m & pd	Frank McGivern, co-m, c & pmm	Rogers B. Holt, ce Helen Morris, wd	Assoc. UP WH
WTHT 1936	1230 250	The Hartford Times Inc. 555 Asylum St. 2-0237	ABC Conn. State McKinney	F. S. Murphy, publisher (Hartford Times) C. Glover DeLaney, gm L. R. Schoenfeld, cm	Phillip Becker, pd Mitchell C. Betters, pmm C. S. Masini, ce S. B. Gammell, nd	R. K. Blackburn, asst. m & tech. d Una King, wd Baaron Pittenger, sd AP RCA
WTIC 1925	1080 50,000 DA-N	Travelers Bcstg. Service Corp. 26 Grove St. 5-0801	NBC New England Weed	Paul W. Morency, vp & gm Walter Johnson, asst. gm ch. sls. Irwin Cowper, asst. slm	Leonard J. Patricelli, prog. m Paul Lucas, asst. prog. m Bernard Mullins, d of pub. rel.	Herman D. Taylor, plant m Tom Eaton, nd Frank Atwood, fd Bob Steele, sd Jean Colbert, wd	L-W SES. AP, INS WH
WTIC-FM 1940	Ch. 243(B) 96.5mc 8kw			Paul Lucas, prog. m		 REL
MERIDEN							
WMMW 1947	1470 1,000-D	Silver City Crystal Co. 8 W. Main St. 5-5747	LBS	Carl A. Schultz, p Alex Buchan, gm Gus Kruttschnitt, cm	Joe Trantino, pd G. Langfelder, ce	John Egan, nd Sid Mann, sd	L-W, Wld. UP G
WMMW- FM 1948	Ch. 239 (B) 95.7mc 7kw			C. W. Schultz, gm		 G
MIDDLETOWN							
WCNX 1948	1150 500-D	The Middlesex Bcstg. Co. 460 Main St. 7-2565		Richard J. O'Brien, mgng. d	William J. O'Brien Jr., mgng. d	Kenneth A. F. Bishop, chief operator	
NEW BRITAIN							
WHAY 1949	910 5,000 DA-2	Central Conn. Bcstg. Co. 22 Grove Hill 3-2721	Young Bannan	Aldo DeDominicis, p Leo Borin, sm & pd Thomas F. Meade, slm	Hillis W. Holt, ce William F. Turner, office m	Charles Gllson, n & fd Carter N. Clements, sd Betty Kimball, wd	L-W UP RCA
WKNE 1946	840 1,000-D	New Britain Bcstg. Co. 213 Main St. 3-3603	ForJoe	Julian Gross, p Peter B. Kenney, gm Joseph Mariani, pd & nd	William H. Ray, secy. Erwin Forbush, fd	Phil Hale, sd Ruth Young, wd AP Ray.
NEW HAVEN							
WAVZ 1947	1260 1,000-D	The WAVZ Bcstg. Corp. 152 Temple St. 7-0171		Victor W. Knauth, co-o & p Daniel W. Kops, co-o, vp & gm	Richard J. Monahan, cm Richard E. Barrett, pd Mary Boland, pmm Ellen Switzer, sp. events d	Ernest S. Gellman, ce Thomas W. Bentley, nd Richard Petty, sd Joanne Robins, wd	Thes. AP, UP Ray.

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WAVZ

AND IN RADIO

"The Newspaper of the Air"

Won five top awards in 1951

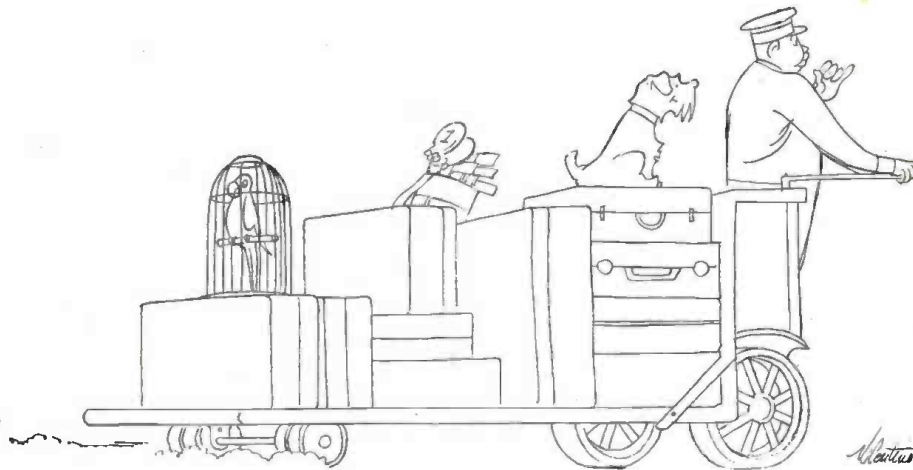
<p>FREEDOMS FOUNDATION</p> <p>"Speaking up for Freedom"</p>	<p>SIGMA DELTA CHI</p> <p>"Public Service in Radio Journalism"</p>	<p>DUPONT FOUNDATION</p> <p>"Outstanding and Meritorious Service"</p>
<p>VARIETY MAGAZINE</p> <p>"Outstanding News Coverage"</p>	<p>BILLBOARD MAGAZINE</p> <p>"Public Service Promotion"</p>	

<p>Daniel W. Kops Vice-President</p>	<p>Victor Knauth President</p>	<p>Richard J. Monahan Commercial Manager</p>
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CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
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NEW HAVEN—(Continued)							
WBIB(FM) 1947	Ch. 264 (B) 100.7mc 7.6kw	Colony Bcstg. Corp. 157 Church St. 5-5413		Samuel Botwinik, p Sol Chain, gm	Norman Botwinik, cm Ruth Stomne, pd	Michael Leipner, ce GE
WELI 1935	960 1,000 DA-N	Conn. Radio Foundation, Inc. 221 Orange St. 8-1133	ABC Headley- Reed Bannan	Harry C. Wilder, p Richard W. Davis, gm Edwin H. Schweitzer, cm	Charles H. Wright, pd Rudy Frank, pmm Frederick T. King, ce	Robert S. McKernan, nd Howard Eaton Jr., sd Jeanne Porter, wd	L-W UP RCA
WELI-FM 1948	Ch. 300 107.9mc 20kw					
WNHC 1944	1340 250	The Elm City Bcstg. Corp. 1110 Chapel St. 6-9826	NBC Conn. State Katz	Patrick J. Goode, p Vincent DeLaurentis, vp & cm Aldo DeDominicis, secy- treas.	J. Vincent Callanan, cm Walter A. Nielson, pd William Dukeshire, pmm	Sam P. Mastro, office m W. Rockwell Clark, nd Lawrence C. McNamara, sd	Wld. AP, INS Col.
WNHC-FM 1947	Ch. 256 (B) 99.1mc 19.5kw					
WNHC-TV 1948		The Elm City Bcstg. Corp. 1110 Chapel St.				 GE
(For full information see TELECASTING Yearbook)							
NEW LONDON							
WNLC 1936	1490 250	The Thames Bcstg. Corp. 281 State St. 24365	MBS Yankee Conn. State	Gerald J. Morey, p, gm & ce	Leo B. Keegan, cm, pd & pmm Nelson Brown, asst. pd	David Connors, nd James McEnaney, sd UP G
NORWALK							
WNLK 1948	1350 500 DA-N	Norwalk Bcstg. Co., Inc. Main & Wall Sts. 8-5566	Rambeau	David W. Jefferies, p, gm & ce Michael J. Cuneen, cm	Joseph V. Lentini, pd & pmm Adrian Conway, nd	Richard Buonerba, sd Joan Harding, wd	SES., Wld UP Ray.
NORWICH							
WICH 1946	1400 250	Eastern Conn. Bcstg. Co. 91 Main St. 7-1613	LBS	John Deme, p & gm Alexander Dubenetsky, ce	John Purrington, nd	Anna K. Purrington, wd	Wld. UP Ray.
STAMFORD							
WSTC 1941	1400 250	Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC McKinney	Kingsley Gillespie, p Julian Schwartz, gm & nd	Wharton Ford, cm Frank Delfino, pd	Paul Kamensky, ce Harry Downie, sd	L-W UP RCA
WSTC-FM 1947	Ch. 244 (A) 96.7mc 0.65kw					

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New Haven's First Station

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NEW HAVEN
WITHOUT
WELI

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In the middle of the dial at 960 with power of 1000 watts. Established basic ABC network affiliation. Plus top local personalities combine to produce top ratings.

COVERAGE

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WELI delivers absolute top ratings over all stations in this market. Ask us for latest surveys.

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AN H. C. WILDER STATION

WELI • NEW HAVEN, CONN. 1000W 960KC. ABC HEADLEY-REED REPRESENTED

TORRINGTON

WLCR 1947	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173	Sears & Ayer	C. O. Scott, p & gm George Phillips, pd & pmm Alfred Pollok, ce	Pete Stoner, nd Ray Atherton, fd	Hal Norman, sd Lillam Ludlum, wd	Wld. UP RCA
WTOR 1947	1490 250	Torrington Bcstg. Co. 93 Perkins St. 4181	ABC Conn. State Rambeau Borgatti	Harold Thomas, p & ce Edmind Waller, gm John J. Morris, cm	Richard Killbourn, pd, s & nd	Al Ayre, pmm AP G

WATERBURY

WATR 1934	1320 1,000 DA-1	WATR, Inc. 440 Meadow St. 4-5875	ABC Conn. State Rambeau	Harold Thomas, p Samuel Elman, g & cm Wally King, pd	Wallace Gordon, pmm Russel Jensen, ce Joseph C. Callan, nd	Al Vestro, sd Miriam Huriburt, wd UP Col.
WBRY 1934	1590 5,000 DA-1	American Republican, Inc. 136 Grand St. 3-1125	CBS Nutmeg Avery- Knodel Kettell- Carter	William B. Pape, p J. Maxim Ryder, gm Harry A. Devorken, cm Walter O. Howard, pd	Robert Holczer, pmm Frank B. Hales, ce E. Christy Erk, nd Robert Stewart, fd	John A. Cluney, sd Maybelle Hinton Osborne, wd	Wld. AP RCA
WWCO 1946	1240 250	Mattatuck Bcstg. Co. 119 W. Main St. 4-5141	MBS Yankee	Milton H. Meyers, p & gm Gus Nathan, cm	Robert Crager, pd John Carrigan, ce	Roy Roman, nd Betti Doyle, wd AP Col.

DELAWARE

DOVER

WDOV 1948	1410 1,000-D	Delaware State Captital Bcstg. Corp. Dover 5816	Rambeau	Cecil F. Freed, p Mildred Carroll, gm, pd & wd	William S. Freed, cm Russel F. Lee, ce	Nat Wright, sd	Wld. AP G
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GEORGETOWN

WJWL 1951	900 1,000-D	Rollins Bcstg., Inc. DuPont Highway 2567	Rollings	John W. Rollins, p O. Wayne Rollins, vp Frank R. Knutti, gm	Norman M. Glenn, cm Bill Jaeger, pd Edward Marzoa, ce	Kenneth Shelton, sd Leslie D. Esgate, wd	Thes. AP GE
WJWL-FM 1951	Ch. 268 101.5mc 8.2kw						

WILMINGTON

WAMS 1948	1380 1,000 DA-1	Wilmington Tri-State Bcstg. Co., Inc. 321 Delaware Ave. 4-8882	MBS Hollingbery	Frank S. Carrow, p L. Byron Jenkins, gm (Mrs.) Elizabeth Jenkins, asst. m & wd	William L. Smith, pd William S. Ewing, cm Donald Mathewson, pmm, n & sd	Herbert H. Eckstein, ce Alan Barklay, mus. & fd	Assoc. WE
WDEL 1922	1150 5,000 DA-2	WDEL Inc. 10th & King Sts. 7288		Clair R. McCollough, sta. exec. J. Gorman Walsh, gm	J. Robert Gulick, gen. slm. Harvey Smith, nd	Richard Eydelotte, pmm, J. E. Mathiot, tech d	Wld. UP
WDEL-FM 1950	Ch. 227 (B) 93.7mc 20kw						
WDEL-TV 1949		WDEL Inc. 10th & King Sts.					
WILM 1922	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC Boiling	Ewing B. Hawkins, p, g & cm Robert J. McFann, pd & pmm	H. Edwin Kennedy, ce Harry Thernal, nd Richard L. Bair, fd	Marjorie Price, wd Robert Kelley, sd UP RCA
WTUX 1947	1290 500-D	Port Frere Bcstg. Co., Inc. 1326 Market St. 5-8821	Forjoe	Gordon K. MacIntosh, p Howard R. Robinson, gm Julian A. Todd, cm Weneda L. Clark, pd	William A. Gehlert, pmm Wayne C. Neuhaus, ce Claude Husted, nd	Lee Ellsworth, fd Roland Twigg, sd Justina Spagnolo, wd	Thes. AP Ray

(For full information see TELECASTING Yearbook)

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DISTRICT OF COLUMBIA

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
DISTRICT OF COLUMBIA						
WARL (AM-FM)		(See Arlington, Va. listing)				
WASH(FM) 1945	Ch. 246 (B) 97.1mc 15kw	Everett L. Dillard 1319 F St., N.W. District 1356	MBS, Continental	Everett L. Dillard, o Hudson Eldridge, gm	William R. Cerri, pd Eugene Juraski, ce Rogert E. Best, pmm	Doris Kepner, traffic m Standard World News RCA
WUST (AM-FM)		(See Bethesda, Md. listing)				
WBUZ(FM)		(See Bradbury Heights, Md. listing)				
WCFM(FM) 1945	Ch. 258 (B) 99.5mc 20kw	Cooperative Bcstg. Assn. 1120 Connecticut Ave., N.W. Republic 8688	Continental Biddick	Wallace J. Campbell, p George A. Bernstein, gm	Imogene Putnam, pd Warren McDowell, ce	Harold Schanagel, traffic m Assoc., Wild. UP Fed.
WEAM		(See Arlington, Va. listing)				
WFAX		(See Falls Church, Va. listing)				
WGAY (AM-FM)		(See Silver Springs, Md. listing)				
WGMS 1947	570 1,000-D	The Good Music Station, Inc. 1125 Vermont Ave., N.W. Executive 8676		Morris Rodman, p M. Robert Rogers, gm Patrick Hayes, cm	Pierson Underwood, pd Nicholas Chaconas, ce Ray Wilson, sd	Anne Blair, wd Assoc. AP Col.
WGMS-FM 1948	Ch. 278 (B) 103.5mc 20kw					
WINX 1941	1600 1,000-D	(See Rockville, Md. listing)				
WMAL 1925	630 5,000 DA-1	The Evening Star Bcstg. Co. 724 14th St., N.W. National 5400	ABC Katz	S. H. Kauffmann, p K. H. Berkeley, vp & gm Ben B. Baylor Jr., cm	Charles L. Kelly, d of prog. Frank Harvey, ce	William Neel, nd James Gibbons, sd Ruth Crane, wd St. AP, UP RCA
WMAL-FM 1948	Ch. 297 (B) 107.3mc 20kw					
WMAL-TV 1947		The Evening Star Bcstg. Co., Inc. 724 14th St., N.W.		(For full information see TELECASTING Yearbook)		
WOL 1924	1450 250	Peoples Bcstg. Corp. 1000 Connecticut Ave., N.W. Metropolitan 0010	LBS Taylor	Murray D. Lincoln, p Herbert E. Evans, gm Ben E. Wilbur, sm	Sid Slappey, cm George W. Campbell, pd Robert M. Adams, pmm Patrick H. Kelly, bus. m	Harold Reed, ce Karl Bates, nd Sam Kaufman, sd SES. AP, UP WE
WOL-FM 1946	Ch. 266 (B) 98.7mc 20kw					
WOOK 1940	1340 250	United Broadcasting Co. 8th & Eye Sts. NW Republic 8000		Richard Eaton, p,g & cm, nd & fd Arnold B. Fort, sm Clifton D. Holland, pd	Harvey Glascock, asst. pres.	Arthur A. Snowberger, ed. UP WNS RCA
WPIK		(See Alexandria, Va. listing)				
WRC 1923	980 5,000 DA-N	National Bcstg. Co., Inc. 724 14th St., N.W. Republic 4000	NBC NBC Spot	Joseph H. McConnell (NBC) p Frank M. Russell, vp charge Wash. Eugene Juster, gm	Mahlon A. Glascock, cm Kenneth French, pd John E. Ghilain, pmm Charles Colledge, ce Arthur Barriault, nd	William Corrigan, fd Arthur Bergman, sd Nancy Osgood, wd Fritz Balzer, mus. d St., Thes. AP, UP, INS RCA

Data corrected to Dec. 6, 1951. If executives or services for FM 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.

1340 ON YOUR DIAL

THE AMAZING STORY OF WOOK!

A UBC STATION

In Washington they say look to WOOK and everything is double okay

They Know	Here's the Proof	WOOK Audience	Indep'nd't A Audience	Indep'nd't B Audience	Network C Audience	Network D Audience	Network E Audience
WOOK has more listeners than ANY of the nine other Washington area Independents during the key daytime periods.	(Time)						
	6:45AM	28940	9050	1000	17465	8285	1400
	7:00AM	28940	22055	3695	50830	22053	2165
	11:30AM	13640	5225	1400	15400	7520	2165
	12:00Noon	9815	6755	7460	5225	2165	2165
	12:30PM	9815	5990	7460	5225	4460	2165
	1:00PM	15170	5225	7460	19760	3695	2165
	1:30PM	24350	5225	7460	6755	4460	3695
	2:00PM	15170	5225	4460	3695	4460	4460
	2:30PM	13640	6755	3695	8285	8285	2930
	3:00PM	15170	11345	3400	12875	8285	2165
	3:30PM	22055	13640	3400	3695	7520	1400
	4:00PM	21310	12875	2930	4460	8285	1400
	4:30PM	23585	11345	1400	5225	7520	1400
	5:00PM	17465	8285	1000	5400	5990	1400

Average WOOK rating 2. All above figures from the 1951 American Research Bureau report.

WOOK—WASHINGTON'S FIRST AND ONLY FULLTIME INDEPENDENT STATION

ASK BOB WITTIG AT UBC'S N. Y. OFFICE—MURRAY HILL 7-4758

WRC-FM Ch. 230 (B)
1947 93.9mc
20kw

WNBW(TV)
1947

National Bcstg. Co., Inc.
724 14th St., N.W.

(For full information see TELECASTING Yearbook)

WTOP 1500
1932 50,000 DA-N

WTOP Inc.
Warner Bldg.
Metropolitan 3200

CBS
Radio Sales

Philip L. Graham, chmn.
of bd
John S. Hayes, p & gm
George Hartford, cm

Lloyd Dennis, pd
Cody Pfanstiehl, pmm
Clyde M. Hunt, vp chg.
oper. & eng.
Granville Klink Jr., ce

Claude Mahoney, fd
Arch McDonald, sd
(Mrs.) Elinor Lee, wd

Cap.
AP, UP,
INS
WE

WTOP-FM Ch. 242 (B)
1949 96.3mc
20kw

WTOP-TV
1950

WTOP Inc.
Warner Bldg.

(For full information see TELECASTING Yearbook)

WTTG(TV)

Allen B. DuMont Labs.
12th & E Sts., N.W.

(For full information see TELECASTING Yearbook)

WWDC 1260
1924 5,000 DA-2

Capital Bcstg. Co.
1627 K St., N.W.
Sterling 3800

MBS
Blair

Joseph Katz, p
Ben Strouse, gm
Herman M. Paris, cm

Norman Reed, pd
Irving Lichtenstein, pmm
Ross Beville, ce

Denis Sartain, nd
Bob Wolff, sd
Hazel Markel, wd

L-W, St.
AP, UP
WE

WWDC-FM Ch. 266 (B)
1946 101.1mc
20kw

Wld.
WH

FLORIDA

BELLE GLADE

WSWN 900
1947 1,000-D

Seminole Bcstg. Co.
Box 8
2063

Best

Dr. Robert G. Nelson, p
(Mrs.) Mary M. Foy, vp
& gm

Phil Haire, slm

C. S. Clemans, ce

Thes., SES.,
Wld.
G

BRADENTON

WDHL 1490
1946 250

Manatee Bcstg. Co., Inc.
Memorial Pier
3-7561

LBS
Best

Lou Jacobson, p & gm
Charles Castle, ce

Carl Van Sittert, nd
Ed Ayres, fd

Woodie Wallach, sd
Atch McCabe, wd

Assoc.
AP
G

CLEARWATER

WPIN 680
1947 1,000-D

Fla. West Coast Bcstg.
Royal Palm Hotel,
St. Petersburg
7-0511

Indie Sales
Holman

Arthur Mundorff, g & cm,
pd

Manly St. Jean, ce

AP
G

WTAN 1340
1948 250

Clearwater Radio Bcstg.
Inc.
P. O. Box 1109
3-3084

KBS
LBS
McGillvra

Otis E. Pruitt, p
H. Dennison Parker, gm
Frank L. Parker, cm & sd

L. H. Falconnier, pd
John M. Callan, ce

Howard Hartley, nd
Fern Andrews, wd

Cap., Wld.
UP
Col.

THE WASHINGTON METROPOLITAN AREA COVERED BY WRC HAS A POPULATION OF NEARLY 1,500,000, INCLUDING THE RICH COUNTIES OF PRINCE GEORGES IN MARYLAND AND ARLINGTON AND FAIRFAX IN VIRGINIA.

A new Federal pay raise will add \$100 million to the buying power of the Washington area for 1952—an area with annual retail sales of over a billion and a half dollars.

WASHINGTON RANKS SEVENTH ACROSS THE NATION IN TOTAL RETAIL SALES, SIXTH IN DRUG STORE SALES, SEVENTH IN AUTOMOTIVE, EIGHTH IN APPAREL, AND TENTH IN FOOD AND HOUSEHOLD SALES.

WRC, first in Washington, is serving this multi-billion dollar market for the 29th year.

WRC HAS THE TOP-RATED MORNING MAN, BILL HERSON—THE TOP-RATED MORNING NEWSCASTER, HOLLY WRIGHT—AND THE TOP-RATED EARLY EVENING LOCAL NEWSCASTERS, LEIF EID AND EARL GODWIN.

WRC has 13 out of 18 top-rated nighttime network shows.

PUT YOUR SALES MESSAGE ON WRC, WHERE RATES ARE REASONABLE, LISTENERS LOYAL AND RESULTS REALISTIC.

(Ratings—American Research Bureau, October, 1951)

(Market data—SRDS Consumer Markets, 1951-52)

FIRST in WASHINGTON
WRC



5,900 Watts • 980 KC

REPRESENTED BY NBC SPOT SALES

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
CORAL GABLES							
WTTT 1935	1490 250	Atlantic Shores Bcstg. Inc. 350 Aragon Ave. 83-4863	McGillvra	David H. Freedman, gm	C. Lee Phillips, c & slm	Milt Mitke, pmm	Assoc.
WVCG 1948	1070 1,000-D	Peninsular Bcstg. Co. 223 Aragon Ave. 48-7411	Best	George W. Thorpe, p & gm Robert S. Stevens, pd	Barbara L. Binns, pmm & wd Lawrence C. Mennitt, ce	Bob Hildreth, nd Mel Singer, sd	Assoc. AP RCA
CRESTVIEW							
WCNU 1948	1010 1,000-D	Gulfshores Bcstg. Co. P. O. Box 518 3511	KBS, LBS	D. G. O'Neal, co-o & p	Samuel F. Townsend, gm	H. French Brown, secy & treas.	L-W AP G
DAYTONA BEACH							
WMFJ 1935	1450 250	W. Wright Esch 444 N. Beach St. 6491-3	ABC McGillvra	W. Wright Esch, o A. B. Esch, gm	Ray Clancy, sta. m John S. Pitts, cm	Mary Josephine Bledsoe, pd W. K. Ellenwood, ce	SES. UP RCA
WNDB 1948	1150 1,000-D (CP)	News Journal Corp. 128 Orange Ave. 2-0531	LBS Perry	Jerry Stone, gm & cm William R. Steadman, pd & pmm	F. A. Scott, ce Steve Hunter, nd	Bob Patillo, sd Jean Davis, wd	Wld. AP GE
WNDB-FM 1947	1,000 DA-N Ch. 233 (B) 94.5mc 8.5kw						
WROD 1947	1340 250	Daytona Beach Bcstg. Corp. P. O. Box 991 4626	MBS Best	E. J. Sperry, p, g, c & pmm	R. C. Fellows, pd Lyman W. Menard, ce	J. P. Frady, office m S. P. Wilds, sd	Assoc. UP Col.
DeLAND							
WJBS 1948	1490 250	John Stetson U. 220 E. Hubbard Ave. 1490	MBS	C. L. Menser, gm	Robert Walton, cm Mark Barker, pd & nd	Lauren Mickle, ce Sam Mansfield, sd	Thes. AP Col.
FT. LAUDERDALE							
WBRD 1950	1580 250-D	Broward Bcstg. Co. P. O. Box 78 2-2563	KBS Best	L. C. Judd, p Robert W. Standart, gm Charles Gravett, cm	J. Elliott McCauley, pd & sd Carter Holmes, pmm & nd	William W. Latham, ce Ted Spur, fd	St. UP WE
WFTL 1946	1400 250	Gore Publishing Co. 1785 S.E. 15th St. 3-2511	LBS Sears & Ayer	R. L. Bowles, g & cm Jack Swart, pd	Merle Sanford, ce Orville Revelle, nd	Dick Meyers, sd	L-W AP Col.
FORT MYERS							
WINK 1940	1240 250	Fort Myers Bcstg. Co. 54 East First St. 4-1341	CBS KBS Cooke	Arthur McBride, co-o Daniel Sherby, co-o & vp A. J. Bauer, g & cm, pd & nd	Dan Harlacher, pmm James Lacey, ce & fd Robert Millar, treas.	Frank Nodine, sd Alice Fuller, wd AP RCA

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VACATION LAND SUMMER AND WINTER

WMFJ

FIRST RADIO STATION IN

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

JOSEPH HERSHEY MCGILLVRA, INC.
NATIONAL REPRESENTATIVES

ROBERT S. KELLER
AGENCY COORDINATOR

FORT PIERCE

WIRA 1946	1400 250	Indian River Bestg. Co. P. O. Box 1401 1400	NBC MBS	Douglas Silver, p, gm & nd Kingsley Butt, cm	Marjorie Silver, pd & wd James Sowinski, ce Eugene Bennett, traffic m	John Glynn, mus. d Anne Wilder, fd Bill Strickland, sd	St. UP G
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GAINESVILLE

WGGG 1948	1230 250	Alachua County Bestg. Co. P. O. Box 501 5791	KBS. LBS Best	R. M. Chamberlin, p, gm & ce L. E. Mims, cm	Pierre A. Bejano, pd Lee Shannon, pmm & wd	Jim Fisher, nd Stan Reich, sd	Assoc., Wld. AP
WRUF 1928	850 5,000 DA-N	U. of Florida Campus 3261	MBS Burn- Smith	Garland Powell, d John Dunnivant, cm Raymond Dantzler, pd	James Montgomery, pmm Garvin Combs, ce Norman Davis, nd	Otis Boggs, sd Clyde Beale, fd Patricia Eriksen, wd	L-W SES. AP
WRUF-FM 1948	Ch. 281 (B) 104.5mc 12kw						

HOLLYWOOD

WHWD (CP)	1320 1,000-D	Circle Bestg. Corp. c/o Ralph Tanner Box 1335, Ona Locka, Fla.
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JACKSONVILLE

WIVY 1948	1050 1,000-D	WIVY, Inc. 135 Riverside Ave. 4-7722	Clark	Edw. J. Oberle, p Al Kiersey, gm & nd	Randy Jones, cm D. E. Pace, pd Claude Taylor, pmm	Jim Stephens, ce Fred Geraci, sd	
WJAX 1925	930 5,000 DA-N	City of Jacksonville 1 Broadcast Pl. 4-1681	NBC Blair Cummings	John T. Hopkins III, gm & ce	J. W. Douglass, cm	Marion Trowell, pd & pm	Thes. AP WE
WJAX-FM 1948	Ch. 236 (A) 95.1mc 11.5kw						
WJHP 1940	1320 5,000 DA-N	Metropolis Co. 500 Laura St. 4-7711	LBS MBS Perry	John H. Perry Jr., p Milford A. Reynolds, gm Charles Harris, pmm	Beecher Hayford, ce Jim Underwood, nd Marshall Rowland, fd	Fred Schilling, sd Alice Withee, wd	L-W UP RCA
WJHP-FM 1948	Ch. 245 (B) 96.9mc 32kw						
WMBR 1927	146C 5,000 DA-N	Florida Bestg. Co. 605 S. Main St. 9-4475	CBS Avery. Knodel	Frank King, p & gm Charlie Stone, nat'l cm	Harry Talbert, loc. cm & sd Jack Newsom, pd	Larry Scarborough, pmm & nd E. B. Vordermark, ce	Wld. UP, INS Col.
WMBR-FM 1948	Ch. 241 (B) 96.1mc 63kw						
WMBR-TV 1949		Florida Bestg. Co. 702 Flagler St.					
WOBS 1948	1360 1,000-D	Southern Radio & Equip- ment Co. 10 E. Forsyth St. 6-4231	Forjoe	J. R. Sharpe, p Jim Macri, gm	R. L. McQuage, cm Jack Harrell, pd & nd	Wm. F. Askew, ce Wy Rivers, wd G

(For full information see TELECASTING Yearbook)

**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 mc

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)

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. 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	
JACKSONVILLE (Cont'd)							
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 J. W. Carter, loc. sim Bill Fraker, pd	Evelyn Cooper, pmm James R. Donovan, ce Freda Jane Sanders, traffic m	Charles Pilling, fd John MacLean, sd Dorothy Horsfall, wd	Cap. UP
WRHC 1950	1400 250	WRHC, Inc. 247 Margaret St. 6-0461		Harold S. Cohn, o Harold S. Cohn II, g & cm	Mrs. John Phillips, pd Deen Harold, pmm Harold B. Russey, ce	Ruth H. Cohn, secy. Elsie Jean Cohn, wd	Assoc., Wid SES. Thes. RCA
JACKSONVILLE BEACH							
WJVB 1947	1010 250-D	Jacksonville Beach Bcstg. Co. Jacksonville Beach 5-3674	KBS, LBS Best	J. Lyle Williams Jr., p, g & cm Janeen Kee, pd	Daniel M. Long, ce Marian Virtuoso, sp. events d	Robert E. Carter, nd Bill Williams, sd Mary Mason, wd Ray.
KEY WEST							
WKWF 1945	1600 500	John M. Spottswood Stock Island 510	MBS Perry	John M. Spottswood, p, g & cm & nd	Mary S. Spottswood, pd	Charles R. Lowe, ce	St. UP RCA
LAKE CITY							
WDSR 1946	1310 250	Deep South Radioways 126 N. Marion St. 525		Alfred H. Temple, o, g & cm	Owen W. Parnacott, pd, pmm Richard Dyer, ce	Alma H. Temple, treas. Alma Laurice Holloway, wd	Assoc. UP
LAKELAND							
WLAK 1936	1430 1,000	Lakeland Bcstg. Corp. P. O. Box 1211 2127	NBC Pearson	S. O. Ward, p, g, pmm William P. Lee, asst. m, & ce	Powell Adams, cm Mary Whistle, pd	Earl Rahrer, nd Rick McFarland, sd	Assoc. UP RCA
WONN 1949	1230 250	Coastal Bcstg. Co. Lake Hunter Dr. 5117	MBS Cooke	Robert S. Taylor, p, g & pmm Thomas R. Barber, cm	Ted Covington, pd & nd Duane F. McConnell, ce & bus. m	Graham S. Mela, fd Bill Snyder, sd Gloria Revels, wd	Cap. AP G
LAKE WALES							
WPC 1951	1280 1,000-D	Imperial Polk Bcstg. Corp. P. O. Box 389 2-9831	LBS	Sarkes Tarzian, p S. W. Keen, vp G. Max Kimbrel, gm & ce	Ted Linton, cm Joan Galloway, pd, & nd	Boone D. Tillett Jr., secy- treas.	Wid. AP G
LAKE WORTH							
WEAT 1948	1490 250	(See West Palm Beach, Fla. listing)					
LEESBURG							
WLBE 1949	790 1,000 DA-1	WLBE, Inc. Box 297 552	LBS Best	(Mrs.) Eleanor Hunter, p T. Hoke McCallie, g & cm	Dick Coleman, pd	J. Allen Brimmer, ce & fd	SES. AP Col.
LIVE OAK							
WNER 1949	1450 250	John A. Boling P. O. Box 655 1450	LBS KBS Fla. State	John A. Boling, o Norman O. Protsman, gm	Faith M. Protsman, pd Clarence S. Parker, ce	John L. Alford, nd	SES. UP RCA
MARIANNA							
WTYS 1948	1340 250	John H. Phipps P. O. Box 565 650	LBS Cummings	John H. Phipps, p	L. Herschel Graves, gm		St. AP
MELBOURNE							
WMMB 1948	1240 250	Melbourne Bcstg. Corp. Drawer 790 574	LBS Best	Henry Dravneek, p Austin Van Catterton, gm Victoria C. Martin, adv. d	Beverly Flemming, cm Barbara Bancroft, pd & wd	Kenneth R. Waltz, ce Glenn Weber, sd	Cap. UP Col.
MIAMI							
WFEC 1949	1220 250-D	Howard D. Steere 350 N.E. 71st St. 89-7594	Best	Howard D. Steere, o & cm	Robert Lyons, m	George Henke, ce	UP G
WGBS 1939	710 50,000 LS 10,000-N DA-2	The Fort Industry Co. 1605 Biscayne Blvd. 9-2401	CBS Katz	George B. Storer, p Stanton P. Kettler, mgng. d Miller N. Babcock, cm	Ewald Kockritz, pd & audience promotion Miller N. Babcock, sls. pmm Albert W. Shropshire, ce	Robert Bingham, nd George Chamberlin, fd Stan Ornest, sd Jane Butler, wd	L-W, UP INS RCA
WGBS-FM 1948	Ch. 242 (B) 96.3mc 1.5kw					 WE
WIOD 1926	610 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC Bolling	Daniel J. Mahoney, p James M. LeGate, gm Robert L. Fidler, cm	Scott Bishop, pd Martha Henriquez, pmm Milton Scott, ce	Gene Strul, nd Morris McLemore, sd Billie O'Day, wd	Thes. AP, UP, INS WE
WIOD-FM 1946	Ch. 248 (B) 97.3 54kw					 RCA
WMIE 1948	1140 10,000 LS 5,000-N DA-N	Sun Coast Bcstg. Corp. Hotel Everglades 3-5556	LBS Young	E. D. Rivers Sr., o Robert G. Venn, gm	Bill Rega, pmm R. P. Jones, merch. d. Russ Bennett, ce	John Price, nd Reggie Martin, sd	Assoc. UP, INS, RCA
WQAM 1920	560 5,000-LS 1,000-N	Miami Bcstg. Co. duPont Bldg. 2-6121	ABC Blair	John S. Knight, p Owen F. Uridge, gm E. Harry Camp, cm	Don Fischer, pd Gene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd	Wid. AP GE
WQAM-FM 1946	Ch. 235 (B) 94.8mc 8.2kw					
WTVJ(TV) 1949		Southern Radio & Tele- vision Equipment Co. 17 Northwest 3rd St.					(For full information see TELECASTING Yearbook)
WWPB 1947	1450 250	Paul Brake 414 S.W. 2nd Ave. 3-7405	Cooke	Paul Brake, p, gm & ce M. L. Carter, asst. m, pd, pmm & wd	Bernard Neary, cm Noah Tyler, nd	Calvert Carter, fd Bill Sheetz, sd AP WE
WWPB-FM 1948	Ch. 258 (B) 101.5mc 8.5kw					 WH
MIAMI BEACH							
WINZ 1946	940 1,000 DA-1 (CP) 50,000-LS 10,000-N DA-2	Hollywood Bcstg. System 304 Lincoln Rd. 58-7311	Forjoe	Rex Rand, g & cm Denny Kirwan, pd & sd John Reynolds, ce	Margaret Ann York, traffic m.	Phil Rogers, mus. & prod. d AP, INS RCA

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WKAT 1937	1360 5,000-LS 1,000-N	WKAT, Inc. 1759 Bay Rd. 5-5711		A. Frank Katzentine, p John I. Prosser, evp & gm	Walter A. Callahan, vp. chg. sls. C. A. Wampler, bus. m		UP
WKAT-FM 1947	Ch. 226 (B) 93.3mc 285kw						
WLRD(FM) 1948	Ch. 230 (B) 93.9mc 13kw	Mercantile Bcstg. Co. 420 Lincoln Rd. 58-6334		Alan H. Rosenson, p & ce	Marshall Jay Simmons, gm & pd	Al E. Spears, cm	L-W, Wld. WE St. UP Col.
WMBM 1947	800 1,000-D	Biscayne Bcstg. Co. MacArthur Causeway 5-5586		Kenneth S. Keyes Sr., p Buddy E. Starcher, g & cm	Arnold C. Kaufman, pd, pmm, n & sd Charles Hartwick, ce	Frank Kurtz, fd Doris Forsythe, wd	
NEW SMYRNA BEACH							
WSBB 1951	1230 100	Beach Bcstg. Co. P. O. Box 697 760		Walter T. Slattery, ptrn & cm	James D. King Jr., ptrn. pd & sd	Roland W. Jordan Jr., ptrn & ce	Thes. UP Tem.
OCALA							
WTMC 1939	1290 1,000 DA-N	Ocala Bcstg. Co., Inc. No. 1 Broadcast Place, P. O. Box 831 128	MBS Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm John F. Nicholson, cm & sd	James B. Smith, pd, n & fd	D. N. Richardson, ce Ruth Whitley, wd	L-W, Cap. UP Col.
ORLANDO							
WDBO 1924	580 5,000 DA-N	Orlando Bcstg. Co., Inc. P. O. Box 3707 6181	CBS Blair Cummings	Harold P. Danforth, y. & gm William G. McBride, sls. d	Rosalind Boggs, pd James E. Yarbrough, ce Kathy Lancaster, publ d Edward J. Lord, mus. d	Phil Gaines, nd Carter Scofield, fd Donald McAllister, sd Bill Berry, wd	Assoc., Thes. Wld., AP, UP
WDBO-FM 1949	Ch. 222 (B) 92.3mc 34kw						UP WE
WHOO 1947	990 10,000-LS 5,000 N-DA-N	Orlando Daily News- papers, Inc. Ft. Gatlin Hotel Bldg. 9900	ABC LBS Pearson	Martin Andersen, p Clarence H. Bracy, g & cm Thomas Seaver, pd	Dan Daniel, pd, n & sd Ann Rupert, pmm Don Compton, ce	Carl Hallberg, loc. slm. Bob Kilgore, fd Ruth Smith, wd	St. Wld. AP RCA
WHOO-FM 1948	Ch. 243 (B) 96.5mc 59kw						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 No. Orange Ave. 2-2451	NBC Weed	Will O. Murrell, o Eugene D. Hill, g & cm	Walter E. Sickles, pd Sam Roen, pmm William Miller, ce	Robert Deihl, n & fd Jim Wilson, sd Marcia Roen, wd	Thes. AP
WORZ-FM 1951	Ch. 262 (B) 100.3mc 16.45kw						UP RCA
PALATKA							
WWPF 1947	800 250-D	Palatka Bcstg. Co. 900 River St. 3-5-4	LBS Best	L. C. McCall, co-o, gm & ce J. E. Massey, co-o	Herbert M. Young, c & pmm Johnny W. Gillis, pd,	George Duck, fd Chris Hermedes, sd Evelyn Longworth, wd	L-W UP Col.
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. Greenlief, cm	Florence Hicks, pd	Clyde Walkden, ce	L-W, Wld., UP G
WWPG-FM 1946	Ch. 250 (B) 97.9mc 22kw						Fed.
PANAMA CITY							
WDLP 1940	590 1,000 DA-N	Panama City Bcstg. Co. W. Beach Dr. 3-1777	MBS Perry	John H. Perry, p C. B. Kelley, gm	Byron Hayford, ce & asst. to gm	John Thomas, pd Davis Wilson, ce	L-W UP Ray.
WDLP-FM 1951	255 (B) 98.9mc 4.8kw						
WPCF 1949	1400 250	Bay County Bcstg. Co. 300 E. 15th St. 6176	ABC, LBS Devney	E. L. DuKate, p & gm	E. G. Holmes, ce		AP Col.

WDBO YOUR GREATEST SELLING POWER ... in Central Florida

Orlando's Pioneer Radio Station Est. 1924

ORLANDO, FLORIDA

**580 K.C. 5000 WATTS
WDBO-FM 92 MCS 35000 WATTS**

Columbia Broadcasting System

NATIONAL REPRESENTATIVES: BLAIR, CUMMINGS

1950 Retail Sales in the 21 WDBO counties totaled \$582,687,000*.

WDBO has approximately 19,000 more daytime families and 17,000 more nighttime families who listen regularly (6 or 7 days or nights a week) than the other 3 Orlando stations combined**.

The same report shows WDBO's gain over the previous report is 20%—and rates have not been increased!

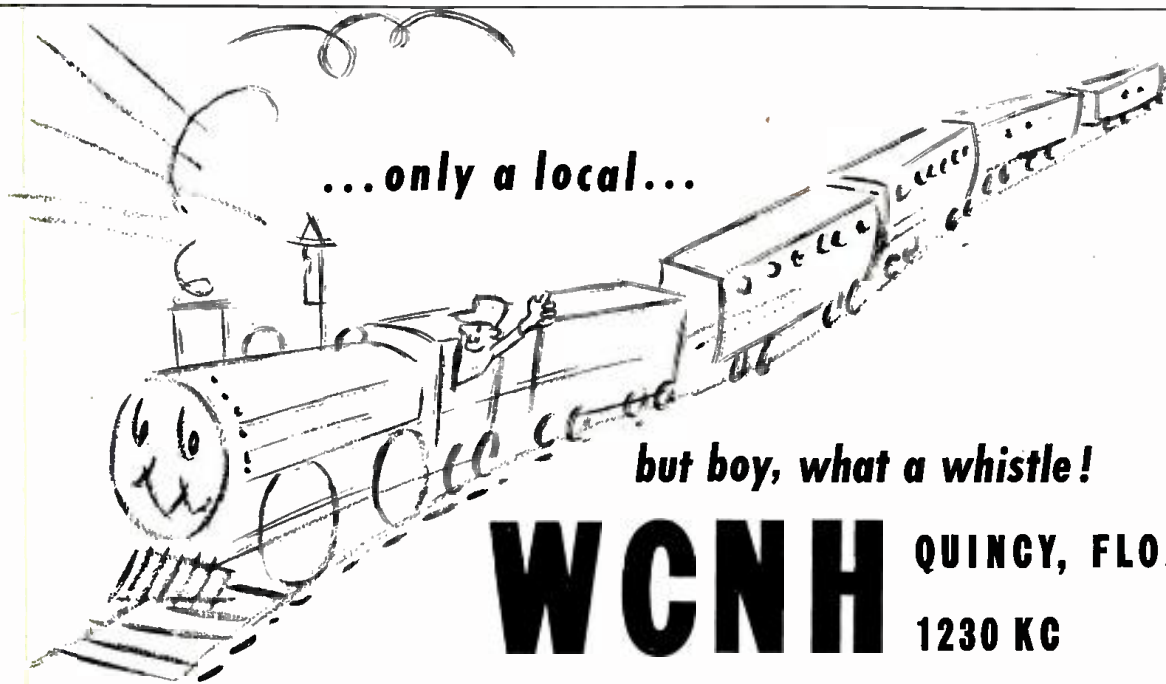
*1951 Sales Management

**Current BMB Report

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representa- tive	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. up 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.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;		
PENSACOLA							
WBSR 1946	1450 250	WBSR Inc. WBSR Bldg. 6173	CBS Holman Clayton	Patt McDonald, p Don J. Lynch, vp & gm	Boris Mitchell, pd, sd Bert Mead, ce	James Miller, nd Taris Savell, wd	Wid. AP
WCOA 1926	1370 5,000 DA-N	Pensacola Bcstg. Co. 118 East Interndencia 4111	NBC Perry	John H. Perry Jr., p J. Holliday Veal, gm Irving F. Welch, cm & fd	Russell Hirsch, pd & pmm Harold Heath, ce Roland Wolfe, nd	Don Griffith, sd Sally Henderson, wd	L-W UP RCA
WEAR 1947	1230 250	Gulfport Bcstg. Co. 2nd & Heyer St. 84449	ABC, MBS, LBS Pearson	Charles W. Smith, p Mel Wheeler, vp, g & cm Roger Nash, pd	Katherine McCauley, pmm Jim Smith, ce Gene Cagle, d	Darh Barger, nd Dick Nickelson, sd Jennie Duke, wd AP G
PLANT CITY							
WPLA 1949	1570 250-D	W. A. Smith P. O. Box 1588 526	KBS Best	W. A. Smith, p George Friend, g & pmm Joseph J. Willson, cm, nd	Frankie Blackwelder pd	James L. Derrick, ce, sd Chuck Saunders, fd	Cole UP
QUINCY							
WCNH 1948	1230 250	Quincy Bcstg. Corp. Box 190 300	LBS Best	Richard J. Gardner, p A. B. Letson, gm, ce & sd	Jerry Melvin, cm Dewey C. Newton, pd & nd	Betty Barnes, wd	L-W UP WE
ST. AUGUSTINE							
WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. 1622	CBS Knodel	Mrs. J. C. Bell, p John E. Bernhard Jr., evp, g, c & pmm	Frankie C. Walker, sec., treas., pd & nd Ernest Raistrick, ce	Bob Sheppe, fd Fred Valli, sd Imogene Young, wd	
ST. PETERSBURG							
WSUN 1928	620 5,000 DA-N	City of St. Petersburg Recreation Pier 7-4747	ABC Weed	George D. Robinson, gm	Vera New, cm	Louis J. Link, pd & ce	Assoc. UP RCA
WTSP 1939	1380 5,000 DA-N	Pinellas Bcstg. Co. Times Bldg. 7-8108	MBS Ra-Tel	Nelson P. Poynter, p F. J. Kelly, vp & gm L. L. Wildman, cm	Jack Faulkner, pd & pmm W. D. Mangold, ce	Dick Bingham, sd Beth McNelly, wd	Cap., Wid. UP RCA
WTSP-FM 1948	Ch. 273 (B) 102.5mc 37kw					 WE

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...only a local...

but boy, what a whistle!

WCNH QUINCY, FLORIDA
1230 KC

Serving the rich, shade grown tobacco region of Northern Florida

AFFILIATED WITH LIBERTY BROADCASTING SYSTEM

BEN LETSON, MANAGER

COVER THE BIG, ABLE-TO-BUY
AUDIENCE IN ONE OF AMERICA'S
FASTEST-GROWING MARKETS

Talk about growth! Take a look at these figures for the Tampa-St. Petersburg market.

In the short period of three years — from 1948 to 1951 — here's what happened in key economic indices in this important Florida market:

Population	UP 16.5%
Retail Sales	UP 39.1%
Food Store Sales	UP 32.1%
General Merchandise Sales	UP 53.1%
Effective Buying Income	UP 15.8%

Remember! The Tampa area is quite different from the rest of Florida. Here diversified commerce, industry and agriculture create steady buying power right around the calendar.

You get maximum radio coverage when you use WFLA . . . solid coverage of both city and trade areas, with the double barreled impact of AM and FM.

Figures from 1951 Sales Management Survey of Buying Power.

The Tampa Tribune Stations

WFLA **AM**
FM
TAMPA, FLORIDA

NBC AFFILIATE
5000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE—HARRY E. CUMMINGS, JACKSONVILLE, FLORIDA

- When you come to Florida this year, be sure to visit the Florida West Coast. Take a good look at Tampa, St. Petersburg and the surrounding communities. You will quickly discover why this section of Florida is becoming one of the most important markets in the Southeast.

**NO TV INFLUENCE
IN THIS MARKET**

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transe. Li- brary, 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.			
SANFORD							
WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999	Best	Myron A. Reck, o & gm Dick Aiken, cm	J. Marion Harman Sr., pd, n & wd Emerson Browne, ce	Ralph Spotts, fd James W. Fields, sd	UP Col.
SARASOTA							
WKXY 1949	1540 1,000-D	Sarasota Bcstg. Co. P. O. Box 2431 3666	KBS, LBS Best	A. G. Fernandez, p & gm	R. W. Hanesworth, pd, sm & nd	Red Ermisch, sd	St. AP G
WSPB 1939	1450 250	WSPB, Inc. City Island Ringling 6-8811	CBS Pearson	R. C. Jones Jr., p John B. Browning, gm J. McCarthy Miller, cm	David C. Hale, pd Ruth E. Hearn, pmm James E. Grant Jr., ce	Dean Fleischman, sd Dottie Mead, wd	Wld. UP RCA
SEBRING							
WJCM 1950	1340 250	Highlands Bcstg. Co., Inc. P. O. Box 233 8-1811	Best	Henry L. Jollay, p	J. R. H. Wilson, g & cm. pd, pmm, ce & fd	Miriam Beck, n & wd Al Frank, sd	St. UP Ray.
TALLAHASSEE							
WTAL 1935	1270 5,000 DA-N	John H. Phipps P. O. Box 989 2-1270	CBS Blair	John H. Phipps, p L. Herschel Graves, gm	Joe Hosford, pd William Snowden, ce	Bob Delaney, sd Peggy Flynn, wd	Wld. AP RCA
WTAL-FM 1947	Ch. 280 (A) 103.9mc 0.72kw						
WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450	ABC Clark	Frank W. Pepper, p Frank W. Hazelton, g & cm	Chas. L. Clifton, ce	(Mrs.) Ruby S. Meigs, secy.	Assoc. UP G
TAMPA							
WALT 1947	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. 2-7921	LBS Perry	W. Walter Tison, p, g & cm	Sandy Geer, pd & nd Coburn Gum, pmm J. B. Tison, ce	Bill MacKechnie, f & sd Eva Byron, wd	Cole, L-W 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 Kay Dowst, wd	Assoc. AP GE
WDAE-FM 1947	Ch. 264 (B) 100.7mc 35kw			C. Jack King, ce			
WEBK 1950	1590 1,000-D	Hillsboro Bcstg. Co. 1521 E. Broadway 4-3982		E. P. Martin, p Alpha Martin, vp	Elmo B. Kitts, ptrn., gm & ce	Bob Martin, pd Jimmy Willson, nd	INS Col.

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SARASOTA'S Sales Equal to City More Than Twice Its Size With WSPB, Market Is Even LARGER . . . Adds Up to Rich Share of Florida's Sales

Shoppers from outlying communities swell Sarasota's retail sales to more than double average volume—106% above the national average! As a result, Sarasota . . . far ahead of fast-growing Florida in population and sales gains . . . is now outselling many larger markets.

Sarasota is becoming more and more important in your sales plans every day. The surest . . . and economical . . . way to sell this booming market is through WSPB, which reaches a two-county area with more than \$73,000,000 retail sales.

WSPB

CBS RADIO

SARASOTA, FLORIDA

Represented by JOHN E. PEARSON COMPANY

New York

Chicago

Kansas City

SARASOTA'S OUTSTANDING SALES PERFORMANCE

Sarasota ranks 116 in population (among 353 cities in the under-25M population group), BUT 39 in total Retail Sales . . . 30 in Food . . . 47 in Furniture-Household-Radio Sales. (All other sales withheld.)

IN FLORIDA, Sarasota is 17 in population among all cities, BUT 14 in total Retail Sales . . . 14 in Food . . . 12 in Furniture-Household-Radio . . . 16 in Total Income.

WFLA 1925	970 5,000 DA-N	The Tribune Co. P. O. Box 1410 2-7788	J. C. Council, p George W. Harvey, 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	L-W, Thes. UP RCA
WFLA-FM 1925	Ch. 227 (B) 93.3mc 53kw					WH
WBBO 1948	1050 250-D	Sulphur Springs Bcstrs. 8122 Nebraska Ave. 33-2251	Best Harold A. Dunlap, o, m & gm Thomas E. Wolfe, cm	Ellen Sauls, pd Nora M. Tehan, traffic m Laurence Castro, ce	Ralph Mueller, nd Robert Kulz, sd	AP G

**WEST PALM BEACH
(Lake Worth)**

WEAT 1948	1490 250	James Robert Meachem P. O. Box 791, Lake Worth 4422	NBC Pearson	James Robert Meachem, p, g & pmm Clifford H. Glick, cm	Don James, pd, nd Andrew Kelcher, ce	Charles Bryan, sd (Mrs.) Aino Carlson, wd	Cap. AP Ray.
WIRK 1947	1290 1,000 DA-2	Ken Sell Inc. 715 S. Flagler Dr. 2 17 44	MBS Cooke	Joseph S. Field Jr., p, g & cm	James C. Steele Jr., pd & pmm William P. Heitzman, ce	John Wooten, fd Rome Hartman, sd Bernadine Webster, wd	Assoc. INS Col.
WJNO 1936	1230 250	WJNO, Inc. 1500 N. Flagler Dr. 2-3638	CBS Meeker	Stephen Willis, gm			

WINTER HAVEN

WSIR 1947	1490 250	Citrus Belt Bcstrs., Inc. 685 W. Lake Howard Dr. 32-561	MBS Devney	Frederick L. Allman, p Lawrence A. Rollins, gm	Earl Sturgeon, cm Richard Eyrich, pd	L. Orden Craig, ce Larry Rollins, nd	UP Ray.
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GEORGIA

ALBANY

WALB 1941	1590 1,000 DA-N	Herald Pub. Co. Leesburg Rd. 1590	ABC Burn- Smith	James H. Gray, p Tommy R. Stillwagon, sm (Mrs.) Mildred N. Hule, cm	William Bowick Jr., pmm Ben R. Wills, ce	Don Ferrandou, nd J. D. Davis, fd Marvin Lorig, sd Newana Hill, wd R. A. Carlton, ce W. C. Fowler, fd	Wld. AP Ray.
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. c & pmm W. H. Flint, pd, n & sd		Assoc. UP WE.

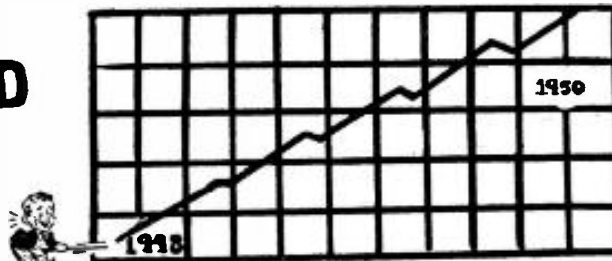
AMERICUS

WDEC 1947	1230 250	Americus Bestg. Co. 109½ Windsor Ave. 3681	MBS Continental Dora- Clayton	James R. Blair, p & gm Charles C. Smith, cm, pd & sm	John L. Rivard, ce Robert V. Rogers, fd	Sue Marshall Smith, wd C. C. Smith, nd	Cap. AP Ray.
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THENS

WGAU 1938	1340 250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS, KBS GALS	C. A. Rowland Sr., p R. Lewis Doster, g & cm	Mary L. Betts, pd Bill Evans, ce	Ed Thlenius, nd	AP Col.
WGAU-FM 1949	Ch. 258 (B) 99.5mc 4.4kw						GE

**IT'S HAPPENED
SINCE the
1948 CENSUS**



Since the 1948 census, total retail sales in Columbus have increased 11.3%. Food sales are up 6.9%. Home furnishings 17.2%. Automotive 52.9%! Columbus is Georgia's second market and one of the fastest growing markets in America. WRBL is the buy for complete coverage of this booming area. Contact WRBL, or Hollingbery for the complete story.

*Geo. P. Hollingbery
exclusive rep.*



WRBL
COLUMBUS, GA.

5000 WATTS
1ST IN GEORGIA'S
2ND MARKET

GEORGIA—(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, id, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
ATHENS (Cont'd)						
WRFC 1948	960 1,000-LS 500-N DA-N	Radio Athens Inc. 279½ N. Lumpkin St. 446		L. H. Christian, p & gm Charles A. McClure, cm Mary Ann Martin, pd & wd	William A. Simpson, pmm & sd L. D. Drewry, ce	H. Randolph Holder, nd R. D. Stephens, id Assoc. UP G
ATLANTA						
WAGA 1937	590 5,000 DA-N	Fort Industry Co. 1018 W. Peachtree St. Emerson 2541	CBS Katz	George B. Storer, p James E. Bailey, gm Claude Frazier, nat'l adv. m	Jack Collins, loc. adv. m Don Naylor, pd & fd Para Lee Brock, pmm & wd	George Smith, ce Dale Clark, nd Jim Woods, sd Assoc. AP WH
WAGA-FM 1948	Ch. 277 (B) 103.3mc 42kw				 WE
WAGA-TV 1949		The Fort Industry Co. 1018 W. Peachtree			(For full information see TELECASTING Yearbook)	
WATL 1931	1380 5,000 DA-N	Atlanta Bcstg. Co. Henry Grady Bldg. Walnut 4377	LBS Hollingbery	J. W. Woodruff Sr., p J. W. Woodruff Jr., exec. m	James O. Hardin Jr., g & pmm, pd & fd James A. Davenport, cm G. C. Livingston Jr., ce	Lee Nance, nd Bill Mims, sd Julia Rose, wd UP, INS WE
WATL-FM 1948	Ch. 248 (B) 97.5mc 44kw				 GE
WBGE 1947	1340 250	Mike Benton Georgian Terrace Hotel Vernon 1194	Burn-Smith	Mike Benton, p H. S. Langham, m Stan Raymond, cm & sd	Robert J. McGarity, pd & nd Howard Parrish, ce	Jewell Camp, traffic d Alice Bell, wd AP GE
WBGE-FM 1947	Ch. 238 (B) 95.5mc 1.85kw				 GE
WEAS 1947		(See Decatur listing)				
WERD 1949	860 1,000-D	Radio Atlanta Inc. 274½ Auburn Ave., N.E. Lamar 0686	Dora-Clayton	J. B. Blayton Sr., p J. B. Blayton Jr., gm	Adrian K. Knight, pd William F. Kennedy, ce	Robert H. Brisendine, sd WE
WGST 1923	920 5,000-LS 1,000-N	Georgia Institute of Technology Forsyth Bldg. Walnut 8441	ABC, MBS Blair Coleman	Frank M. Spratlin, chmn. radio committee John Fulton, g & cm	Jack Kelly, pd, n, f & sd Paul Sanford, pmm	Ben Akerman, ce Dean Dickens, wd AP RCA
WGST-FM 1949	Ch. 231 (B) 94.1mc 68kw				 GE
WLTV(TV)		Broadcasting Inc.			(For full information see TELECASTING Yearbook)	
WQXI 1948	790 5,000-D	Robert W. Rounsaville Peachtree at Matheson Cherokee 2196	MBS Pearson	Robert W. Rounsaville, p & m	Don Mitchell, sm BoJ. Corley, pd	Harold G. Price, ce Herb Harris, n & sd Cap., Wld. UP RCA

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... Let's Compare **WGST's** ...

COVERAGE • AUDIENCE • RATES

COST PER THOUSAND

With the other established media in Atlanta

36 COUNTY TRADING ZONE

WGST		.54 cents per 1,000 listeners
NEWS P		\$1.43 per 1,000 readers
TV		\$2.42 cents per 1,000 viewers.

* 165,610 RAD. HOMES
† 165,300 CIRCUL.
‡ 104,000 TV SETS

* BMB 1949
† ABC 1949
‡ Estimated by TV stations April, 1951

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS. C. COLEMAN

AN IMPORTANT FACT TO REMEMBER

OF THE 10 RADIO STATIONS IN ATLANTA . . .

waga

*Gives you more
listeners per dollar!**

*Based on the percentage of listeners Sunday through Saturday 6 a.m. to midnight as reported by The Pulse of Atlanta and latest rates in SRDS.



waga is CBS
IN ATLANTA, GA.
590 on the dial

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
TOM HARKER, National Sales Mgr. • 488 Madison Ave., New York 22

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transec. Li- brary, 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.			
ATLANTA (Cont'd)							
WSB 1922	750 50,000	Atlanta Newspapers Inc. Biltmore Hotel Elgin 6711	NBC Petry	J. M. Cox Jr., p J. Leonard Reinsch, mgng. d	John M. Outler Jr., gm Frank Gaither, sm Elmo Ellis, pd	Vincent Piano, pmm G. F. Daugherty, ce Walter Paschall, nd	St., Wld. AP, UP WE RCA
WSB-FM 1944	Ch. 253 (B) 98.5mc 52kw			(For full information see TELECASTING Yearbook)			
WSB-TV 1948		Atlanta Newspapers Inc. Biltmore Hotel					
AUGUSTA							
WAUG 1951	1050 250-D	Garden City Bcstg. Co. Bon Air Hotel 6-1053	LBS Augusta Sales	Melvin Purvis, ptrn. Geo. Nicholson, ptrn. Chester Jones, ptrn. George M. Scott, pd	Ted R. Woodard, ce George Fisher, gm Charles H. Pointel, gd	Fred J. Runde Jr., prom. d & nd AP Ray.
WAUG-FM (CP)	Ch. 289 (B) 105.7mc 9.2kw						
WBBQ 1947	1340 250	Savannah Valley Bcstg. 515 Fifteenth 4-5441	MBS Walker	George G. Weiss, p John W. Watkins, g & cm Edward H. Dunbar, pd	John G. Lyon, pdm & nd Marvin W. Tarpley, ce	Bill Riddle, sd Mickey Watkins, wd AP G
WGAC 1940	580 5,000-LS 1,000-N DA-N	Twin States Bcstg. Co. 664 Broad St. 2-2692	ABC Avery- Knodel	A. D. Willard Jr., p & gm D. MacDonald, vp M. E. White, loc. cm Warren Hites, pd	Jack Francis, pmm Jack Jopling, ce John L. Barnes, nd	J. W. Chambers, fd Richard Terrier, sd Joyce Hayward, wd	Thes. UP RCA
WJBF 1947	1230 250	Georgia-Carolina Bcstg. Co. WJBF Bldg. 4-2421	NBC Hollingbery	J. B. Fuqua, p & gm D. M. Kelly Jr., sm	Steve Manderson, cm H. R. Smith, pd	Ernest G. Swint, ce UP Ray.
WRDW 1930	1480 5,000 DA-N	Radio Augusta Inc. Eighth & Broad Sts. 2-3805	CBS Headley- Reed	Ernest D. Black, p W. R. Ringson, gm M. C. Gregory, cm	Frank F. Hubbs, pd & nd Donald G. Shepherd, pmm	Rabun F. Bobo, ce Raymond Culpepper, fd Sheridan Lee, sd	Wld. UP RCA
BAINBRIDGE							
WMGR 1946	1490 250	Decatur Bcstg. Co. P. O. Box 348 777	MBS, KBS	Thomas R. Hanssen, gm Charles W. Dowdy, cm Joe Hill, pd & nd	John A. Dowdy, pmm Harry Hutto, ce	Tom Hanssen, sd Jo Ann Cooper, wd	SES. AP G
BRUNSWICK							
WGIG 1949	1440 1,000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714	ABC McGillvra	Hugh K. Tollison, gm John Lane, cm W. Eddie Wade, pd, pmm & nd (Mrs.) Alma King, p Kenneth E. White, vp, g & cm	Herman Lange, ce Marvin Massey, fd	John Harmon, sd Caroline Stuckey, wd AP G
WMOG 1940	1490 250	Coastal Bcstg. Co., Inc. P. O. Box 572 1500			Cecil Tankersley, ce Sam Middleton, nd	Mary Fosnight, wd	L-W UP RCA
CAIRO							
WGRA 1950	1300 1,000-D	Grady-Mitchell Bcstg. Bainbridge Rd. 439	LBS GALS	Geise Dozier Jr., p Jim Honey, gm W. C. Woodall Jr., cm	Kenneth Flynt, pd Byron Hurst, pmm Gregg Strang, ce	Hugh Birdsong, nd Bob Riddle, sd Mrs. W. T. Schafer, wd	St. UP Col.
CARROLLTON							
WLBB 1947	1100 250-D	Carroll Bcstg. Co. Peoples Bank Bldg. 980	KBS LBS	W. Ryan Frier, gm			

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WHAT COUNTS?

MARKET? Georgia's third market . . . and growing rapidly to be Georgia's second market!

EXPERIENCE? Augusta's pioneer station, over twenty-one years of broadcasting!

HOOPER? The highest Hooperated station in the Augusta area, both daytime and night!

POWER? Augusta's most powerful voice . . . five thousand watts both daytime and night!

MERCHANDISING? Complete merchandising facilities and fulltime staff!

THE STATION
MOST AUGUSTA PEOPLE LISTEN TO MOST



REPRESENTED NATIONALLY BY HEADLEY-REED

CBS RADIO—AUGUSTA, GA.



Don't send a boy to do a MAN'S work

There is tremendous opportunity in the booming Southland. If you are interested it warrants the strongest advertising support you can obtain. WSB and WSB-TV are the most powerful media serving this region. In every survey ever made in Atlanta by any recognized authority these stations have been dominant FIRSTS.

wsb

The Voice of the South

wsb-tv

World's tallest TV tower

Affiliated with The Atlanta Journal and Constitution. Represented by Edw. Petry & Co., Inc.

GEORGIA—(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. Li- brary, News Service Transmitter
CARTERSVILLE						
WBHF 1946	1450 250	W. Ryan Fier Cartersville 1200	MBS, KBS GALS	W. R. Frier, p & gm Minor Shadburn, cm	Martha Sullins, pd & wd J. T. Norton, ce & fd	James Hale, nd L-W UP G
CEDARTOWN						
WGAA 1941	1340 250	Timm Inc. West Ave. 777	ABC	B. F. J. Timm, p Dale Smith, g & cm Fred Webb, pd	Ray Relihan, ce Eddie Lynch, nd Bob McGonagle, fd	Dick Jones, sd Betty Weaver, wd Wid. AP RCA
WGAA-FM 1948	Ch. 241 (B) 96.1mc 5.5kw					
COLUMBUS						
WDAK 1943	1340 250	Radio Columbus Inc. Martin Bldg. 5447	NBC Headley- Reed	Allen M. Woodall, p Miles H. Ferguson, gm W. S. Massie, cm A. H. Chapman, p Maynard R. Ashworth, vp Walter M. Windsor, gm	Joe Byars, pd Loretta Exum, pmm M. F. Harper, ce Albert H. Haack Jr., cm William R. Atkinson, ce	Bill Henry, nd Jim Harding, sd Louise Morris, wd William L. Gramer, pd & sd Vivian Daugherty, wd Wid. AP RCA L-W UP RCA
WGBA 1947	1460 1,000 DA-1	Georgia-Alabama Bcstg. Corp. 1213½ Broadway 33603	ABC, MBS Branham			
WGBA-FM 1946	Ch. 236 (B) 95.1mc 15.5kw					
WRBL 1928	1420 5,000 DA-N	Columbus Bcstg. Co. 1350 13th Ave. 2-0601	CBS Hollingbery	J. W. Woodruff Jr., exec. m George A. Gingell, sm & pd	B. Ed Johnson, cm A. Perry Gordy, pmm Joseph A. Gamble, ce	George Theeringer, n & sd Helen Farmer, wd Bob Foster, fd Col. Assoc. UP, INS WE GE
WRBL-FM 1946	Ch. 227 (B) 93.3mc 46.2kw					
CORDELE						
WMJM 1940	1490 250	Southeastern Bcstg. System 20th Ave. & B St. 666	MBS, KBS GALS	James S. Rivers, p William E. Blizzard Jr., gm & wd O. Grady Cooper, slm	Bryant Lane, pd & fd George Jim Martin, ce	John Clayton, nd Bill Sides, sd UP RCA
COVINGTON						
WMOC 1946	1490 250	The Covington News Inc. Covington 2275		A. Belmont Dennis, p Dick Richards, gm W. Thomas Hay, cm	Jim Rodgers, ce S. G. Turner, sd Robert Leal, nd	Leo Mallard, fd Mary Mallard, wd Cap., SES., Wid. UP G
DALTON						
WBLJ 1940	1230 250	Dalton Bcstg. Corp. Pentz St. 1180	MBS, KBS GALS	H. C. Kenemer, p Wm. B. Davies, gm	Bernice Ewton, pd John S. Andrews, ce	James L. Clark, nd Hulon Coburn, sd Thes. UP G
DAWSON						
WDWD 1948	990 1,000-D	Dawson Bcstg. Co. Parrott Rd. 416	LBS GALS	Ed Stevens, p W. C. Woodall Jr., gm & sd	George Burton Jr., c & pmm Bill McGuirt, pd, prod. & nd	Joe Stephens, ce Wayne Foster, fd Carolyn Wall, wd St. UP Col.
WDWD-FM 1951	Ch. 266 (B) 101.1mc 11kw					
DECATUR (Atlanta)						
WEAS 1947	1010 10,000-D	WEAS Inc. 217 W. Ponce de Leon Ave. Dearborn 2521	Forjoe	E. D. Rivers Jr., p W. H. Keller Jr., asst. to p Nedom Angier, cm	Warren Roberts, sm Imogene Jones, pmm Leslie E. Gradick Jr., ce	Kurt Alexander, nd Channing Cope, fd INS RCA
DECATUR						
WGLS 1949	970 1,000-D	DeKalb Bcstg. Co. 546 N. McDonough Crescent 6471		Guy W. Rutland Sr., p Sam W. Kane, gm & pd	Al Ciraldo, c, pmm & sd Sam Dillard, act. ce	Tom Nolan, n & fd Alice Bliss, wd St. UP G
DOUGLAS						
WDMG 1947	860 1,000-D	WDMG Inc. P. O. Box 590 564	Dora- Clayton	Downing Musgrove, p B. F. J. Timm, gm	Edward Lund, pd	Stanley H. Strickland, ce SES., Wid. UP G
DUBLIN						
WMLT 1945	1340 250	Dublin Bcstg. Co. Dublin 871	MBS, KBS GALS Continental	George T. Morris, p W. Newton Morris, vp	Roy M. Hubbard, gm W. C. Courson, pd	Lawrence L. Henry, ce Sarah Orr Williams, nd Wid. AP G
EAST POINT						
WTJH 1949	1260 1,000-D (CP) 5,000-D	James S. & Doris R. Rivers P. O. Box 72 Fairfax 4343	KBS	James S. Rivers, p	Willard Belote, g & cm	William J. Hill III, ce UP RCA
ELBERTON						
WSGC 1946	1400 250	Elberton Bcstg. Co. Elberton	MBS, KBS Continental	Melvin C. Gorman, m		AP G
FITZGERALD						
WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 600 Roanoke Dr. 2077	MBS	Otto Griner, p Al H. Evans, g & cm	Armene H. Wood, pd, pmm, n & fd Charles Eugene Player, ce	Jack Wilkerson, sd Kay Lewis, wd Cap. AP G

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WRBL


COLUMBUS

1st in Georgia's 2nd Market

— SEE PAGE 113 —

THE GEORGIA PURCHASE

*only
a
combination
of
stations
can
cover
georgia's
major
markets*



THE GEORGIA TRIO

**ATLANTA
WAGA**

5000w 590kc
CBS

**MACON
WMAZ**

10,000w 940kc
CBS

**SAVANNAH
WTOC**

5000w 1290kc
CBS

the TRIO offers advertisers at one low cost:

- *concentrated coverage • merchandising assistance •*
 - listener loyalty built by local programming • dealer loyalties*
- ... IN THREE MAJOR MARKETS**

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individually and
as a group by*

THE KATZ AGENCY, INC.

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BROADCASTING • Telecasting

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GEORGIA—(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. Li- brary, News Service Transmitter	
FORT VALLEY						
WFPM 1951	1150 1,000-D	Peach Belt Bcstg. Co. Roberta Rd. 84	LBS	Ed Stevens, p W. C. Woodall Jr., gm Olyn L. Gee, cm & fd	Cecil Grider, sim Orson Swindle, pd Charlie Parish, ce Royce Jones, pmm, n & sd	UP Col.
GAINESVILLE						
WDUN 1949	1400 250	Northeast Georgia Bcstg. Co. 217½ S. Main St. 2341	LBS GALS Continental	Paul C. Plaginos, p John W. Jacobs Jr., g & cm	Julius Still, pd Les Brooks, ce	Wld. 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 Dora- Clayton	Charles Smithgall, p E. F. MacLeod, cm	Robert P. Schwab, pd James A. Hartley, pmm F. Keith Brown, ce Lois Porter, wd	UP RCA
GRIFFIN						
WKEU 1933	1450 250	Radio Station WKEU P. O. Box 155 5507	MBS, KBS	A. W. Marshall Jr., p & gm G. H. Whitley Jr., cm, pd & ce		AP 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	W. G. Thomas Jesup 2444	KBS Dodson	W. Glenn Thomas, o Fred L. Kea Jr., g & cm	Joe F. Crum, pd D. A. Nichols, ce & fd George Thompson, sd & sp. events d	Cap 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 Faye Scarborough, pmm J. M. McKay, ce Joe Hawkins, fd	Wld UP G
WLAG-FM 1948	Ch. 281 (B) 104.1mc 1.3kw					Assoc
MACON						
WBML 1940	1240 250	Middle Georgia Bcstg. 230 Second St. 3-5454	NBC Headley- Reed	E. D. Black, p Chas. W. Pittman, gm John Barlett, sta. & pmm	Walter Graham, cm & sd Richard Johnson, pd & nd H. S. Goodrich, ce Mary Hester Richardson, bus. m Elaine Wood, wd	Wld. AP RCA
WBML-FM 1947	Ch. 264 (B) 100.7mc 15kw					
WIBB 1948	1280 1,000-D	The Peach State Bcstg. Co., Inc. Professional Bldg. 2-2505		Thomas H. Maxwell, p & gm Don Frost, cm	George Patton, asst. m	UP Ray.
WMAZ 1922	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Insurance Bldg. 2-7373	CBS Katz	George P. Rankin, p & ce Wilton Cobb, gm	Frank Crowther, cm Ed Pendleton, pmm J. D. Lawhon, tech. d Ben Chatfield, nd	L-W UP RCA
WMAZ-FM 1947	Ch. 256 (B) 99.1mc 3kw					GE
WNEX 1945	1400 250	Macon Bcstg. Co. Bibb Bldg. 5-3301	ABC, MBS Branham	E. M. Lowe, p Alfred Lowe, gm Marion Bragg, cm	Virginia Flynt, pd Jimmy Ricks, pmm Charles A. Walker, ce Emory Stroberg, bus. m Bob Savage, n & sd	Thes. AP
WNEX-FM 1948	Ch. 245 (B) 96.9mc 41kw					
MARIETTA						
WFOM 1946	1230 250	Chattahoochee Bcstrs. S. Cobb Dr. 1746		Fred B. Wilson, p Albert L. Jones, g & cm John Bacheller, pd & pmm	Chuck Strauss, ce Bill Scott, 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, gm	Josephine Ragsdale, pd Robbie O. Hattaway, ce Bill Bloodworth, nd	Cap. UP G
MOULTRIE						
WMGA 1939	1400 250	John F. Pidcock Moultrie 999	KBS, LBS Ga. Sports Clark	John F. Pidcock, o Roy F. Zess, sta. & cm	Lamar Beaty, ce Bob Lenihan, fd	UP RCA
NEWMAN						
WCOH 1947	1400 250	Newan Bcstg. Co. Court Square 1400	MBS	D. T. Manget, p	J. H. Beard, g & cm Walter Welch, ce	Wld. AP Col.
ROME						
WLAQ 1947	1410 1,000 DA-N	News Pub. Co. 209 Broad St. 7767	ABC	James F. Mann, vp B. H. Mooney Jr., vp Lee Mowry Jr., m & sd & co-pmm	Martha Daniel, cm Clarence Salmon, pd, co-pmm, n & wd Ed Cole, ce Delmas Franklin, fd	Wld. AP
WRGA 1929	1470 5,000 DA-N	Rome Bcstg. Corp. 501 Broad St. 2-2411	MBS Ga. Sports Walker	Mrs. John W. Quarles, p Mather Payne, gm Lamar Talley, cm	James Roberts, pd Bill Hart, pmm Robert A. Starr, ce Marvin (Cap) Hicks, nd Albert Kirby, fd Cecil Kerce, sd Katherine Alford, wd	L-W UP WH
WRGA-FM 1947	Ch. 293 (B) 106.5mc 1.15kw					GE
WROM 1946	710 1,000-D	Coosa Valley Radio Co. 121 Broad St. 2-0833	LBS Dora- Clayton	Dean Covington, p Ed McKay, g & pmm	Charles Doss, cm, pd & sd Thomas Robertson, ce Blair Jesse, nd Dorothy McKay, wd Charles Angley, fd	AP Ray.
SAVANNAH						
WCCP 1946	1450 250	Dixie Bcstg. Co. 140 Bull St. 2-4182	MBS Walker	Carter C. Peterson, p & gm Weldon Herrin, sta. & cm	Charles Beresford, pd Al Jennings, pmm & sd William Moats, ce Robert Smith, nd Chuck Ford, fd	UP G
WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807	ABC Ra-Tel	H. Blair Minick, p & gm Robert F. Finch, cm Milton Bellah, pd & nd	Kenneth Wolfe, ce Joseph Testo, ce Jesse Mooney, fd Robert Gallico, sd Annette Horne, wd	Wld. AP WE

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WFRP 1946	1230 250	Georgia Bcstg. Co. 219 E. Charlton St. 3-9642	LBS GALS Clark	John F. Pidcock, p, gm & pd	John G. Williams, cm James M. Wilder, ce & nd	Dan Lund, sd Larry Shields, wd	AP Ray.
WJIV 1950	900 1,000-D	WJIV Inc. 128 W. Taylor St. 4-7264		E. D. Rivers Jr., p James L. Woods, gm	Charles C. Farrar, cm Abram Eisenmen, pmm Robert Rivers, ce	Bob Bright, sd Shirley Collins, wd	AP Ray.
WSAV 1939	630 5,000 DA-N	WSAV Inc. Liberty National Bank Bldg. 3-0234	NBC Ga. Sports Blair	Harben Daniel, p & gm Don K. Jones, cm Robert Shipley, pd & nd	Mary Keating, pmm & id Melvin Peacock, fd	Norm Strand, sd Robert Ward, loc. adv. m Dottie Harris, 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 Ga. Trio Katz	Wm. T. Knight Jr., p & gm S. F. Driscoll, vp Ben Williams, cm	Ben H. Quick, pd Dwight J. Bruce, pmm, & id Kyle E. Goodman, ce	Ester S. Pruett, office m Wm. D. Randall, nd W. O. King, sd Mary Wilder Davis, wd	L-W UP RCA
WTOC-FM 1946	Ch. 247 (B) 97.3mc 5kw						GE
STATESBORO							
WWNS 1946	1490 250	Statesboro Bcstg. System Ollif St. 502	MBS, KBS	R. H. Thompson, ptrn., g, cm & fd Jim Watson, pd, n & sd	Jack Lopresti, sm Larry Cook, ce	Mrs. Earnest Brannem, wd	Wld. UP Ray.
SUMMERVILLE							
WGTA 1950	950 1,000-D	Tri-State Bcstg. Co. P. O. Box 213 295	GALS	E. C. Pesterfield, co-o William B. Farrar, co-o & secy-treas.	Lawrence Keown, pd	James S. Stowers Jr., ce	Cap. UP GE
SWAINSBORO							
WJAT 1950	800 1,000-D	Jack A. & Nancy M. Thompson Covena Rd. 2011		Jack A. Thompson, p & gm R. J. (Dick) Roche, cm & nd	Farris LaVerne Evans, pd John H. Wisely, ce Bill Polk, fd	Joe Beaumont, sd Jane Butler, wd	Cap., L-W UP G
WJAT-FM 1946	Ch. 269 (A) 101.7mc .97kw						
THOMASTON							
WSFT 1947	1220 250-D	Thomaston Bcstg. Co. Box 689 1300	MBS Ga. Sports GALS	R. E. Hightower, p S. J. Carswell, gm C. D. Thames, cm	Bill Heule, pd R. D. Wharton, ce Jeff Davis, nd	Johnny Williams, fd Larry Scott, sd Lillian Turner, wd	Wld. AP GE
THOMASVILLE							
WKTG 1947	730 1,000-D	Southern Bcstg. System, Inc. Bank of Thomas Co. Bldg. 1501	Clark Dora- Clayton	W. F. Scott Jr., p & gm L. T. Porter, cm	W. B. Hill, pd & nd Bruce Singleton, ce	(Mrs.) Nancy Anderson, wd	Wld. AP Ray.
WPAX 1922	1240 250	H. Wimpy 117 Remington Avenue 909		H. Wimpy, o & gm Al Feinberg, cm	Bill Kelly, pd	James Poole, ce	Cap. UP G
THOMSON							
WTWA 1947	1240 250	Hickory Hill Bcstg. Co., Inc. 215 Lumpkin Street 777	MBS, KBS	Edgar H. Kobak, p, gm, pd, f & sd	John R. Morris, c & pmm & nd	Edward W. Williams Jr., wd Joyce Hayward, wd	Wld. UP RCA
TIFTON							
WWGS 1947	1340 250	Tifton Bcstg. Corp. Graham Bldg. 921	MBS GALS Clark	W. A. Graham, p James E. Graham, vp, g & cm	Carl Wendel, pd & fd Wendell C. Roberts, ce	Oscar Newsome, n & sd Nadawah Towles, wd	Cap. UP
TOCCOA							
WLET 1941	1420 1,000-D	R. G. LeTourneau 423 Prather Bridge Road 544	MBS, KBS Ga. Sports Clark	R. G. LeTourneau, p Virgle E. Craig, gm	Sam A. Gaines, cm Roy E. Gaines, pd, n & sd	Etheldra Davis, pmm & wd J. Carl Meeks, ce	Thes. UP GE GE
WLET-FM 1947	Ch. 291 (B) 106.1mc 7.3kw						
VALDOSTA							
WGAF 1951	910 5,000 DA-N	Valdosta Bcstg. Co. 116 W. Hill Ave. 910	ABC McKenny	George B. Cook, p & gm	N. V. Pieler, ce Bob Rogers, fd	Anne McKay, wd	Thes. AP WH
WGOV 1940	950 5,000-LS 1,000-N DA-2	WGOV, Inc. Daniel Ashley Hotel 1420	MBS Ga. Sports Pearson	E. D. Rivers Jr., p W. H. Keller Jr., asst. to p & ce A. B. Smith, g & cm	Jack Jackson, pd Vince Randolph, pmm & nd D. E. May, asst. treas.	Channing Cope, fd Julian Tucker, sd Betty Friis, wd	UP Ray.
WGOV-FM 1948	Ch. 223 (B) 92.5mc 7kw					 Fed.
VIDALIA							
WVOP 1946	1450 250	Vidalia Bcstg. Co. Box 391 327	LBS KBS GALS	Howard C. Gilreath, bus. & gm Joe Eagleson, c & pmm	Nell Windham, pd, wd Loren Dorrough, ce	R. E. Ledford, n & fd Charles Rollson, sd	Cole, Wld. UP G
WAYCROSS							
WACL 1951	570 1,000-D	Teletronics Inc. Carswell Avenue 3068		James S. Rivers, p E. K. Avriett Jr., c & pmm	Bob Lay, pd Lloyd E. McKinney, ce Paul T. Hayes, nd	R. R. Mackey, sd Margaret Harrison, wd	L-W AP Col.
WAYX 1936	1230 250	Jack Williams 1800 Carswell Ave. 965	MBS, KBS Ga. Sports Holman	Jack Williams, o John J. Tobola, m & cm Raymond Williamson, pd	Tommy Edwards, pmm & sd Curtis Frazier, ce	Charles Witt, nd Malcum Thomas, fd Geraldine Fields, wd	Cap., Wld. UP RCA
WEST POINT							
WRLD 1944	1490 250	(See Lanett, Ala. listing)					
WRLD-FM 1948	Ch. 275 (B) 102.9mc 10.2kw						

IDAHO

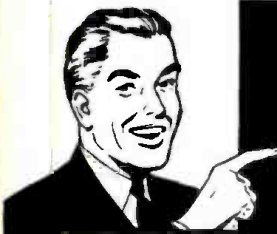
BLACKFOOT							
KBLI 1951	1490 250	Blackfoot Bcstg. Co. Blackfoot 780	LBS	William I. Palmer, o Arlond T. Christensen, gm	Carl Winther, cm	Gerald W. Peterson, ce WE
BOISE							
KDSH 1947	950 5,000 DA-N	Boise Valley Bcstrs. 311 N. 10th St. 6820	CBS Free & Peters	Saul Haas, p Westernman Whillock, gm Earl Glade Jr., cm, pd & pmm	James Johntz, ce George Ganz, slm Porter Ward, nd	Darwin Dodds, fd Walt Lowe, sd Anne Schofield, wd	L-W UP WH

FREESTON KFST 1948	1340 250	Voice of the Rockies Inc. Freston 600		Rulon Dunn, gm M. S. Stocking, cm				Assoc. AP	
REXBURG KRXX 1951	1230 250	Snake River Radio & TV Co., Inc. Box 301 700		Dr. M. F. Rigby, p Howard R. Chapman, gm & ce	Merrill L. Skinner, cm & sd Bruce Hymas, pd	Bitt O'Donnel, nd Larry Norman, fd Doris Chapman, wd		Cap., Thes. AP G	
KRXX-FM (CP)	Ch. 229 (B) 93.7mc 16.5kw								
SANDPOINT KSPT 1949	1400 250	Bauer Bcstg. Co. Dover Rd. 555	KBS Rocky Mtn. Biddick	Norman E. Bauer, p, gm & nd	Jack Hatch, sta. & cm & sd Ione Bauer, pd	Bill Frey, ce & fd Marie Rossmiller, wd		St. UP WE	
TWIN FALLS KLIX 1946	1310 1,000 DA-2	Southern Idaho Bcstg. & TV Co. Elizabeth Blvd. & Eastland Dr. 2820	ABC, MBS Inter- mountain Don Lee Avery- Knodel	Frank C. McIntyre, vp, gm & pmm Juneau H. Shinn, cm	Don Allen, pd Eddie Gish, pdm Lloyd James, ce Joe Clements, sd	Bob Brashear, nd Holly Houfberg, fd Carma Haselmire, wd		Cap., Mac., Thes. 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) 99.7mc 3kw								
KVMV 1946	1450 250	Radio Sales Corp. Box 511 2002	CBS Free & Peters	D. Spencer Grow, p Arch L. Madsen, evp Dewain Silvester, gm	Al Lee, pd & ce Clair Halverson, pmm	Jack Hughes, n & fd R. D. Weggeland, sd		Wid. UP Col.	
WALLACE (Kellogg) KWAL 1939	620 1,000 DA-N	Silver Bcstg. Co. Wallace 8-2111	MBS Holman	Dr. J. R. Binyon, p R. G. Binyon, g & cm	George Shreve, pd G. Turner Dreher, ce	Bert Daugherty, asst. ce (Mrs.) Jane Cantrell, wd		Wid. GE	
WEISER KWEI 1947	1240 250	Inland Bcstg. Co. Box 791 700	KBS	Frank S. Gwilliam, p James H. Carlson, gm & ce	Walter B. Lake, cm Leo Ellsworth, pd, n, f & wd	James Hayden, pmm & sd		St. AP WE	
ILLINOIS									
ALTON WOKZ 1948	1570 1,000-D	WOKZ, Inc. Hotel Stratford 3-5508	McGillvra	Edward A. Wheeler, p William R. Tedrick, g & cm	Robert F. Morey, pd, f & sd Allen Riehl, pmm & nd	Cletus Kennedy, ce Virginia Stewart, wd		St. AP	
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, m Vincent G. Cofey, cm Jack Anderson, pd & fd	Jeanne M. Doran, pmm & wd John Kitner, ce	Jim O'Brien, nd Ralph Faucher, sd		L-W INS RCA	
AVA WAVA 1951	1580 250-D	Ava Bcstg. Co. Ava 3311		Leonard F. Johnson, co-o gm, pd & fd Leonard F. Johnson, co-o, & cm	Glenn Hardestil, pmm Lester Bilderback, ce	Kathryn Lee Johnson, secy-treas. & wd Lee Hayward Eggle y n & sd		SES. UP G	
BELLEVILLE WTVV 1947	1060 250-D	Belleville Bcstg. Co. 2100 W. Main St. 5000	Holman	Marvin M. Mollring, p & ce Marshall True, vp John W. Lewis, secy-treas.	Paul O. Godt, gm & pd Clarence Keller, c & pmm	Ted Beinert, nd Russ Benson, fd Tom Murray, sd Ruth Schaffer, wd		Wid. AP	
BLOOMINGTON WJBC 1924	1230 250	Bloomington Bcstg. Corp. 209 E. Washington St. 5281	ABC Pearson	Loring C. Merwin, p Warner C. Tidemann, gm	Harry Swift, cm Fred Muxfeld, pd	Fred L. Bailey, ce Keith Bright, nd		Thes. 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 S. Western Ave. 1234		John R. Jage, sm	L. NaDean McKeever, bus. m	John C. Svejda, pd		CAP UP	
CAIRO WKRO 1942	1490 250	Oscar C. Hirsch Cairo 1490	MBS Pearson	Oscar C. Hirsch, o & ce Merrill C. Currier, g & cm	Robert Stout, pd	E. Sandow Myers, nd	 UP Col.	
CANTON WBYS 1947	1560 250-D	Fulton County Bcstg. Co. Box 554 1877		Harold R. Winsor, p Bill Richardson, gm Robert L. Burns, cm	Don Ruyle, pd & sd Clovis C. Sadler, ce	Al Horriگان, nd Carol Anderson, wd		L-W, Wid. AP G	
WBYS-FM 1948	Ch. (A) 100.9mc 0.65kw								
CARBONDALE WCIL 1946	1020 1,000-D	Southern Ill. Bcstg. 219 W. Main St. 167	LBS	Paul F. McRoy, p, gm, pd & ce Walter Schafer, cm	Ralph Wain, nd Roy Freeman, fd	Bob Yeach, sd Alma Ruth Hankle, wd		Thes. AP Col.	
CARMI WROY 1948	1460 1,000-D	Carmi Bcstg. Co. 101 S. Walnut 4161	KBS Sears & Ayer	Roy Clippinger, p Thomas S. Land, gm Garnet Williams, sm & sd	Dick Beny, pd Howard M. Reedy, pmm Gene McLin, ce	Guy Parish, Fairfield studio m Mari-Lou Maddox, wd		L-W, SES, UP Col. G	
WROY-FM 1950	Ch. 247 (B) 97.5mc 11kw								
CARTHAGE WCAZ 1921	990 1,000-D	Superior Bcstg. Service 502 Wabash Ave. 520	Holman	Zola N. Compton, p	John Palmer, m				
CENTRALIA WCNT 1946	1210 1,000-D	WCNT Inc. Route 51 N. 5151		George F. Isaac, p Merle Rogers, cm	William Lytle, pd & sd Peter Brown, pmm & nd	Dwight North, ce		St. UP G	
WCNT-FM 1949	Ch. 243 (B) 96.5mc 2.45kw						 RCA	
CHAMPAIGN WDWS 1937	1400 250	Champaign News- Gazette Champaign	CBS Meeker	Mrs. D. W. Stevick, co-o Mrs. Marajen Dyess, co-o	Marc Howard, m	Robert Schenke, ce		Wid. UP GE	
WDWS-FM 1948	Ch. 248 (B) 97.5mc 27.5kw								

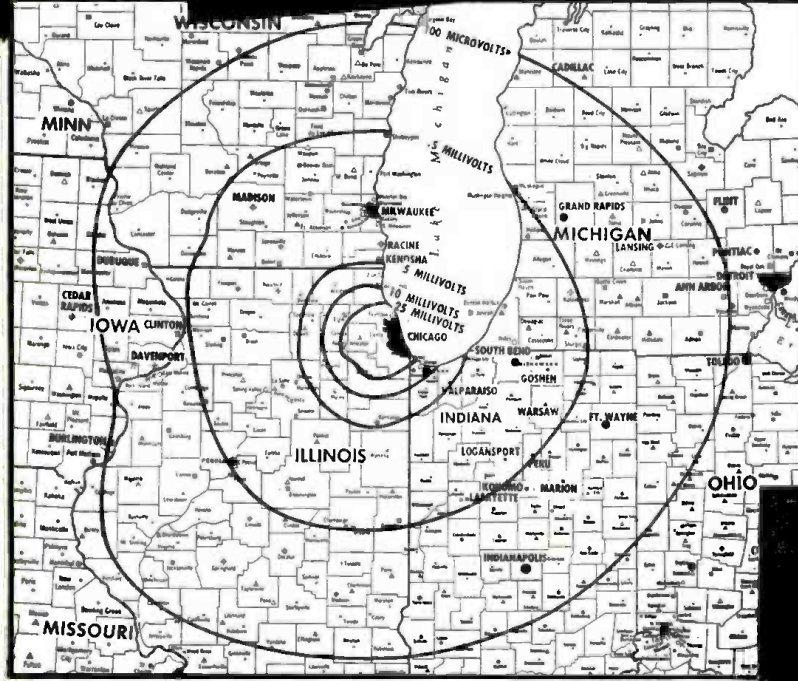
ILLINOIS—(Continued)

City	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.	Tran. Library, News Service Transmitter		
CHICAGO							
WAAF 1922	950 1,000-D	Corn Belt Pub., Inc. (Dovers Journal Div.) 221 N. LaSalle St. Randolph 6-1932	Pearson	Ward H. Neff, p W. E. Hutchinson, gm George E. Halleman Jr., cm	Bill Bayer, pd Fred Bauman, pmm Carl W. Ulrich, ce	Dick Winters, nd Bill Clark, sd Helen McKinley, wd	St. UP
WAAF-FM 1950	Ch. 230 (B) 93.9mc 28kw						
WAIT 1941	820 5,000	Radio Station WAIT 75 E. Wacker Dr. Franklin 2-0660	Young	Gene T. Dyer, p Thomas L. Davis, g & cm	Del Hester, pd	E. W. Jacker, ce	RCA St. UP
WBBM 1923	780 50,000	Columbia Bestg. System 410 N. Michigan Ave. Whitehall 4-6000	CBS CBS Radio Spot Sales	Frank Stanton (CBS), p H. Leslie Atlans, vp & gm E. H. Shomo, asst. gm	Gilman Johnston, asst. g sim Al Bland, pd David Kimble, pmm	George V. Sherman, ce Julian Bentley, nd Harry Campbell, fd John Harrington, sd Ray Mattingly, sls, ser. m	L-W AP, UP, INS WH
WBBM-FM 1940	Ch. 246 (B) 97.1mc 13kw						
WBIK (FM) 1948	Ch. 242 (B) 96.3mc 19.1kw	Balaban & Katz Corp. 190 N. State St. Randolph 6-8210		John H. Mitchell, gm S. C. Quinlan, pd	William P. Kusack, ce	Eugene McClure, mus. librarian	Assoc., SES., Wld. GE
WBKB (TV) 1943		Balaban & Katz Corp. 190 N. State St.		(For full information see TELECASTING Yearbook)			
WCBD 1947	820 5,000 SH	Michael J. Mintern. 2714 Enoch Ave., Zion, Ill. 521		(See Zion, Ill. listing)			
WCFL 1926	1000 50,000 DA-2	Chicago Fed. of Labor 666 Lake Shore Dr. Mohawk 4-2400	ABC LBS Bolling	Arthur F. Harre, g & cm Robert Platt, pd	Charles E. Willett, ce Victor Barnes, nd	Joe Boland, sd	St. UP RCA
WCRW 1926	1240 100 SH	Clinton R. White 2756 Pine Grove Ave. Eastgate 7-6860		Clinton R. White, o & ce	J. A. White, g, cm & pd		
WEDC 1926	1240 250 SH	Emil Denemark Inc. 3860 W. Ogden Ave. Crawford 7-4100		Emil Denemark, p Frank J. Kotnour, g & cm	Bill Mack, pd, pmm & nd Ansel W. Smith, ce	William P. Brady, mus. dir.	UP
WEFM (FM) 1940	Ch. 258 (B) 99.5mc 30kw	Zenith Radio Corp. 6001 Dickens Ave. Berkshire 7-7500		E. F. McDonald, p Ted Leitzeit, gm	Violet Kmety, pd	Ross Wther, ce	St., Thes.
WENR 1923	890 50,000 ST-WLS	American Bestg. Co. Inc 20 N. Wacker Dr. Andover 3-0800	ABC	John H. Norton, Jr. (ABC), vp in chg. of central div. Edward Lynch, g & cm	Richard Woollen, pd Dean Linger, pmm E. C. Horstmen, ce	Con O'Dea, n & sd Keith Beecher, fd Beulah Karney, wd	AP, INS RCA
WENR-FM 1948	Ch. 234 (B) 94.7mc 25kw						

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What does a coverage map mean?



PLENTY WHEN YOU'RE SELLING
**CHICAGO AND 251 KEY MID-WESTERN
 COUNTIES ON WCFL!**

Your sales story on WCFL goes out to Chicago and 251 Key-Counties in 5 rich, middle-western states. This actual audience coverage is based on a 30,000 letter-pattern.

9,535,600 consumers in the primary! 6,056,200 in the secondary!

**A POTENTIAL \$17,000,000,000
 ANNUAL MARKET**

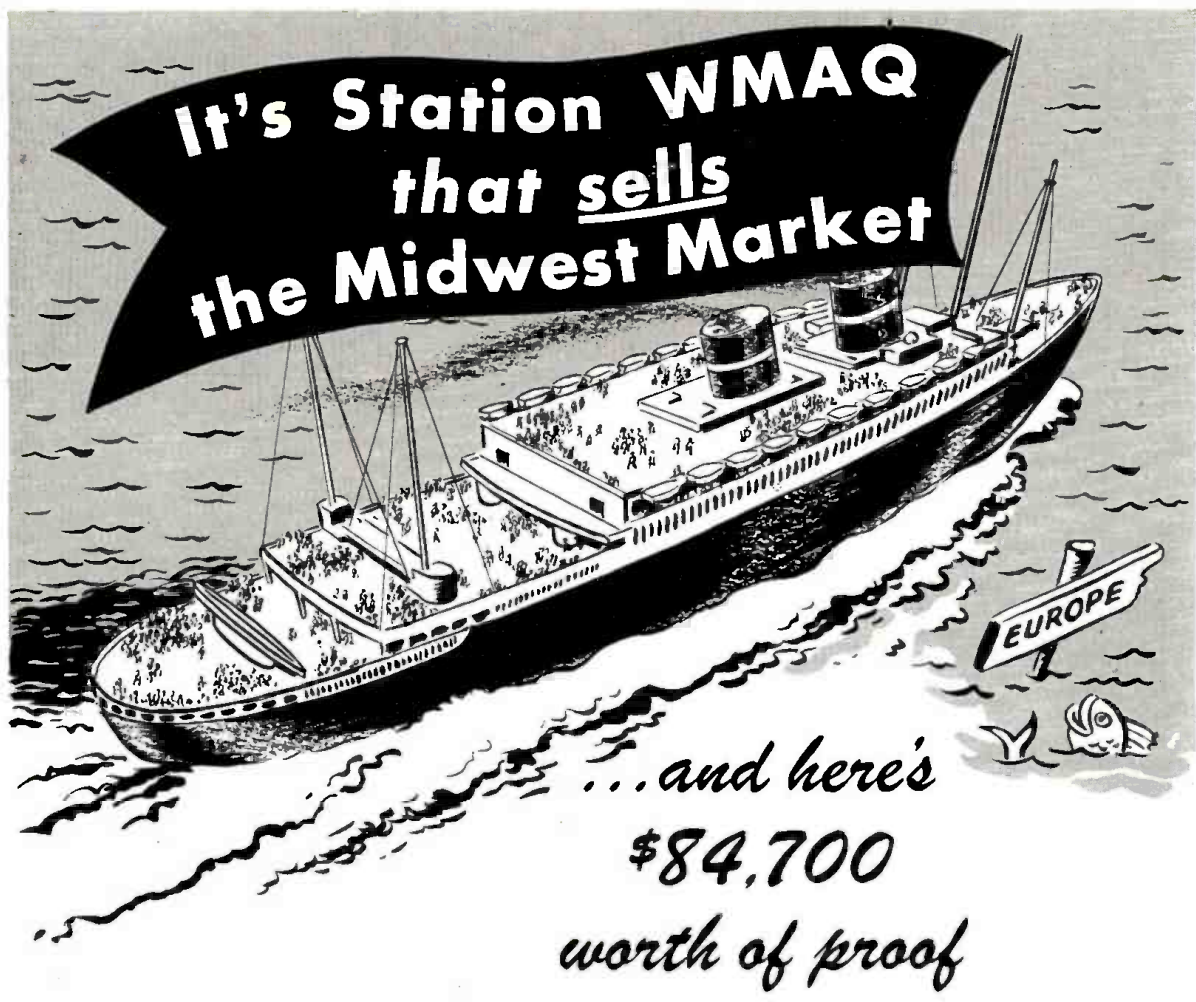
As the Voice of Labor, WCFL has a special tie with the well-paid craftsmen and wage-earners in this prosperous, industrial area.

For full information, contact Art Harre at WCFL, or The Bolling Company.

WCFL 50,000 watts
 1000 on the dial

THE RADIO VOICE OF OVER HALF A MILLION MEMBERS
 OF THE CHICAGO FEDERATION OF LABOR

666 Lake Shore Drive, Chicago, Ill.
 Affiliate of Liberty Broadcasting System



• When the Olson Travel Organization of Chicago decided to use radio to boost sales of their European all-expense tours, they naturally turned to Station WMAQ, the master sales medium of the Middle West.

OTO contracted to sponsor the Saturday morning "Norman Ross Hour" at a cost of approximately \$350 per week. During the very first week, mail inquiries resulted in estimated business totaling over 84 THOUSAND DOLLARS — 242 times the original investment. And things have been booming ever since.

Here is further evidence of the dynamic selling power waiting to be harnessed to your sales message. Check availabilities with Station WMAQ or NBC Spot Sales TODAY.

Celebrating
30 Years
of Service

NBC RADIO IN CHICAGO

WMAQ
CHICAGO

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. Li- brary, New- Service Transmitter
CHICAGO (Cont'd)					
WENR-TV 1948		American Bestg. Co., Inc. 20 N. Wacker Drive		(For full information see TELECASTING Yearbook)	
*WFJL(FM) 1948	Ch. 226 (B) 93.1mc 29kw	Lewis College of Science & Tech.			
WFMT(FM) 1948	Ch. 290 (B) 105.9mc 9kw	Gale Bcstg. Inc. 4000 Washington Blvd. Sacramento 2-6272		Bernard Jacobs, p & m Rita Smith, pd	
WGES 1924	1390 5,000 DA-2	Radio Station WGES 2708 Washington Blvd. Sacramento 2-1700		John A. Dyer, gm E. M. Hinzman, cm	Herbert Rudolph, pd K. P. Freda, pmm William Shunk, ce
WGN 1924	720 50,000	WGN, Inc. 441 N. Michigan Ave. Superior 7-0100	MBS Hollingbery	Col. Robert R. McCormick, p Frank P. Schreiber, gm William A. McGuineas, cm	Bruce Dennis, pd Tom Elvidge, asst. pd Charles Wilson, pmm Carl J. Meyers, ce David O. Taylor, d of opers. Jim Hanlon, publ. & pub. rel. d Robert F. Hurleigh, nd Norman Kraeft, fd Frank Korch, sd Myrtle Stahl, wd
WGNB(FM) 1941	Ch. 254 (A) 93.7mc 35kw	(WGN, AM Affiliate)			
WGN-TV 1948		WGN, Inc. 441 N. Michigan Ave.		(For full information see TELECASTING Yearbook)	
WHFC 1926	1450 250	WHFC, Inc. 3350 S. Kedzie Townhall 3-6305		R. W. Hoffman, p & gm F. Matthews, pd	E. P. Hayes, ce
WEHS (FM) 1941	Ch. 250 (A) 99.7mc 30kw	(WHFC, AM Affiliate)			
WIND 1927	560 5,000	Johnson-Kennedy Radio Corp. 400 N. Michigan Ave. Whitehall 4-2170		Ralph L. Atlas, gm John T. Carey, cm H. Leslie Atlas, Jr., pd	Walter Rubens, pmm Kenneth Shirk, ce Walter L. Rubens, prod. d James Dale, nd Bert Wilson, sd
WJJD 1934	1160 50,000 DA-1 L-KSL	WJJD, Inc. 230 N. Michigan State 2-5466	Avery- Knodel	Marshall Field, p Frederick G. Harm, g & cm & pd Robert W. Ward, slm	Dick McNeeley, pmm Walter F. Myers, ce Don Lavery, mus. d Carl Warner, nd Chuck Bill, fd Bob Elson, sd Rosemary Wayne, wd
WFMF (FM) 1945	Ch. 262 (B) 100.3mc 33kw	(WJJD, AM Affiliate)			
WLS 1924	890 50,000	Agricultural Bcstg. Co. 1230 W. Washington Blvd Monroe 6-9700	ABC Blair	James E. Edwards, p Glenn Snyder, gm C. M. Freeman, cm Harold A. Safford, pd	Warren W. Middleton, pmm Thomas L. Rowe, ce George R. Cook, treas. Al Boyd, prod. m Arthur C. Page, fd Martha Crane, wd
WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart Superior 7-8300	NBC NBC Spot	Joseph McConnell (NBC) p Harry Kopf, vp & gm Rudi Neubauer, slm	Homer Heck, prog. m John Keys, pmm Howard Luttgens, ce William Ray, m & nd Everett Mitchell, fd Johnny Erp, sd
WMAQ-FM 1948	Ch. 266 (B) 101.1mc 24kw			(For full information see TELECASTING Yearbook)	
WNBQ (TV) 1949		National Bcstg. Co. Merchandise Mart			
*WMBI 1926	1110 5,000 L-KFAB, WBT	The Moody Bible Insti- tute of Chicago 153 Institute Pl. Michigan 2-1570		Dr. William Culbertson, p H. C. Crowell, evp R. L. Constable, gm	Robert H. Parsons, pd John Raymond, pmm A. P. Frye, ce Walter Carlson, nd (Mrs.) Frances Youngren, wd
WMBI-FM 1949	Ch. 238 (B) 95.5mc 42kw				
WMOR (FM) 1949	Ch. 274 (B) 102.7 mc 20 kw	Metropolitan Radio Corp. of Chicago Inc. 188 W. Randolph Andover 3-6050		L. B. Melnick, gm	Louis Ronder, pd Frank Goldstein, ce
WSBC 1925	1240 250	Radio Station WSBC 2400 W. Madison St. Monroe 6-9060	Forjoe	Ro. ert O. Miller, gm & pd	Julius Miller, cm Mary V. Baker, wd

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 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

IN ROCKFORD, ILLINOIS

W
R
O
K

*39% OF THE RADIO AUDIENCE

listens regularly to

WROK

*CONLAN SURVEY

FEBRUARY, 1951

A
B
C

A \$675 Million (Non-TV) Market
 Represented Nationally by H-R Representatives, Inc.

In Chicago, it's WGN

5 to 1!

In October, 1951,

an advertiser wrote:

"From time to time, we have used all the basic network stations in Chicago. WGN has consistently outpulled these stations, at a ratio of better than five to one."



WGN...Your Basic Buy... *reaching more homes per week than any other Chicago station*

A Clear Channel Station...
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.

Advertising Solicitors for All Other Cities

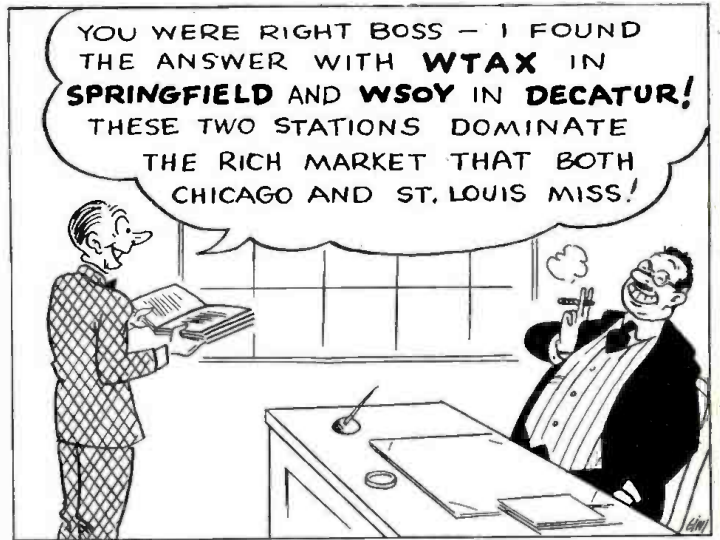
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta—223 Peach Street
Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
CHICAGO HEIGHTS WCHI (FM) 1950	Ch. 240 (A) 95.9mc 0.225w	Chicago Heights Bcstg. Co. 164 E. 23rd St. Skyline 5-7448	LBS	Anthony Santucci, p, gm & ce	Earl Vieaux, cm Henry E. Bruns, pd	Joe Gansen, sd UP GE
CLINTON WHOW 1947	1520 1,000-D	Cornbelt Bcstg. Co. 401½ S. Side Square 305	Holman Abe Lincoln	J. R. Livesay, p Rolland O. Looper, vp, gm & ce	James Williams, c & pmm Frank C. Jennings, pd	Bill Ward, n & sd John Barton, fd UP RCA
DANVILLE WDAN 1938	1490 250	Northwestern Pub. Co. 1500 N. Washington Ave. 1700	CBS McKinney	Robert J. Burrow, g, c & pmm	Honore E. Ronan, pd, nd & wd Theodore G. Magin, ce	Max Shaffer, f, s & sp. events d	St. 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 & asst. treas. William F. Miller, pd A. James Ebel, ce Jay Giles, pd & sd Allan Doyle, ce Milburn H. Stuckwish, sta. sup.	Wick Evans, nd Marty Roberts, fd Mike Siman, sd Julla Boughter, wd Al Rowe, nd Carol Tuschoff, wd	Thes., Wid. UP G
WSOY 1925	1340 250	Illinois Bcstg. Co. Rt. 48 at N. Jasper St. 5371	CBS Weed	F. W. Schaub, p Merrill Lindsay, gm Charles F. Bruce, c & pmm			Cap., L-W. AP G
WSOY-FM 1946	Ch. 271 (B) 102.1mc 31.2 kw					 RCA
DeKALB WLBK 1947	1380 500-D	DeKalb Radio Studios, Inc. 153 N. Third St. 2677		George Spitz, p R. C. Brown, gm, s & fd	Zenophon Beake, ce Don Ulery, nd	Lois Montgomery, wd	L-W AP GE
EAST ST. LOUIS WTMV 1935	1490 250	On the Air, Inc. 5th & Broadway Bridge 4625	Sears & Ayer	Alvin O. Eades, p Frank J. Prendergast, gm Elmer Willrich, asst. m	Betty Prescott, pd & wd Erle E. White, ce Gene Clayton, nd	Neil Norman, sd	Wid. UP RCA
WTMV-FM 1949	Ch. 273 (B) 102.5mc 55kw						
EFFINGHAM WCRA 1947	1090 250-D	Effingham Bcstg. Co. 110 N. Banker St. 1090		Joseph E. McNaughten, p Joseph M. Sutter, g, c & pmm	James Claar, pd, n, f & sd George Kregotis, ce	Marjorie Schuch, wd	Cap., Cole UP G
ELGIN WRMN 1949	1410 500-D	The Elgin Bcstg. Co. 156 Division St. 6930	McGillivra	F. F. McNaughton, Julia T. McNaughton, William D. McNaughton &	Joseph E. McNaughton, co-o Helen Blackman, pd	Marty Geertz, nd Fern Raiston, wd	L-W UP GE
ELMWOOD PARK WLEY (FM) 1947	Ch. 296 (A) 107.1mc 0.95kw	Elmwood Park Bcstg. 2526 N. Harlem Ave. Tuxedo 9-1133		Zeb Zarnecki, p	James P. Rodgers, ce	 GE

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TIME BUYING FOR '52 . . . by WSOY and WTAX



NOTE: The largest market in Illinois outside of Chicago is covered by WTAX and WSOY. This tremendous market has 261,850 families with a population of 733,900. 66,671 industrial workers earn a total of \$179,602,000.00 each year. The net farm annual income is \$457,403,000.00—\$9,016.00 income per farm family, OVER TWICE the national average.—\$782,738,000.00 total annual retail sales. This major market is YOURS AT APPROXIMATELY ONE-HALF the cost of any other major market in the U.S.

WTAX
AM and FM
CBS AFFILIATE
SPRINGFIELD

WEED & CO., National Representatives

WSOY
AM and FM
CBS AFFILIATE
DECATUR

EVANSTON

WEAW(FM) 1947	Ch. 286 (B) 105.1mc 36kw	North Shore Bcstg. Co. 2425 Main St. Ambassador 2-1128,	Edward A. Wheeler, p & gm	Nick Panilo, ce Henry Handlesman, cm	Doris Peterson, pd	Assoc. Col. Cap. RCA
WNMP 1947	1590 1,000-D	Evanston Bcstg. Co. 2201 Oakton St. Sheldrake 3-1590	Fred S. Newton, p August D. Pfaff, gm	Ivan Bukovsky, ce	Lee D. Mehlig, pdm	

FREEPORT

WFJS(FM) 1946	Ch. 273 (B) 102.5mc 9kw	Freeport Journal Standard Pub. Co. 217 W. Exchange St. State 504	Donald L. Breed, p Floyd Linneman, m & ce	Vince Stierman, cm	Milton Boyd, pd	Thes. AP GE
WFRL 1947	1570 1,000-D	Freeport Bcstg. Co., Inc. 9 N. Chicago Ave. State 436	Vincent S. Barker, p, gm & ce	Dave Taylor, cm & nd	Ralph Reynolds, pd & fd	L-W AP

GALESBURG

WGIL 1937	1400 250	Galesburg Bcstg. Co. Hill Arcade 4626	Rambeau Mrs. O. M. Custer, p Robert W. Frudeger, gm Cy Nelson, pd	George F. Thoma, pmm Kenneth W. Schleifer, n & sd	A. R. Kemp, fd Roger L. Hoffman, cm Douglas H. Horner, ce	Thes. UP Col.
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HARRISBURG

WEBQ 1923	1240 250	Harrisburg Bcstg. Co. 100 E. Poplar St. 28	KBS Englis M. Taylor, g & cm Ken Hamilton, pmm & sd	Elmer L. Gladson, ce Bill Baker, fd	Doris Turner, wd Norma A. Slaton, pd Eddie Wise, nd	UP WE Fed.
WEBQ-FM 1948	Ch. 260 (B) 99.9mc 4.2kw					

HERRIN

WJPF 1940	1340 250	Orville W. Lyerla P. O. Box 179 381	MBS, KBS Pearson Orville W. Lyerla, p Charles R. Cook, gm Frank Elders, pd	Charles Weber, pmm Ryburn Yandell, ce	Fred Simmons, loc. slm Chef Townsend, n & sd	L-W UP RCA
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JACKSONVILLE

WLDS 1941	1180 1,000-D	Jacksonville Radio & Television Bcstg. Corp. III, Theatre Bldg. 1180	Holman Robert A. Fay, p R. Karl Baker, vp, g, c, & pmm T. J. Fairburn, pd & nd	G. J. Cassens, ce William L. Fay, secy. & treas.	E. H. Garlich, fd Barney Lewis, sd Virginia Colwell, wd	Thes. UP G
WLDS-FM 1948	Ch. 263 (B) 100.5mc 9.0kw					

JOLIET

WJOL 1928	1340 250	Joliet Bcstg. Co. 601 Walnut St. 4761	Holman Calvin Wilson, p Joseph J. Garvey, g & cm Willard Erwin, secy-treas. Marion Warner, pmm	Eileen Caron, pd Lester Decosta, ce Bob Philbin, sd	Scott Dilworth, fd Glen Logan, nd Mildred Lawrence, wd	Wld. UP G
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KANKAKEE

WKAN 1947	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. Main 3-6633	Holman Leslie C. Small, p Burrell L. Small, gm	Bruce Brown, sm Orren Allain, pd & sd	Richard Eckels, ce Ted Parker, nd	Wld. AP Ray.
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KEWANEE

WKEI (CP)	1450 100	Kee Bcstg. Co. c/o Harold Rathrock, Bedford, Ind.				
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LaGRANGE

WTAQ 1950	1300 500-D	The LaGrange Bcstg. Co. 613 S. 7th Ave. 8250	Russell G. Salter, co-o & gm Chas. F. Sebastian, co-o	Marvin Grey, c & pmm Virginia Tabor, pd & wd	James Weiss, ce Stan Noyes, nd	Col.
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LaSALLE

WLPO 1947	1220 250-D	LaSalle County Bcstg. Corp. P. O. Box 215 3100	Peter Miller, p William Holm, g & cm William Kostelic, pd & fd	Lawrence McCann, ce Laverne Waltman, nd	Tiny Johnson, sd Betty Oberto, wd	Thes. AP G
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LINCOLN

WPRC 1951	1370 500-D	Prairie Radio Corp. P. O. Box 37 Lincoln 1370	Ray F. Knochel, p, gm, & d of engrg Dr. Lee N. Hamm, vp & secy	John H. Deal, vp & treas James E. Crowell, nd, prom. d & sp. events d William Brady, pd	Donald Thompson, ce Earle Layman, sd Tom A. Campbell, fd Marion Gordon, wd	L-W AP Col.
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LITCHFIELD

WSMI 1950	1540 1,000-D	Mid-Illinois Bcstg. Co. Box 72 100	Hayward L. Talley, p & fd Thomas F. Payton Jr., evp & ce	Ed Johnson, sd Evelyn Smith, wd	Bill Kuntzman, (Carlinville m)	AP RCA
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MACOMB

WKAI 1947	1510 250-D	Macomb Bcstg. Co. 113 E. Carroll 1350	LBS William E. Schons, gm Gene Spry, pd & fd	Gene Larsen, pmm Earl E. Tipton, ce	Caryl Carstens, nd Carol Kennedy, wd	Cap., L-W UP G
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MARION

WGGH 1949	1150 500-D	Marion Bcstg. Co. P. O. Box 288 824	Sears & Ayer George W. Dodds, p & gm Orval Jackson, ce	Don Wesley, f & sd Dorothy Sanders, wd	Larry Ward, nd	Assoc. AP G
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MATTOON

WLBH 1946	1170 250-D	Mattoon Bcstg. Co. 17th & Broadway 6464	Holman J. R. Livesay, p & gm Dwain Bower, cm Robert F. LaMere, pd	Eugene Harper, pmm Ray Livesay, ce Bob LaMere, nd	Alvin Pigg, fd Den Wooddell, sd Phyllis Knight, wd	St. AP Ray, G
WLBH-FM 1949	Ch. 245 (B) 96.9mc 33kw					

METROPOLIS

WMOK 1951	920 500-D	Fort Massac Bcstg. Co. National State Bank Bldg. 775	LBS James H. Firmin, g & pmm J. Dean Tate, cm Stephen C. Wolf, ce	Jim Hankins, sd Edwin E. Hill, nd Dixie M. Smith, off. m	J. R. Wetherington Jr, pd & wd Gilbert Webb, fd	Thes. PN G
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MOLINE

WQUA 1946	1230 250	Quad City Bcstg. Corp. Radio Center 4-6727	CBS Hollingbery Dalton LeMasurier, p G. L. Flambo, gm Carter Reynolds, pd John Grandy, cm	Herbert Lafferty, pmm Harold W. Higby, ce Michael Blancard, nd	Joe Anderson, fd Hal Showers, sd Martha Cook, wd	Cap. AP Col.
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MT. CARMEL

WVMC 1948	1360 500-D	James R. Brewer & Stephen P. Bellinger N. Cherry St. 937	KBS James R. Brewer, p Stephen P. Bellinger, gm Vernon R. Nunn, asst. m	Elba Falley, wd Eugene Garrett, pd	Raymond E. Luth, ce Harold Richardson, fd	
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MT. VERNON

WMIX 1947	940 1,000-D	Mt. Vernon Radio & Television Co. Radio Center 3500	LBS Pearson John R. Mitchell, p James E. Muse, g & cm	Jim Purser, pd & sd Neill R. Westerdale, ce	Don Michael, nd	L-W AP WE
WMIX-FM 1946	Ch. 231 (B) 94.1mc 15.2kw					

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
OAK PARK							
WOPA 1950	1490 250	Village Bcstg. Co. 408 S. Oak Park Ave. Village 8-5760	LBS	William L. Klein, p Egmont Sonderling, gm	Martin Bouhan, pd Bryan Wright, ce	Wayne Osborne, sd Esther Kindness, wd	Assoc. UP Ray
WOPA-FM 1950	Ch. 272 (A) 102.3mc 1kw						RCA
OLNEY							
WVLN 1947	740 250-D	Olney Bcstg. Co. Olney 935	Holman	Marshall H. Poole, p, g & cm	Bert DeBarr, pd & nd Paul Hartsey, ce	Ray Baker, sd	St. AP Col.
OTTAWA							
WCMY (CP)	1430 500-D	Carl H. Meyer Box 687		Carl H. Meyer, o & gm			SES. UP G
PARIS							
WPRS 1951	1440 500-D	Paris Bcstg. Corp. 2 mi. W. Paris on State Rd. 133 3-1440		Adlai C. Ferguson Jr, p & gm	Les Davis, loc. nd Bud Sunkel, pd & nd	William Hunt, ce & sd	Cap. AP G
PEKIN							
WSIV 1946	1140 1,000-D	Pekin Bcstg. Co. Inc. 15 S. Capitol 3400	Holman	W. Kenneth Patterson, p, gm & ce Margaret M. Horner, cm	Robert R. Snow, pd George Udry, pmm Phillip Strand, nd	Fearn Wilson, fd Stuart Armstrong, sd Lee Herrick, wd G
PEORIA							
WEEK 1947	1350 1,000 DA-2	West Central Bcstg. Co. Commercial Natl. Bank Bldg. 3-3688	NBC Headley- Reed	U. S. Senator Robert S. Kerr, p Fred C. Mueller, g & cm	Robert Burton, pd Dorothy Klaus, pmm Wayne Lovely, ce	Larry Finley, nd "Chick" Hearn, sd	Wld. AP G
WIRL 1948	1290 5,000 DA-2	Ill. Valley Bcstg. Co. 115 N. Jefferson 4-9239	ABC, MBS Avery- Knodel	Timothy W. Swain, p Tom Gavin, gm	Rudy Luukinen, ce (Mrs.) Effie Sams, wd Dick Herr, fd	Tom Conner, nd Lloyd Harvey, pmm Hank Fisher, sd	Assoc. UP WH
WMBD 1927	1470 5,000 DA-2	Peoria Bcstg. Co. 212 S. Jefferson Ave. 6-0711	CBS Free & Peters	Charles Caley, vp & gm Donald D. Kynaston, cm Charles Barnhart, pd	Marvin H. Hult, pmm A. James Ebel, ce Emil Bill, fd	Jack Quinn, sd Florence Luedeke, wd Brooks Watson, nd	Thes. AP, UP Ray
WMBD-FM 1948	Ch. 223 92.5mc 16kw						
WPEO 1950	1020 1,000-D	WPEO, Inc. Box 1229 4-9249	Pearson	T. E. Brewer, gm & ce Gleen Elliott, sm	Robert Lee, pd		L-W UP G
WWXL 1947	1590 1,000 DA-2	Central Ill. Radio Corp. Jefferson Hotel 9106	LBS Meeker	Joseph Giddan, p Paul M. Enright, gm Dodd Boyer, cm	Ed Klein, pd Robert Swadener, ce Lee Rothman, nd	Justin Clark, sd Pat Gayle, wd UP, INS
QUINCY							
WGEM 1948	1440 1,000 DA-2	Quincy Bcstg. Co. Hotel Quincy 6840	ABC Walker	T. C. Oakley, p Joseph S. Bonansinga, gm	Edmund J. Derhake, ce Gene Terry, nd	Paul McClelland, pd & sd Mary Harvey, wd	Wld. UP G
WQDI(FM) 1947	Ch. 286 (B) 105.1mc 8.9kw	(WGEM, AM Affiliate)					
WTAD 1926	930 1,000 DA-N (CP) 5,000 1,000 N	Lee Bcstg., Inc. W. C. U. Bldg. 6200	CBS Weed	Lee P. Loomis, p Walter Rothschild, gm Lloyd Loers, (loc.) cm	Merritt Milligan, pd John Phillips, pmm Urlin Whitman, ce Robert Eickmeyer, nd	Dick Faler, fd Bill King, sd Marion Sexton, wd	St. AP, UP G
WTAD-FM 1948	Ch. 258 (B) 99.5mc 53kw					 RCA
ROCKFORD							
WROK 1923	1440 1,000-LS 500-N	Rockford Bcstrs. Inc. Rockford Newstower 2-6621	ABC H-R Reps	Albert G. Simms, p Walter M. Koessler, gm Bob Edell, nd Lorna Lane, wd	John J. Dixon, cm Maurice P. Owens, pd Don Bowton, fd	Betty L. Thro, pmm Wilfred A. Smith, ce Morey Owens, sd	St. AP RCA
WROK-FM 1949	Ch. 248 (B) 97.5mc 16kw						

Data corrected to Dec. 6, 1951. If executives or services for FM are same as A M affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issue d. 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.

Springfield, Illinois

W C V S AND WCVS-FM

SPRINGFIELD'S FIRST IN PROMOTION AND MERCHANDISING

(Proven by 8 National Contest Awards)

Affiliated with ABC
◆
Sears & Ayer - Nat'l. Reps.

ROCK ISLAND

WHBF 1925	1270 5,000 DA-N	Rock Island Bcstg. Co. Telco Bldg. 6-5441	ABC Avery- Knodel	Ben H. Potter, p Leslie C. Johnson, vp & gm Harlan Ralston, asst. pd Fern Hawks, pmm	Maurice Corken, cm Pat Scott, wd Robert J. Sinnett, ce	Charles F. Harrison, nd & sp. events d	St. UP COL.
WHBF-FM 1947	Ch. 255 (B) 98.9mc 37kw						St. WE
WHBF-TV 1950		Rock Island Bcstg. Co. Telco Bldg.		(For full information see TELECASTING Yearbook)			

ST. CHARLES

WEXI(FM) 1949	Ch. 292 (A) 106.3mc 0.25kw	Greater Ill. Bcstg. Box 269 2963		Bob Martin, pd	Ray Doane, ce	Dick Fitzgerald, sls. d	L-W Ray.
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SPRINGFIELD

WCVS 1924	1450 250	WCBS Inc. 523 E. Capitol 9855	ABC Sears & Ayers	Harold L. Dewing, p C. W. Neeld, g, c & pmm John Geil, pd	Richard Ashenfelter, ce Jim Mitchell, n & 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. Reisch Bldg. 6963	NEC Pearson	Gordon Sherman, p & gm Melvin Feldman, ce	Syl Binkin, pd Mel Kampe, pmm	Pat Fredericks, fd	Thes. UP RCA
WTAX 1930	1240 250	WTAX, Inc. U.S. 66 & E. Cook St. 2-4441	CBS Weed	O. J. Keller, p & gm O. J. Keller Jr., cm John W. Midgley, pd	Shelby T. Harbison, pmm & sd E. C. Swaringen, ce	Glen Farrington, nd Spizz Singer, fd LaVerne Best, wd	L-W AP RCA
WTAX-FM 1948	Ch. 279 (B) 103.7mc 6.7kw						

STERLING

WSDR 1949	1240 100	Blackhawk Bcstg. Co. Lawrence Bldg. Main 3400		Sam Bartlett, p, gm & fd Lillian Barlett, cm Bruce Richardson, sd	Johnny Rowher, pd Edward Fisher, ce	Bob Ferguson, nd Lois Lamb, wd	Cap. St. L-W UP G
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TAYLORVILLE

WTIM 1951	1410 1,000-D DA	Moyer Bcstg. Co. Taylorville 1410		Russell Armentrout, co-o Roger L. Moyer, co-o	Keith W. Moyer, gm	William Emas, slm UP G
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URBANA

*WILL 1922	580 5,000-D DA-1	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 Don Brown, nd	Jack Murray, fd Myron Walden, sd Jessie Heathman, wd	Assoc., Cap. AP, UP RCA
WKID 1948	1580 250-D	Sterling Bcstg. Co. Box 192 7-5431	McGillvra	Robert E. J. Snyder, ptrn, c & pmm	Gene Phillipe, ptrn, pd & ce Harold Nettleship, nd	Steward Cochran, sd Maralyn Holley, wd	St. UP G
WKID-FM 1950	Ch. 277 (B) 103.3mc 2.4kw						

for sales in 25 Central and Southern Illinois Counties

WMAY
SPRINGFIELD
ILLINOIS' 2ND MARKET

and



We're sitting pretty—midway between Chicago on the northwest and St. Louis on the southwest—and no television in between. That's why folks say we're "middlemen to Central Illinois." If you want 900,000 people who spend \$900 million annually, take 'em with one order on one station: WMAY.

POWER? Sure, to burn. Sir, we're the most powerful fulltime station in all Central and Southern Illinois. We're sitting pretty! Join us!

WMAY

SPRINGFIELD, ILLINOIS
Covering Illinois' Second Market
1000 WATTS DAY 500 WATTS NIGHT

GORDON SHERMAN
President
Represented by
JOHN E. PEARSON CO.

ILLINOIS—(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
WAUKEGAN						
WKRS 1949	1220 1,000-D DA	Waukegan News-Sun Bcstg. Co. Box 500 Ontario 9000	McGillvra	F. Ward Just, p Joseph B. Kirby, g & cm	A. F. Sorenson, pd M. D. Hunnicutt, ce	Dolores Ryan St., The. AP G
WKRS-FM 1948	Ch. (B) 106.7mc 12kw	Keystone Printing Services, Inc. Box 500 Ontario 9000			 WE
WEST FRANKFORT						
WFRX 1951	1300 1,000-D	Pyramid Radio Bcstg. & TV Co. S. Logan St. 1300		Gerald L. Staten, gm Felix Adams Jr., gm	Jim Young, ce	Shirley Staten, wd Ervin Coppi, sd Cap. UP G
ZION						
WCBD 1947	820 5,000 SH	Michael J. Mintern 2714 Enoch Ave. 521		M. J. Mintern, mgng. d	Carl Q. Lee, cm	

INDIANA

ANDERSON						
WCBC 1947	1470 1,000-D	Civic Bcstg. Corp. Tower Bldg. 3-5321	Holman	L. B. Gallimore, p William Travis, g & cm Bill Shannon, asst. m & nd	Lorraine Travis, pd & wd D. S. Chakas, pmm Robert Crandall, ce	Ted Stamm, fd Russ Conley, sd SES., Wid. AP Col.
WHBU 1923	1240 250	Anderson Bcstg. Corp. Citizens Bank Bldg. 7791	CBS Bolling	C. Bruce McConnell, p John R. Atkinson, g & cm	Sam Roberts, pd L. M. Shroyer, ce	Chuck Bailey, sd Thes. UP Gates
BEDFORD						
WBIW 1948	1340 250	Radio Bedford Inc. Radio Farm 4421	MBS W. S. Grant Co.	William C. Smith Jr., p & gm Louis E. Gaines, ce	James D. Baker, pd & fd Harold B. Rothrock, pmm Carl J. Finger, ce	Larry Incollingo, nd Will Darch, sd Abbie Heitger, wd L-W AP Collins
BLOOMINGTON						
WFU(FM) (CP) 1949	Ch. 279 (B) 103.7mc 33kw	Trustees of Indiana U.				
WTTS 1949	1370 5,000-LS 500-N DA-2	Sarkes Tarizan Inc. 535 S. Walnut St. 2-3366	ABC Meeker	Sarkes Tarzian, p Glenn VanHorn, gm	Robert Lemon, c & pmm Paul Lennon, sd	Morton Weigel, ce Joe Trimboli, nd Red Latimer, fd Assoc., Wid. AP RCA, Ray.
WTTV(TV) 1949		Sarkes Tarizan Inc. 535 South Walnut St.				(For full information see TELECASTING Yearbook)
BOONVILLE						
WBNL 1950	1540 250-D	Boonville Bcstg. Co. Lynville Rd. 980	KBS	H. C. Sanders, co-o, g & cm & ce	Norman Hall, co-o, asst. m, pd & nd Bill Stevens, pmm & sd	Leroy Drake, fd Geraldine Sanders, wd Cole UP Gates
COLUMBUS						
WCSI 1950	1010 250-D	Syndicate Theatres Inc. 427 Third St. 3397		Joseph Finneran, p Richard Jewell, gm Johnnie Diewart, cm	Ernie Kerns, pd Paul Kelley, ce Charlie Powell, n & fd	Bob Westermeier, sd Dorothy Mayes, wd Assoc., Wid. AP WE Fed.
WCSI-FM 1947	Ch. 229 93.7 71kw					
CONNERSVILLE						
WCNB 1948	1580 250-D	News-Examiner Co. 405 Central Avenue 1930	Burn-Smith	G. S. Tatmen, secy. E. M. Jackson, gm	R. T. Underwood, asst. m pd & sd	J. C. Wulliman, ce Joanne Geis, wd Wid., Cap. UP GE
WCNB-FM 1948	Ch. 262 (B) 100.3mc 10kw					
ELKHART						
WTRC 1931	1340 250	Truth Pub. Co. 116 S. Second St. 3 1960	NBC Pearson	Richard W. Holloway, gm Donald McFall, ce Jerry Maloney, pd	Kay Schnuck, pmm Lester Zellmer, ce Phillip Haines, nd	Roscoe Stangland, fd Eldon Lundquist, sd Martha Jane Boles, wd Wid. UP RCA Fed.
WTRC-FM 1948	Ch. 264 (B) 100.7 33kw					
EVANSVILLE						
WEOA 1936	1400 250	WFBS Inc. 24 N. W. Third St. 49215	CBS Katz	Harry M. Bitner Jr., p Don Menke, g & cm Alex Monahan, pd	Ray Lasher, pmm William Schultz, ce Courtney Smith, nd	Kenneth Snapp, fd Dick Anderson, sd Michael Finn, wd Fred Rollison, nd Marvin Bates, sd L-W AP RCA
WGBF 1923	1280 5,000-LS 1,000-N DA-N	On The Air Inc. 1001 Diamond Ave. 2 1171	NBC Weed	Martin L. Leich, gm Mrs. Pat Roper, pd	Del Greenwood, pmm Erwin Schoeny, ce	Wid. UP Col.
WMLL(FM) 1941	Ch. 233 (B) 94.5mc 50kw	(WGBF, AM affiliate)				
WIKY 1947	820 250-D	South Central Bcstg. Corp. Mt. Auburn Rd. 4 8284	Indie Sales	John A. Engelbrecht, p g, c, pmm & pd	George F. Stoltz, ce John Munger, nd	Thes., Cap. AP Col. Fed.
WIKY-FM 1948	Ch. 281 (B) 104.1mc 19kw					
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 Jack D. Frew, cm	Jack McLean, pd & nd Betty Sparkman, pmm Gilbert Hoffman, ce	Verne Paule, sp. events d Dick Shilvey, sd St. AP Fed.
FT. WAYNE						
WANE 1948	1450 250	Radio Ft. Wayne Inc. 1205 Ft. Wayne Bank Bldg.	CBS Bolling	C. Bruce McConnell, p Robert McConnell, gm Charles E. Kennedy, sm	Paul Price, pd Robert McCermott, pmm & nd	Wm. Wallace Warren, ce Robert Hill, sd Madge Roemer, wd Jack Guest, fd Len Davis, fd Mary McDonald, wd St. AP
WGL 1924	1250 1,000 DA-2	The News-Sentinel Bcstg. Co., Inc. 201 W. Jefferson St. Eastbrook 3366	ABC Headley-Reed	Miss Helene R. Foellinger, p Henry Page, vp & treas. Pierre Boucheron, gm	Merrill C. Johnson, cm Norman Widenhofer, pd Richard Katt, pmm Donald Holzapfel, ce	Thes. UP RCA

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. —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.

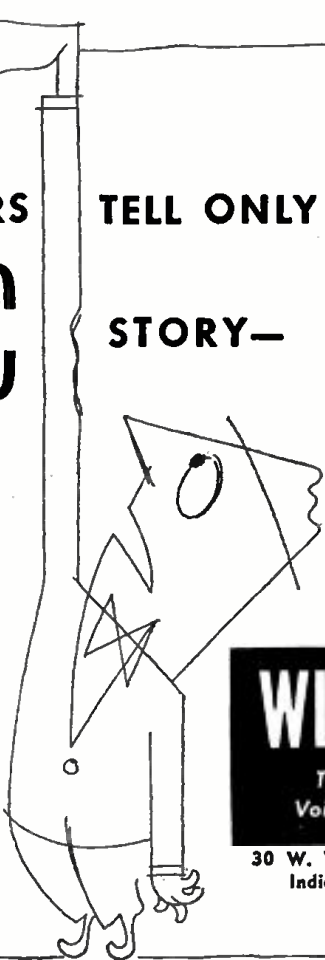
WKJG 1947	1380 5,000 DA-2	Northeastern Indiana Bcstg. Co. Inc. 220 E. Jefferson St. Anthony 2295	MBS Raymer	Clarence L. Schust, p Hilliard Gates, asst. m & sd	Edward G. Thoms, gm Carl B. Evans, cm Calo Mahlock, pd	Eugene A. Chase, ce Wayne Rothgeb, fd	UP RCA
WKJG-FM 1948	Ch. 291 (B) 106.1mc 30kw						
WOWO 1925	1190 10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	NBC Free & Peters	Franklin A. Tooke, sm Paul E. Mills, cm Carl W. Vandagriff, pd Jess L. Hadsell, pmm	Bruce H. Ratts, ce Bob Carlin, co-nd Ron Miller, co-nd	Jay Gould, fd Milt Marx, sd Jane Weston, wd	Thes. UP WH
WOWO-FM 1941	Ch. 241 (B) 96.1mc 16.5kw						
GARY							
WGRY 1950	1370 500-D	WGRY Inc. Lake Hotel		George M. Whitney, p, & cm	William Miller, pd Erick Ericksen, pmm	H. F. Grounds, ce RCA
WWCA 1949	1270 1,000 DA-1	Lake Bcstg. Co. Inc. Hotel Gary 9171		Dee O. Coe, p & gm Boyd Lawlor, cm Todd Branson, pd & sd	Jim Connors, pmm Victor Voss, ce	Morrison Schwartz, nd Joan Beckman, wd AP Col.
HAMMOND							
WJOB 1928	1230 250	South Shore Bcstg. Corp. 449 State St. Sheffield 8400	McGillvra	Robert C. Adair, p L. E. Weller, m Ed Rozhon, cm	Wilbert Wobus, pd Jess Peters, ce John Gibbs, nd	Jerry Mitchell, fd Hugh Hill, sd Lee Kent, wd	Wid. UP Ray.
WJIZ(FM) 1948	Ch. 222 (B) 92.3mc 9.3kw	(WJOB, AM Affiliate)					
INDIANAPOLIS							
WFBM 1924	1260 5,000 DA-N	WFBM Inc. 1330 N. Meridian St. Lincoln 8506	CBS Katz	Harry M. Bitner, p Harry M. Bitner Jr., gm William F. Kiley, cm Frank O. Sharp, pd	Dave Milligan, pmm Harold Holland, ce Gilbert Forbes, nd	Harry Martin, fd Dick Pittenger, sd Jeannette Elliott, wd	
WFBM-TV 1949		WFBM-TV 1330 N. Meridian St.		(For full information see TELECASTING Yearbook)			
WIBC 1938	1070 50,000-LS 10,000-N DA-2	WIBC, Inc. 30 W. Washington St. Lincoln 2305	MBS Blair	Richard M. Fairbanks, p, & gm Robert J. Myers, asst. gm Gilbert I. Berry, gen. slm	William L. Dean, pd, pmm Robert W. Minton, ce Gordon Graham, nd	Dix Harper, fd William F. Fox Jr., sd Alice Bayne, wd	Cole, SES AP, UP RCA

THOSE HIGH HOOPERS TELL ONLY
HALF THE WIBC STORY—

● Hooper ratings give only a glimpse of the hold which WIBC—Indiana's first and only 50 KW radio station—has on Hoosier audiences. Hooper* shows WIBC's average rating on locally produced programs now available in the weekday 8 a.m.-6 p.m. slot is 74% higher than that of any other Indianapolis station . . . actually 147% higher than the average of all rival stations, for programs in this category. But these high-flying Hoopers—limited as they are

to Metropolitan Indianapolis—don't do full justice to "The Friendly Voice of Indiana." Why? Because WIBC gives you a BONUS of 932,368 additional radio families within its 0.5 MV contour area! This BONUS COVERAGE is the key to WIBC's position as a top salesman for a long list of the leading national spot advertisers . . . and your cue for top results in the Indiana market! See your John Blair man today!

JOHN BLAIR & CO.
National Representatives



WIBC 1070 KC
 The Friendly
 Voice of Indiana

30 W. WASHINGTON ST.
 Indianapolis 6, Ind.

*February, March, April, 1951

INDIANA (Continued)

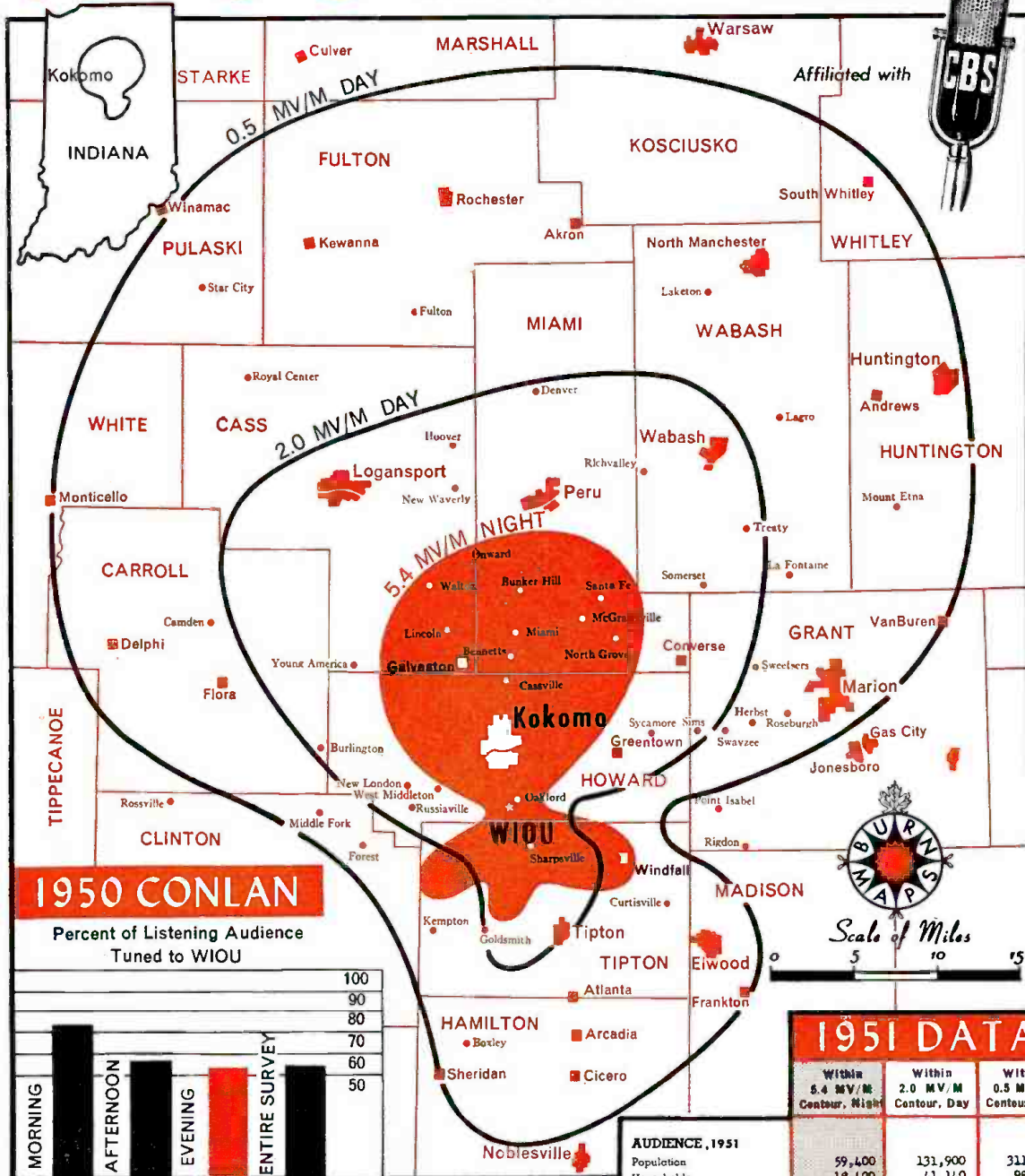
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
INDIANAPOLIS (Cont'd)							
WIRE 1924	1430 5,000 DA-N	Indianapolis Bcstg. Inc. 307 N. Pennsylvania St. Plaza 1541	NBC Pearson	Eugene C. Pulliam, p Willard C. Worcester, vp & gm Daniel C. Park, cm	M. Wayland Fullington, pd Ward Glenn, pmm Eugene E. Alden, ce	Tom Carnegie, sd Paula Karr, wd	Wid. AP, UP RCA
WISH 1941	1310 5,000-LS 1,000 DA-N	Universal Bcstg. Corp. 1440 N. Meridian St. Plaza 4595	ABC Bolling	C. Bruce McConnell, p Robert B. McConnell, gm William H. Spencer, sm William E. Frosch, pd	Reid G. Chapman, pmm Stokes Gresham Jr., ce Gene Allison, nd	Howard Carlson, fd Luke Walton, sd Catherine Daniels, wd	Thes. AP RCA
WXLW 1948	1590 1,000-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Hickory 6494	Indie Sales	Lyman S. Ayres, p Robert D. Enoch, g & cm	Joseph Rockhold, pd Edward Lockwood, ce	John Randall, nd Charles Brockman, sd	Cap. UP
JASPER							
WITZ 1948	990 1,000-D	Jasper On The Air Inc. P. O. Box 167 678		Dr. G. E. Metzger, p F. A. Higgins, gm George A. Foulkes, cm	Charles O. Presley, pd, n, f & sd Nick Yalowey, ce	David Tobak, wd Frank Martin, mus. d Pat Freson, traffic d	Wid. UP
KOKOMO							
WIOU 1948	1350 1,000 DA-2	North Central Indiana Bcstg. Corp. 212½ N. Main St. 6194	ABC Weed	R. H. Blackledge, p John Carl Jeffrey, vp, g & cm	Wm. Randolph Cox, pd Chester V. Rector, ce Robert Bruner, nd	Bob Nance, fd Wm. Pipher, sd Dorothy Shellman, wd	St. AP GE
LAFAYETTE							
WASK 1941	1450 250	WFAM Inc. McCarty Lane 4300	MBS Ra-Tel	O. E. Richardson, p E. R. Herkner, sm	Robert H. Elrod, pd & sd Harry C. Garba, ce	Ted Thorne, nd	Wid. UP Ray.
WFAM(FM) 1948	Ch. 236 (B) 95.1mc 12kw	(WASK, AM Affiliate)					
LaPORTE							
WLOI 1948	1540 250-D	LaPorte County Bcstg. Co. Inc. Rumely Hotel 3734	McGillvra	Hoyt Scott, p & sm	Dr. Edward Young, treas. & gm		Cap. AP
LEBANON							
WINL(FM) 1951	Ch. 296 (A) 107.1mc 0.59kw	Lebanon Bcstg. Co. 117 S. Lebanon St. 17		Percy M. McGhee, p, g & ce	Elizabeth L. McGhee, pd		Thes. INS RCA
LOGANSPOUT							
WSAL 1949	1230 250	Logansport Bcstg. Corp. P. O. Box 399 4281	MBS	John C. Cotner, p Joe Jordan, g & cm & sd	Howard Bright, pd & pmm Earl Nelson, ce	Ted Burkland, nd Ira McCormack, fd Ann Ginn, wd	Assoc. AP RCA
MADISON							
WORX(FM) 1951	Ch. 244 (A) 96.7mc 0.35kw	Pioneer FM Co. Telegraph Hill 962		Frances Knight, g & cm	William M. Poland, pd	Charles N. Cutler, ce Anita Spilman, wd	Thes. UP G
MARION							
WBAT 1947	1400 250	Marion Radio Corp. Marion 5500	CBS	John Henry Bone, p, g & cm John Ramo, vp	Lenore Fuller, pd, pmm & wd Charles Westfall, ce	Bill Fowler, n & sd Guy Harris, fd	Wid. AP Col.
WMRI(FM) 1948	Ch. 295 (B) 106.9mc 34kw	Chronicle Pub. Co. Inc. 610 S. Adams St. 4059	LBS Hoosier	Gardner J. Thomas, p Richard E. Lindsay, gm	Carl L. Baker, cm Robert Wright, pd	William Simpson, ce	Cap. WH
MICHIGAN CITY							
WIMS 1947	1420 1,000-D (CP) 1,000-LS 500-N DA-N	Northern Indiana Bcstrs Inc. 415 Franklin St. 5-5245	LBS Ra-Tel	William N. Udell, p & gm Al Halus, co-cm Robert K. Beel, co-cm Richard S. Olsen, pd	Jean LaGrange, pmm Robert J. Schilling, ce John Gleason, nd Stu McDonnell, fd	Paul Schroeder, co-sd Howard Murdock, co-sd Ruth Bleck, wd	UP Ray.
WIMS-FM 1949	Ch. 228 (A) 93.5mc 1kw						
MUNCIE							
WLBC 1926	1340 250	Tri-City Radio Corp. Radio Center 4403	CBS Holman Walker	D. A. Burton, p & sd W. F. Craig, vp, c & pmm	Lee Allerton, pd & fd M. M. Crain, ce	F. M. Hinshaw, nd Patricia Schaffer, wd	St. AP GE
WMUN(FM) 1947	Ch. 281 (B) 104.1mc 7.4kw	(WLBC, AM Affiliate)					
NEW ALBANY							
WLRP 1949	1570 1,000-D	Ohio Valley Bcstg. Inc. P. O. Box 285 4-2235		Roy L. Hickox, p & gm Speck Pedigo, cm Keith Reising, pd	Joe Gillum, pmm Eugene Fischer, ce	Joe Piggott, n & sd Rita Loesch, wd	L-W UP Ray.
NEW CASTLE							
WCTW(FM) 1947	Ch. 273 (B) 102.5mc 4kw	Courier-Times Inc. 202½ S. 14th St. 2600		(Mrs.) Adeline B. Chambers, trustee	Scott B. Chambers, gm Howard White, cm William E. Turner, pd	Kenneth Huffman, act. ce E. D. Osborne, sm	Cap., Wid. AP GE
PORTLAND							
WPGW 1951	1440 500-D DA	Glenn West P. O. Box 608 1094	LBS	Glenn West, p, g & cm, pmm & tech. d Mrs. Glenn West, exec. secy.	Robert E. Leach, pd, n & sd	Harold K. Rippey, fd Betty Leach, wd	SES. G
PRINCETON							
WRAY 1950	1250 1,000-D	M. R. Lankford Outer West Broadway 1250		M. R. Lankford, p Bryan Davidson, g & cm, & ce	Jerry Hirsch, pd Lloyd Ray Harry, n, f, & sd	(Mrs.) Ola Criswell, wd	St. AP G
RICHMOND							
WKBV 1926	1490 250	Central Bcstg. Corp. 25 S. Ninth St. 2-1156	MBS Meeker	Alan B. McCrea, p Lester G. Spencer, gm Roland Nusbaum, c & pmm	Mark Mitchell, pd Louis Duning, ce Ted Westbrook, nd	Liz Miller, fd Spencer Danes, sd Geneta Kern, wd	SES., Thes. UP RCA
SALEM							
WSLM (CP)	1220 250-D	Don H. Martin 306 Caleb St.					
SEYMOUR							
WJCD 1949	1390 500-D	Azra C. Baker Seymour 1212		Azra C. Baker, p	John William Clark, pd	Arnold Haun, ce	L-W, SES. AP G

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WIOU

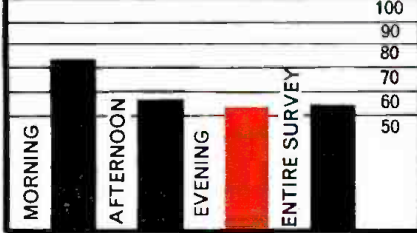
1,000 WATTS
DIAL 1350
DAY & NIGHT

KOKOMO Indiana



1950 CONLAN

Percent of Listening Audience Tuned to WIOU



We know what our people want . . . and a share of the listening audience that is never less than half and frequently exceeds 80 percent, is proof that *we give them just that.*

Including the finest programs in the world from the Columbia Broadcasting System.

Farm Listeners hear a special program for two hours each day conducted by Robert Nance, Farm Service Director.

Radio Station WIOU
John Carl Jeffrey, Vice-President and General Manager.
Radio Center Kokomo, Indiana Telephone 6194
Represented by
WEED & COMPANY
New York - Chicago - Hollywood - Detroit - San Francisco
Atlanta - Boston

1951 DATA

	Within 5.4 MV/M Contour, Night	Within 2.0 MV/M Contour, Day	Within 0.5 MV/M Contour, Day
AUDIENCE, 1951			
Population	59,400	131,900	311,100
Households	18,400	41,140	98,400
Radio Homes	17,930	40,030	95,620
RETAIL MARKET* 1950			
Food Stores	12,590,000	23,770,000	56,250,000
General Merchandise Stores	5,640,000	13,430,000	26,860,000
Apparel Stores	2,880,000	5,820,000	13,140,000
Home Furnishings Stores	4,240,000	7,430,000	15,800,000
Automotive Outlets	13,330,000	25,900,000	61,200,000
Filling Stations	3,140,000	8,060,000	19,420,000
Building Mtl. Hardware	7,100,000	15,230,000	39,000,000
Eating-Drinking Places	2,920,000	6,840,000	14,490,000
Drug Stores	1,580,000	3,470,000	7,820,000
All Other Stores	5,710,000	13,210,000	27,970,000
TOTAL RETAIL SALES	59,130,000	123,160,000	281,950,000
FARM MARKET, 1950			
	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Within 0.1 MV/M Contour
Number of Farms	7,050	18,360	73,320
Population	29,790	79,150	313,200
Households	8,330	22,100	83,050
Radio Homes	7,890	20,840	78,500
Automotive Vehicles	18,300	48,350	179,700
Cost of Feed Purchased \$000	6,760,000	19,560,000	68,400,000
Value of Products \$000	45,800,000	121,000,000	417,000,000
* by store classes, expressed in dollars \$ *Not shown on map			

Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agriculture).
RMB Radio Families: SRSO Census; Market: coordinate to 1950-1951 on basis of Federal estimate by WALTER P. BURN, Middlebury, Vermont

INDIANA (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; Compl. Mgr. cm; Sales Mgr. stm; 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. Li- brary, News Service Transmitter
SHELBYVILLE						
WSRK(FM) 1949	Ch. 267 (B) 101.3mc 5kw	Shelbyville Radio Inc. 125 E. Washington St. 1776	Hoosier	John C. DePrez, p Donald H. Sexton, g & cm	George Lambert, pd Justin Reuter, ce	Richard Higgs, sd Ruth Green, wd Thes. UP GE
SOUTH BEND						
WHOT 1944	1490 250	South Bend Bcstg. Corp. St. Joseph & Monroe Sts. 7-1586	ABC Bolling	C. Bruce McConnell, p Frank Crosiar, gm & sd C. J. Pajakowski, cm	Jack Melloy, pd & nd Robert Nowicki, pmm Ira D. Kealy, ce	Bruce Chamberlin, fd (Mrs.) Sue Riley, wd Assoc. AP
WJVA 1947	1580 250-D	St. Joseph Valley Bcstg. Corp. 206 S. Main St. Mishawaka, Ind. 5-8620	Burn-Smith	F. R. Householder, p & gm	Charlie Sharpless, cm Vince Doyle, pd. n & sd	Francis Bock, ce Catherine Griffin, wd Wid. UP Col.
WSBT 1921	960 5,000 DA-2	South Bend Tribune 225 West Colfax Ave. 3-6161	CBS Raymer	F. A. Miller, p Robert H. Swintz, gm Neal B. Welch, cm Robert Drain, pd	Walter Sweitzer, pmm Herbert 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	LBS	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 Harry Frey, pd	Madeline Barry, pmm Howard Stewart, ce Howard Stevens, nd	Bob Ferguson, sd Wanda Campbell, wd Thes. AP, UP
WBOW-FM 1947	Ch. 266 101.1mc 20kw					
WTHI 1948	1480 1,000 DA-2	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 9481	CBS Bolling	Anton Hulman Jr., p J. M. Higgins, gm	Dick Forbes, stm Ben Falber Jr., pd	L. Froeb, pmm Don E. Petit, ce L-W UP
WTHI-FM 1948	Ch. 260 (B) 99.9mc 7.4kw				 RCA
VINCENNES						
WAOV 1940	1450 250	Vincennes Sun Co. Grand Hotel 787	MBS Pearson	Eugene C. Pulliam, p Tom Peden, gm Dick Shaughnessy, pd	Hal Roche, sd Ralph Baldwin, chief tech.	Austin Edmondson, nd Katherine Marsey, wd
WARSAW						
WKAM 1949	1220 250-D	Kosciusko Bcstg. Corp. Rt. #1 65	Holman	Josiah W. Autenrieth Jr., p, g & cm	Jack E. Shannon, pd & fd L. D. Winegardner, ce	Doris Knight, wd Cole AP Ray.
WRSW 1951	1480 500 DA-2	Warsaw Times Union Times Building 155	Hoosier	Raymond B. Williams, p C. Reuben Williams, gm Wm. Mollenhour, cm & pd, pmm	Don Bowdish, ce Vince Gaddis, nd Wm. Johnson, fd	Milo Clase, sd Janet Gilliam, wd Cap., L-W UP Col. WH
WRSW-FM 1948	Ch. 297 (B) 107.3mc 36kw					
WASHINGTON						
WFML(FM) 1948	Ch. 293 (B) 106.5mc 14kw	Washington Radio Inc. 615 S. E. 11th St. 1810	Hoosier	Paul R. Bausman, p Robert E. Williams, gm	William B. Shilkett, cm Joseph Edwards, pd	Gerald E. Dyer, ce St. AP GE
WEST LAFAYETTE						
*WBAA 1922	920 5,000-LS 1,000-N DA-N	Purdue University Lafayette 92-2385		James S. Miles, gm (on leave) John Henderson, act. m	John DeCamp, pdm, n & sd Ralph R. Townsley, ce	Horace Tyler, fd Mary Alice Crosson, wd Assoc. SES., UP Col.
IOWA						
AMES						
KASI 1949	1480 1,000-D	Ames Bcstg. Co. 328½ Main St. 3480	Continental	W. S. Rupe, p A. A. (Art) Skinner, g & cm	Dwaine Moore, pd & nd Doyle Kelso, ce Chuck Paelas, fd	Warren Gore, sd Ann Walters, wd Cap. UP Ray.
*WOI 1922	640 5,000-D	Iowa State College of Agriculture & Mechanic Arts Iowa State College 2500 Ext. 281		Charles E. Friley, p Richard B. Hull, gm Richard F. Vogl, pd	Neil Mehler, pmm Louie L. Lewis, ce James W. Schwartz, nd	Dale Williams, f & sd Martha Duncan, wd AP, UP RCA
WOI-TV 1950		Iowa State College of Agriculture & Mechanic Arts		(For full information see TELECASTING Yearbook)		
ATLANTIC						
KJAN 1950	1220 250-D	Geo. Basil Anderson Columbus, Nebr.	KBS Biddick	Geo. Basil Anderson, p Melvin Krehbiel, g & cm, & pd	Robert Falk, ce Gerald Bryan, nd	H. A. Preston, sd SES., Wid. AP G

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FOR TERRE HAUTE



REACHES OVER 300,000

Annual Retail Sales \$112,968,000

HIGHEST RATINGS

1000 WATTS 1480 KC

REP. BY BOLLING
New York Chicago Hollywood

Your Best Medium . . . in a Rich, Growing and Isolated Market!

Yes, WTHI reaches a rich Wabash Valley market that is far in excess of the 1950 Terre Haute population figures. And the steady growth of retail sales, both in units sold and dollar value, reflects the market increase. The new industrial building, now in progress, is creating a healthy sizable increase in the number of area production workers, and the yearly buying power by many millions of dollars! This, in itself, is destined to create for Terre Haute an economic "boom". And this market is isolated, by from 70 to 175 miles, from the nearest major trading centers. CBS and top-flight local programming plus constant and vigorous promotion make WTHI your best buy in this fine market.

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

IOWA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm;	
BOONE							
*KFGQ 1927	1260 250-D	Boone Biblical College Boone					
KFGQ-FM 1950	Ch. 237 (A) 99.3mc 0.31kw						
KWBG 1950	1590 1,000-LS 500-N DA	Boone Bcstg. Co. 609 Boone Natl. Bldg. 1590	LBS	Harold L. Fisher, p Stuart N. Sanders, g & cm	George Merker, asst. m Daniel Garretson, ce (Mrs.) Signe Shaler, nd	Don Reed, sd Betty Hubbard, wd	St. AP, INS GE
BURLINGTON							
KBUR 1941	1490 250	Burlington Bcstg. Co. Natl. Bank Bldg. 680	ABC Taylor	G. B. McDermott, p & gm David H. Steinle, c & pmm	Richard Mosena, pd & nd John Gallino, ce	Morris Johnson, f & sd Ellyn Mack, wd	St. UP WH
KBUR-FM 1947	Ch. 225 (A) 92.9mc 52kw	Burlington Bcstg. Co. Roosevelt Ave. 6880					
CARROLL							
KCIM 1950	1380 1,000 DA-2	Carroll Bcstg. Co. 520 N. Adams St. 1380	LBS Tall Corn Pearson	C. Everett Bliss, o & gm Bill Parker, pd & nd	Eugene Reiff, ce	Dale Barton, f & sd	L-W UP RCA
CEDAR RAPIDS							
KCRG 1947	1600 5,000 DA-N	The Gazette Co. 104 First St., S.W. 4-4194	MBS Burn-Smith	J. F. Hladky Jr., vp & secy. Fred W. Wagenvoord, g & cm	Kenneth M. Calwell, ce Edna A. Herbst, prom. & publ. d & wd	Dick Yoakam, nd Bob Brooks, sd Rex Conn, fd	St. AP, INS Col.
KCRK(FM) 1947	Ch. 245 (B) 96.9mc 50kw						
KWCR 1949	1450 250	Cedar Rapids Bcstg. Corp. 211 First St., S.W. 3-8265	LBS Tall Corn Pearson	William J. Barron, p John F. Hanssen, g & cm Ralph Willy, pd	James Dickens, ce Truman Walrod, nd	Tom Murphy, sd Wanda Montz, wd UP Col.
WMT 1922	600 5,000 DA-N	American Bcstg. Sta- tions, 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. Leo F. Cole, pmm George P. Hixenbaugh, ce	Dick Cheverton, nd Chuck Worcester, fd Tait Cummins, sd Jo McEwen, wd	L-W, Thes. AP, UP, INS RCA
CENTERVILLE							
KCOG 1949	1400 100	Centerville Bcstg. Co. 1910 S. Main 131	McGillvra	R. K. Beck, p A. M. Farber, gm	Margaret Ashby, pd Arlene Parcel, secy.	R. K. Reimers, ce	L-W UP RCA
CHARLES CITY							
KCHA 1949	1580 250-D	Inland Bcstg. Corp. 100½ Main St. 787	KBS McGillvra	Charles E. Wright, g & pmm Vern Harvey, cm	Doris LaBounty, pd Loren Koesling, ce Vern Bromberg, n & sd	John Burton, fd Dorothy McFarland, wd	Wld. UP Col.

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FIVE

birds with **ONE** stone
one station **WOC**

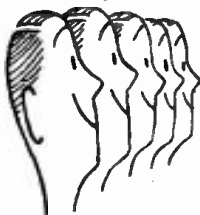
5 CITIES Davenport and Bettendorf in Iowa
Rock Island, Moline, East Moline in Illinois
PLUS . . . a RICH RURAL AREA

What big rich birds they are!

In their five nests are 180,110 people — and these people have an effective buying income of \$1,707 per person — ranging from the big nest at Davenport where effective buying income is an eagle-sized \$1,868 per capita — to East Moline with its whooping \$1,470 per capita. That per capita average of \$1,707 is \$396 per person — or 30.2% — above the national per capita average of \$1,311.

The direct shot to these five birds is WOC. This oldest station west of the Mississippi delivers a BMB audience of 94% daytime and 91% nighttime on the Davenport-Bettendorf side of the river — a BMB audience of 78% daytime and 81% nighttime on the East Moline, Moline and Rock Island side.

And these five big rich birds are just part of WOC's seven-county coverage. Get the facts from your nearest Free & Peters man.



Free & Peters, Inc.
Exclusive National Representatives

The QUINT CITIES

Col. B. J. Palmer, President
Ernest Sanders, Manager
BASIC NBC AFFILIATE
DAVENPORT, IOWA



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.

CLINTON

KROS 1941	1340 250	Clinton Bcstg. Corp. 246 Fifth Ave., S. 448	MBS Tall Corn Pearson	W. S. Jacobsen, p Bernard M. Jacobsen, gm Darline Gordon, cm	Jack Thomsen, pd & fd Gerald A. Parker, ce Lee White, nd	Henry Dihlmann, sd Gwen Johnson, wd	Thes. UP Col. RCA
KROS-FM 1948	Ch. 242 (B) 96.1mc 13kw						

COUNCIL BLUFFS

KSWI 1947	1560 500-D	Nonpareil Bcstg. Co. P. O. Box 509 4041		Robert R. O'Brien, p Robert H. O'Brien, g & cm	Harold Hughes, pd C. W. McManamy, fd	(Mrs.) Iva Smith, wd	Assoc., L-W, Thes. AP Col. GE
KSWI-FM 1947	Ch. 241 (B) 96.1mc 9.3kw						

CRESTON

KSIB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. Creston 55	Tall Corn Pearson	Arthur Horning, p E. M. Horning, g & cm Dorothy Lindley, pd & wd	Gretchen Thomas, pmm Floyd George, ce	Bob Parker, n & fd Dutch Horning, sd	Assoc. AP Ray.
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DAVENPORT

KSTT 1946	1170 1,000 DA-2	Davenport Bcstg. Co., Inc. 324 Main St. 6-2541	MBS, LBS Tall Corn Pearson	Hugh R. Norman, p & gm Neil Conklin, cm Lois Shively, natl. adv. m & wd	Warren Anderson, pdm & fd I. F. Whalen, pmm	A. M. McGregor, ce Mark Fidler, nd Milo Hamilton, sd	Mac., Cole UP Col. RCA
WOC 1922	1420 5,000 DA-2	Tri-City Bcstg. Co. 1002 Brady St. 3-3661	NBC Free & Peters	Col. E. 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	L-W, Thes. UP Col. RCA
WOC-FM 1948	Ch. 279 (B) 103.7mc 47kw						

WOC-TV 1949 Central Bcstg. Co. 1002 Brady St. (For full information see TELECASTING Yearbook)

DECORAH

KDEC 1947	1240 250	Scenic Bcstg. Co., Inc. State Rd. 1240	MBS Tall Corn Pearson	Vern Koenig, p, co-m & pd	Kenneth Bjerke, co-m, cm & sd Curtis Eittrheim, ce	Harriett Erdmann, wd Ray Marshall, n & fd	Assoc. AP RCA SES. RCA
*KWLC 1926	1240 250	Luther College Decorah 687		Lee Eitzen, gm & pd	Oliver Eittrheim, ce		

DES MOINES

KCBC 1946	1390 1,000 DA-1	Majestic Bcstg. Co. 2323 Grand Ave. 43151	ForJoe	Karl Peters, p Rollo H. Bergeson, gm	Robert S. Brown, ce	John Goslin, nd AP Ray. Wid. GE
KCBC-FM 1949	Ch. 231 (B) 94.1mc 5kw			Claire Grant, cm			
KIOA 1947	940 10,000-LS 5,000-N DA-2	Independent Bcstg. Co. Tenth & Mulberry 2-9191	MBS	Ralph L. Atlass, p Marvin L. Rosene, gm James L. Kelehan, cm	Lee Harris, pd Janice R. Hull, pmm Lloyd R. Amoo, ce R. J. Nash, nd	Don Ames, fd Bob Elston, sd Betty Wells, wd UP, INS St., Assoc. AP, UP RCA
KRNT 1935	1350 5,000 DA-N	Cowles Bcstg. Co. 715 Locust St. 3-2111	CBS Katz	Gardner Cowles, p Robert Dillon, sm Paul Elliott, cm	Richard Covey, pd Joe Hudgens, pmm Charles Quentin, ce	Russ Van Dyke, nd Al Coupee, sd WH
KRNT-FM 1951	Ch. 283 (B) 104.5mc 50kw						
KSO 1944	1460 5,000 DA-N	Murphy Bcstg. Co. 800 Farm Bureau Bldg. 3-0571	ABC Petry	Kingsley H. Murphy, p S. H. McGovern, vp, g & cm	Bill C. Baldwin, pd F. E. Bartlett, ce	Donald McGibeny, nd Gene Shumate, sd	Cap. AP RCA
KSO-FM 1944	Ch. 247 (B) 97.3mc 15.5kw						
KWDM 1951	1150 1,000 DA-2	Des Moines Bcstg. Corp. 407 5th Ave. 2-8363	LBS	George W. Webber, p & cm Robert L. Webber, gm	Edith D. Webber, pd & wd Werner C. Schwarz, ce	F. H. Booton, nd Ford Roberts, fd Al Triggs, sd Bill Dutcher, mus. d.	Cole, SES., Assoc. UP, INS Ray.

IOWA (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	Trans. Libr. News Service Transmitter	
DES MOINES (Cont'd)							
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 & gm	Harold W. Fulton, sm Wm. D. Wagner, secy. Harold Fulton, cm Jack Kerrigan, pd	Reed E. Snyder, ce Wilfred W. Wood, asst. res. m Jack D. Shelley, nd	SES., The. AP, UP, INS WH
WHO-FM 1948	Ch. 262 (B) 100.3mc 400kw						
DUBUQUE							
KDTH 1941	1370 1,000 DA-N	Telegraph Herald 8th & Bluff Sts. 3-7351	MBS Tall Corn Pearson	F. W. Woodward, p K. S. Gordon, gm Al Newburgh, cm Bert McQuilliam, cm	Arnie Sticrman, pd G. McAlece, pmm, f & sd Bern Stierman, pd	R. I. Hancock, ce George Freund, nd M. Shorten, wd	Assoc., Wid. AP Col. WE L-W UP RCA
KDTH-FM 1948	Ch. 263 (B) 100.5mc 45kw						
WKBB 1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 3-8241	ABC Meeker	James D. Carpenter, evp, gm & sd Harry Hatzenbuehler, loc. cm	Gleason Kistler, pd & fd Vaughn Gayman, asst. m & nd	Robert E. Carpenter, pmm Francis Barker, ce studio Donald Helm, ce trans.	L-W UP RCA
WDBQ(FM) 1948	Ch. 277 (B) 103.3mc 15kw	(WKBB, AM Affiliate)					
FORT DODGE							
KVFD 1939	1400 250	Northwest Bcstg. Co. 912 First Ave., S. Walnut 3781	MBS Tall Corn McKinney Pearson	Edward Breen, p, g & pmm Max Landes, slm	Lester Person, bus. m Drexel Peterson, pd & fd David Sinclair, ce	Ken Peterson, nd Johnny Green, 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	1360 500-D	KXGI Inc. Marquette Bldg. 1360	Holman	Wm. E. Walker, p & cm Greg Rouleau, gm	Jack Stephan, pmm Robt. Breeding, ce	Chet Szymczak, nd Laetitia Cook, wd	L-W AP Ray.
IOWA CITY							
KXIC 1948	800 1,000-D DA	Johnson County Bcstg. Corp. Box 751 6-1181	Rambeau	Gene Clavssen, gm & nd I. F. Duddleson, cm Herb Olson, pd	Elliott Full, ce G. M. Ludwig, fd	Tom Pettit, sd Molly Justen, wd	L-W UP Col.
*WSUI 1919	910 5,000 DA-1	State Univ. of Iowa University of Iowa 80511		Carl H. Menzer, d	Richard C. Setterberg, pd	S. J. Ebert, ce	Thes. AP, UP RCA
KEOKUK							
KOKX 1947	1310 1,000-LS 500-N DA-2	Keokuk Bcstg. Co. 500½ Main St. 235	Meeker	H. W. Stadler, p Harold O. (Hal) Totten, vp, c, & pmm	C. C. Andrews, pd James L. Mott, ce Don Frost, n & fd	Steve Alan, sd Geraldine Rochow, wd	Wid., SES. 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 Pearson	Paul Norris Jr., secy, Times Republican Print Co.	William P. White, g & cm Allan Schrock, pd & pmm Herbert Anderson, ce	Bill Billman, nd Dale Smith, sd	Thes. UP RCA
MASON CITY							
KGLO 1937	1300 5,000 DA-N	Lee Radio Inc. 12½ 2nd St., N.E. 2800	CBS Weed	Lee P. Loomie, p Herbert R. Ohrt, evp H. B. Hook, m & cm Wm. D. Suter, pd	Don Harrer, pmm Walter Rothschild, nat'l slm Roger Sawyer, ce	Chuck Hilton, nd Dick Arnold, fd Bud Suter, sd Jane Hertig, wd	St. AP, UP RCA
KGLO-FM 1948	Ch. 266 (B) 101.1mc 16kw						
KRIB 1948	1490 250	Mason City Bcstg. Co. 5 2nd St., S.W. 5400	MBS Tall Corn Pearson	Louis Abbott, George & William Wolf, ptrs. Paul E. Millen, pd, g & cm	Richard J. Kelley, ce Bob Cavanaugh, nd	Tom O'Connor, sd Mary Jane Anderson, wd	Wid. AP Col.
KSMN 1948	1010 1,000-D	Mohawk Bcstg. Co. Weir Bldg. 5420	LBS	Robert M. Carson, p & gm Norman W. Rice, cm	Boyd Harvey, pd Hubert J. Marshall, ce	Charles Ney, nd Reuben A. Hall, fd	Assoc. UP G
MUSCATINE							
KWPC 1947	860 250-D	Muscatine Bcstg. Co. Mulberry & Houser 860	Tall Corn Pearson	George J. Volger, g & cm Don Wooten, pd	Tom Winn, ce Jim Ryan, n & sd	Jack Butcher, fd	Thes., Assoc. UP Col.
KWPC-FM 1948	Ch. 259 (B) 99.7mc 9.3kw						
OELWEIN							
KOEL 1950	950 500 DA-1	Northeast Iowa Radio Corp. 4½ Charles St. 120		Clem Crahan, p Walt Teich, gm Robert A. Morro, asst. m & pd	Ralph Giese, ce Don Ballinger, nd	Ed Jenkins, fd Bob Morrow, sd UP G
OSHALOOSA							
KBOE 1950	740 250-D	Oskaloosa Bcstg. Co., Inc. Box 273 301	McGillvra	E. G. Wenrick, p Ken Kilmer, gm	Robert W. Moore, ce Dick Roberts, nd	Roberta Burns, wd	St. AP Col.
OTTUMWA							
KBIZ 1941	1240 250	KBIZ, Inc. 2513 N. Court 5600	MBS	James J. Conroy, p Alice E. Fisher, cm & nd	Larry Shepard, pd & sd Lloyd Hanson, ce	Chuck Fellers, fd Maxine Leidender, wd	Wid. AP Col.
RED OAK							
KRAO (CP)	1600 500-D	Red Oak Radio Corp.					

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WHO CONTINUES TO BE IOWA'S BEST MEDIA BUY

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 No. 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 50KW 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*.

The 1951 Edition of the famed Iowa Radio Audience Survey shows that Iowa radio-set ownership is at an all-time high—98.9% in 1951, compared to 91.4% in 1940.

Furthermore, multiple-set ownership has increased tremendously—50.3% 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.

Nighttime Listening Up In Spite of Television: Between 5 and 8 p.m., the 1951 Iowa Radio Audience Survey found increased radio listening for *every* quarter hour, 1951 over 1949, with an average increase of 28.8% for each of these twelve important quarter hours! (The hours 8 to 10 p.m. were covered only by the 1951 Survey. It found a remarkably high average of 62.9% of all adults listening at each quarter hour!)

WHO, of course, continues to get the greatest share of Iowa listening. For *complete* information, write today for your complimentary copy of the 1951 Iowa Radio Audience Survey. Or ask Free & Peters!



FREE & PETERS, INC.
National Representatives

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. 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, New Service Transmitter
SHENANDOAH						
KFNF 1924	920 1,000-LS 500-N ST-KUSD	Capital Bcstg. Co. Shenandoah 1302	MBS Pearson	C. J. Abbott, p C. Earl Williams, g & cm	Earl Blakesley, pd Clair Gross, pmm, n & sd	Franz Cherny, ce Doyle Bladon, fd Wld., SES. AP Col.
KMA 1925	960 5,000-DA-N	May Bcstg. Co. Shenandoah 192	ABC Avery- Knodel	Edward W. May, p Owen Saddler, exec. vp & gm Anthony J. Koelker, asst. sm	Howard O. Peterson, vp in chg. of sls. Glenn E. Harris, pd Harold Arkoff, pmm R. J. Schroeder, ce	Don Burchichter, engr. sup. Ralph W. Childs, nd Merrill Langfitt, fd 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	LBS Tall Corn Pearson	Dietrich Dirks, p & gm Sheldon Singer, cm Eugene Boucher, pd	Alvin Smith, ce Millord Miller, nd M. D. Burgess, fd	Gene Sherman, co-sd Jack Finlayson, co-sd Kay Connell, wd UP RCA
KSCJ 1927	1360 5,000 DA-N	Perkins Bros. Co. 415 Douglas St. 5-7993	ABC Hollingbery	W. R. Perkins, p Eugene T. Flaherty, g & cm & nd	Elizabeth Simmons, pd & wd Jean Harraday, pmm	Joell Elton, fd Don Stone, sd S. C. Dier, ce Wld., SES., L-W, Cole AP G
KSCJ-FM 1947	Ch. 235 (A) 94.9mc 11.6kw					RCA
KTRI 1938	1470 5,000 DA-2	Sioux City Bcstg. Co. 212 Commerce Bldg. 8-0165	MBS Taylor	John C. Kelly, p E. J. Huber, cm & pd	Bob Hansen, pd, n & fd Lennon Kelly, pmm	Willard Easterly, ce Ted Moore, sd Thes. UP RCA
SPENCER						
KICD 1941	1240 250	Iowa Great Lakes Bcstg. Co. Box 631 1240	MBS Tall Corn Pearson	Ben B. Sanders, p & gm Robert L. Bickett, cm	Mason Dixon, n, f, s, & pd T. L. Shumate, pmm	Eldon Kanago, ce St. Assoc. AP Col.
STORM LAKE						
KAYL 1948	990 250-D	Cornbelt Bcstg. Co. Storm Lake 1490		O. J. Grau, p J. I. McCord, g & cm Paul R. Benson, pd	Howard Carlson, ce Budd Duvall, nd	Bob Graham, f & sd Mrs. Jack Watts, wd Cap., Wld. AP G
KAYL-FM 1950	Ch. 268 (B) 101.5mc 8.9kw					
WATERLOO						
KBOK 1946	1090 1,000-D	Waterloo Bcstg. Co. 620½ LaFayette St. 6851	McGillvra	John M. Printup, gm	Vern Weegman, pd	Archie Erickson, ce
KWWL 1947	1330 5,000-LS 1,000-N DA-2	Black Hawk Bcstg. Co., Inc. Hotel Russell Lamson 4406	MBS Headley- Reed	R. J. McElroy, p & gm Donald E. Inman, cm Warren Mead, pd	Raymond C. Starr, pmm Walton W. Wilson, ce Ed Falk, nd	Robt. Hill, fd Clare Rampton, sd Cap. AP Col.
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC Avery- Knodel	Joe DuMond, p & gm A. J. DuMond, cm Emlyn Owen, pd	Donald E. Kassner, ce Grant Price, nd Dallas McGinnis, fd	Gene Osborn, sd Irene DuMond, wd SES. INS WH
KXEL-FM 1947	Ch. 289 105.7mc 17.46kw					
WEBSTER CITY						
KJFJ 1950	1570 250-D	Land O' Corn Bcstrs. East Highway 20 1500	KBS	Charles V. Warren, p Wayne J. Hatchett, g, c & pmm	G. D. Warland, pd, n & fd John Ingertson, ce	Betty Trowbridge, traffic m & wd George Vest, sd Thes., Cap. AP WE
KANSAS						
ARKANSAS CITY						
KSOK 1947	1280 1,000-D	KSOK Bcstg. Co., Inc. P. O. Box 602 2666		Oscar S. Stauffer, p S. C. Thompson, gm Eldon Archer, cm	George Carroll, pd Edward Hewe, ce	Arlan Young, nd Nancy Watts, wd L-W AP Ray.
ATCHISON						
KARE 1939	1470 1,000 DA-1	Griffith-Buenning Bcstg. Co. Fifth & Kansas 2477	KBS	Paul H. Buening, ptrn., g & cm	James M. Griffith, ptrn. & fd Jack Lloyd, pd, nd	Edna Shelley, pmm Claude Kramer, ce Chet Lemon, sd St. AP WE
COFFEYVILLE						
KGGF 1930	690 10,000-LS 5,000-N DA-2	The Midwest Bcstg. Co., Inc. 8th & Elm 1843	ABC Weed	Richard M. Seaton, p Robert L. Pratt, g & pmm E. B. Spoonamore, cm	J. Sarto Jaminet, ce Keith Upson, nd Joe Cook, fd	Jack Miller, sd Mary Sutocky, wd Wld. AP WH
COLBY						
KXXX 1947	790 5,000-D	Western Plains Bcstg. Co., Inc. 380 W. 4th St. 790	H-R Reps.	Don Searle, p George Nickson, vp & gm Bill Martin, vp. chg. sls.	Rex Lathen, reg. slm Quintin McCredie, pmm J. L. Lynch, ce	Frank Frost, n & sd Ed Mason, fd Helen Clarke, wd Thes. UP Col.
DODGE CITY						
KGNO 1930	1370 1,000-LS 250-N	Dodge City Bcstg. Co. Globe Bldg. 1370	KBS, LBS Hagg	J. C. Denious, p Wendell Elliott, gm Herschel Holland, pd	D. W. Hoisington, ce Gail Hamilton, fd	Pete Barkley, sd Frances Elliott, wd L-W AP Col.
EMPORIA						
KTSW 1939	1400 250	Emporia Bcstg. Co., Inc. Soden's Grove 153	MBS, KBS	Robert B. Reed, p Max B. Bicknell, gm Lyle Ticknor, cm Bruce Wimer, pd & nd	Chuck Wilson, pmm Everet Thompkins, ce Vic Hiett, secry. G. F. Reed, treas.	Morgan Kramm, fd Kay Melia, sd Lona McNutt, wd Wld. AP, UP Col.
GARDEN CITY						
KGAR 1949	1050 1,000-D	Ark-Valley Bcstg. Co., Inc. Box 878 3041	Holman	Dale E. Kern, gm Margaret S. Kern, pd E. D. Casey, ce	R. E. Rives, slm Dean Curfman, nd	Gail I. Bank, f & sd Barbara Hanna, wd Assoc. UP G
KIUL 1935	1240 250	Telegram Pub. Co., Inc. 509½ Main 4581	MBS, KBS	Robert B. Reed, p Robert Wells, gm Doug Hough, cm	Tony Jewell, pd, n & fd, sd	Ann Conard, pmm & wd Gene Conjurske, ce Wld. AP G
GOODLAND						
KWGB 1947	730 1,000-D	Goodland Bcstg. Co. Hotel Howard 331		Jim Blair, p & gm	Lyle Fick, ce	Clifton Lane, tech. sup. Cap. UP G

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It all adds up!



**WHEN YOU
CONSIDER**

**WHAT
YOU GET**

YOU'LL BUY

KANS

IN WICHITA

5000 W DAY

1000 W NIGHT

NBC	SINCE	1936
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CALL YOUR
O. L. TAYLOR MAN

KANSAS (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. Li- brary, News Service Transmitter
GREAT BEND						
KVGB 1937	1590 5,000 DA-N	KVGB Inc. 2103 Forest Ave. 4317	NBC Pearson	Helen T. Coogan, p Grover C. Cobb, vp & gm	Sherwood R. Parks, asst. m Ray H. Beals, pd	Bill J. Jarvis, slm & sd Chester A. Wallack, ce James F. Heaton, nd RCA AP Ray.
HAYS						
KAYS 1948	1400 250	KAYS Inc. 2450 Hall St. 1700	KBS, LBS	Frank Motz, p Bob Schmidt, gm & sd Bud Ryan, cm	James Aryes, pd & nd Glen Barnett, ce	Gayle Combest, fd Janie Roth, wd Cap., Theas. AP RCA
HUTCHINSON						
KWBW 1934	1450 250	Bess Marsh Wyse 427 N. Main 5202	NBC Walker	Bess Marsh Wyse, p, wd Walter V. Turner, gm Jerry Toland, cm	Melvin Haines, prod. m, nd	James Riley, ce Art Rice, sd Wld. AP Col.
KWBW-FM 1947	Ch. 226 (B) 93.1mc 1.5kw				 GE
KWHK 1948	1190 1,000-D (CP) 1280 1,000-LS 500-N DA-2	KWHK Bcstg. Co., Inc. 18 W. 5th 3100	McKinney Griffith	Vern Minor, gm Gren Darling, cm	Malcolm West, pd	M. H. Clary, ce St. AP G
INDEPENDENCE						
KIND 1947	1010 250-D	Central Bcstg., Inc. Professional Bldg. 1010	KBS	J. Nelson Rupard, p	Les Brecht, pd	James Teats, ce AP GE
JUNCTION CITY						
KJCK 1949	1420 1,000-D	Ralph L. Weir Jr. 724 1/2 N. Washington St. 1477	Kansas Net. Holman	Ralph L. Weir Jr., o, g & cm & ce James Platt, pmm	Arthur Cowan, pd Bernie Hawley, n & sd	Fay Broadwater, wd UP Col.
KANSAS CITY						
KCKN 1925	1340 250	(See Kansas City, Mo.)				
LAWRENCE						
*KFKU 1924	1250 5,000 ST-WREN	U. of Kansas Lawrence 2700, Ext. 382		Franklin D. Murphy, p R. Edwin Browne, d of radio	Mildred Searman, pd	R. P. Stringham, ce AP RCA
KLWN 1951	1320 500-D	Lawrence Bcstrs. Inc. Lawrence 3431		Arden Booth, g & cm Ed Hundley, pd	Gerald Gray, ce	Bette Booth, wd L-W UP WE
LEAVENWORTH						
KCLO 1948	1410 500-D	Leavenworth Bcstg. Co. 418 Cherokee 3620	Best	Alf M. Landon, p M. L. Gleason, g & cm	Bob Buis, pd & pmm, nd David L. Reed, ce	Frank Smith, sd Francis Johnston, wd L-W UP Col.
LIBERAL						
KSCB 1948	1270 1,000-D	Seward County Bcstg. Co., Inc. E. 8th St. 3891		Alf M. Landon, p	Leon S. Salathiel, gm Roy Pearce, cm	Larry Filkins, pd Wayne Pash, ce L-W UP Col.
MANHATTAN						
KMAN 1950	1350 500-D	Manhattan Bcstg. Co. 114 N. 4th St. 4451		Fred A. Seaton, p Ray L. Kozak, gm Bill Friday, cm	Marvin Houtz, pd & sd Herbert Lavin, ce Brandon Chase, nd	John Cates, fd Ann Friday, wd SES, Theas. AP G
*KSAC 1924	580 5,000-LS 500-N ST-WIBW	Kansas State College Manhattan 5661—Ext. 219		James A. McCain, p L. C. Williams, d of ext. L. L. Longsdorf, radio m	Robert D. Hilgendorf, radio, f & sd Paul DeWeese, asst. radio & nd	Bernard Holbert, ce Miriam Dexter, wd AP RCA
McPHERSON						
KNEK 1949	1540 250-D	McPherson Bcstg. Co., Inc. Box 186 1540	LBS	Evart Mills, p Hank Dais, gm Vance Archer, cm	Charles Gerber, pd & nd Royce Baerg, pmm & sd	Claude Hughes, ce & fd Betty Donham, wd SES. AP G
OLATHE						
KPRS 1949	1590 1,000-D	Johnson County Bcstg. Co., Inc. 131 E. Park St. 1200	Continental	W. T. Sutherland Jr., gm	John M. Henry, cm	James M. Wear, pd Cap
OTTAWA						
KOFO 1949	1220 250-D	Ottawa Bcstg. Co. 20th & S. Main 1045		James N. Jobes, p & gm Thomas F. Ruble, cm	D. W. Coltrane, pd, pmm & ce Herbert M. Jobes, sm	H. M. Jobes, n & fd J. N. Jobes, sd Mary Brook, wd Cap. UP G
PARSONS						
KLKC 1948	1540 250-D	Community Bcstg. Co., Inc. 1904 Broadway 4050		Clyde M. Reed Jr., p	Rae Drenner, gm & nd	Lawrence Freisner, ce Assoc., Theas. AP Col.
PITTSBURG						
KOAM 1937	860 10,000-LS 5,000-N DA-N	Pittsburg Bcstg. Co. Inc. P. O. Box 603 2165	NBC Pearson	E. V. Baxter, p R. E. Wade, g & cm, pd	Leo Stafford, ce Lou Martin, nd	G. L. Wade, pmm Wld. AP WH
KSEK 1948	1340 250	KSEK Bcstg. Co., Inc. Box 610 742	LBS Mo-Kan Cooke	Oscar Stauffer, p Thad M. Sandstrom, gm	Ray Brasch, ce Dev Nelson, pd & sd	John Hendry, nd Marilyn Seymour, wd Theas. AP GE
SALINA						
KSAL 1937	1150 5,000 DA-N	KSAL Inc. 201 W. Iron Ave. 3701	MBS Pearson	R. J. Laubengayer, p Ray V. Jensen, m	Alfred Thompson, pd Donald Engelhardt, act. ce	A. E. Horner, sd L-W, St. AP WE
TOPEKA						
KJAY 1949	1440 5,000-LS 1,000-N DA-2	S. H. Patterson 908 Kansas 3-1336	LBS Forjoe	S. H. Patterson, o Norwood J. Patterson, gm	David G. Roberts, sm Allen Franklin, pd & nd	Gale A. Totten, ce & fd Walt Lochman, sd INS G
KTOP 1947	1490 250	Charles B. Axton 214 W. 6th 4-3444	MBS Ra-Tel	Bailey Axton, o & gm Allan Curnutt, cm Jack Warren Ostrode, pd	Marie M. McKinney, asst. m	Willard H. Peterson, ce Merle R. Harmon, sd Assoc. AP Col.
WIBW 1928	580 5,000 DA-N ST-KSAC	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 1927	1250 5,000 DA-N ST-KFKU	WREN Bcstg. Co., Inc. 411 W. 10th 2-0505	ABC Weed	R. C. Jackman, p Gerald K. Barker, slm Fred L. Conger, bus. m	Carl B. Bliesner, ce & tech. m Max Falkenstien, pd & sd	Frank Jones, n & fd Julie Brooks, wd Wld. UP WH

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FAST FACTS ABOUT THE KANSAS MARKET

LAST WEEK'S RANGE OF EGGS, BUTTER AND ONION PRICES.
 Chicago, Minneapolis Exchange Futures
it's a FARM market
it's a WIBW market



FARM INCOME IS NET INCOME

Kansas farm income per household is \$7,737.* This is spendable income because Farm Families don't pay rent and they produce most of their own food. Compare the potential buying power of Kansas Farm Families with that of city dwellers who spend the bulk of their income on food and shelter.

Farm Prices Rose 4% in Month to Best '50 by 32%
 Advance Due Largely to Live-Stock; Dairy Products, Eggs, Apples Lower
 parity Ratio Advanced 3%

The wealth of Kansas comes from the soil. Last year's farm income totaled \$996,457,000.** Sales messages get best results when they're directed to Farm Families and residents of the many small agricultural communities. These groups make up the real Kansas market. And, because they also make up WIBW's audience, they concentrate your sales efforts right at the grass-roots buying level.

KANSAS FARM INCOME MAKES HEADLINES



Cattle Prices Soar As Receipts Fall Short; Slaughter Steers at Top

Last year, Kansas farmers received \$201,023,000 for their cattle.† Today these same farms have 3,627,000† cattle on them being fattened for a fat market.



Placements of Chicks In Major Areas Rise; Shell Eggs Advance

Into the pockets of WIBW listeners last year went \$99,545,000 from the sale of poultry and eggs.† With more and more chicks now on farms and enviable prices in view, this year promises a new income record.



OIL

Oil wells are springing up like mushrooms on Kansas farms adding new millions in cash income to bank accounts already bulging after ten consecutive years of huge crops and high prices.

HOGS

Last year WIBW farmers sold \$185,559,000 worth of hogs.† With feed plentiful, prices high and a present swine population worth \$46,624,000,† the outlook for the current year couldn't be better.



Cash Grain Sales
 OFFICIAL CHANGES BOARD OF TRADE REPORT FOR MARCH, 1951 (CONSIDERED GRAIN)

America's largest wheat producing state, last year's crop brought Kansas farmers \$356,120,000.† Their corn crop yielded them \$125,804,000.† Expert crop analysts say that everything points to another wonderful crop—the 11th consecutive one for both wheat and corn.



Lamb Price Hits Record

Sheep and wool brought our listeners \$11,281,000 last year.† Today's soaring prices will set new income records for this double-profit "crop."

WIBW—FIRST LISTENING CHOICE OF KANSAS FARM FAMILIES

WIBW is the most powerful, personalized selling force you can possibly use to get the lion's share of the huge Kansas Farm Market. *The buyers themselves say so!* Year after year, in independent, door-to-door surveys, farm and small town

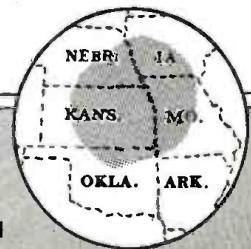
families all across Kansas vote WIBW the station they "listen to most".*** What better choice can you make than the first choice of listeners themselves—WIBW.

WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



CBS
 TOPEKA, KANSAS

* Consumer Markets '51-'52
 ** Sales Management '51
 *** Kansas Radio Audience '51
 † Estimate

KANSAS (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
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	Wid. AP RCA	
KANS 1936	1480 5,000-LS 1,000-N DA-2	Taylor Radio & Televi- sion Corp. 1015 N. Broadway 4-2387	NBC Taylor	O. L. (Ted) Taylor, p Archie J. Taylor, gm Dudley Tichenor, cm	Vernon Reed, pd & fd Russel L. Lowe, pmm Ted Heithecker, ce	George Gow, nd Dave Wilson, sd Joan Fillingham, wd	Assoc. AP, UP Col.
KFBI 1923	1070 10,000-LS 1,000-N DA-N	KFBI, Inc. 200 E. First 2-1447	ABC Avery- Knodel	Howard Lane, p Hale Bondurant, gm Dale McCoy, cm George Wells, pd	B. J. Price, pmm Kay W. Pyle, ce Bob Gadberrry, n & sp. events d	Lester Weatherwax, fd Jack Campbell, sd Marie McDonald, wd	Wid. UP RCA
KFH 1923	1330 5,000 DA-N	The Radio Station KFH Co. KFH Bldg. 2-4491	CBS Petry	John Rigby, p M. M. Murdock, evp Frank V. Webb, gm	Robert S. Hix, cm Thomas P. Bashaw, pd Virgil G. Hinshaw, ce Bob Arthur, nd	Bruce Behymer, fd Hal O'Halloran, sd Ethel Jane King, wd	L-W UP WE
KFH-FM 1948	Ch. 262 (B) 100.3mc 11kw				 GE	
KWBB 1951	1410 1,000 DA-2	Wichita Beacon Co. Inc. 2629 Sallina Ave. 7-1265	LBS Pearson	Louis Levand, p J. Milton Hall, gm Robert Kent, cm	Don Wells, pd & sd Gordon Hittenmark, pmm Ralph McClellan, ce	Hugh Aspinwall, pdm Kern Trimbie, nd Chic Martin, fd	Cap., Thes. AP GE
KENTUCKY							
ASHLAND							
WCMI 1935	1340 250	Ashland Bcstg. Co. 120 20th St. 3010	CBS Pearson	Gilmore N. Nunn, p Charles C. Warren, gm	W. R. Martin, asst. gm, pmm & sd Charles C. Warren, cm	George Marshall, pd & nd Clarence Weaver, ce Betty Allen, traffic m, wd	Wid., Thes. UP RCA
WCMI-FM 1948	Ch. 229 (B) 93.7mc 4.4kw				 WE	
BOWLING GREEN							
WKCT 1947	930 1,000-LS 500-N DA-N	Daily News Bcstg. Co. Box 727 4325	ABC McGillivra	J. Ray Gaines, p Al Temple, gm & nd Houston Griffin, cm	W. Dee Huddleston, pd & sd Audrey Jackson, pmm & wd	Haro Durham, co-engr. Jack Hendricks, co-engr. Clem Cockrel, fd	Thes. UP G
WLBJ 1940	1410 5,000-LS 1,000-N DA-2	Bowling Green Bcstg. Co. Fairview & Lehman Aves. 3212	MBS, KBS Burn-Smith	Ken D. Given, p, gm & nd Robert Proctor, cm Bill Stamps, pd Bill Kuznitsot, pmm	Rondal Miller, ce Georgia Bates, secy.	Joe Hamilton, fd Helen Griffin, wd	Cap. AP G
WLBJ-FM 1948	Ch. 266 (B) 101.1mc 8.6kw				 G&	
CAMPBELLSVILLE							
WLCK 1951	1450 250	Taylor County Bcstg. Co. P. O. Box 248 380		R. P. Thompson, p Russell F. Honeyman Jr., gm	Custer Ruley, cm Tom Carlisle, pd & nd Reynolds Large, pmm	James B. Crawley, ce Rex Jones, sd Mary Lou Murphey, wd	Cap., L-W., Cole UP G
WTCO 1948	1150 1,000-D	South Central Ky. Bcstg. Co. 203 E. Main St. 250		H. T. Parrott, p James Shacklette, gm	Frank Hayden, cm & sd Harvey Kingsbury, ce	C. V. Bryan, fd	SES., Wid. UP G
CENTRAL CITY							
..... (CP)	1380 500-D	Central City-Greenville Bcstg. Co. c/o L. L. Stone, The Times Argus					
COLUMBIA							
WAIN 1951	1270 1,000-D	Tri-County Bcstg. Corp. Columbia 232		S. C. Bybee, p & gm Lanier Burchett, cm & sd	Rex Osborne, pd & pmm Edwin P. Healy, ce	Oris Gowen, nd Jean Allison, wd	Mac., Thes. UP G
CORBIN							
WCTT 1947	680 1,000 DA-N	Corbin Times-Tribune Kentucky & Monroe Sts. 1071	MBS, KBS	J. Springer Robinson, p John L. Crawford, gm Kenneth Z. Turner, sm & pd	S. G. Hembree, c & pmm Russell Henson, ce	C. R. Austin, asst. ce Archie Wyatt, sd Ruth Mauney, wd	Wid. AP G
COVINGTON							
WZIP 1947	1050 250-D	WZIP, Inc. 8th & Madison Juniper 5300	KBS	Arthur L. Eilerman, p, g & cm	E. C. Toleman, pd, ce & fd Walter R. Rehbaum, n & sd	Carmen G. Eilerman, wd	L-W, Wid. AP RCA
CUMBERLAND							
WCPM 1951	1490 250	Blanfox Radio Co. c/o WHLN, Harlan, Ky.		R. B. Helms, p			
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, n & fd	Henry C. Lovell, ce	Thomas G. Whitmore, sd	Wid. UP Col.
ELIZABETHTOWN							
WIEL 1950	1400 250	Elizabethtown Bcstg. Co. Box 431 5151	KBS, LBS	Walt Gaines, gm			Assoc., Wid UP Col.
FRANKFORT							
WFKY 1946	1490 250	Frankfort Bcstg. Co. Kentucky Ave. Ext. 4-8281	MBS Burn-Smith	James F. Cox, p & gm Donald Peltz, ce	Russell Brown, sis. m	Alma LaFontaine, pd	Cap. UP WE
FULTON							
WFUL 51	1270 1,000-D	Ken-Tenn Bcstg. Corp P. O. Box 482 1270		Dr. R. W. Bushart, p of hd of dir. Jack A. Dill, sm, pd & sd	Tommy Lovelace, cm John Garrett Jr., ce Art Brauner, traffic m	Gene Moore, fd Sue Jewell, wd UP G

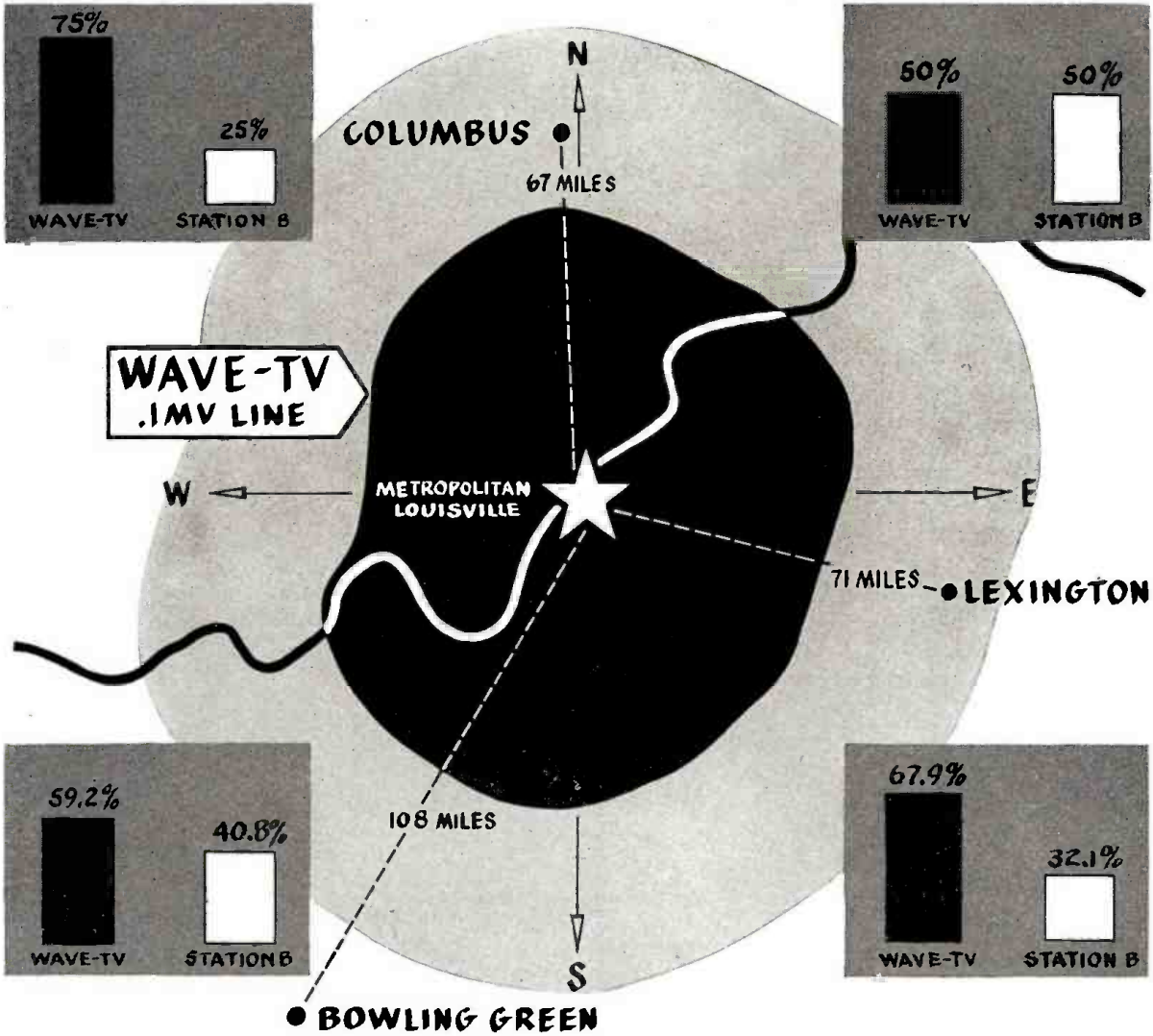
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WAVE-TV

FIRST IN COVERAGE!
First in Audience Preference!
First In Kentucky!

**63.1% OF FRINGE-AREA RECEIVERS OBTAIN
 A CLEARER PICTURE FROM WAVE-TV
 THAN FROM LOUISVILLE'S 2ND STATION!**

*(Based on scientific, authoritative survey made by
 Dr. Raymond A. Kemper, Head of the Psychological
 Services Center, University of Louisville, in 44 towns
 and cities in WAVE-TV fringe area, November, 1951)*



WAVE-TV

CHANNEL 5 • NBC, ABC, DUMONT

LOUISVILLE, KY.



Free & Peters, Inc., *Exclusive National Representatives*

KENTUCKY (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	Transc. Lib- rary, News Service Transmitter
GLASGOW						
WKAY 1946	1490 250	Glasgow Bcstg. Co. Happy Valley Rd. 598	LBS	Gordon E. Brown, p T. Jack Eversole, prog. m & sd	John M. Barrick, cm C. H. Hulse, ce	Louis Ellis, n & fd Donna Walker, wd Wid. UP WE
HARLAN						
WHLN 1941	1230 250	Blanfox Radio Co., Inc. Harlan 625	MBS, KBS Burn-Smith	R. B. Helms, p & gm J. Francke Fox, vp & ce James T. Morgan, cm & pd	Murray Woroner, pmm & nd O. R. Galliher Jr., secy- treas.	Shirley Phillips, fd Jay Barlow, sd Lois Barthell, wd Thes. UP G
HAZARD						
WKIC 1947	1340 250	BMG Bcstg. Corp. Peoples Bank Bldg. Main 720	MBS Clark	Fred B. Bullard, p Chas. W. Metcalf, vp, pd pmm & nd	Richard H. Goodlette, secy-treas. & sd Hugh R. Dunbar, cm	James C. French, ce Wid. AP Col.
HENDERSON						
WSON 1941	860 500-D	Henderson Bcstg. Co., Inc. Zion Road 3923	MBS, KBS Meeker	Hecht S. Lackey, p, gm & nd Ewing Graham, cm	Martin E. Schaeffer, pd Robert M. Cleveland, ce Charlie Blake, sd	Kenneth Walbaum, fd Dorothy McCormick, wd Wid. UP G
WSON-FM 1946	Ch. 258 99.5mc 20kw				 Fed.
HOPKINSVILLE						
WHOP 1940	1230 250	Hopkinsville Bcstg. Co., Inc. Cadiz Road 1025	CBS Meeker	F. E. Lackey, p & gm Katherine Peden, cm John W. Jones, pd & pmm	Raymond Wortham, ce Virginia Cornette, secy- treas.	Tom Covington, n, f & sd Thes., L-W UP GE
WHOP-FM 1946	Ch. 254 (B) 98.7mc 8.7kw				 GE
LEXINGTON						
WKLK 1946	1300 1,000 DA-N	Fayette Bcstg. Co. Campbell House 3-0433	Walker	E. F. Prichard, Sr., p Ted Grizzard, g & cm	Claude Sullivan, pd & sd	Wm. Yount, ce L-W, St. AP WE
WLAP 1922	630 5,000-LS 1,000-N DA-2	American Bcstg. 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.	Sue Fenimore, nd J. B. Faulconer, sd Bette Maxwell, wd Wid. UP WE
WLAP-FM 1950	Ch. 233 (B) 94.5mc 3.5kw					
WLEX 1946	1340 250	Central Kentucky Bcstg Co. First National Bank Bldg., P. O. Box 985 3-1975	LBS	J. D. Gay, Jr., p H. G. Bell, bus m & secy- treas.	Joe Eaton, vp Wallace E. Roach, ce	Cap. AP WE
LOUISVILLE						
WAVE 1933	970 5,000 DA-1	WAVE, Inc. 334 E. Broadway Wabash 2201	NBC Free & Peters	George Norton Jr., p Nathan Lord, gm Larell Waltman, cm	Jim Caldwell, pd Cyrus D. Crites, pmm Wilbur Hudson, ce	Hugh Sutton, nd Ed Kalley, sd Ann Hubert, wd AP RCA
WRXW(FM) 1947	Ch. 236 (B) 95.1mc 16.7kw	(WAVE, AM Affiliate)				
WAVE-TV 1948		WAVE, Inc. 334 E. Broadway			(For full information see TELECASTING Yearbook)	
WGRC 1936	790 5,000-LS 1,000-N DA-2	Northside Bcstg. Corp. Kentucky Home Life Bldg. Wabash 8871	MBS Walker	J. Porter Smith, p & cm Charles L. Harris, vp & gm Ward Hatcher, pd	L. Doc Cassidy, ppm Wickliffe Morrison, ce Jack Donnell, nd	Jerry East, fd Gerald Brown, sd L-W UP Fed.
WHAS 1922	840 50,000	WHAS, Inc. 6th & Broadway Wabash 2211	CBS Petry	Barry Bingham, p Victor A. Sholis, vp & d Neil Cline, sis. d	Harold C. Fair, pd Richard Hughes, publ. d Orrin W. Towner, tech. d	Dick Oberlin, nd Don Davis, fd Jimmie Finegan, sd L-W AP WE
WHAS-TV 1950		WHAS, Inc.			(For full information see TELECASTING Yearbook)	
WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	LBS Taylor	Harry McTigue, p & gm Charles A. Schacht Jr., slm	Katherine McCarten, pd H. E. Roberts, pmm Melvin Scarsdale, ce	George Partridge, pdm & nd Jim McIntyre, sd Louise Weller, wd Wid. UP Col.
WKLO 1948	1080 5,000-LS 1,000-N DA-2	Mid American Bcstg. Corp. Henry Clay Hotel Clay 4441	ABC Blair	James F. Brownlee, p Joe S. Eaton, g & cm	Russell J. Dirkey, pd D. C. Summerford, ce	Jean Clos, nd Mark Halleck, sd UP WE
WKYW 1947	900 1,000-D	Radio Kentucky, Inc. 431 W. Jefferson St. Clay 4811	Burn-Smith	F. Eugene Sandford, p & treas.	E. E. S. Weldon, vp & sm S. A. Cisler Jr., vp & oper.	Harry Lockhart, pd Cap. St. AP WE
WLOU 1948	1350 1,000-D	Robert W. Rounsaville 2549 South Third St. Calhoun 3680	Pearson	Robert W. Rounsaville, p & gm	Lee Smith, cm Steve Dawson, ce	Johnny Martin, pd UP
MADISONVILLE						
WFMW 1950	730 250-D	Messenger Bcstg. Co., Inc. Box 387 1885	LBS Continental	Edgard Arnold, p & nd H. W. Wells, gm & fd Elmer L. Kelly, cm & sd	Richard T. Harris, pd Evers Mick, ce	Jo Ann Mills, traffic m Helen Oldham, wd Cap., Wid. St. AP, UP G RCA
WFMW-FM 1949	Ch. 230 (B) 93.9mc 2.85kw					
MAYFIELD						
WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Mayfield Hotel 46	LBS Sears & Ayers	Frank O. Evens, p Wayne Morgan, g, c & pmm	Margaret Dowdy, pd Joseph Hargrove, ce Robert Horton, nd	J. B. Fowler, fd Charlie Scholes, sd Hallie Vandergriff, wd Carolyn Woods, wd L-W UP G
WNGO 1947	1320 1,000-D	West Kentucky Bcstg. Co., Inc. Box 26 1015		Rev. H. M. Suthard, p Henry Y. Jones, gm & nd	Carl Leigh, cm Otis L. Davis, pd	Cap. AP G
MAYSVILLE						
WFTM 1947	1240 250	Standard Tobacco Co., Inc. 628 Forest Ave. 1401	MBS	Charles P. Clarke, co-o J. M. Finch, Jr., co-o John W. Betts, gm Horace J. Simpson, cm	Gene A. Waters, pd Harvey L. Cross, ce J. Scott True, fd	Earl D. Jones, co-sd Lawrence McGill, co-sd Dorothy S. Wood, wd St., Wid. UP G
MIDDLESBORO						
WMIK 1948	580 500-D	Cumberland Gap Bcstg. Co. Middlesboro 980	LBS Holman	U. G. Brummelt, p Webster Taylor, gm & pd Marnice K. Henry, c & pmm	Tal England, ce Bud Canamor, n & fd	Bill Boken, sd Halene Green, wd Cap. AP G

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IN THE **WHAS** TRADITION...



The only radio station
serving and selling
all of the rich Kentuckiana Market



The Nation's first and
Kentuckiana's only
50,000 watt television station

ALTON A. SROLIS, Director

NEIL D. CLINE, Sales Director

KENTUCKY (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. Li-brary, News Service Transmitter	
MURRAY							
WNBS 1948	1340 250	Murray Bcstg. Co., Inc. P. O. Box 548 1340		Ed Griffin, m		Wld. AP	
NEWPORT							
WNOP 1943	740 1,000-D-DA	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 7100	LBS Forjoe	James G. Lang, p Anna Mae Rolles, gm	R. Doug Nunn, pd & nd Joshua Bortz, ce	Robert N. Weis, sd Rosemary Martin, wd	Wld. UP Ray.
OWENSBORO							
WOMI 1938	1490	Owensboro Bcstg. Co. Owensboro 3-1558	MBS Burn-Smith	Lawrence W. Hager, p Marshall Bruner, asst. m, f & sd Hugh O. Potter, ce	Hugh O. Potter, g, c & pmm & nd	Cliffordean Potter, pd & wd Harold I. Peters, ce	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	LBS Rambeau	V. J. Steele, p Malcolm Greep, gm John T. Rutledge, cm	Lawrence W. Adams, pd Leola C. Hayden, pmm Robert Earl Jagoe, ce	Larry Adams, nd Chas. C. Steel, fd Irene May, wd	Wld. AP GE
WVJS-FM 1948	Ch. 241 (B) 96.1mc 45kw						GE
PADUCAH							
WKYB 1948	570 1,000-LS 500-N DA-2	WKYB, Inc. 504 Ky. Ave. 800	MBS Ra-Tel	E. J. Paxton, Jr., p & gm Sam Livingston, cm & sd	Joe Knight, pd C. G. Sims, ce	Pat Paxton, wd	Cap. AP RCA
WKYC(FM) 1946	Ch. 227 (B) 93.3mc 31kw	(WKYB, AM Affiliate)					
WPAD 1930	1450 250	Paducah Bcstg. Co., Inc. Taylor Bldg. 4100	CBS Meeker	Pierce E. Lackey, p W. Prewitt Lackey, gm Ray Moffield, cm. n & sd	Joe Saxon, pd Evelyn Stahl, pmm & wd Linn Wolff, sim	U. C. Morris, ce Jimmy Youngblood, fd	L-W UP G
WPAD-FM 1946	Ch. 245 (B) 96.9mc 17kw						Fed.
PAINTSVILLE							
WSIP 1949	1490 250	W. Howes Meade Meade Bldg. 1196	MBS	W. Howes Meade, p Ted Arnold Silvert, gm Charles Spradlin, cm & sd	John C. Paras, pd James A. Noonan, ce Robert L. Marsh Jr., nd	Bill Barker, fd Dorothy Marsh, wd	UP Ray.
PIKEVILLE							
WLSI 1949	900 1,000-D	Cumberland Pub. Co. Pikeville 456		W. J. Ward, p Ken Crosthwait, pd, g, c. & pmm	Guy Ferrell, ce John McGuinness, n, f, & sd	Edna Mae Aders, wd	L-W UP G
WPKE 1949	1240 250	East Kentucky Bcstg. Corp. Peach Orchard Road 1280	MBS, KBS	Clyde Childers Jr., p Edward Damron, g & cm	Mary Jane Petry, pd William J. Hart, Jr., ce	David C. Winslow, nd John B. Naimo, sd	St. SES. AP RCA
PRESTONSBURG							
WPRT (CP) 1948	960 1,000-D	Kentucky Mountain Bcstg. Co.					
PRINCETON							
WPKY 1950	1580 250-D	Princeton Bcstg. Co. U. S. Highway No. 62 2072		Leslie Goodaker, o & gm James H. Johnson, cm	Mrs. Leslie Goodaker, pd	Marvin Mahoney, ce	Cap. AP G
SOMERSET							
WSFC 1947	1240 250	Southeastern Bcstg. Co. Box 526 1240	MBS Colton	W. Howes Meade, p Mike Layman, gm Donald F. Orwin, cm	Edward D. VanHook, pd Ralph F. Denton, ce	Bob Haney, sd Virginia Russell, wd	Wld. UP G
VANCLEVE							
WMTC 1948	730 1,000-D	Kentucky Mountain Holiness Assn. Vancleve 3	Continental	Dr. Lela G. McConnell, p Wilfred Fisher, g & cm & fd	Violet Person, pd & wd M. E. Picazo, ce	Louis Bouck, nd	Wld. AP Ray.
VERSAILLES							
WVLK 1947	560 1,000 DA-1	Bluegrass Bcstg. Co., Inc. Phoenix Hotel, Lexington 2-7177	MBS Burn-Smith	Garvice D. Kincaid, p Donald J. Horton, gm Lynn E. Knox, cm	O. C. Halyard Jr., pd, pmm & sd Paul Dunbar, ce	Ray Holbrook, nd C. A. McClain, fd (Mrs.) Jane Hart, wd	Thes. AP G

LOUISIANA

ABBEVILLE							
KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. P. O. Box 620 90	LBS	George P. Martin, g & cm, ce. & secy-treas.	Ebba Lou Martin, pd & wd		Wld. AP WE
ALEXANDRIA							
KALB 1935	580 5,000-LS 1,000-N DA-N	Alex. Bcstg. Co. Inc. 6th at Washington 32543	ABC Louisiana Weed	Walter H. Allen, p T. B. Lanford, secy-treas. Willard L. Cobb, gm & sls. d Walter Melson, loc. sim	Alexander Marchand, pd Vivian Close, pmm Jesse R. Sexton, ce Nancy Kelley, traffic d Jane Keith, mus. d	Tom Journeay, nd Dave Chapman, fd Marvin Reuben, sd Phyllis Fischer, wd	AP UP RCA
KALB-FM 1948	Ch. 245 (B) 96.9mc 11kw						

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KSYL 1947	1400 250	KSYL Inc. Bolton Ave., near Highway 71 9611	NBC Everett- McKinney	Milton Fox, p & cm Harold Wheelahan, vp Virgil G. Evans, gm & nd	Bruce Rainey, pd Jack McCall, pmm Thomas Marhefka, ce	Dick Biondi, sd Teresa Raye, wd	L-W AP G
KVOB 1948	970 1,000 DA-N	Central Louisiana Bcstg. Corp. 1710 Jackson St. 2-0481	MBS McGillvra	Ernest Watson, gm			Assoc. AP
BASTROP							
KTRY 1948	730 250-D	Morehouse Bcstg. Co. Inc. Box 193 1400	KBS LBS Louisiana	Nathan Bolton, p A. R. McCleary, vp Bill Davis, gm G. I. Johnson, cm	Carl Livingston, pd & sd S. E. Eckhardt, ce Mrs. Nathan Bolton, secy.	Mrs. A. R. McCleary, treas. Bettye Beasley, wd	Assoc. St. UP G
BATON ROUGE							
WAFB 1948	1460 5,000-LS 1,000-N DA-N	Modern Bcstg. Co. Inc. Guaranty Income Life Bldg. 4-8571	MBS Young	Charles C. Barnard, p Tom E. Gibbens, gm Richard Gregory, cm	John E. Ferguson, pd, n & sd Robert Clegg, pmm	Donald K. Allen, ce Gordon Loudon, fd Florence Pollizotto, wd	Thes. AP RCA
WAFB-FM 1948	Ch. 292 (B) 104.3mc 3kw						
WIBR 1948	1300 1,000 DA-2	Community Bcstg. Co. P. O. Box 1226 4-9493	LBS Cooke	Owen W. Ware, ptrn. G. T. Owen, ptrn. Robert Earle, g & cm	Scott W. Erwin, pd Robert S. Davison, pmm & sim E. E. Chase, ce	Bernard Zuccaro, nd Bill Hickey, sd	L-W, St. UP Col.
WJBO 1934	1150 5,000 DA-1	Baton Rouge Bcstg. Co. Inc. 444 Florida St. 2-5271	NBC Louisiana Hollingbery	Douglas L. Manship, p J. Roy Dabadie, vp & gm Charles C. Garvey, sim	Ralph H. Sims, pd, f & wd Vernon E. Dudley, ce	Charles P. Manship Jr., secy-treas. Robert H. Scarce, sd & nd, sp. events d	Wld. AP UP RCA
WBRL(FM) 1941	Ch. 251 (A) 99.1mc 7.6kw	(WJBO, AM Affiliate)					WE
WLCS 1946	910 1,000	Air Waves Inc. 204 North St. 24411	ABC Rambeau	R. F. Cangelosi, p Earl H. Smith, gm	Lamar Simmons, cm Mark O'Brien, pmm	Ed Van Valkenburg, ce Daisy Lee Boyd, wd	Assoc. AP, INS WE
WLCS-FM 1948	Ch. 266 (B) 101.1mc .68kw						
BOGALUSA							
WIKC 1947	1490 250	Enterprise Publishing Co. 605 N. Rio Grande St. 1490	MBS Louisiana	Curt Siegelin, gm	John H. Knight, cm		Wld. AP G
CROWLEY							
KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson Ave. 1450	LBS Louisiana McGillvra	Max Thomas, p B. Hillman Bailey Jr., gm Jay Hoffpauir, cm Daniel Rogers, co-pd	Louis Basso, co-pd John L. McConnell, pmm Clovis L. Bailey, ce Mary Grace M. John, traffic m	Alden C. Sonnier, nd Lee Summer, fd Edmond E. Keim, sd Loycia Aguilard, wd AP G
DeRIDDER							
KDLA 1950	1010 1,000-D	Sabine Bcstg. Co. Box 46 7600		Cyril W. Reddoch, co-o John B. McCrary, co-o Ralph L. Hooks, cm	Ted Thompson, pd Kilen Evans, ce Bill Lynch, nd	Roy Bennett, fd Gwen Samuelson, wd	Mac. UP G

MORE INDUSTRIAL EXPANSION

*That's what you like about
the South's Baton Rouge*

Expand your sales in this expanding area—get on WJBO, the powerhouse station of Baton Rouge!

With the announcement of Esso's \$35,000,000 expansion program in Baton Rouge, which will double its peak oil producing capacity, the immediate industrial growth planned for WJBO's area will top \$125,000,000. Here are the details:

Name of Company	Amount
Esso Standard Oil Company	\$38,040,000
Ethyl Corporation	4,041,000
Kaiser Aluminum & Chemical Corp.	22,500,000
Solvay Process Division of Allied Chemical and Dye Corp.	15,000,000
Gulf States Utilities Company	22,580,000
Ideal Cement Company	4,360,000
Naugatuck Chemical Division of U.S. Rubber Co.	2,000,000
Consolidated Chemicals, Inc.	3,500,000
Aromatic Refining Company	12,000,000
Baton Rouge Engineer Dept.	2,500,000
Southern Bell Telephone Co.	1,000,000
Baton Rouge Tin Compress	38,532
	\$127,559,532

NBC's 5,000 watt affiliate in Baton Rouge, La.



AFFILIATED WITH THE STATE-TIMES AND MORNING ADVOCATE
FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERY CO.

LOUISIANA—(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
HAMMOND						
WIHL 1947	730 250-D	WIHL Bcstg. Co. 205 East Thomas St. 960	Louisiana	F. E. Curnutt, mgng. ptrn. & ce	Mrs. F. E. Curnutt, pd & traffic m	J. K. Ferris, cm AP
HOUMA						
KCIL 1946	1490 250	Charles W. Lamar Jr. P. O. Box 1031 6828	LBS	Charles W. Lamar Jr., o	Frank K. Conwell, gm	Wid. AP
JENNINGS						
KJEF 1950	1290 500-D	Jennings Bcstg. Co., Inc. 1155 1521 Lake Arthur Ave.	Louisiana	Max Thomas, p Clovis L. Bailey, gm B. Hillman Bailey Jr., cm Albert W. Viguier Jr., pd	Edgar E. Barton Jr., ce Vivian M. Smith, traffic d Clarence J. Couvillion, nd	Sawyer White, fd J. W. Townsend, sd Jackie Todd, wd UP
LAFAYETTE						
KLFY 1950	1420 1,000-LS 500-N DA-N	Camellia Bcstg. Co., Inc. Simcoe & Bienville Sts. 8-9494	MBS	Paul H. DeClouet, p Stanley G. Young, gm & nd	J. W. Corcoran, cm John H. Selleck, pd Mildred R. Bland, pmm & wd	William H. Bland, ce Garland Bonin, fd William A. Patton, sd Cap. UP GE
KVOL 1935	1330 1,000 DA-N	Evangeline Bcstg. Co. P. O. Box 1070 5-6426	NBC Meeker	George H. Thomas, p Evan H. Hughes, m, pmm & nd	Louis P. Pilcher, ce Al Terry, fd	Sid Crocker, sd Evelyn B. Suthoff, wd L-W AP Col.
KVOL-FM 1949	Ch. 241 (B) 96.1mc 15kw					
LAKE CHARLES						
KLOU 1947	1580 1,000 DA-1	The Pelican Bcstg. Co., Inc. 134 Clarence St. 67277	CBS Louisiana Pearson	Sara M. Anderson, co-o H. Vernon Anderson, co-o John L. Vath, gm	William L. Swanson, cm & nd Sidney H. Morse, pd & sd Annelle H. Bulechek, pmm	C. P. Gilmore, ce Jeb Swanson, traffic d Jerry Barlow, fd J. Moss, wd AP
KPLC 1935	1470 5,000-LS 1,000-N DA-N	Calcasieu Bcstg. Co. P. O. Box 1521 2713	NBC Weed	T. B. Lanford, p David Wilson, gm P. E. Mills Jr., cm	A. B. Craft Jr., pd, pmm & ce Bob Thompson, nd	Lyman Hellums, fd Joe Keith, sd Wid. AP, UP RCA
KWSL 1947	1400 250	KWSL, Inc. 1 Mill St. 6-1401	MBS LBS Forjoe	Jules J. Paglin, p Roy K. Rhodes, vp, co-m & pd	Tom Gresham, vp & co-m, cm	Levance Carson, ce Sam Tarleton, sd Billie Trahan, wd UP Ray.
MINDEN						
KAPK (CP) 1947	1240 100	Parish Bcstg. Corp. Minden 1985		Anita P. Kirsch, p Ven F. Marshall, gm & nd	Joseph Moser, cm Paul E. Crawford, pd, pmm, & sd	Joel E. Wharton, ce
MONROE						
KLIC 1950	1230 250	Dr. Frank P. Cerniglia 311 Bernhardt Bldg. 3-4616	MBS	Dr. Frank P. Cerniglia, p, g & cm	Lonnie Licata, pd, nd & ce	John Lacy, pmm & sd Cap. UP Col.
KMLB 1930	1440 5,000-LS 1,000-N DA-N	Liner's Bcstg. Station Inc. Hotel Frances 25		J. C. Liner, o Charles Price, g & cm M. Watson, pd	O. L. Morgan, ce L. Gibbs, pmm & sd	Hand Weller, fd Mary Lee, wd Wid. UP G
KMFM(FM) 1948	Ch. 281 (B) 104.1mc 17kw	(KMLB, AM Affiliate)				
KNOE 1944	1390 5,000 DA-N	James A. Noe Bernhardt Bldg. 8155	NBC Louisiana H-R Reps.	James A. Noe, p Paul H. Goldman, vp, g & pmm	Lloyd Lenard, cm Irving Zeidman, pd, n & sd	Jack Ratliff, ce Pete Linton, fd Beth Breese, wd L-W AP RCA
NATCHITOCHE						
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 A. Hall Allen, cm	Donald Bonin, pd & sd M. E. Case, ce Mark Douglas, nd	Kearney Escagne, fd Ruth Waltrip, wd AP Col.
KVIM 1951	1570 1,000-D	Queen City Bcstg. Service Box 50 2121	LBS	P. M. Cochran, p Gene Cuny, gm	Johnnie CoCo, cm Hank Bonin, pd	Alice Lee Bourque, pmm Billy Bland, ce Assoc. WE
NEW ORLEANS						
WBOK 1951	800 1,000-D DA	WBOK Inc. 505 Baronne St. Tulane 5363	Forjoe	Jules J. Paglin, p Stanley W. Ray Jr., vp, g & cm	Edward J. Prendergast, pd Jack Murray, pmm & sd	Bob Sanders, ce Harry O'Connor, n & fd Bertha Simpson, wd UP G
WDSU 1924	1280 5,000 DA-1	WDSU Bcstg. Corp. 520 Royal St. Tulane 4371	NBC Blair	Edgar B. Stern Jr., p Robert D. Swezey, gm A. Louis Read, cm William Ellwell, pd	Marion Annenberg, pmm Lindsey Riddle, ce Lester E. Kabacoff, secy-treas.	Gay Batson, nd Mel Leavitt, sd Joyce Smith, wd Wid. Cap. UP RCA
WDSU-FM 1949	Ch. 287 (B) 105.3mc 17kw					
WDSU-TV 1948		WDSU Bcstg. Corp. 520 Royal St.				
WJBW 1928	1230 250	Louise C. Carlson 107 Camp St.	Rambeau	Louise C. Carlson, o & gm Bob Smith, pd	Frank J. Recey, ce Jim Landry, nd	Armand Legendre, sd Cap. AP GE
WJMR 1946	990 250-D	Supreme Bcstg. Co. Jung Hotel Canal 0356	Indie Sales	Chester F. Owens, p Myron J. Clarke, gm S. A. Chesley Jr., cm	Henry J. Thiele Jr., asst. m William Nevill, ce	Larry Regan, sd Nancy Grey, wd L-W UP
WRCM(FM) 1946	Ch. 246 (B) 97.1mc 61kw	(AM Affiliate WJMR)				
WMRY 1950	600 500-D	Southland Bcstg. Co. 2107 Dryades St. Tuland 4841	Pearson	Lester Kamin, p & mgng. d Mort Silverman, g & cm	Russell E. Offhaus, asst. m & pmm Malcolm R. LaPlace, pd, n & sd	Samuel Perkins, ce Lavra Lane, wd UP Col.
WNOE 1922	1060 50,000-LS 5,000-N DA-2	James A. Noe St. Charles Hotel Raymond 0423	MBS H-R Reps.	James A. Noe, o James Gordon, p Patt McDonald, vp & gm	B. C. Brown, pd & pmm Ray Boyd, ce Larry Wilson, nd	Jim Steele, sd Marian Phillips, co-wd Mary Jewel, co-wd St. AP RCA

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Your Gateway to
Greater Sales in
the "Billion Dollar"
New Orleans Market!
WDSU
NBC in NEW ORLEANS

*Historic Bruloux Courtyard
Home of WDSU*

LOUISIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Trans. Li- brary, News Service Transmitter
NEW ORLEANS (Cont'd)						
WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921	NBC Petry	N. L. Carter, p	H. W. Wheelanan, gm	
WSMB-FM 1948	Ch. 274 (B) 102.7mc 17kw					
WTIX 1951	1450 250	Royal Bcstg. Corp. Ntl. Bank of Commerce Bldg.				
WTPS 1948	940 1,000-LS 500-N DA-N	The Times-Picayune Pub. Co. 615 North St. Tulane 2411	LBS Branham	L. K. Nicholson, p H. F. Wehrmann, gm	J. R. O'Meallie, cm Louis Grunewald, pdm	G. W. Deblieux, trans. sup. Assoc. AP WE
WTPS-FM 1947	Ch. 239 (B) 95.7mc 27kw					
WWEZ 1947	690 5,000 DA-2	WWEZ Radio Inc. Hotel New Orleans Canal 3421		A. L. Chilton, p Joe A. Oswald, gm	Wm. D. Matthews, asst. m Ken Elliott, pd	Harrison Mondy, ce
WWL 1922	870 50,000 DA-1	Loyola University Roosevelt Hotel Raymond 2194	CBS Katz	Rev. T. J. Shields, p W. H. Summerville, gm Larry Baird, cm	Ed Hoerner, pd Ray Liuzza, pmm J. D. Bloom, ce Don Lewis, nd	Flo Shannon, fd Bill Brengle, sd Jill Jackson, wd St. Thes. AP UP RCA
PELOUSAS						
KSLO 1947	1230 250	KSLO Bcstg. Co. KSLO Bldg. 2633	MBS KBS Sears & Ayer	W. E. Jones, p & gm E. E. Peyton, cm A. B. Reed Jr., sm	Glen Lee Hunt, pd Freddie J. Herbert, ce	Floyd J. Cormier, n & fd John A. Chauvin, sd UP WE
RUSTON						
KRUS 1947	1490 250	Clarence E. Faulk Jr. 105 E. N. Railroad Ave. 1490	MBS	E. C. Faulk Jr., p Ken Whitaker, gm James Spann, ce		L-W UP Col.
SHREVEPORT						
KCIJ 1950	980 5,000-D	Southland Bcstg. Co. 710 Milam St. 4-6681	LBS	Martin Kirsch Jr., sm	Ven Marshall, sta d	UP
KENT 1947	1550 1,000-LS 500-N DA-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS Walker	Frank H. Ford, p & gm Frank H. Ford Jr., cm Joe Monroe, pd	Bill Monroe, pmm L. J. Carlson, ce Michael A. Roppolo, nd	Bill Rutledge, fd Al Donaldson, sd St. AP Ray.
KRMD 1928	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Weed	Glenn V. Wilson, m	William L. Switzer, sta d	
KRMD-FM 1951	Ch. 266 (B) 101.1mc 11.5kw					
KTBS 1928	710 10,000-LS 5,000-N DA-2	Radio Station KTBS Inc. 312 E. Kings Highway 7-3644	NBC Texas Quality Petry	E. Newton Wray, p & gm Chas. F. Whitesides Jr., loc. sm Dean R. Upson, natl. sm Deane R. Flett, pd	Carol Vinson, pmm C. H. Maddox, ce Ed Cook, trans. sup. Joe Calloway, sd Maurie Wayne, co-n editor	N. L. (Nick) Gearhart, co-n editor Jack Timmons, fd Mildred Tippett, wd Assoc. AP, UP RCA
KWKH 1925	1130 50,000 DA-N	International Bcstg. Corp. Commercial Bldg. 2-8711	CBS Branham	John D. Ewing, p Henry B. Clay, gm B. G. Robertson, asst. m	Horace Logan, pd James T. Briggs, pmm	W. E. Antony, ce James Van Sickle, nd L-W AP, UP RCA
KWKH-FM 1948	Ch. 233 (B) 94.5mc 13.5kw					UP WH
AUGUSTA						
WFAU 1946	1340 250	Twin City Bcstg. Co., Inc. 160 Bangor St. 2540	NBC Yankee Borgatti Forjoe	Faust Couture, p Norman G. Gallant, gm Willard Blaisdell, pd	Robert Parker, ce Robert Goldermann, nd Ralph Hunt, fd	Charles Littlefield, sd Catherine Rice, wd St. AP Ray.
WRDO 1932	1400 250	WRDO, Inc. 175 Water St. 2285	NBC New England Bannan Weed	Adeline B. Rines, p Jack S. Atwood, g & pmm Donald Powers, cm	Leslie Hubley, pd Harold Dinsmore, ce Dan Kelly, nd	Linwood Brofee, fd Wil Whitten, sd Mary Lou Faulkner, wd Thes. UP RCA

MAINE

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BANGOR

WABI 1924	910 5,000 DA-N	Community Bcstg. Service 57 State St. 6446	ABC, MBS LBS Young Kettell- Carter	Horace A. Hildreth, co-o & p Murray Carpenter, co-o, treas., & gm	Lee Gorman, Jr., c & pmm Richard Bronson, pd & fd Walter Dickson, ce	Robert Patten, nd George Gonyar, sd AP
WGUY 1947	1230 250	Guy Gannett Bcstg. Services Box 732 7354	CBS Avery- Knodel	Guy P. Gannett, p C. E. Gatchell, gm Samuel G. Henderson Jr., m	Clifton E. Reynolds, pd Roger W. Hodgkins, ce	Charles R. Sanford, sd Beth Deane, wd UP GE
WGUY-FM 1947	Ch. 226 (A) 93.1mc 11kw						
WLBZ 1926	620 5,000 DA-N	Maine Bcstg. Co. 100 Main St. 6023	NBC New England Weed	Adeline B. Rines, p Edward E. Guernsey, gm Irving S. Hunter, pd	John Wibby, ce William Michner, nd	Jake Broffee, fd Laurel Clements, wd UP WE

BIDDEFORD

WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 44566	MBS Yankee Devney	Arthur A. Deters, p, g & cm & ce	Harry D. Dyer, pd Carl Swanson, sd	Chrysoula Drivas, wd UP G
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HOULTON

WABM 1950	1340 250	Aroostook Bcstg. Corp. 1340 North Rd. 2257	MBS Maine Bannan	Harry E. Umphrey, p Harold D. Glidden, gm	Ted Coffin, cm, pd, sm & fd R. W. MacIntosh, ce	Eben Curry, nd Dewey Dewitt, sd Rita Jenkins, wd AP RCA
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LEWISTON

WCOU 1938	1240 250	Twin City Bcstg. Co., Inc. 223 Lisbon St. 4-6921	MBS Yankee Forjoe	Faust Couture, p. & treas. John C. Libby, gm & sd Oscar Normand, cm	Herbert Fontaine, pd & pmm Donald Mason, ce	Jack Karmen, nd Harold Alberghini, fd Bernadette Tardif, wd SES., St. UP RCA
WCOU-FM 1948	Ch. 230(B) 93.9mc 13.7kw					 WH
WLAM 1947	1470 5,000 DA-1	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401	ABC	Frank S. Hoy, o & gm Elden H. Shute Jr., p	Gerald T. Higgins, c & pmm F. Parker Hoy, pd & nd	Leslie R. Hall, ce Nancy O'Connell, wd AP

PORTLAND

WCSH 1925	970 5,000 DA-N	Congress Square Hotel Co. 157 High St. 2-0181	NBC New England Maine Weed Bannan	Adeline B. Rines, p William H. Rines, gm Albert W. Smith, cm Arthur Owens, pd	Linwood T. Pitman, pmm & asst. m Daniel H. Smith, ce C. Thomas Wade, nd	Linwood H. Brofee, fd J. Donald 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 Avery- Knodel	Guy P. Gannett, p Roger C. Williams, vp Laurence H. Stubbs, vp	Creighton E. Gatchell, vp, treas. & gm Richard E. Bates, cm	Francis H. Farnum Jr., pd, pmm, & nd Roger W. Hodgkins, ce AP, UP RCA
WPOR 1946	1490 250	Oliver Bcstg. Corp. 477 Congress St. 3-8111	ABC, MBS Yankee McKinney Borgatti	Harold H. Meyer, p & gm William J. Mullen, cm Raymond Mercier, pd Marguerite Phillips, pmm	Harry J. Dowd Jr., office m Fae Marble, traffic m Roger L. Perry, ce	Blake Ellis, nd Ralph Fenno, sd Martha Standish, wd St. AP GE

PRESQUE ISLE

WAGM 1931	1450 250	Aroostook Bcstg. Corp. 180 State St. 8821	Aroostook Maine	H. E. Umphrey, p H. D. Glidden, gm Forrest Craig, cm	Richard Marchall, pd & nd L. E. Hughes, ce Ted Coffin, fd	Dewey Dewitt, sd Margaret Hanks, wd AP
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WATERVILLE

WTVL 1946	1490 250	Kennebec Bcstg. Co. 38 Silver St. 2700	ABC New England Everett- McKenny	Carleton D. Brown, p & gm Harold L. Vigue, cm	Paul Huber, pd & sd Al Martin, pmm & nd	Don Sutherland, ce Marguerite Staples, wd St. AP RCA
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MARYLAND

ANNAPOLIS

WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. 25 School St. 2500		Morris H. Blum, p & gm	Arthur P. Dietz, ce	 UP Ray.
WASL 1946	810 250-D	Chesapeake Radio Corp. P. O. Box 508 9211		Robert L. Blalock, p & gm Patrick W. Larkin, cm	Muriel E. Blalock, pd & wd Stanley C. Leck, ce	William Earle, n, f, sd Wld. AP Col.
WNAV 1949	1430 1,000 DA-N	Capital Bcstg. Co. Box 829 2839	LBS McGillvra	Albert H. MacCarthy, p H. Philip Nesbitt, g & cm, ce	Mary Lane, pd	Robert C. Bicker, pmm Cap. AP GE
WNAV-FM 1948	Ch. 256 (B) 99.1mc 16.6kw					 WH

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REP. EVERETT-McKINNEY, INC.

HAL MEYER, PRESIDENT

MARYLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner or Sales Mgr. slm;	Executive Abbreviations Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter	
BALTIMORE							
WAAM(TV) 1948		WAAM Inc. 3725 Maiden Ave.		(For full information see TELECASTING Yearbook)			
WBAL 1925	1080 50,000-DA-N	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, p D. L. Provost, vp & gm Leslie H. Peard Jr., sm John Wilner, vp of eng.	Victor F. Campbell, pd William N. Rock, pm J. M. Kennedy, loc. slm. Arnold Wilkes, d of pub. affairs & edu.	Tom White, news & publ. m William Bareham, ce Mollie Martin, wd	Assoc. AP, INS WH
(For full information see TELECASTING Yearbook)							
WBAL-TV 1948		Hearst Radio, Inc. 2610 N. Charles St.		(For full information see TELECASTING Yearbook)			
WBMD 1947	750 1,000-D	Key Bcstg. Corp. 879 Park Ave. Mulberry 7095	McGillvra	George E. Hull, p H. Shelton Earp Jr., g & cm	Tom O'Connor, pd, nd Russell H. Morgan, ce	Vincent T. Bagli, sd Polly Dorsey, wd	AP RCA
WCAO 1922	600 5,000 DA-1	The Monumental Radio Co. 1102 N. Charles St. Mulberry 0600	CBS Raymer	L. Waters Milbourne, p & gm	Robert M. Richmond, asst. m of natl. sls & prom. George L. Filling, pd	Martin L. Jones, ce Bill Dyer, sd Bettie McCall, wd Wm. Conhurst, nd	Wld. AP WH
WCAO-FM 1948	Ch. 274 (B) 102.7mc 20kw			(For full information see TELECASTING Yearbook)			
WCBM 1924	680 10,000-LS 5,000-N DA-2	Baltimore Bcstg. Corp. North & Harford Aves. Belmont 8400	MBS Taylor	John Elmer, p & cm George H. Roeder, gm. pd & nd	G. Porter Houston, ce	W. Greg Halpin, sd	L-W AP, 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.	W. Bert Hanauer, pd Robt. S. Maslin Jr., publ. d & secy. William Q. Ranft, ce	William S. Pirie Jr., d of sls. John M. Alderson, nd Stewart R. Kennard, d of sp. events	Wld. AP, UP RCA
WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808	Headley- Reed	Thomas G. Tinsley Jr., p & gm	Robert C. Embry, cm Nedra Berryman, pd	Allen Hedrick, ce	St. AP WE
WITH-FM 1945	Ch. 282 (B) 104.3mc 20kw			(For full information see TELECASTING Yearbook)			
WMAR(TV) 1947		The A. S. Abell Co. Baltimore		(For full information see TELECASTING Yearbook)			
WSID 1947	1010 1,000-D	United Bcstg. Co. of Eastern Md. 109 W. Baltimore St. Saratoga 8250		Richard Eaton, p & nd Albert Lanphear, vp, g & cm	Helen Wherley, pd Will Taylor, pmm & fd	Lee Reckling, ce	
WWIN 1951	1400 250	Belvedere Bcstg. Co. 5740 Reistertown Mohawk 4400	Ra-Tel	Thomas F. McNulty, p & gm	Lenore N. Feldman, pd Bentley Stecher, sls m	Harold A. Kemp, ce Ralph Pennewell, sd	Assoc. AP WE
WWIN-FM 1948	Ch. 234 (B) 94.7mc 20kw			(For full information see TELECASTING Yearbook)			
BETHESDA							
WUST 1947	1120 250-D	Broadcast Management Inc. 1343 U St., N.W., Washington, D.C. Hobart 1233	Best	Harold E. Sheffers, p & gm	Carl Robinson, pd	Richard Regan, ce	L-W UP Col.
WUST-FM 1949	Ch. 292 (A) 106.3mc 0.5kw			(For full information see TELECASTING Yearbook)			
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 H-R Reprs.	Leslie L. Aitman, p & gm			

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<p>In Baltimore's Metropolitan Area, 1st in sales in Md.</p> <p>IT'S WSID that gets the bid Baltimore's Favorite Independent</p> <p>WSID has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.</p> <p>In Baltimore WSID has more listeners during the entire afternoon period than ANY TWO STATIONS GIVING HORSE RACE RESULTS.</p>	<p>U</p> <p>B</p> <p>C</p>	<p>In Hagerstown, Capital of Western Maryland 2nd in sales in Md.</p> <p>IT'S WARK-CBS in the area</p> <p>'Mark WARK' on your list Auxiliary Studio, Waynesboro, Pa.</p> <p>Leads any TWO other stations in listening audience according to all surveys available.</p> <p>For more listeners and more value Call UBC, 109 W. Baltimore St. Baltimore, Saratoga 8250 or 507 Fifth Ave., N. Y. City, Murray Hill 7-4758</p>
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Baltimore**

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MARYLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
CAMBRIDGE							
WCEM 1947	1490 100	Shore Bcstg. Co. Box 333 1580	MBS	John Downing, p Norman V. Bergholm, g. c & pmm	Edward Brigham, pd & sd Jerrold Merrit, ce	Tom Maguire, nd Betty Robbins, wd	Wld. AP
CUMBERLAND							
WCUM 1948	1490 250	Tower Realty Co. Williams Rd., East City Line 5400	CBS Meeker	Karl F. Steinmann, p Malcolm A. Campbell Jr., gm & sd Roy H. Knotts, cm	Robert Barber, pd Eldred Steinmann, pmm W. Paul Clendenning, ce	William Criswell, nd Russ Reynolds, fd Susan Smith, wd	Thes. AP RCA
WCUM-FM 1948	Ch. 275 (B) 102.9mc 1.3kw						
WDYK 1949	1230 250	Western Maryland Bcstg. Co. 450 Byrd Ave. 5001	ABC, MBS Radio Reps.	Richard A. Raese, p Dan Hydrick Jr., vp & gm Floyd V. Cozad, cm	James M. Martinson, pd & sd Ed Meyer, pmm & nd	George Sokol Jr., ce Dick Jamison, fd Betty Stair, wd	St. AP Col.
WTBO 1928	1450 250	Maryland Radio Corp. Commercial Bank Bldg. 299	NBC Branham	Charles E. Smith, p & gm Henry J. Guzik, cm & pmm	Michael Hurst, pd & sd John Ridgway, ce Robert Rosamond, nd	M. Virginia Rosenbaum, wd	Wld. UP
FREDERICK							
WFMD 1950	930 1,000 DA-N	Monocacy Bcstg. Co. Frederick 1626	CBS	Laurence Leonard, p & co Alan W. Long, gm & cm	Evelyn Leonard, pd	Victor Bankowski, ce	AP RCA
WFMD-FM 1947	Ch. 260 (B) 99.9mc 2kw						Wld. AP WE
HAGERSTOWN							
WARK 1946	1490 250	United Bcstg. Co. of Western Md. 128 S. Prospect St. 4500	CBS United Radio Reps.	Richard Eaton, p & nd Albert R. Lanphear, vp	Samuel E. Phillips Jr., g & cm Hunter Reams, pd & fd	Lynn Keller, pmm G. Harold Brewer, ce	AP
WJEJ 1932	1240 250	Hagerstown Bcstg. Co., Inc. Franklin Court 2323	ABC MBS Walker	Grover C. Crilley, p & gm W. H. Paulsgrove, cm & pmm	Robert F. Leshner, pd George W. McIntire, ce Glenn Thomas, n & sd	Dave Allen, fd Marie Whitcraft, wd	L-W AP
WJEJ-FM 1947	Ch. 284 (B) 104.7mc 9.4kw						GE
HAVRE DE GRACE							
WASA 1948	1330 1,000-D	Chesapeake Bcstg. Co. P. O. Box 97 800	KBS Schepp- Reiner	Jason T. Pate, p & gm Charles W. Irwin, cm	W. Edwin Baekey, pd & pmm, nd	Charles E. Veazie, ce Anita Lou Baekey, wd	Wld. UP Ray.

Data corrected to Dec. 6, 1951. If executives or services for FM 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.

CENTER OF THE STORIED DEL-MAR-VA PENINSULA

WBOC

ONE OF AMERICA'S FINER RADIO STATIONS

Beautiful **RADIO PARK, SALISBURY, MD.**

OUT-OF-TOWN STUDIOS: SEAFORD, DEL., POCOMOKE CITY, MD.

ELEVEN-COUNTY AREA

Automotive	\$60,886,000
Bldg., Hdwe.	33,760,000
Apparel	13,751,000
Eat, Drink	13,187,000
Food	53,022,000
Drugs	4,740,000
Filling Stations	16,558,000
Furniture, Radios	13,373,000
General Mdse.	11,940,000
Other retailing	80,537,000

SHARE OF AUDIENCE

(Monday thru Friday)	
10:00 AM-12 Noon	68.7%
12:00-6:00 PM	81.0%
6:00-10:00 PM	77.6%

FM AFFILIATE
WESN
12 KW — 97.5 MC
QUALITY PROGRAMS

POPULATION: 300,100 — RADIO HOMES: 81,245

John W. Downing, President

Charles J. Truitt, Gen. Mgr.

NATIONAL REPRESENTATIVES: BURN-SMITH CO., INC.

ROCKVILLE

WINK 1947	1600 1,000-D	United Bcstg. Co. 259 E. Montgomery Ave. 4357		Richard Eaton, p Albert Lanphies, vp	Richard C. Scheele, gm Arthur A. Snowberger, ed	(Mrs) Phyllis Johnson, pd Col.
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SALISBURY

WBOC 1940	960 1,000 DA-N	The Peninsula Bcstg. Co. Radio Park 6131 (WBOC, AM Affiliate)	MBS Burn-Smith	John W. Downing, p Charles J. Truitt, g, c & pmm	John W. Downing Jr., pd & nd	Jack W. Ward, ce David Bueret, fd Elizabeth Whealton, wd	Wld., L-W AP RCA
WESN(FM) 1947	Ch. 248 (B) 97.5mc 12kw						

SILVER SPRING

WGAY 1946	1050 1,000-D	Tri-Suburban Bcstg. Co. Kemp Mill Rd. Shepherd 1050	Metro- politan Network	John W. Kluge, p Joseph L. Brechner, gm James Crismond, cm	Ernie Tannen, pd J. Robert Herr, traffic m	Arthur McDougall, ce Chuck Dulane, nd	Wld. AP Col.
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MASSACHUSETTS

ATTLEBORO

WARA 1950	1320 1,000 DA-2	Attleboro Radio Assoc. Inc. 8 N. Main St. 8-1320	Bannan	Keith S. Field, gm William A. Dawson Jr., cm	William J. Torpey, nd David P. Mohr, pd Richard Cahlmers, pmm	Kenneth Dolan, ce Jo Sherman, wd	Thes. UP RCA
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BOSTON

WBZ 1921	1030 50,000 DA-1	Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC New England Free & Peters	Walter Evans, p W. C. Swartley, sm C. M. Meehan, slm Avner Rakov, prog. m	John G. Stilli Jr., adv. & sls pmm W. H. Hauser, ce F. Whitmarsh, nd	Malcolm McCormack, fd Leo Egan, sd Mildred Carlson, wd	Thes. AP, UP WH
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WBZ-FM 1942	Ch. 225 (B) 92.9mc 20kw						
WBZ-TV 1948		Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd.					

WCOP 1935	1150 5,000 DA-2	Baker, Beaman and Whisnand 485 Boylston St. Copley 7-0123		Ray V. Whisnand, gm A. N. Armstrong Jr., natl. cm	Harry Wheeler, loc. cm Roland C. Hale, ce	Henry W. Lundquist, pd Jack Chase, nd Mildred Bailey, wd	
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WCOP-FM 1948	Ch. 264 (B) 100.7mc 20kw						
WEEI 1924	590 5,000 DA-1	Columbia Bdcstg. System 182 Tremont St. HUBbard 2-2323	CBS CBS-New England CBS Radio Spot Sales	Frank Stanton, p Harvey J. Struthers, gm Emmett J. Heerd Jr., cm Raymond G. Girardin, pd Marie H. Houlahan, publ. d	John J. Murray, d of opers Charles B. H. Vaill, pmm Harold A. Dorschug, ce Charles Ashley, nd	Jesse H. Buffum, fd Arthur C. King, sd & pdm	L-W AP, UP GE

WEEI-FM 1948	Ch. 277 (B) 103.3mc 20kw						L-W AP, UP GE
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WHDH 1928	850 50,000 DA-2	Matheson Radio Co., Inc. 6 St. James Ave. Hancock 6-5500	Blair	Robert Choate, p William B. McGrath, mngng. d Arthur T. Brush, cm	George M. Perkins, pd William E. Shea, pmm Philip K. Baldwin, ce John Day, nd	Joseph Kelly, fd Curt Gowdy, sd Christine Evans, wd L-W AP, UP GE St. AP WH
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WHDH-FM 1948	Ch. 233 (B) 94.5mc 20kw					 WE
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WHEE 1946	1090 1,000-D	WBMS Inc. 35 Court St. Lafayette 3-6100 (See Lawrence, Mass. listing)	Forjoe	Jack N. Berkman, p Lambert B. Beeuwkes, g & cm	William Stewart, pd, publ. & pmm Don Snider, ce	Steve James, nd Ken Malden, sd Polly Haddad, wd UP WE
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WLAW 1937	600 50,000 DA-1						
WMEX 1934	1510 5,000 DA-1	The Northern Corp. 70 Brookline Ave. Commonwealth 9300	LBS	William S. Pote, gm Larry Flynn, cm			

WNAC 1922	1260 5,000 DA-N	Thomas S. Lee Enter- prises 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee H-R Reps.	Linus Travers, evp chg. sales			
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WNAC-FM 1948	Ch. 253 (B) 98.5mc 20kw						
WNAC-TV 1948		Thomas S. Lee Enter- prises 21 Brookline Ave.					

WORL 1950	950 5,000-D	Pilgrim Bdcstg. Co. 92 State St. Lafayette 3-4000	Bolling	Joseph A. Dunn, p Arthur E. Haley, gm & cm	Norman Prescott, pd Robert M. Cabitt, pmm Richard D. Jordan, nd & sd	John W. Parker, ce Claire Crawford, asst. slm AP Ray.
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WVOM 1948	1600 5,000 DA-1	The Boston Bdcstg. Corp. 1 Harvard St. Beacon 2-5650	McGillvra	Benjamin Bartzoff, vp & gm	Ken Strong, cm	 UP
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The most popular show in Boston

RAY WHITLEY

(8:15 to 11:00 a.m. Monday thru Friday)

**Star of Stage, Screen,
Television and Radio**

Now pulling over 3,000 pieces of mail a week

**5,000
watts**

WMEX

Boston, Mass.

MEMBER
**Liberty
Broadcasting
System**

MASSACHUSETTS—(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; 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. Li- brary, News Service Transmitter	
BROCKTON							
WBET 1946	990 1,000-D	Enterprise Pub. Co. 60 Main St. 7062	Colton	Charles A. Fuller, gm Earle G. Clement, cm Kenneth G. Dalton, nd	Mark L. MacAdam, tech. d Walter Dunbar, sd	Arthur Jones, fd Freddie Seymour, wd	SES. Thes. AP Col. GE
WBET-FM 1948	Ch. 249 (A) 97.7mc 0.8kw						
CAMBRIDGE							
WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Elliot 4-0500		Frank Lyman Jr., p John Thornton, vp Frederic S. Bailey, m	Ed Penney, pd Arthur Richardson, ce Virginia Kenny, traffic m	Ken Elliott, n & sd Evelyn Victor, wd AP Tem.
WXHR(FM) 1947	Ch. 245 (B) 96.9mc 5kw	(WATO, AM Affiliate)	Continental	John Thornton, g & cm	Mary Ann Von Reckling- hausen, pd		
CHICOPEE							
WACE 1946	730 1,000-D	Regional Bdcstg. Co. Hotel Bridgway Springfield 8-1323	North Eastern	David Hayes, p Ralph J. Robinson, evp, g & cm	Charles O'Malley, pd & sd John S. Begley, treas.	H. Richard Glnka, ce AP RCA
FALL RIVER							
WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400	MBS Walker	George L. Sisson Jr., mgng. d		Nellie F. McCain, bus. m UP
WSAR 1921	1480 5,000 DA-2	Fall River Bdcstg. Co., Inc. Academy Building 7-9477	ABC Headley- Reed Bannan	Melvin Lahr, treas. & gm John Crowley, pmm Bill O'Brien, sd	Neil Sullivan, cm John Pavao, ce	Angus Bailey, pd Joe Welch, nd	L-W UP WH
FITCHBURG							
WEIM 1941	1280 1,000 DA-N	WEIM Fitchburg, Inc. 717 Main St. 3-3766	MBS Yankee Walker	Henry G. Molina Jr., p Al Maffie, sm James Chalmers, cm & sd	David Rodman, pd & pmm	Theodore Kalin, ce Dotty McKittrick, wd AP GE
WFGM 1950	1580 1,000-D	Wachusett Bdcstg. Corp. 455 Main St. 3-4897	Devney Bannan	Ansel E. Gridley, p, gm & cm Donald L. Coleman, ce	John Wisley, pd & pmm Merlyn Prestes, nd & fd	Duke Savitt, sd Shirley Ostberg, wd INS Ray.
FRAMINGHAM							
WKOX 1947	1190 1,000-D	Suburban Bcstg. Co. Smith Bldg. 7409	Kettell- Carter	Richard E. Adams, g & pmm & pd	James H. Shoemaker, cm Francis W. Bartol, ce James Robbins, nd	Lee Emmerich, sd Nancy Anderson, wd	Wid. UP Ray.
GARDNER							
WHOB 1946	1490 250	The Gardner Bcstg. Co. Green St. 1490	Bolling	W. J. Barkley, p W. F. Rust Jr., gm	R. A. Brennan, cm Arthur Vaughn, pd	John LaBonte, ce AP GE
GREENFIELD							
WHAI 1938	1240 250	John W. Haigis 356 Main St. 4301	MBS Yankee Bannan Walker	John W. Haigis, o & gm Thomas J. Kelly, pmm	Donald A. Tuttle, fd Horace W. Nichols, cm Leland F. Wheeler, ce	Ira L. Hewey, pd & sd Graydon Spragg, nd	Thes., Assoc., Wid., AP Col. REL
WHAI-FM 1948	Ch. 252 (A) 98.3mc 1kw						
HAVERHILL							
WHAU 1947	1490 250	Haverhill Gazette Co. 30 How St. 4-4733	New England Kettell- Carter	John T. Russ, gm Paul A. Hurd, ce	Robert I. Kimel, cm Eliene Kneeland, wd	Kenneth D. Ash, pd & sd AP Ray.

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WEIM

FITCHBURG, MASSACHUSETTS

1000 W. FULLTIME 1280 KC

"The Voice of Central Massachusetts"

MARKET DATA

Population	430,560
Radio Families	109,780
Retail Sales	174,341
Drug Sales	5,755
Food Sales	57,770

Money values in thousands of dollars. Population figures from U. S. Census 1950. Radio families BMB 1950. Consumer Markets S R & D 1950-1951.

MUTUAL—YANKEE

Represented by THE WALKER COMPANY

ATLANTA • CHICAGO • KANSAS CITY • LOS ANGELES • NEW YORK

KETTEL-CARTER IN BOSTON

HOLYOKE

WHYN 1941	560 1,000 DA-N	Hampden Hampshire Corp. 180 High St. 8238	MBS Yankee Walker Bannan	Charles N. DeRose, gm Patrick J. Montague, cm	John Vondell, pd	A. Paley, chief oper.	L-W UP RCA
WHYN-FM 1948	Ch. 216 (B) 93.1mc 3.2kw			Charles Tamm, chief oper.		 GE
WREB 1950	930 500-D	Valley Bcstg. Co. 323 High St. Holyoke 2-3296 Martin Scheuer	Sigward O. Holmes, p	Francis P. Shea, nd Ruth Mason, wd W. Wallace Robinson, g & cm	Ralph J. Benedict, ce Francis J. Hamel, pd Tom Eaton, sd	Assoc. SES. AP G

LAWRENCE

WCCM 1947	800 1,000-D	The Lawrence Bcstg. Co. 54 Essex St. Lawrence 37171 Indie Sales, Inc.	George H. Jaspert, p & gm Ernie Labranche, sd	William Mitten, pmm & nd	Christine Cartwright, wd Nick Caruso, fd AP GE
WLAW 1937	680 50,000 DA-1	Hildreth & Rogers Co. 278 Essex St. Lawrence 4107	ABC Weed & Co.	Irving E. Rogers, p Richard T. Hickox, pd Anne D. Minahan, wd	William A. Rippe, gm Fred. A. Sullivan, pmm	Mrs. Nora Kirby, cm George A. Hinckley, ce	Wld. UP WE
WLAW-FM 1947	Ch. 229 (B) 93.7mc 20kw						

LOWELL

WCAP 1951	980 1,000-D	Northeast Radio Inc. 243 Central St. 4-0404		Israel Cohen, p & gm Gerald F. Cronin, cm Milton B. Kaye, pd	Joseph S. Danis, asst. pd & nd Theodore Cohen, ce	Catherine Brogan, office m UP Ray.
WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. 39 Kearney Sq. 8715	MBS Yankee	Gerald Harrison, p Carl S. Wheeler, vp Haskell Bloomberg, cm	Ann Bradford, wd Dana W. Fitzgerald, sm A. G. Micheals, ce	Tom Clayton, pd & sd Fred Simmons, nd R. B. Newton, asst. ce	Assoc. UP WE
WLLH-FM 1948	Ch. 258-B 99.3mc 12.2kw						

LYNN

WLYN 1947	1360 1,000-D	Puritan Broadcast Service Inc. 7 Willow St. 5-6200		Theodore Feinstein, p & gm Winslow Bettinson, d of sta. opers.	Leonard Myers, cm John Parker, ce	Dom Cerulli, nd Ruth Hetu, wd UP Col.
WLYN-FM 1948	Ch. 288 (A) 105.5mc 0.52kw						

MEDFORD

WHIL (CP) 1949	1540 250-D	Conant Bcstg. Co.					
WBSM 1949	1230 100	Bay State Bcstg. Co. Pope's Island 3-1767	McGillvra	Joseph P. Duchaine, p Otto F. A. Arnold, gm O. S. Perry, cm	Harold H. Hoover Jr., ce Frank Burgmeier, nd	Edward L. Merritt Jr., pd Harriet Hall, wd UP RCA
WBSM-FM 1949	Ch. 247 (B) 97.3mc 20kw						

NEW BEDFORD

WNBH 1921	1340 250	E. Anthony & Sons Inc. 432 County St. 8-5228	MBS Yankee Walker Bannan	Basil Brewer, p Paul Perreault, gm Edward Boghosian, pd	James Gleason, sd Z. V. Grobowski, ce Betty Pumilia, wd	David Shurtleff, cm & pmm Robert Sayre, nd	Wld. AP RCA
WFM(FM) 1946	Ch. 251 (B) 98.1mc 20kw						

HOMETOWN, USA

WHAI—IDEAL TEST STATION IN NEW ENGLAND

WHAI MARKET—8 superiors—Sales Management

WHAI LISTENERS—equal urban and rural

WHAI LISTENING—twice next five combined

WHAI KNOWHOW—Hometown Knowhow since 1938

WHAI REPS—Bannan in Boston and Walker Co.

WHAI—IDEAL TEST STATION IN NEW ENGLAND

WHAI GREENFIELD, MASSACHUSETTS

MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Exec. vp evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
NORTH ADAMS							
WMNB 1947	1230 250	Northern Berkshire Bcstg. Co. Inc. 466 Curran Highway 1230		J. Gordon Keyworth, p. g & cm Benjamin A. Hubley, pd	Belva C. Keyworth, office m Richard J. O'Brien, com. rep.	William B. Dailey, chief tech. Bernard Bullett, sd	Wld. AP Ray.
WNAW 1949	860 250-D	Courtlandt Nicoll 20 State St. 860		Courtlandt Nicoll, p & gm Richard Woodies, cm Tom Varnum, pd & sd	Blair Wallisor, advisory pd Gerald O'Grady, ce	John Hitchcock, nd Mary Woodies, wd	Assoc. UP RCA
NORTHAMPTON							
WHMP 1950	1400 250	Pioneer Valley Bcstg. Co. 78 Main St. 4275		John H. Williams, p Alexander W. Milne, gm & cm	Harold Schumacher, ce Joseph Fennessey, pd & nd	Peter H. Winn, sd Dorothy Drewsen, wd	St. AP RCA
PITTSFIELD							
WBEC 1947	1490 250	Western Mass. Bcstg. 30 Eagle St. 8292	ABC Kettell- Carter McKinney	Donald B. Miller, p W. Wendell Budrow, g. c & pmm	Robert Hennabery, pd Walton T. Ayer, ce Edward Farrell, nd	Dana Jones, fd Roger O'Gara, sd Alice O'Meara, wd	L-W AP GE
WBEC-FM 1948	Ch. 232 (A) 94.3mc 1kw					 Ray.
WBRK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row Pittsfield 2-1553	MBS Yankee Walker	Leon Podolsky, p John T. Parsons, gm Walter Kearsy, cm	Dick Bolander, pd Ted Holmes, pmm Leonard Lavendol, ce Leon Beeler, nd	Miles McCarry, fd Dan Healy, sd Isabel Parker, wd	Assoc. UP WH
QUINCY							
WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. P. O. Box 373 Mayflower 9-1300		James D. Asher, ptrn., pmm & ce	Joseph H. Tobin, ptrn. & pd	William Edward, nd	Wld. AP Col.
SALEM							
WESX 1950	1230 250	North Shore Bcstg. Co. 49 Washington St. 5670		Joseph H. Tobin, p William C. Asher, g. c & pmm	James D. Asher, treas. William Lamprey, compt.	Henry Forbes, pd Ruth Putnam, wd	Wld. UP
SPRINGFIELD							
WACE 1946	730 1,000-D	(See Chicopee, Mass. listing)				
WBZA 1924	1030 1,000	Westinghouse Radio Stations Inc. Hotel Kimball 6-8336	NBC New England Free & Peter	Walter Evans, p Walter E. Benoit, vp Edwin R. Bornoff, gen. slm	W. C. Swartley, sm C. M. Meehan, slm Harold E. Randol, ce	John G. Stilli Jr., adv. & sls pmm W. Gordon Swan, prog. m WE
WBZA-FM 1942	Ch. 246 (B) 97.1mc 20kw					

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BUY ACE IN SPRINGFIELD!

DOMINANT STATION WITH FIVE YEARS ACCEPTANCE
MUSIC... NEWS... MAJOR LEAGUE BASEBALL

POWER! RESULTS! LOW COST!

730 KC

1000 WATTS

**NYC & CHICAGO
INDIE SALES INC.**

**BOSTON
KETTELL-CARTER**



Regional Broadcasting Company
SPRINGFIELD • CHICOPEE • HOLYOKE
MASSACHUSETTS

Ace Voice of Western Massachusetts

WJKO 1949	1600 5,000-D	Springfield Bcstg. Co. 137 State St. 2-7487		C. M. Manitsas, gm, s & n & pd	E. G. Hewinson Sr., cm & ce	Mrs. Walter Baacke, wd	UP RCA
WJKO-FM 1948	Ch. 270 (B) 101.9mc 10kw						
WMAS 1932	1450 250	WMAS Inc. Springfield 7-1414	CBS Petry	Gerald Harrison, p Carl S. Wheeler, vp Robert Donahue, gm	John Michnovez, ce Robert M. Feldman, cm Noah LaMountain, nd	Turner Cooke, pd Paul Peltier, pmm Mae Brown, wd	Assoc. UP WE
WMAS-FM 1947	Ch. 234 (B) 94.7mc 3.2kw						
WSPR 1936	1270 1,000 DA-2	WSPR Inc. 63 Chestnut St. 6-2757	ABC Hollingbery Bannan	Alan C. Tindal, p Wayne Henry Latham, pd & nd	Howard S. Keefe, pmm George R. Townsend, ce Kristian Solberg, treas.	Robert L. Jones, sd Dorothea King, wd	L-W AP RCA
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, p J. Milton Hammond, gm Joseph G. Quill, sta. m & pd	Ed Stawniak, cm Owen Kelliher, ce	Bob Doyle, nd Ed Litchfield, sd	L-W UP G
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WALTHAM

WCRB 1951	1300 1,000-D	Charles River Bcstg. Co. 4 Gordon St. 5-7080	Bannan	Richard C. O'Hare, p Deuel Richardson, gm & pd	Theodore Jones, exec, m James H. Bonney, ce	Martin Tall, nd W. B. Sherman, sd	UP Ray.
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WARE

WARE 1948	1250 1,000-D	Donald W. Howe Ware 1250	Radio Reprs. Borgatti	Donald W. Howe, p, gm & cm Bill O'Neill, nd	Tom Colton, pd & fd Dick Goodwin, sd	Fred Joslin, ce Wanda Giza, wd	Assoc. AP Ray.
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WEST SPRINGFIELD

WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St. 9-4768	Walker Borgatti	Lawrence A. Reilly, p & pmm	James L. Spates, d of opers, pd & ce Holland Cameron, cm	Dick Stedman, sd	Wid. INS G
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WEST YARMOUTH

WOCB 1940	1240 250	E. Anthony & Sons Inc. South Sea Ave. Hyannis 502	MBS Walker Bannan	Basil Brewer, p Paul W. Stiles, g & cm	Zig Grobowski, ce Blanche Robinson, wd	Joyce Johnson, pd R. Maxwell-Willeson, nd	Wid. AP RCA
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WOCB-FM 1948	Ch. 232 (A) 94.3mc 1kw						
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WORCESTER

WAAB 1931	1440 5,000 DA-1	The Olin Corp. 34 Mechanic St. 2-5611	ABC McKinney	Bruff W. Olin Jr., p & gm	George J. Kapel, cm Felix Bonvouloir, ce	Donald C. Stevens, pd	St. AP RCA
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WGTR(FM) 1949	Ch. 256 (B) 99.1mc 5kw	Thomas S. Lee Enterprises, Inc. 151 Main St. 2-5676	H-R Reprs.	William O'Neil, p	William R. Sweeney, g & cm	Robert A. Reynolds, ce REL.
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WNEB 1946	1230 250	New England Bdcstg. Co. Park Bldg. 6-4672	Bolling	John J. Hurley, gm Andrew F. Hickey, nd Paul C. Lytle, bus. m	Edward T. McCann Jr., cm Ken Coleman, sd	Vernon Wilson, ce Jeanne Connelly, wd UP Ray.
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WORC 1925	1310 1,000 DA-1	Radio Worcester Inc. 65 Elm St. 5-3101	MBS Yankee Headley- Reed	George Taylor, p Robert Engles, vp	Kenneth B. Murray, gm Arthur Sydney, cm William Pierce III, pd	Dorothy Murray, pmm Harry L. Cohoon Jr., ne AP RCA
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WTAG 1924	580 5,000 DA-2	WTAG Inc. 18 Franklin St. 5-4321	CBS Raymer	Robert W. Booth, vp & gm Herbert L. Krueger, sta. m	A. J. Brissette, prog. m & prod. m Andrew C. Fuller, publ. d & pmm	Robert J. Brown, cm E. A. Browning, ce Edward W. Quinn, slp, m & research d	Assoc.. Wid. AP RCA
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WTAG-FM 1940	Ch. 241 (B) 96.1mc 10kw					 GE
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MICHIGAN

ADRIAN

WABJ 1946	1500 250-D	James Gerity Jr. Treat Rd. 9000	Holman	James Gerity Jr., p O. Wm. Myers, gm Harley M. West Jr., cm	Larry Payne, pd & nd Elwood Brown, ce Don Dean, fd	Phil Sanford, sd Aileen Lindbert, wd	Cap. UP
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ALMA

WFYC 1948	1280 1,000-D	WFYC Inc. 408 Gratiot Ave. 95		L. R. Kamperman, p Robert W. Cessna, gm Ray Beckwith, cm	Bob Clayton, pd Stan Heineman, pmm & fd	Harold Frisbee, ce Dave Somerville, nd Lillian Curtiss, wd	L-W, Wid. UP Ray.
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ALPENA

WATZ 1946	1450 250	Midwestern Bcstg. Co. Alpena 1049	MBS KBS Bunyan Holman	Les Biederman, p	Drew McClay, gm	Ole Lund, slm	
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ANN ARBOR

WHRV 1947	1600 1,000 DA-1	Huron Valley Bcstrs. Inc. P. O. Box 608 2-4573	ABC Walker	J. F. Hopkins, p Steve Filipiak, gm James H. Hopkins Jr., cm	Cecelia Ward, pd & wd James Allen, ce	Robert Brown, nd Bob Gage, sd	Wid. AP WE
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WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. Inc. Hutzel Bldg. 2-5517	McGillvra	Arthur E. Greene, p Edward F. Baughn, evp & gm	Kenneth MacDonald, cm Pat Quinn, pd George Stearns, ce	Otis Hardy, nd Howard Heath, fd Robert Ufer, sd	St. AP WE
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WPAG-FM 1947	Ch. 254 (B) 98.7mc 2.2kw						
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BAD AXE

WLEW 1950	1540 250-D	Saginaw Bcstg. Co. Van Dyke Rd. 1010	Headley- Reed	Milton L. Greenebaum, p Jack Parker, vp Clifford Thomas, cm	James Muehlenbeck, resi- dent m & nd	Meredith Koerner, ce Don Cloutier, sd	St. AP
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MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transe. Li- brary, 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.			
BATTLE CREEK							
WBCK 1948	930 1,000 DA-N	Michigan Bcstg. Co. Security Nat'l Bank Bldg. 3-5355	MBS Burn-Smith	Robert H. Holmes. p & gm F. K. Doyle. cm	E. F. Cahill, pd Wendell A. Crum, ce Robert Merklein, nd	Lyman Kiel, sd Connie Keller, wd	Thes. UP RCA
WELL 1925	1400 250	Federated Publications Inc. Mich. Nat'l Bank 5655	ABC Bolling	D. E. Jayne. gm E. P. Mills Jr., cm	F. F. Owen, pd	Earl J. Stone, ce	L-W, St. AP
WELL-FM 1947	Ch. 271 (B) 102.1mc 45kw						WE
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 J. Walsh, n & 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. 4451 Wheeler Rd. 3-1260	KBS LBS Sears & Ayer	Gail D. Griner, p & gm Edward T. Dillon, cm & pd	Floyd Woody, ce	Virgil O'Dell, sd AP
BENTON HARBOR							
WHFB 1947	1060 1,000-D	Palladium Pub. Co. Fairplain Ave. 5-2113	Holman	Stanley R. Banyon, p J. P. Scherer, gm Theodore Vernasco, cm	John Pershing Chase, pd & fd Munson Robinson, ce Ed Backus, nd	Ray Mittan, sd Peg Million, co-wd Virginia Mischke, co-wd	L-W, Thes., Wid. AP RCA
WHFB-FM 1947	Ch. 260 (B) 99.9mc 9.28kw						
CADILLAC							
WATT 1945	1240 250	Midwestern Bcstg. Co. Box 219	MBS, KBS Bunyan Holman	Les Biederman, p Art Nyhus, gm	Merritt Chandler, slm Bill Kiker, ce		SES. AP
COLDWATER							
WTVB 1949	1590 1,000-D	Twin Valley Bcstrs. Inc. Box 32 1230	KBS, LBS McGillvra	George Hosek, p E. Harold Munn Jr., sm & ce	Frederick G. Hodge, office m Jack E. Douglas, pd	Jack Foglio, n & fd Richard DeFay, sd Dolores Orth, wd	Assoc., Cap., Cole AP G RCA
WTVB-FM 1950	Ch. 252 (A) 98.3mc 0.77kw						
DEARBORN							
WKMH 1946	1310 5,000-LS 1,000-N DA-2	WKMH Inc. 441 Wildwood 4-7181	LBS Headley- Reed	Fred A. Knorr, p & gm George M. Millar, cm Milton Maltz, pd	Jerrold Martin, ce Clare Linn, prod. chief Dale Marr, nd	Terry Washburn, fd Frank Sims, sd	L-W UP, INS RCA
WKMH-FM 1950	Ch. 262 (B) 100.3mc 7.7kw						

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WELL

BATTLE CREEK

Battle Creek's top-rated station

and the best buy because . . .

- 26 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



**WWJ throws new light
on time-buying in the
DETROIT market**

- WWJ's primary coverage area accounts for 67% of Michigan's total retail sales!
- WWJ's primary coverage audience has the largest family income of any major market in the USA.
- WWJ's 1951 primary area has 331,000 more radio homes than in 1940—207,000 more than in 1946.
- All-Time high of 1,262,500 radio homes now in Detroit—728,000 are "radio only" homes!
- Plus a bonus audience of 501,900 car radios*—and in Detroit more people depend on day-to-day transportation than in any other major market.
- WWJ delivers more Detroit listeners than any other station, 6 P.M. to midnight, Monday through Friday.*
- WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.
- 25% of WWJ's clients have been on the station for over 5 years.
- Radio's highest awards to WWJ during its 30 years of public service add prestige to your product—lower sales resistance.

For effective, economical sales impact in the great Detroit market, today's WWJ is a "must" buy!

*source: PULSE ratings



FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. up exp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
DETROIT							
CKLW (Windsor, Ont.) 1932	800 50,000 DA-1	Western Ont. Bcstg. Co. Ltd. 3300 Guardian Bldg. Woodward 1-7200	MBS Young All-Canada	J. Edward Campeau, p & gm E. Wilson Wardell, cm S. Campbell Ritchie, pd Art Gloster, pmm	William J. Carter, ce W. H. Gatfield, treas. E. M. Saunders, d of pub. rel. M. R. Pratt, traffic d	Val Clare, nd Austin Grant, fd Art Laing, sd Myrtle Labbitt, co-wd Mary Morgan, co-wd	St. Wld. UP, INS RCA
CKLW-FM 1949	Ch. 230 (A) 93.9mc 0.25kw						
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 Bcstg. Corp. of Michigan WDET Radio Pl. Vermont 8-3048		Mildred M. Jeffrey, g & cm	Paul Morris, pd Ted Andras, ce	Lina Uterti, traffic m	Assoc. AP GE
WEXL 1926	1340 250			(See Royal Oak Listing)			
WJBK 1928	1490 250	The Fort Industry Co. 500 Temple Temple 3-7900	Katz	George B. Storer, p Richard E. Jones, vp & cm	Richard Fischer, pd Peter Storer, pub svc d Joyce Chapman, pmm	Paul O. Frincke, ce Harry R. Lipson, slm Al Nagle, sd	UP, INS RCA WE
WJBK-FM 1947	Ch. 226 (B) 93.1mc 30kw						
WJBK-TV 1948		The Fort Industry Co. 500 Temple			(For full information see TELECASTING Yearbook)		
WJLB 1926	1400 250	Booth Radio & Television Stations, Inc. 600 Buhl Bldg. Woodward 5-2000	Forjoe	John L. Booth, p & gm Eric V. Hay, cm	George Kendall, pd & nd Edwin E. Nyy, pmm	Edward H. Clark, ce Richard Pavey, sd	Wld. AP WE
WJLB-FM 1941	Ch. 250 (B) 97.9mc 3.3kw						
WJR 1927	760 50,000 DA-N	WJR. The Goodwill Sta., Inc. Fisher Bldg. Trinity 5-4440	CBS Petry	John F. Patt, p Worth Kramer, gm Wm. G. Siebert, secy- treas. F. Sibley Moore, asst. tr	George F. Leydorf, vp charge engng. Elmer O. Wayne, slm Franklin Mitchell, pd James H. Quello, d of pub. rel. & adv.	F. A. McPhillips, sls service mgr. Jack White, nd Marshall Wells, fd Van Patrick, sd Agnes Clark, wd	L-W, Thes. AP, UP, INS WE
WJR-FM 1948	Ch. 242 (B) 96.3mc 24kw						

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Gives Advertisers the

LOWEST RATE

GREATEST COVERAGE at **the**

of any Major Station in the

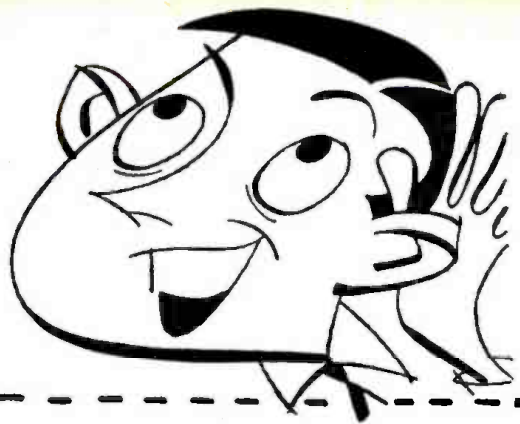
DETROIT AREA

50,000 WATTS

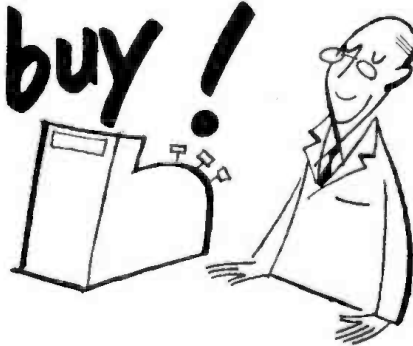
800 KC.

Guardian Bldg. Detroit, Adam J. Young, Jr. Inc. National Rep. J. E. Campeau President MUTUAL

millions listen!



millions buy!



W J R

the
GREAT VOICE
of the
GREAT LAKES



WJR Market Data*

(WJR Primary Coverage Area in Michigan, Ohio, Indiana, and Pennsylvania)

WJR Share of Total U. S. Market

Population	12,601,300	08.3%
Radio Homes	3,785,540	08.6%
Retail Sales	\$13,613,431,000	09.3%
Food Sales	\$ 3,266,766,000	09.4%
Drug Sales	\$ 464,447,000	10.3%
Filling Station Sales	\$ 739,614,000	10.1%
Passenger Car Registrations	4,116,934	10.2%

Greater Detroit Market (Wayne, Macomb and Oakland Counties)

Population	2,991,200	01.9%
Radio Homes	856,640	01.9%
Retail Sales	\$ 3,550,832,000	02.4%
Food Sales	\$ 804,135,000	02.3%
Drug Sales	\$ 153,060,000	03.4%
Filling Station Sales	\$ 174,774,000	02.3%
Passenger Car Registrations	1,007,627	02.5%

These statistics offer concrete evidence of the rich sales potential in the WJR primary coverage area. In addition to these United States market figures, the powerful WJR signal covers a Canadian population of 2,667,000 with 721,900 radio homes. To sell in this great market, be sure to use WJR, the most influential radio voice in this area. Remember . . . first they listen . . . then they buy!



WJR Eastern Sales Office: 665 Fifth Ave., New York
Represented nationally by Edward Petry & Company

Radio—America's Greatest Advertising Medium

*Complete coverage and market data booklet available on request.

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
DETROIT (Cont'd)							
WKMH 1946	1310 5,000-LS 1,000-N DA-2			(See Dearborn Listing)			
WLDM(FM) 1949	Ch. 238 (B) 95.5mc 20kw	Lincoln Bcstg. Co. 15401 W. Ten Mile Rd. Jordan 4-5835		Ellis C. Thompson, g & cm	Harold I. Tanner, pd	Jerome F. Steadley, ce	Assoc., Thes., St., Wld.
WWJ 1920	950 5,000 DA-N	The Evening News Assoc. 615 W. Lafayette Woodward 2-2000	NBC Hollingbery	William J. Scripps, d of radio Harry Bannister, gm Don DeGroot, m Melvin C. Wissman, gen. prog. m	Jake Albert, pmm Edgar J. Love, gen. engr. m Wendell Parmelee, slm James Eberle, pub. affairs d	Charles Penman, prog. & pdm Tom MacMahon, ne John Merrifield, fe	REL Thes., L-W AP, UP WE
WWJ-FM 1941	Ch. 246 (B) 97.1mc 48kw			(For full information see TELECASTING Yearbook)			REL
WWJ-TV 1947		The Evening News Assoc. 615 W. Lafayette					
WXYZ 1925	1270 5,000 DA-N	WXYZ, Inc. 1700 Mutual Bldg. Woodward 3-8321	ABC Mich. Radio ABC Spot	James G. Riddell, p Harold Christian, cm Harold L. Neal Jr., asst. slm	J. E. McCarthy, studio sup. William Morgan, adv. & sls. prom. d.	Charles Kotcher, ce Thomas A'Hearne, nd Don Watrick, sd	St. AP, INS RCA
WXYZ-FM 1948	Ch. 266 (B) 101.1mc 30kw			(For full information see TELECASTING Yearbook)			GE
WXYZ-TV 1948		WXYZ, Inc. 1700 Mutual Bldg.					
EAST LANSING							
*WKAR 1922	870 5,000-D	Michigan State College East Lansing 8-1511 ext. 488		R. J. Coleman, gm Larry Frymire, pd Norris Grover, ce	J. Kenneth Richards, pdm Don Potter, ne	Bob Shackleton, sd Howard Hass, fe	SES., Thes. AP WE
ESCANABA							
WDBC 1941	680 1,000 DA-2	Delta Bcstg. Co. P. O. Box 419 3190	MBS Walker	George D. Lindenthal, g & cm	Robert E. Wagner, pd, pmm & sd Jack Foster, ce	John Hagerman, nd Edna Wagner, wd	Thes. UP RCA
FLINT							
WJL(FM) 1949	Ch. 296 (A) 107.1mc 0.4kw	Advertisers Press, Inc. 573 Mary St. 8-5341	H-R Reps.	Donald Johnson, ptr. Myron Winegarden, ptr.	Richard S. Carter, gm Lester Hollander, cm	Warren Wood, pd Francis Bowles, ce	Cap. UP GE
WBBC 1947	1330 1,000 DA-2	Booth Radio & Television Stations, Inc. 112 W. Water St. 9-8686	MBS Weed	John L. Booth, p W. Eldon Garner, gm Jerry Schroeder, pd	Jim Rush, pmm & nd G. Elwood Ryan, ce	Ed Berryman, sd Maude Stewart Beagle, wd	Wld. AP Col.
WCLC (CP)	1470 1,000 DA-1	Adelaide L. Carrell 1623 Utica Ave. Tulsa, Okla.					

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Don't squint, sir . . .

TAKE A GOOD SECOND LOOK AT DETROIT

We're in Royal Oak—that's closer to Detroit than the boroughs to New York.

We sell coverage in terms of potential sales. Not just "square miles."

In our three primary counties: **Wayne**
Oakland
Macomb
Counties

(WOMC . . . our FM affiliate)

MORE coverage where most retail sales are made
MORE coverage where most food sales are made
MORE coverage where most apparel sales are made
MORE coverage where most drug sales are made

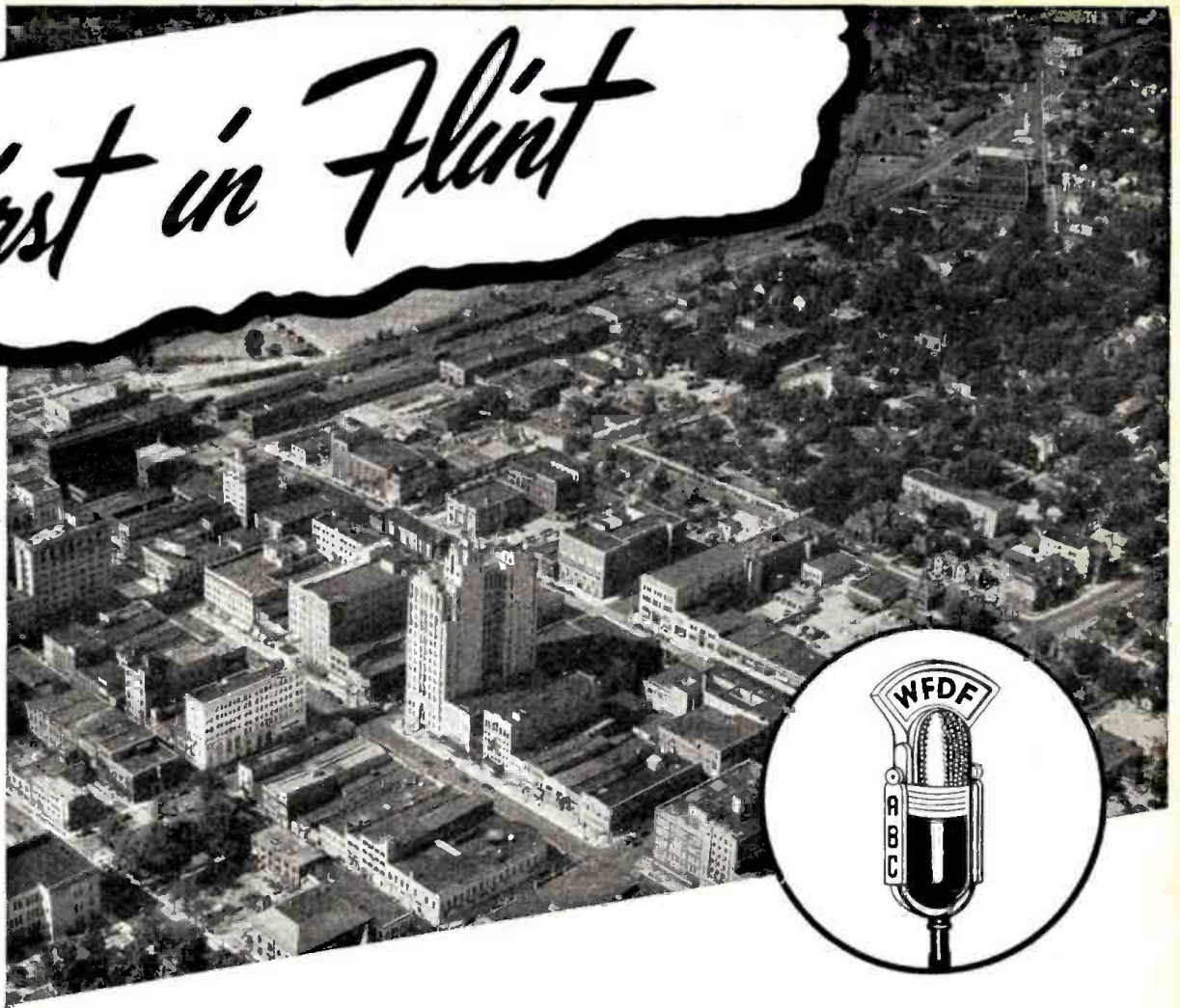
\$3,550,832,000
\$814,135,000
\$279,067,000
\$153,060,000



MICHIGAN'S OLDEST INDEPENDENT SERVING 856,640 RADIO HOMES FOR 26 YEARS

Jacob B. Sparks, Pres. & Gen. Mgr. • Garnet G. Sparks, V. P. & Ch. Eng. • Gordon A. Sparks, Sec'y-Treas. & Mgr.

First in Flint



The largest General Motors plant city in the nation . . . that's busy, booming Flint. Total G.M. employment tops 63,000, and in 1950-51 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 \$300,000,000 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

BASIC AMERICAN BROADCASTING COMPANY
FLINT, MICHIGAN

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis
—WEOA Evansville

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; 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. Li- brary, News Service Transmitter
FLINT (Cont'd)						
WFDF 1922	910 1,000 DA-1	Trebit Corp. Mott Foundation Bldg. LI. 2-7158	ABC Katz	Harry M. Bitner Sr., p Lester W. Lindow, gm	Marvin Levey, sls pmm Elmer A. Knopf, pd Frank D. Fallain, ce	Jack Lewin, nd Chuck Bergesen, sd Cap., Thes., St. AP RCA St. UP Tem.
WMRP 1946	1510 250-D	Methodist Radio Parish. Inc. 573 Mary Street 3-5112	Best	Victor Longfield, p William H. Morford, gm & pd	Homer Blumerich, ce Frank N. Miner, treas.	Ron Teuber, sd
WTAC 1946	600 1,000-LS 500-N-DA-1	Trendle-Campbell Bcstg Co. 740 S. Saginaw Street 2-1136	NBC Raymer	George W. Trendle, p H. Allan Campbell, gm	J. R. McKinley, cm Laurence Arnold, pd Frank Folsom, ce	Robert Flynn, nd Leon S. McNew, sd L-W UP
GAYLORD						
WATC 1950	900 1,000-D	Midwestern Bcstg. Co. Paul Bunyan Bldg. Traverse City Traverse City 2700	Paul Bunyan Holman	Les Biederman, p Mitch Gordon, gm Gerald Crittenden, cm	Ken Haven, pd Wm. Kiker, ce	Bob Durrett, nd Dusty Rhodes, sd St. AP G
GRAND HAVEN						
WGHN (CP) 1947	1490 250	Grand Haven Bcstg. Co. Grand Haven				
GRAND RAPIDS						
WFRS(FM) 1947	Ch. 223 (B) 92.5mc 10.5kw	Grand Rapids Bcstg. Corp. 316 Murray Bldg. 84-222		Gerald R. Loop, p & gm Robert L. Epstein, secy- treas.	Ron Harper, pd	H. Ben Winski, ce Assoc. UP Fed.
WFUR 1947	1570 1,000-D	Furniture City Bcstg. Corp. 430 Federal Square Bldg. Glendale 6-9541	Best	William Kuiper, p & gm Henry Swierenga, cm Henry Bosch, pd	Jack Timmer, ce (Mrs.) June Hinken, traffic d Gordon Kibby, nd, pub service d	Don Steele, fd & sd Marie Gezon, wd Assoc. AP Ray.
WGRD 1947	1410 1,000-D	Music Bcstg. Co. 35 Lafayette Ave., N. E. 9-4-111	McGillvra	Paul F. Eichhorn, p & gm	R. Thompson Mabie, pd	Richard Groenevelt, ce Joseph Hooker, nd St. AP WE
WJEF 1945	1230 250	Fetzer Bcstg. Co. Pantlind Hotel Glendale 6-8512	CBS Avery- Knodel	John E. Fetzer, p & gm Carl E. Lee, admin. asst. & ce Martin Gialmo, loc. & cm, pmm	John W. O'Harrow, natl. slm (Kalamazoo) Donald W. Richardson, pd Dr. Willis F. Dunbar, pub. affairs adviser	Carleton W. Collin, fd Robert S. Wellbeloved, sd June Lewis, wd Thes. AP WE
WJEF-FM 1951	Ch. 229 (B) 93.7mc 550.0kw	Fetzer Bcstg. Co. 124 W. Michigan Ave. Kalamazoo, Mich. 3-1223	Avery- Knodel			
WLAV 1940	1340 250	Versluis Radio & Television, Inc. 6 Fountain St., N. E. Glendale 6-5461	ABC Pearson	Leonard A. Versluis, p Hy M. Steed, vp, g & cm	Bob Kirby, pd & nd L. A. Versluis Jr., pmm Lee G. Stevens, ce	Gene Peterson, sd Dorothy Franke, wd St. UP RCA Federal
WLAV-FM 1947	Ch. 245 (B) 96.9mc 1.75kw					
WOOD 1924	1300 5,000 DA-N	Grandwood Bcstg. Co. Grand Rapids National Bank Bldg. 9-4211	NBC Katz	Harry Bitner Sr., p Willard Schroeder, g & cm Howard J. Silbar, sls svc m	Frank Sisson, pd Dave Hoyle, pmm Robert Wilson, ce Bob Runyon, nd	Dick Henry, fd Bob Smith, sd Gretchen Lee, wd L-W UP
WOOD-TV 1949		Grandwood Bcstg. Co.		(For full information see TELECASTING Yearbook)		
HOLLAND						
WHTC 1948	1450 250	Holland Bcstg. Co. 5 E. 8th St. 9482	Grant	W. A. Butler, p Sandy Meek, g & cm	Robert Nelson, pd George Jackson, pmm John Klungle, ce	Robert S. Greenhoe, sd Jean Hill, wd L-W, Wld. AP Col.
HOUGHTON						
WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglas House 1	MBS Walker	George L. Burgan, o & ce	Albert W. Payne, gm	Earl Norden, nd Wld. AP
IRON MOUNTAIN						
WMIQ 1947	1450 250	Iron Mountain-Kingsford Bcstg. Co. 211 East Ludington St. 2031	ABC Northern	Frank J. Russell Jr., p W. F. Russell, secy-treas.	Russell J. Staffeld, gm William C. Johnson, cm	Paul F. Anick, ce Thes. UP G
IRON RIVER						
WIKB 1949	1230 250	WIKB, Inc. Iron River Nat'l. Bank Bldg. 102	MBS, KBS Upper Midwest Walker Lawson	H. H. Frailing, p J. F. Kauper, g & cm	R. E. Sorensen, pd & pmm E. A. Kaari, ce	Ralf Smith, nd & fd Len Johnson, sd Wld. G
IRONWOOD						
WJMS 1931	630 1,000 DA-N	Upper Michigan Wisconsin Bcstg. Co. 124 E. McLeod Ave. 20	MBS Walker	William L. Johnson, p	Donald R. Hoover, gm Laura Johnson, pd	Arne Dahlbacka, ce Wld. UP Col.
ISHPEMING						
WJPD 1947	1240 250	Ishpeming Bcstg. Co. Jenks Block 1892	KBS Bunyan	James P. Deegan, p, g & cm Paul C. Crowley, pd & sd	Carl B. Tupala, pmm & nd Bernard R. Maloney, ce	Nick Lauri, fd Lois Ruth Holmgren, wd St. AP Ray.
JACKSON						
WIBM 1927	1450 250	WIBM, Inc. 2511 Kibby Rd. 8121	ABC ForJoe Holman	Herman Radner, p Roy Radner, vp Wm. Cizek, m	Jack Underwood, pd Dar Hollinrake, pmm C. W. Wirtanen, ce	Fred Sackrider, fd Howard Thompson, sd AP RCA
WIBM-FM 1948	Ch. 222 (B) 92.3mc 16kw					
WKHM 1951	970 1,000 DA-2	Jackson Bcstg. & TV Corp. 505 Dwight Bldg. 4-6949	MBS, LBS Headley- Reed	Fred A. Knorr, p & gm	Walter Patterson, mgng. d & cm Roland Grambau, ce	Joe Wright, sd Wld. UP WE
KALAMAZOO						
WGFG 1947	1360 1,000 DA-N	Southwestern Michigan Bcstg. Co. State Theatre Bldg. 4-0111	NBC, ABC H-R Reprs.	Harold F. Gross, n	L. Joe Bolles, gm	Warren Anderson, nd UP
WKZO 1923	590 5,000 DA-N	Fetzer Bcstg. Co. 124 W. Michigan Ave. 3-1223	CBS Avery- Knodel	John E. Fetzer, p & gm Carl E. Lee, admin. asst. & ce John W. O'Harrow, natl. slm & pmm	Harry E. Travis, pd Frank Benesh, nd Dr. Willis F. Dunbar, pub. affairs adviser	Carleton W. Collin, fd Leonard Colby, sd Joanna Standish, wd Thes. AP RCA
WKZO-TV 1950		Fetzer Bcstg. Co. 124 W. Michigan Ave.		(For full information see TELECASTING Yearbook)		

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YOU MIGHT FLY NON-STOP AROUND THE WORLD* —

**BUT . . .
YOU NEED
THE FETZER STATIONS
TO REALLY BOMBARD
WESTERN MICHIGAN!**



WKZO-WJEF and WKZO-TV are the best radio and television buys in Western Michigan, *and here's the proof!*

WKZO, Kalamazoo, and WJEF, Grand Rapids, have been consistent leaders in their home cities for years. They deliver about 57% more listeners, at 20% less cost, than the next-best two-station choice in Kalamazoo and Grand Rapids. BMB Report No. 2 credits WKZO-WJEF with big increases since 1946 in unduplicated rural audiences, too—up 52.9% at night, 46.7% in the daytime! In the Grand Rapids area, alone, WKZO-WJEF have an unduplicated coverage,

**The United States Air Force did, in February, 1949.*

night and day, of more than 60,000 families.

WKZO-TV is the official Basic CBS Television Outlet for Kalamazoo and Grand Rapids. A new 24-county Videodex Diary study made by Jay and Graham Research Corporation proves that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana television homes than television Station "B". The WKZO-TV market is BIG—five cities, with an effective buying income of more than two billion dollars!

Get the whole Fetzer story today. Write direct or ask your Avery-Knodel representative.

WJEF

top IN GRAND RAPIDS
AND KENT COUNTY
(CBS RADIO)

WKZO-TV

top IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO

top IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

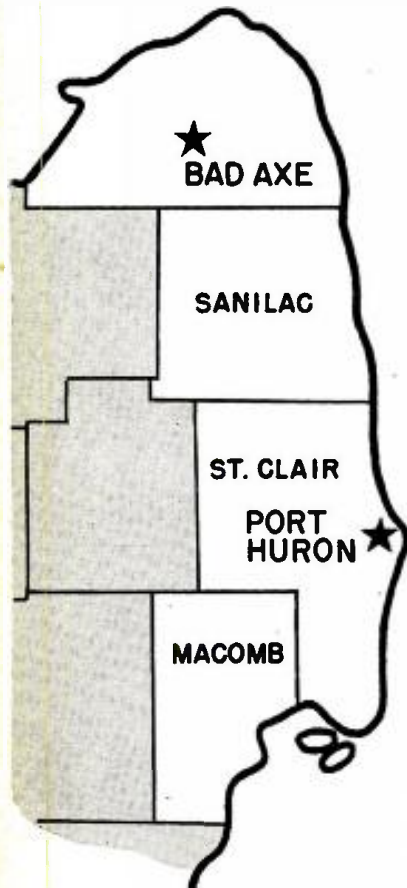
FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Trans. Li- brary, 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.			
LANSING							
WILS 1947	1320 1,000 DA-N (CP) 5,000-LS 1,000 N DA-2	Lansing Bcstg. Co. 407 N. Washington Ave. 2-1655	MBS Rambeau	W. A. Pomeroy, p, g & cm John C. Pomeroy, sm & ce	Alex Dillingham, pd Adrian Swets, pmm John Maters, nd	Hap Hourigan, fd Dave Froh, sd Lee Tuttle, wd	Cap., L-W AP RCA
WJIM 1934	1240 250	WJIM, Inc. Bank of Lansing Bldg. 2-1333	ABC, NBC H-R Reps.	Harold F. Gross, p Howard K. Finch, gm Roger S. Underhill, cm Richard E. Nason, pd & pmm	Donald T. Silbert, ce Louise McCullough, traffic m	Marion Stutes, nd Johnny Parker, sd Maxine Elliott, wd	St. Wld. UP RCA
WJIM-TV 1950		WJIM, Inc. Bank of Lansing Bldg.		(For full information see TELECASTING Yearbook)			
LAPEER							
*WMPC 1926	1230 250; SH	The Liberty Street Gospel Church of Lapeer					
LUDINGTON							
WKLA 1944	1450 250	Raymond A. Plank 204 East Ludington Ave. 842	ABC, KBS Burn-Smith	Raymond A. Plank, p, gm & ce Jerry Breen, cm & wd, pmm	Tom Matthews, pd, n & sd	Don Hack, fd UP WE
MANISTEE							
WMTE 1951	1340 250	Manistee Radio Corp. Radio Road 1340	Best	Dr. Tom A. Manwell, p E. J. (Jack) Powell, gm Edward Owens, cm	Al LaGuire, sm & pd John Porterfield, ce & fd John Sullivan, nd	Bob Bidlack, sd Chris Emunson, wd	L-W AP G
MARINE CITY							
WSDC 1950	1590 1,000-D DA	Radio St. Clair, Inc. 5300 Marine City Highway 3471	Best	Jerry W. Coughlin, p & gm Robert J. Campbell, cm John S. Bell, pd, n & sd	Harry Coughlin, pmm George Carroll, ce Robert McKendrick, fd	Francis Burns, wd	SES. INS Ray.
MARQUETTE							
WDMJ 1931	1320 1,000 DA-N	Lake Superior Bcstg. Co., Inc. 4th & Washington Sts. 616	MBS Northern	Frank J. Russell Jr., p Leo G. Brott, gm Raymond G. Ulbrich, sm & sd	Robert Luke, cm Eldon Wallace, pd & nd John Dahl, pmm	Gordon Brozek, ce Russ Avi, fd Shirley Sonnenstine, wd	Thes. UP G
MIDLAND							
WMDN 1938	1490 250	Rich Publishing House, Inc. Midland 4000		Phil T. Rich, p Jos. A. Sturgeon, gm & nd	Spencer Denison, pd & sd Peter Wolf, ce & fd	Beth Anderson, wd	L-W AP G
MOUNT CLEMENS							
WMLN(FM) 1947	Ch. 292 (A) 106.3mc .34kw	Macomb Publishing Company 67 Cass Ave. 3-1501		Paul W. McKee, p	Mark T. McKee Jr., gm	Wilburn A. Schattler, ce UP GE

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the **ONLY** *primary coverage*
of Michigan's Thumb . . .

WHLS, Port Huron WLEW, Bad Axe

***A combination that puts the power where
the population is . . .***

Only this combination can do the local job for the national advertiser unmatched by any other station or any other media. We'll deliver 1000 listeners for 31¢. That makes WHLS and WLEW Eastern Michigan's most economical advertising medium.

***cover the Thumb counties . . . HURON, MACOMB,
ST. CLAIR, SANILAC***

with the combination of . . .

WHLS, PORT HURON WLEW, BAD AXE

MT. PLEASANT

WCEN 1150 Paul A. Brandt
1949 1,000-LS 112½ E. Broadway
500-N-DA-N 33-171

KBS Paul A. Brandt, o
Robert Meskill, g & cm
Jim Bailey, pd, n & fd

Chet Rogoza, pmm
Stephen P. Cole, ce
Bruce Theunissen, sd

Gertrude Dimpel, wd

Wld., St.
AP
G

MUSKEGON

WKBS 850 Arch Shawd
1926 1,000 DA-1 432 Apple Ave.
(CP) 28051
5,000-LS
1,000-N-DA-2

ABC Arch Shawd, o
Forjoe. Robert E. Johnson, pd

Bill Bennett, pmm
George Krivitzky, ce

Dalton Hille, nd

L-W, Thes.
AP, UP
Ray.

WKBS-FM Ch. 225 (B)
1948 98.9mc
4.7kw

WKNK 1600 Nicholas W. Kuris
1949 5,000-LS Federal Square
1,000-N-DA-N 32-126
(CP) 5,000
DA-N

MBS Nicholas W. Kuris, p &
Best gm
Henry Veenstra, c & pmm

Jean Adams, pd
Dick Clark, ce

Paul Elliott, n & fd
Jack Wisenberg, sd
Betty Van Haver, wd

Wld.
UP
G

WMUS 1090 Greater Muskegon
1947 1,000-D Bcstrs., Inc.
Muskegon
4-1672

Holman Dr. S. E. Duplissis, p
John L. Roach, g & cm

Miles M. Olsen, pd &
pmm, nd
John Lotz, ce

Helen Hepburn, wd

SES.
UP
WE

OAK PARK

WLDM(FM) Ch. 238 (B)
1949 95.5mc
20kw

(See Detroit Listing)

OWOSSO

WOAP 1080 Owosso Bcstg. Co.
1948 250-D 2301 N. Shiawassee
980

McGillvra J. E. Campbell, p
M. H. Wirth, g & cm

Merrill Walker, pd, pmm
& nd
Maynard Carson, ce

Joseph Kinosky, fd
Harold Wallace, sd
Ann Lieberman, wd

L-W
AP
GE

WOAP-FM Ch. 276 (A)
1948 103.1mc
1kw

PETOSKEY

WBNS 1340 Midwestern Bcstg. Co.
1946 250 Petoskey

MBS, KBS Bunyan
Holman

Ralph Pierson, gm
Merton Carter, slm

Johnny Cossens, pd

PONTIAC

WCAR 1130 WCAR, Inc.
1939 1,000-D 2146 Telegraph Rd.
CP 50,000-LS Federal 3-7141
10,000-N
DA-2

Pearson H. Y. Levinson, gm

SES.
AP, INS

WCAR-FM Ch. 258 (B)
1948 99.5mc
20kw

PORT HURON

WHLS 1450 Port Huron Bcstg. Co.
1939 250 932 Military St.
28536

MBS Herman L. Stevens, co-
KBS plnr.
LBS Harmon L. Stevens, co-
Grant plnr.
ABC Harold E. King, gm
Weed William L. Weil, cm
Alice Anderson, pd

John F. Wismer, g & cm
& sd
Richard A. Whitford, pd
& pmm
Marion Stoner, ce
Bob Thaw, nd

Russel S. Thrun, ce
Stanley Smith, nd
Lyle Patterson, fd
Ed Forbes, fd

Wld.
L-W
UP
RCA
St., Thes.
AP
G

WTTH 1380 Times Herald Co.
1947 1,000 DA-1 903 6th St.
5171

IN MICHIGAN, IT'S THE THUMB...

HITCH TO W T T H TO HIKE YOUR SALES IN THE RICH THUMB AND RIVER AREA OF MICHIGAN . . . POPULATION 341,950 (1950 CENSUS) . . . RETAIL SALES, \$277,958,000 (1950 EST). CANADIAN COVERAGE: LAMBTON COUNTY, POPULATION 71,000 AND RETAIL SALES \$40,260,000.

HITCH TO W T T H AND YOU HITCH TO PORT HURON'S FIRST STATION SAYS CONLAN'S NOV. 4, 1951 REPORT (BOTH STATIONS PARTICIPATING). W T T H HAS 30.9% OF THE NIGHTTIME AUDIENCE AND 29.8% OF THE TOTAL AUDIENCE SURVEYED.

TO GET WHERE YOU WANT TO GO . . . W T T H'S THE PRIME MOVER.

WTTH PORT HURON, MICHIGAN 1000 WATTS ABC 1380 KC

HAROLD E. KING, MANAGER WILLIAM L. WEIL, COMMERCIAL MGR.
REPRESENTED BY WEED & COMPANY

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;		
ROGERS CITY							
WHAK 1949	960 1,000-D	Rogers City Bcstg. Co. Moltke Drive 175	Best	Harvey A. Klann, p, gm & ce Albert Klann, cm & pmm	Harry Brege, pd Jack Brown, fd Ward Mayrand, sd	Delores Klann, wd	L-W, Wid. UP Ray.
ROYAL OAK							
WEXL 1925	1340 250	Royal Oak Bcstg. Co. 212 W. Sixth Jordan 4-6523		Jacob B. Sparks, p & gm Garnet G. Sparks, vp & ce	Gordon A. Sparks, secy- treas., cm & pd & nd	Ernie Holder, sls & pmm	St. AP INS RCA, Ray.
WOMC(FM) 1948	Ch. 282 (B) 104.3mc 18kw	(WEXL, AM Affiliate)					
SAGINAW							
WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Corp. 221 South Washington 3-4471	Holman	William J. Edwards, p co-o, g & cm H. H. Wolfe, co-o, sm & fd	Tom Whittaker, pd & sd Robert Dyer, pmm Max W. Thomas, ce & opers. m	Doris Naegle, traffic m Britt Temby, nd Mary Lou Dyer, wd	L-W UP Ray.
WSAM 1940	1400 250	Saginaw Bcstg. Co. 117 W. Genesee 2-8161	NBC Great Lakes Headley- Reed	Milton L. Greenebaum, p Jack Parker, vp & cm	Howard Finger, pd & sd Jean Wright, pmm	Harold McCullen, ce Oscar Huff, nd	St. AP
WSAM-FM 1947	Ch. 251 (B) 98.1mc 1.7kw						
WSGW 1951	790 1,000 DA-2	Booth Radio & Television Stations, Inc. 400 Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p & mgng. d Robert W. Phillips, vp, g & cm	Robert Elliot, pd Mary Kay, pmm & wd John T. Travers, ce Frank Wells, nd Don Andrews, fd	William Frink, sd	Wld. St. AP WE
SAULT STE. MARIE							
WSOO 1940	1230 250-LS 100-N	Hiawathaland Bcstg. Co. 107 W. Portage Ave. 3000	ABC Northern Net.	Stanley R. Pratt, p & gm Richard Y. Burnett, sm & cm Edward L. Krieger, pd & fd	Charles Pratt, pmm Wm. F. Morris, ce Homer Foster, nd	Bruce Martyn, sd Vera Hotton, wd	Thes. SES. AP RCA
STURGIS							
WSTR 1951	1460 500-D	Southern Michigan Bcstrs. P. O. Box 67 1199	KBS LBS McGillvra	E. Harold Munn Jr., gm Charles R. Palmquist Jr., sm & sd	James Harden, pd & nd	Rama Pierson, wd	Thes. AP RCA
TRAVERSE CITY							
WTCM 1941	1400 250	Midwestern Bcstg. Co. Paul Bunyan Bldg. 2700	MBS, KBS Bunyan Holman	Les Beiderman, gm			
WYANDOTTE							
WJJW(FM) 1947	Ch. 276 (A) 103.1 1kw	Wyandotte News Co. 3042 First St.					
MINNESOTA							
ALBANY							
KASM 1950	1150 500-D	Stearns County Bcstg. Co. Albany 1150	LBS Continental	Wm. H. Blattner, p Urban J. Keppers, gm Raphael Schnelly, cm	Arlene Adrian, pd John Nugent, pmm, n & sd	Clyde Weivoda, ce Robert Ochs, fd Sally Hanauska, wd	L-W UP G
ALBERT LEA							
KATE 1937	1450 250	Albert Lea-Austin Bcstg. Co. Inc. Albert Lea 2338	ABC Rambeau Bulmer & Johnson	Bennett O. Knudson, p E. A. Van Alstyne, gm Kenneth Peterson, cm	George Wolf, secy.-treas. Jack Hoetger, pd & nd Margaret Haley, pmm Marie Prosser, nd	Robert Holt, ce Dave Pickard, f & sd	Thes. SES. UP Col.
ALEXANDRIA							
KXRA 1949	1490 250	Alexandria Bcstg. Corp. Alexandria 1000	LBS Lawson	R. C. Brown, gm Everette Q. Walters, cm Kenneth Bechtel, pd	Gerald Lentz, ce Wayne Moody, n & sd	Kenneth Tessmer, fd Frances Anderson, wd	L-W UP Col.
AUSTIN							
KAUS 1948	1480 1,000 DA-2	Cedar Valley Bcstg. 405-A North Main 8836		Harry Smith, p L. L. McCurnin, g & cm	Tom Steensland, pd & nd Ken Soderberg, pmm	Glen Klein, ce Roland Dain, sd	Wld. AP GE

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WHAT HAPPENS *when the SPONSOR makes his OWN Survey?*

Wilson & Company sent representatives to 100 farm homes in the K A T E primary area.

99 WERE RADIO HOMES

69 LISTENED TO THE WILSON HOUR ON KATE

7 LISTENED TO THE LIVESTOCK QUOTATIONS ON THE "NEXT" STATION.

89 LISTENED TO THE LIVESTOCK QUOTATIONS ON KATE

4 LISTENED TO THE LIVESTOCK QUOTATIONS ON OTHER STATIONS.

National Representative—William G. Rambeau

Regional Representative—Bulmer & Johnson—Minneapolis

(Minnesota, Iowa and the Southern Minnesota Network)

K A T E - - ABC in Southern Minnesota and Northern Iowa

Albert Lea—Austin Broadcasting Co., Inc.

Est. 1937

BEMIDJI

KBUN 1946	1450 250	Butler Bcstg. Co., Inc. 419½ Beltrami Ave. 1900	MBS Lawson	Edward W. Butler, p, g, c, & pmm Gwenyth Butler, pd & wd	Art Vandersluis, ce Steve Cannon, nd	George Palo, fd Cliff Morlan, sd	SES. UP
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BRAINERD

KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 East Oak St. 2243	MBS Upper Minn. Walker Lawson	E. Thomas O'Brien, p & gm Donald F. Jones, cm	(Mrs.) Lucile G. Grosse, pd James A. Peterson, ce Charles Peterson, fd	Burton Oien, n & sd (Mrs.) Patricia E. Krantz, wd	Cap. AP G
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BRECKENRIDGE

KBMW 1948	1450 250	Interstate Bcstg. Corp. 519 Dakota Ave., Wahpeton, N. Dak. 567	LBS	Kline E. Bower, p Herb Nelson, g, c & pmm George Kaufmann, pd & sd	H. Grant Unkenholz, ce Virgil Fortner, nd	Art Hermansfeld, fd LaVore Freeborn, wd	St. UP Col.
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CLOQUET

WKLK 1950	1230 250	Cloquet Bcstg. Co. 124½ Ave. C 1450	Continental	James A. McDougall, gm Dale R. Peterson, cm & sd	Ralph Hanssen, pd Darrel Gander, ce	Ken McDougall, nd Beverly Norgren, wd	L-W UP Col.
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CROOKSTON

KROX 1948	1260 1,000-LS 500-N DA-N	Crookston Bcstg. Eagle's Bldg. 1050	LBS Upper Midwest Cook Lawson Grant	D. A. McKenzie, p Garfield L. Fox, gm, n & fd	Jerome A. Dahlberg, pd & sd	William J. Kiewel, ce Evelyn Baustian, wd	Thes. UP Ray.
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DETROIT LAKES

KDLM 1951	1360 1,000-D	Detroit Lakes Bcstg. Corp. 1360 Richwood Rd. 1100	Lawson	R. C. Brown, p Gordon Hutton, gm	Phil Solberg, cm Roger Awsumb, pd	Sumner Rasmussen, ce Doris Hoffman, wd	Wld. AP G
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DULUTH

KDAL 1936	610 5,000 DA-N	Red River Bcstg. Co., Inc. 10 E. Superior St. 2-2628	CBS Avery- Knodel	Dalton LeMasurier, p Odin S. Ramsland, g & cm Richard Lawrence, pd	Mal Robertson, pmm R. A. Dettman, ce Bill Krueger, nd	Don Dahl, sd Liz Brown, wd	L-W AP RCA
WEBC 1924	1320 5,000 DA-N	Head of the Lakes Bcstg. Co. WEBC Bldg. 2-2873	NBC Arrowhead Bulmer & Johnson Hollingbery	Morgan Murphy, p Walter C. Bridges, gm Clifford J. Lue, cm	Earl Henton, pd, asst. m & nd Norman P. Gill, ce Don Mason, sd	Charles B. Persons, d of engrg. D. T. Grussendorf, fd Charlotte Beaudoin, wd	SES., Wld. UP
WREX 1948	1080 10,000-LS 5,000-N DA-2	Lake Superior Bcstg. Co. 213 East Superior St. 7-2911	MBS Weed	T. M. McCabe, p W. H. Lounsbury, gm & ce	Robert J. Rich, c & pmm Gordon Paymar, pd & fd Loren Paynter, nd	Dennis Murphy, sd Mildred Kayute, wd	Cap. UP RCA

EVELETH

WEVE 1947	1340 250	Carl Bloomquist Park Hotel 991	MBS, KBS, LBS Lawson	Carl Bloomquist, p Arthur F. Nelson, gm Robert Daniels, pd	Celia Begich, pmm & wd Joe Cerar, ce	Don Wright, nd Al Williams, sd	St. AP Col.
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FARIBAULT

KDHL 1948	920 1,000 DA-2	KDHL Bcstg. Co. 213 Central Ave. 2312	LBS Pearson Lawson Ind. Bcstg.	Herbert H. Lee, ptrn. & gm Palmer Dragsten, ptrn. & cm	Jack E. Hyde, ptrn. & ce Jergen Nash, pd Francis Robbins, nd	Thomas Bachrach, sd Mera Ballis, wd	Cap., St. AP Ray.
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FAIRMONT

KSUM 1949	1370 1,000 DA-2	Fairmont Bcstg. Co. 308 N. Park St. 1370	MBS Upper Midwest Walker Lawson	Leo J. Seifert, p Frank Endersbe, gm Everett Ohrt, pd	Larry Lawson, ce Ray Stougaard, nd	Danny Olson, sd Annabel Webb, wd	Thes. UP RCA
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FERGUS FALLS

KGDE 1926	1230 250 CP: 1250 1,000-LS 500-N DA-N	Fergus Radio Corp. Fergus Falls 3986	MBS Great Northern Walker	Harold L. Dell, exec. d & secy-treas. Don Albertson, sm	Frederic T. Dell, asst. m & nd	Harold E. Allen, ce Peggy Jo, wd AP Col.
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GRAND RAPIDS

KBZY 1948	1490 250	Itasca Bcstg. Co. 207½ N. 1st Ave. 198	MBS	Robert D. Kennedy, o, p, g & cm	Bernard Germ, pd, pmm & nd	Ross Fesenmeyer, ce Charlotte Kernkamp, wd UP Col.
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HIBBING

WMFG 1951	1240 250	Head of the Lakes Bcstg. Co. Hibbing 3-7531	NBC Arrowhead Balmer & Johnson Hollingbery	Morgan Murphy, p Walter C. Bridges, gm	Oscar H. Peterson, cm Ruth E. Coe, pd & pmm	Norman Gill, ce	SES., Wld. UP Col.
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LITTLE FALLS

KLTF 1950	960 500-D	Capital City Bcstg. Co., Inc. 105½ Broadway E. 367	Power- Johns	Thornton G. Simpson, p Wayne L. King, gm & sd Albert L. Beck Jr., cm & nd	Robert J. Hasselman, pd & wd	Gordon O. Lommen, pmm & fd Donald J. Powers, ce
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MANKATO

KTOE 1950	1420 1,000 DA-N	Minn. Valley Bcstg. Co. Box 727 4537	ABC	H. W. Linder, p D. O. Linder, gm Bill Smith, cm	Wayne Will, pd & fd Wayne Grant, pmm, n & sd	Don Ranniger, ce Maurine Pederson, wd UP G
KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Southern Minn. Net. Meeker	John F. Meagher, g & cm Bob Gardner, pd Marilyn Mason, pmm	Jim Houts, ce Bob Amick, nd George Brooks, fd	Chuck Pasek, sd Mildred Flohr, wd	Thes., St. AP RCA
KYSM-FM 1947	Ch. 278 (B) 103.5mc 47kw					 GE

MARSHALL

KMHL 1946	1400 250	Harry Willard Linder KMHL Bldg. 2282	MBS Pearson	Harry W. Linder, o Gilmore F. Frayseth, gm	Russell Nelson, ce Bill Farrell, nd	Monroe Johnson, sd UP Ray.
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MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	Transc. Li- brary, News Service Transmitter	
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 Ray Tenpenny, cm	Harry Zimmerman, pd Harvey Headen, ce Glen Champlin, nd	Bill Daley, sd Irma Cofron, wd	St. AP RCA
KSTP 1928	1500 50,000 DA-2	KSTP Inc. 3415 University Ave. PRior 2717	NBC Northwest Petry	Stanley E. Hubbard, p & gm K. M. Hance, evp & treas.	Miller C. Robertson, vp in chg. sls. C. Brooks Henderson, prog. & prod. sup. & nd	Joseph C. Cook, publ. & prom. d John H. McMahon, ce Cal Karnstedt, fd Jack Horner, sd	Thes., Wld AP, UP
KSTP-FM 1946	Ch. 271 (B) 102.1mc 5.82kw			(For full information see TELECASTING Yearbook)			
KSTP-TV 1948		KSTP, Inc. 3415 University Ave.					
*KTIS 1949	900 1,000-D	Northwestern Schools 50 Willow St. Lincoln 7881		Dr. William F. Graham, p Loren F. Bridges, gm	Clarence La Bonte, ce	Forrest Boyd, sd	SES. UP WE
KTIS-FM 1949	Ch. 253 (B) 93.5mc 5.31kw						
*KUOM 1923	770 5,000-D ST-WCAL	University of Minnesota Eddy Hall Main 8177		James L. Morrill (U. of Minn.) p Burton Paulu, gm	Northrop Dawson Jr., pd Berten Holmberg, ce Raymond P. Christensen, nd	Ray Wolf, fd (Mrs.) Jo Nelson, wd Irv Fink, pdm	UP RCA
WCCO 1924	830 50,000	Columbia Bcstg. System Inc. 625 Second Ave., So. Main 1202	CBS CBS Radio Spot Sales	Gene Wilkey, gm Roy Hall, cm Robert P. Sutton, pd	Fred Heywood, pmm Charles H. Smith, pmm Eric Rehnwall, merch, m	J. J. Beloungy, ce Jim Bormann, nd Larry Haeg, fd	L-W AP, UP, INS WE
WDGY 1923	1130 50,000-LS 25,000-N DA-2	Twin Cities Bcstg. Corp. Nicollet Hotel Bridgeport 2271	LBS Avery- Knodel	James Stuart, p Harry D. Peck, gm S. D. Rich, cm John Leslie, pd & asst. m	Gerald Cohen, pmm Don O'Brien, sd Charles Winkler, ce James McGovern, nd	Dean Sherman, fd Kenneth Olson, studio sup.	St. AP, UP WH
WLOL 1940	1330 5,000 DA-1	Independent Bcstg. Co. 1730 Hennepin Ave. Atlantic 0406	MBS Radio Sales	Ralph L. Atlas, p C. T. Hagman, gm Samuel N. Nemer, cm	Jack Swenson, pd & pmm Gene Brautigam, studio enrg.	Merle Bjork, trans engr. Jack Swenson, nd Dick Enroth, sd UP RCA
WMIN 1936	1400 250	WMIN Bcstg. Co. 538 Hamm Bldg. Garfield 1361	Forjoe	Frank M. Devaney, gm N. L. Bentson, cm	Norm Page, pd & nd Warren B. Fritze, ce	Eugenia Grandlund, traffic m Marty O'Neill, sd	Assoc. WE AP Fed.
WMIN-FM 1947	Ch. 258 (B) 99.5mc 16kw						
WPBC 1949	980 500-D	People's Bcstg. Co. 1133 Stinson Blvd. Granville 4356	Sears & Ayer	William V. Stewart, p & gm Merle Forland, cm	(Mrs.) Becky Ann Stewart, pd & wd Lloyd Sherman II, pmm	George Anfang, ce Jack Hastings, nd Gary Healy, fd Ray Christenson, sd	L-W UP Col.
WTCN 1925	1280 5,000-LS 1,000-N	Mid Continent Radio- Television Inc. 50 S. 9th St. Lincoln 0552	ABC Dairyland Free & Peters	Robt. B. Ridder, chmn. of bd. Wm. J. McNally, p F. Van Konynenburg, vp & gm	Robert N. Ekstrum, cm Charles Miller, d of radio Judy Bryson, pd Bob Wold, pmm	John M. Sherman, ce Charles McCuen, nd Rollie Johnson, sd Arleth Haerberle, wd	Assoc., RCA AP, UP WE RCA
WTCN-FM 1946	Ch. 246 (B) 97.1mc 11kw						
WTCN-TV 1949		Mid Continent Radio-TV Inc. 50 S. Ninth St.		(For full information see TELECASTING Yearbook)			
MONTEVIDEO							
KDMA 1951	1450 100	Midwest Bcstg. Corp. West U. S. Highway 212 125		H. W. Linder, p	Willard Linder, gm	Jack Lynch, cm G
MOORHEAD							
KVOX 1937	1340 250	KVOX Bcstg. Co. 403 Center Ave. 3-1522	MBS Great Northern Walker	E. J. McKellar, p	M. M. Manny Marget, gm & sd	Robert L. Owens, cm Don Geiken, ce	Wld. UP 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.

UNPRECEDENTED DIRECT RESULTS

980
on Your Dial
Daytime Regional
Check Rates

W P B C

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

It Adds up!



- ① **Sound Policy**
- ② **A Symbol of that Policy**
- ③ **Public Acceptance of Policy**
- ④ **Performance to Back the Policy**

SALES IN THE MINNEAPOLIS-ST. PAUL MARKET

- ① **Sound Policy:** To insist upon our staff being PEOPLE as well as being performers; to win respect and confidence by the kind of folks they are—on and off the air.
- ② **To symbolize that confidence — The Town Crier!** In early days people knew his bell, his voice; and so the friendship of a voice with many people was formed. It is just as true today.
- ③ **Public acceptance of our policy:** Proved by 104 local advertisers who have been with WTCN an average of 7 years each.
- ④ **Performance backs the policy:** The 10 top personalities at WTCN average 15 years of radio experience.

**A Sound Station Policy is the Basis for a
Sound Advertising Medium**

WT *own* **C** *rier* **N** *of the*
Northwest

MINNEAPOLIS—ST. PAUL

RADIO ABC—1280

TELEVISION ABC—CBS—DUMONT—CHANNEL 4

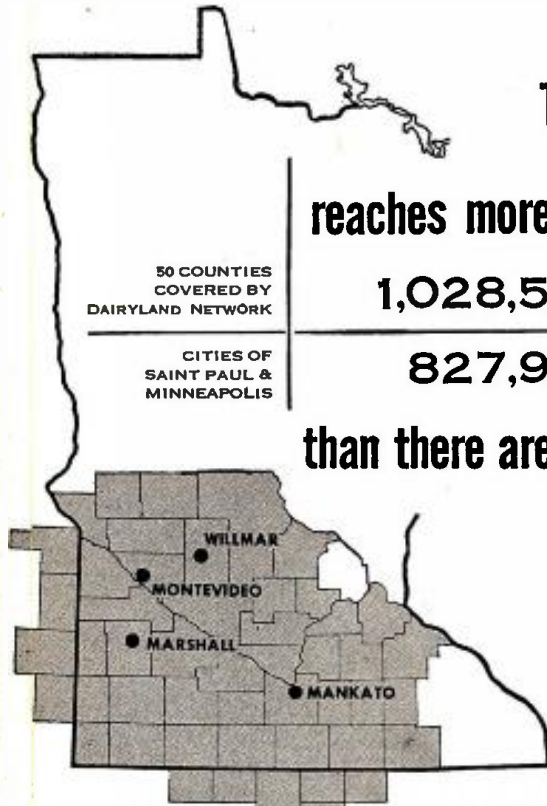
Free and Peters, National Representatives

MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
NEW ULM							
KNUJ 1949	860 1,000-D	KNUJ Inc. 304½ N. Minn. 905		Walter K. Mickelson, p Jack H. Duncan, g & cm & ce			L-W, Wld. AP G
NORTHFIELD							
*WCAL 1918	770 5,000-D ST-KUOM	St. Olaf College Northfield 500		Milford C. Jensen, gm & ce James V. Anderson, pd	Dr. Martin Hegland, pmm Gerald R. Thompson, nd Eldon Underdahl, fd	Rolf Charlston, sd Miriam Ascher, wd Margaret H. Wendlandt, office m	Assoc. AP WH
*WCAL-FM 1949	Ch. 239 (B) 95.7mc 49kw						
OWATONNA							
KOBK 1950	1390 500-D	Owatonna Bcstg. Co. 307 Vesterby 2359		William F. Johns Jr., p, g & cm	Harry Rand, pd & nd Carl Wilford, ce	Nancy Thompson, wd	L-W UP Col.
RED WING							
KAAA 1949	1250 1,000-D	Red Wing Bcstg. Co. Red Wing 3512		Fred C. Clarke, p & ce Maxine Jacobs, gm	Peter Lyman, pd & nd Dorothy Lyman, pmm	Rhona Richie, wd	Assoc., Cap. AP G
ROCHESTER							
KLER 1948	970 500-LS 1,000-N DA-2	Rochester Bcstg. Co. 229 1st Ave., S.W. 22757	ABC Pearson	(Mrs.) Alice Mayo, p Walter T. Bruzek, g & pmm	Robert A. Fick, cm Vera Keefe, pd & wd Ruben Rieck, ce	Walt Dahms, nd John Stern, sd	UP RCA
KROC 1935	1340 250	So. Minn. Bcstg. Co. 100 1st Ave., Bldg. 3924	NBC Bulmer & Johnson	(Mrs.) Gregory P. Gentling, p G. David Gentling, gm Jerry Brataas, cm	Cal Smith, pd & sm Warren Miller, pmm Bernie Lusk, sd Bob Cross, ce	Ray Thompson, nd Jerry Boyum, fd Mary Miller, wd	Thes. UP Col.
ST. CLOUD							
KFAM 1938	1450 250	Times Pub. Co. Weber Building 3330	NBC Northwest Pearson	Frederick C. Schilplin, gm John F. Green, cm & pmm	(Mrs.) Laurel Westrom, pd	Robert B. Witschen, ce Gene Nelson, nd	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 Rambeau	Max H. Lavine, p W. C. Porsow, gm Paul T. Zahorik, cm	Wallace MacBriar Jr., pd & nd Herm Schneider, pmm	Robert Muchow, ce Don Brockman, sd	Wld. UP G
SOUTH ST. PAUL							
WCOW 1951	1590 5,000-D	South St. Paul Bcstg. Co. 208 3rd Ave., N. LaSalle 1371		Albert Tedesco, exec. d Reinhard Steinley, gm Victor Tedesco, cm Donald S. Doty, pd	Paul DeNault, pmm Robert Muchlo, ce Dean Johnson, nd	Burt Olson, fd Finn Crea, sd Joyce Smythe, wd	SES. UP G

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The DAIRYLAND RADIO NETWORK...

	reaches more people	covers more homes	has more listeners
	50 COUNTIES COVERED BY DAIRYLAND NETWORK	1,028,500	300,261
CITIES OF SAINT PAUL & MINNEAPOLIS	827,900	257,010	253,670

than there are in both Minneapolis and St. Paul! (and no TV!)

Four home-town stations that offer big coverage at low cost! More than a *million people* . . . more than a *billion dollars* in retail sales . . . in 50 counties in 3 states! In this area alone is nearly 60% of Minnesota's total farm income, and 27% of Minnesota's total retail sales. This is the midwest's prosperous farm market—best sold by radio, best covered by the Dairyland Network. **FOR COMPLETE FACTS AND FIGURES, PHONE JOHN E. PEARSON CO. or write: Harry Linder, KWLM, Willmar, Minn.**

KWLM WILLMAR
ABC 1340 KC

KMHL MARSHALL
ABC 1400 KC

KTOE MANKATO
ABC 1420 KC

KDMA MONTEVIDEO
ABC 1450 KC

*Source, SRDS, 1951-52

STILLWATER

WSHB 1949	1220 250-D	St. Croix Bcstg. Co. 126 S. Main St. 46	Cooke Power-Johns	Elmer Peterson, gm	James Conley, cm		L-W UP
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THIEF RIVER FALLS

KTRF 1947	1230 250	Henry K. Arneson Thief River Falls 13	Bulmer & Johnson	Henry K. Arneson, p Wendell F. Husebo, gm	Alverda Noel, pd Henry Bothman, ce & fd	Al Christofferson, sd Kathrine Barzen, n & wd	L-W UP
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VIRGINIA

WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. Virginia 2000	NBC Arrowhead Northwest Hollingbery	Walter C. Bridges, vp & gm Harold J. Parise, c & pmm	Harry Wills, pd & nd Charlie Persons, ce Alys Mae McBride, traffic & office m & wd	August Neubauer, fd Amundo DeYoannes, sd	SES., Wid. Col.
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WADENA

KWAD 1948	920 1,000 DA-N	Assoc. Bcstrs. Inc. 1st Nat'l Bank Bldg. 920	MBS Bulmer & Johnson	C. W. Phillips, p Carl E. Holt, g, cm & pd	Milton LaDue, ce Jim Buchan, nd	Ken Hall, sd	Thes. UP G
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WILLMAR

KWLM 1940	1340 250	Lakeland Bcstg. Co. 307 W. 6th St. 1340	ABC Pearson	H. W. Linder, p Willard Linder, gm	Jack Lynch, cm Joe Martinson, pd	Wendell Tallakson, ce Irene Peters, wd	Cole UP WE
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WINONA

KWNO 1938	1230 250	Winona Radio Service 216 Center 3314	ABC Pearson	Maxwell H. White, p Ken Marsh, gm H. Rod Hurd, cm	Dave Moffitt, pmm Stan Johnson, ce Gordon Holte, nd	Charles Williams, sd Ethel Holte, wd	St. AP RCA
KWNO-FM 1948	Ch. 248 (B) 97.5mc 18.5kw						GE

WORTHINGTON

KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Hotel Thompson 2-7301	Bulmer & Johnson	R. W. Olson, p Ralph E. Shepard, gm	Arne Karhu, cm Ty Mack, pd	Clinton Knapp, ce Mervin Gardner, fd	L-W UP Ray
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MISSISSIPPI

ABERDEEN

WMPA (CP)	1240 250	Prairie Bcstg. Co. Aberdeen	KBS Mid-South	Joe Phillips, gm	Belle R. McPherson, pd	C. W. McPherson, ce	Cap. AP G
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BILOXI

WLOX 1948	1490 250	WLOX Bcstg. Co. Hotel Buena Vista 5582	MBS Rambeau	James S. Love Jr., p Ray Butterfield, gm & sd	Thomas B. Majure, cm & ce Antoinette McCorkle, pd	Joe Price, nd Claire Wood, wd WE
WVMI 1950	570 1,000-D	Radio Associates, Inc. P. O. Box 152 6961	National Time Sales	Odes E. Robinson, p Gene Tibbett, g & cm	Robt. D. Campbell Jr., pd & nd	Geo. O. Tillotson, ce	Thes., L-W UP Col.

BOONEVILLE

WBIP 1950	1400 250	Booneville Bcstg. Co. U. S. Highway 45 North 678	LBS	E. O. Roden, gm L. A. Bryan, sm, pd, pmm, ce & nd	David E. Vowell, cm W. Keith Wroten, fd	R. J. Bonds, sd Jane McClutcheon, wd	Cap. UP G
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BROOKHAVEN

WJMB 1950	1340 250	Brookhaven Bcstg. Co. W. Chicasaw St. 1298	Continental	Tullius Brady, gm			L-W, Wid. AP
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CENTREVILLE

WGLC (CP)	1580 250-D	S. W. Bcstg. Co. of Miss.	KBS	Louis Alford, gm	W. M. Jones, sm		CAP UP
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CLARKSDALE

WROX 1943	1450 250	Birney Imes, Jr. 257 Delta Avenue 1566	MBS, KBS Mid-South	Birney Imes Jr., p Bob McRaney, gm P. B. Hinman, sm	Jack Cristil, pd, n & sd Helen Sugg, cm & wd	C. D. Graves, ce Les Carlson, fd AP RCA
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CLEVELAND

WCLD 1949	1490 250	Cleveland Bcstg. Co. Highway 61 990	LBS McGillvra	Claude D. Raney Jr., gm	Gay Rowse, office m		Wid. AP
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COLUMBIA

WCJU 1946	1450 250	WCJU Inc. South Main St. 755	MBS, KBS	Lester Williams, cm			
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COLUMBUS

WACR 1950	1050 250-D	Miss. Bcstg. Co., Inc. WACR Bldg. 768	Miss.	Withers Gavin, p & gm			St. UP
WCBI 1940	1340 250	Birney Imes Jr. Columbus 1430	MBS, KBS McGillvra	Birney Imes Jr., p Bob McRaney, g & pmm	J. W. Eatherton, cm Florence Thrower, pd	Thomas McFerrin, ce Dick Crago, n & sd AP RCA

MISSISSIPPI—(Continued)

City	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner	Executive Abbreviations	Transc. Library, News Service Transmitter
CORINTH						
WCMA 1946	1230 250	Corinth Bcstg. Co., Inc. Ray Building 5575	MBS, KBS Dixie Burn-Smith	Frank M. Davis, M.D., p Aaron B. Robinson, vp & gm	(Mrs.) Jean Ford, pd Joe P. Van Dyke, cm James D. Anderson, ce	John E. Bell, sm Tom Weaver, nd Fred Dillon, sd Wid. UP WE
GREENVILLE						
WGVM 1948	1260 1,000-D	Cotton Belt Bcstg. Co. 118 S. Broadway 4559	Miss. Cot- ton Belt Devney	David M. Segal, p Edward M. Guss, g & cm Wallace D. Hoy, pd & fd	Jack Baruth, pmm & nd Welton Jetton, ce	Tom Sansing, sd Letitia Boyles, wd St. UP Col.
WJPR 1939	1330 1,000-LS 500-N DA-N	Radio Services Co., WJPR 107 South Poplar St. 9040	MBS, KBS Miss. Sears & Ayer	Emmet H. McMurry Jr., gm Frank W. Baldwin, cm	Barbee Ashley, pd Margo Stephens, pmm Percy L. Kuhn, ce	Tommy Tiler, n & sd Thomas H. Golding, fd Wid. AP G
GREENWOOD						
WABG 1950	960 1,000-LS 500-N DA-N	Cy N. Bahakel 222 Howard Street 3010	LBS	Cy N. Bahakel, p	Frank Benson, cm AP Col.
WGRM 1937	1240 250	P. K. Ewing Walnut Street 1900	NBC, KBS	P. K. Ewing, p	F. C. Ewing, gm	Van Power, cm AP
GRENADA						
WNAG 1949	1400 250	Birney Ines Barwin Hotel 740	MBS, KBS Mid-South	Birney Ines, o Bob McRaney, gm	Monroe Looney, sta. & cm, pd & pmm	Benard H. Loebe, ce Billy Burns, sd RCA
GULFPORT (Biloxi)						
WGCM 1929	1240 250	WGCM Bcstg. Co. Hewes-Martin Bldg. 1110	ABC, KBS, LBS Miss. Sears & Ayer	Hugh O. Jones, p & gm Mrs. O. L. Owens, cm	C. (Eddie) Vann, pd & asst. m	Charles T. Hook, ce Bob Weatherly, sd AP RCA
WGCM-FM 1948	Ch. 268 (B) 101.5mc 3kw					Wid. WE
HATTIESBURG						
WFOR 1925	1400 250	Forrest Bcstg. Co., Inc. 302 Hemphill St. 1886	NBC, KBS Rebel Hollingsbery	C. J. Wright Sr., p Charles J. Wright Jr., gm E. M. Jenkins, cm Bud Norval, pd	Carl Anderson, pd Bud Norval, pmm	B. B. McLemore, ce Don Cunningham, sd RCA
WRFM(FM) 1949	Ch. 250 (B) 97.9mc 2kw	(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, g & cm Bob Robinson, asst. m (Mrs.) Connie Holt, sm	Bill Tracey, pd Olga Hagler, pmm Charles Sharpling, ce	Jack Dix, n & sd Bruce Gillmore, fd Alice Biven, wd 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 Hollingsbery	Wiley P. Harris, gm	Frank Gentry, cm Howard Langfitt, pd	Percy G. Root, ce 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
WJXN 1945	1450 250	Jackson Bcstg. Co. Deposit Guaranty Bank Bldg. 2-6673	Indie Sales	James T. Ownby, p & gm	Hy Davis, pmm & sd	Judy Jackson, wd AP
WRBC 1947	620 5,000-LS 1,000-N DA-N	Rebel Bcstg. Co., Inc. 125 S. Lamar St. 5-1562	MBS Branham	J. W. Carlier, gm Forrest Cox, pd, n & fd	G. B. Benson, ce Percy Powers Jr., sd	Marjorie Lee, wd Assoc. AP RCA
WSLI 1938	930 5,000 DA-N	Standard Life Bcstg. Co. Robert E. Lee Hotel 3-2788	ABC Weed	W. R. Newman, p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm	Bruce K. Smith, pd & pmm C. R. Perkins, ce	Jim Neal, fd Bill Goodrich, sd Dorothy Dawley, wd Wid. AP RCA
KOSCIUSKO						
WKOZ 1947	1340 250	Kosciusko Bcstg. Co. Box 392 782	KBS, LBS	Cy N. Bahakel, p & gm	Erlene Leach, pd	Wayne A. Oliver, ce Wid. AP Col.
LAUREL						
WAML 1932	1340 250	New Laurel Radio Sta. Inc. 442 Sixth Avenue 5601	NBC, KBS, LBS Rebel Hollingsbery	Harold M. Matison, p Granville Walters, g & pmm	M. M. Caver, cm Stan Walters, pd & sd Clyne Graves, ce	Ed Breland, nd Paul Carlisle, fd Patty Overstreet, wd Wid. AP Ray.
WLAU 1946	1490 250	Southland Bcstg. Co. 437½ N. Magnolia St. 7227	MBS McGillvra	Chalmers McCallum, co-o & p (Mrs.) Norma H. Leggett, co-o, secy-treas. & gm	Joseph L. Williams, office m W. E. (Teck) Jones, cm Dave Kane, pd & nd	Jimmie Hilbun, ce Dean Matteson, fd Larry Kiggins, sd UP WE
MACON						
WMBC 1947	1400 250	Miss. Bcstg. Co. Inc. WMBC Bldg. 310	Miss.	Withers Gavin, p & gm	 UP
McCOMB						
WAPF 1948	1010 250-D	Southwestern Bcstg. Co. of Miss. McComb 1884	KBS, LBS	Louis Alford, co-o & gm Phillip D. Brady, co-o & ce	Albert M. Smith, co-o W. R. Tyler, cm	Karl Austin, pd Malcolm Jones, pmm L-W UP G
WSKB 1939	1250 5,000-LS 500-N DA-N	McComb Bcstg. Corp. P. O. Box 111 37				

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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. 9th St. & 23rd Avenue 2-0171	MBS, KBS Mid-South	Birney Imes Jr., p Bob McRaney, gm Joseph W. Carson, sm	Ed Holladay, cm Earl L. Bradsher Jr., pd & nd	Alois Betmarik, ce Berl Moore, sd	AP RCA RCA
WMOX-FM 1946	Ch. 253 (B) 98.5mc 3.4kw		LBS				
WTOK 1946	1450 250	Meridian Bcstg. Co. Citizens National Bank Bldg. 3-1441	ABC Rebel Headley- Reed	Robert F. Wright, p & gm William B. Crooks, cm	Cecil Germany, pd George Shannon, pmm, n & sd	Joe H. Saxon, ce	INS WE

NATCHEZ

WMIS 1941	1240 250	Natchez Bcstg. Co. Box 330 8211	NBC, KBS Miss. Louisiana	P. K. Ewing, p P. K. Ewing Jr., g & cm Ervin Parks, pd	(Mrs.) Aurelia Tobias, pmm George W. Wilson, ce Harry Burguard, nd	C. L. Barry, fd W. R. Pfister, sd Mrs. Louis Baroni, wd	UP G
WNAT 1949	1450 250	Old South Bcstg. Co. Box 54 4621	ABC	(Mrs.) Laurie G. Rat- cliffe, p Paul Schilling, g & cm	S. J. Parks Jr., ce (Mrs.) Thelma Berdon, office m	Elwood (Bud) Kresal, sd	St. UP GE

PASCAGOULA

WPMP 1951	1580 250-D	Crest Bcstg. Co., Inc. P. O. Box 348 83	LBS Magnolia	Wm. R. Guest Jr., p & cm Donovan Murphy, sm & nd	Lee Smith, pd & sd Ann Lunsford, traffic m & wd	Fred Strothers, ce M. P. Lewis, fd	Cap. INS WE
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PHILADELPHIA

WHOC 1948	1490 250	William H. Cole P. O. Box 26 740	LBS, KBS	William H. Cole, o & m, g & cm	James A. Sparks, pd, pmm, n & sd	Edgar C. Goforth, ce Mrs. Jerry Cole, wd	Cap. UP Col.
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PICAYUNE

WRJW 1949	1320 1,000-D (CP) 5,000-D	Moseley Bros. Picayune 474	LBS KBS	W. L. Moseley, gm Maxie Stephens Jr., cm & fd	Archie Rushing Jr., pd & nd	Mary Wierengo, pmm & wd Floyd Colee, ce	L-W, SES. UP RCA
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STARKVILLE

WSSO 1948	1230 250	Starkville Bcstg. Co. WSSO Bldg. 1230	KBS Mid-South	Grady Imes, p Joe Phillips, g & cm, pmm	(Mrs.) Belle McPherson, pd	Travis Palmer, ce	Cap. AP WE
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TUPELO

WELO 1944	1490 250	Tupelo Bcstg. Co. WELO Bldg. 1400	MBS, KBS Mid-South	Birney Imes Jr., p Bob Evans, gm Reeves Whirley, cm	Chuck Givens, pd & sd LeRoy Green, ce Malley Byrd, nd	Red Purnell, fd Daisy Haddon, wd	AP RCA
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VICKSBURG

WQBC 1931	1420 1,000-LS 500-N	Deita Bcstg. Co., Inc. Post-Herald Bldg. 312	MBS Sears-Ayers	L. P. Cashman, p Mary-Van Cashman, gm	L. L. Miller, cm Charlotte Kahn, pd & wd	Waverley Conway, ce	Cap. AP RCA
WVIM 1948	1490 250	Radio Miss., Inc. Box 76 1920	LBS	James T. Ownby, p	Frank Hollifield, sta. & cm		G

WEST POINT

WROB 1947	1450 250	Bob McRaney Sr. WROB Bldg. 807	MBS Mid-South	Bob McRaney Sr., p & gm Hugh Shankle, sm, pd & pmm	Les Campbell, cm & sd George Corkren, ce	John Starling, fd	WE
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YAZOO CITY

WAZF 1947	1230 250	WAZF, Inc. Taylor Roberts Bldg. 1300	KBS, LBS	Guy Corley, p & gm Guy Williams, cm	Fred Rand, pd & sd Tom Roane, pmm	Don Flinspach, ce Margaret Reeves, wd	AP G
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MISSOURI

ALTON

KALM (CP)	1290 1,000-D	Robert F. Neathery Box 446 West Plains, Mo.		Robert F. Neathery, p			
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CAPE GIRARDEAU

KFVS 1925	980 1,000-LS 500-N DA-N	Hirsch Bcstg. Co. 324 Broadway 2104	MBS Pearson	Oscar C. Hirsch, p	R. L. Hirsch, g & cm		UP G
KFVS-FM 1948	Ch. 239 (B) 95.7mc 8kw						WE
KGMO (CP)	1220 250-D	Cape County Bcstg. Co. 46 N. Henderson 3843	LBS	William C. Brandt, co-o & pd	Richard C. Brandt, co-o & gm William M. Bryan, co-o & ce	Robert L. Schultz, cm John J. Parker, sd	G
KGMO-FM 1950	Ch. 249 (A) 97.7mc .31kw						

CARTHAGE

KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 East Chestnut 2648	KBS, LBS Continental	L. C. McKenney, co-o, gm & fd J. J. Daly, co-o, m & gen. slm	Lee Crocker, pd Phil Hannum, pmm George Province, ce	Les Kennon, nd Jim King, sd Edith Snyder, wd	Cap. AP G
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CARUTHERSVILLE

KCRV 1950	1370 1,000-D	Pemiscot Bcstg. Co. 106 W. 3rd St. 965		J. E. Taylor, p Robert L. Harrison, gm & secy. Raymond Miller, cm	Denis Govern, pd & nd Harry A. Moreland, pmm & sd Dewey Lusk, ce	Harry Levin, vp & treas. Norman Shain, fd Ruth M. Goldsmith, wd	Thes., Wid. UP G
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CHILLICOTHE

KCHI 1950	1010 250-D	Cecil W. Roberts Highway 36 South 1920	LBS Conwell	Cecil W. Roberts, p Howard G. Rion, gm	R. Wayne Cox, c & pmm (Mrs.) Pauline Bants, pd	James L. Preston, ce	UP G
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CLINTON

KDKD 1951	1280 1,000-D	Clinton Bcstg. Co., Inc. P. O. Box 113 233	Cotton Belt Devney	David M. Segal, p & gm Lee E. Baker, gm Bill E. Brown, act. & cm	Virgil Eugene Stone, pd, n, f & sd	Marvin Landon, ce	Wid. UP Col.
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MISSOURI—(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. 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
COLUMBIA						
KFRU 1925	1400 250	KFRU Inc. Highway 40 & 63 South 4141	ABC	H. J. Waters Jr., p Mahlon R. Aldridge Jr., gm & sd	Felix J. LeGrand, cm Harold Douglas, pd & fd	Robert H. Haigh, ce Shirley Mason, wd L-W, Wld. AP GE
CONCORDIA						
KFRM 1947	550 5,000-D DA	(See Kansas City listing)				
FARMINGTON						
KREI 1947	1350 1,000-D	Cecil W. Roberts Burks & Webster 710	LBS	Cecil W. Roberts, p	F. P. (Ted) Graves, gm Maxine Bequette, pd	Bill Westbrook, ce UP G
FESTUS						
KJCF 1951	1010 250-D	Jefferson County Radio & Television Co.		C. M. Poindexter, gm	Donald M. Donze, cm	UP UP
FLAT RIVER						
KFMO 1947	1240 250	Lead Belt Bcstg. Co. Flat River 1000	MBS Pearson	Oscar C. Hirsch, p James F. Collins, g & cm	Virginia Collins, pd & n & wd	Earl L. Whitener, pmm Gilbert Collins, ce UP Col.
FULTON						
KFAL 1950	900 250-D	Missouri Central Bcstrs. Palace Hotel Bldg. 1400	LBS	R. W. Nickles, co-o, gm, cm, pmm, d of engrg. & fd	Roger P. Fox, co-o & pd Nolla Fox, exec. secy.	Orpha G. Nickles, treas. & wd Ken Wood, sd Cap. UP WE
HANNIBAL						
KHMO 1941	1070 5,000-LS 1,000-N-DA-1	Courier-Post Pub. Co. 102½ South Main 3450	MBS Pearson	E. L. Sparks, p, secy.-treas. Wayne W. Cribb, gm & pmm	P. H. Cunningham, cm Gene Hoenes, pd Ben Parrish, ce	George Allen Jr., n & fd Al Alexander, sd Edna Teed, wd Thes. AP WE
INDEPENDENCE						
KIMO 1947	1510 1,000-D	Blue Valley Co. 310 North Osage Clifton 9810	LBS	Craig Siegfried, p, g & cm Harry Becker, pd Bob Dawson, pmm	Eidon Ryan, ce Bob Hoyt, nd	Harold Ensley, sd Dorothy Flanders, wd AP G
JEFFERSON CITY						
KWOS 1937	1240 250	Capital Bcstg. Co. 210 Monroe Street 6-3137	MBS Sears & Ayer	R. C. Goshorn, p Catherine Roer, g & cm, pmm	Ralph L. Rose, pd	Leroy S. Hackmann, ce L-W, Thes. AP Col.
KWOS-FM 1948	Ch. 253 (A) 98.5mc 9kw					
JOPLIN						
KFSB 1948	1310 5,000-LS 1,000-N-DA-2	Four States Bcstrs., Inc. 1027 Main St. 1310	Meeker	Harry Easley, p W. H. Clark, vp, g & cm Ed Johnson, pd & pmm	Ralph E. Meador, ce Jim Randall, nd Leonard Brown, fd	Don Gross, sd Faye Seller, wd L-W UP G
KSWM 1948	1230 250	Air Time, Inc. 1928 West 13th Street 7280	CBS Rambeau	Austin A. Harrison, p, gm & ce	John D. Whitt, cm Ronald Robson, pd, pmm & sd	Ken Crowe, nd Wld. UP G
WMBH 1925	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330	MBS Sears & Ayer	D. J. Poynor, p, g & cm Bess Boyer, office m	Golda Shaunce, pd Jack P. Langford, ce Lee George, nd	W. W. Grigsby, sd Maxine DeVaney, wd L-W, Thes. AP Col.
WMBH-FM 1948	Ch. 241 (B) 96.1mc 70kw				 Fed.
KANSAS CITY						
KCKN 1925	1340 250	KCKN Bcstg. Co., Inc. 300 Walkover Bldg. Victor 3864	Capper	Ben Ludy, gm Joe Story, loc. m. & sm	George Stump, pd Ann Sine, office m	Eric Tainter, nd L-W, St. AP, UP RCA
KCMO 1936	810 50,000-LS 10,000-N DA-N	KCMO Bcstg. Co. 125 E. 31st St. Jefferson 6789	ABC Katz	Tom L. Evans, p E. K. Hartenbower, gm C. E. Brezeal, asst. m R. W. Evans, cm	S. B. Tremble, pd F. C. Strawn, pmm Karl Troeglen, ce Jim Monroe, nd	C. W. Jackson, fd Tony Williams, sd Anne Hayes, wd Assoc., Thes. AP RCA Wld.
KCMO-FM 1948	Ch. 235 (B) 94.9mc 56kw					
KFRM 1947 (Concordia)	550 5,000-D DA	Midland Bcstg. Co. 222 W. 11th St. Harrison 2650	Free & Peters	Arthur B. Church, p George J. Higgins, mgng. d & vp in chg. sls. Roderick B. Cupp, pd	Harold W. Storm, d of prom. C. E. Moler, ce Mildred Whiting, secy.	John Farmer, act. nd Phil Evans, fd Sam Molen, sd L-W AP, UP RCA
KMBC 1921	980 5,000 DA-N	Midland Bcstg. Co. 222 W. 11th St. Harrison 2650	CBS Free & Peters	Arthur B. Church, p George J. Higgins, mgng. d & vp in chg. sls. Roderick B. Cupp, pd	Harold W. Storm, d. of prom. A. R. Moler, ce Mildred Whiting, secy.	John Farmer, nd Phil Evans, fd Sam Molen, sd Wld. AP, UP WE
WDAF 1922	610 5,000	The Kansas City Star Co. 1729 Gand Ave. Harrison 1200	NBC Christal	Roy A. Roberts, p H. Dean Filzer, mgng. d E. Manne Russo, cm Harry J. Kaufmann, pd	Harold Glazer, pmm J. A. Flaherty, ce V. S. Batton, sm Walton Boding, nd	Rod Turnbull, fd Ernest Mehl, sd Martha Spalding, wd St., Thes. AP RCA
WDAF-TV 1949		Kansas City Star Co. 3030 Summit		(For full information see TELECASTING Yearbook)		
WHB 1922	710 10,000-LS 5,000-N DA-2	WHB Bcstg. Co. Scarritt Bldg., 9th & Grand Harrison 1161	MBS Blair	Donald D. Davis, p & cm John F. Cash, vp John T. Schilling, gm Dick Smith, pd & nd	Chuck Rosenfeldt, pmm Henry Goldenberg, ce	Bruce Grant, fd Larry Ray, sd Sandra Lea, wd Assoc. AP RCA

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... with the **LARGEST** daytime
half-millivolt coverage area of
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day and night!

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: **FREE & PETERS, Inc.**

NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV

MISSOURI—(Continued)

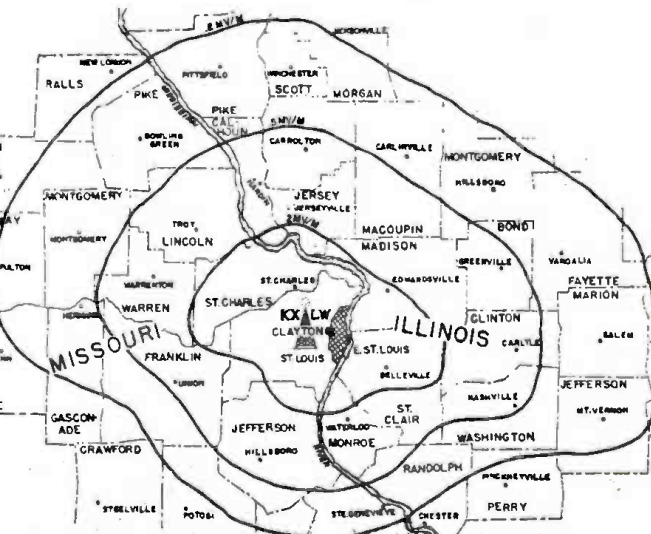
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Libr- ary, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Sales Mgr. slm; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
KENNETT							
KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. Kennett 8-4616		Paul C. Jones, p & gm Charles H. Harrison, sm Joe Bankhead, cm	John T. Reeder, pd Robert H. Connor, ce Paul E. Norton, nd	Johnny Mack, fd Charles Watson, sd Marian Norton, wd	Cap., St. AF G
KBOA-FM 1948	Ch. 255 (B) 98.9mc 6.9kw						GE
KIRKSVILLE							
KIRX 1947	1450 250	North Missouri Bcstg. Co. KIRX Bldg. 5-3781	LBS	Sam A. Burk, p, g & pmm R. M. Harpster, cm	Lee Jones, pd & fd Charles Porter, ce Robert S. Herrin, nd	Warren Hewitt, sd	St. AP G
LEBANON							
KLWT 1948	1230 250	Lebanon Bcstg. Co. 221 East Commercial St. 1015	MBS	Robert C. Fields, p O. R. Wright, gm Jack Sellers, cm	Tom Miller, pd & nd Ken Corbett, pmm	E. L. Hendry, ce	L-W UP
MARSHALL							
KMMO 1949	1300 1,000-D	KMMO, Inc. P. O. Box 513 2328	LBS CBS	J. M. Silvey, gm Harold Douglas, m	Roger A. Gordon, c & pmm	Bettie Baldwin, pd Bill Williams, ce	L-W UP G
MEXICO							
KXEO 1948	1340 250	Audrain Bcstg. Corp. 1725 E. Liberty 2340	MBS Pearson	John A. Badaracco, p W. Earl Dougherty, g, & cm & fd	Monty Moncrieff, pd & pmm Robert B. Bruner, ce	Jim Buffington, nd Kirby Allen, sd	AF WE
MOBERLY							
KNCM 1950	1230 250	Moberly Bcstg. Co. Box 396 1600	Conwell	Jerrell A. Shepherd, o & gm	John Conwell, cm	James M. Lipsey, pd	L-W, Thes. UP G
MONETT							
KRMO 1950	990 250-D	Carthage Bcstg. Co. Monett 858	KBS, LBS Continental	L. C. McKenney, co-o & gm J. J. Daly, co-o & gen. slm	James Allwood, m, pd & fd Victor Cox, pmm & nd George Province, ce	Floyd Stewart, sd Carolyn Crane, wd	AF G
NEVADA							
KNEM 1949	1240 250	Cecil W. Roberts Third & Allison 13	KBS, LBS Conwell	Cecil W. Roberts, o Jerrell Henry, gm Al Meschl, cm	Dorothy Henry, pd Paul Gregg, ce	Dick Barnes, sd	SES. UP G
POPLAR BLUFF							
KWOC 1938	1340 250 (CP) 930 1,000-LS 500-N DA-2	Poplar Bluff Bcstg. Co., Inc. KWOC Bldg. 3922	KBS Pearson	A. L. McCarthy, p & gm Byron Kearbey Jr., sm & sd Jerry J. Higley, pd	C. O. Gray Jr., loc. advert. m Donald Lidenton, ce	John A. Thies, nd Glenn R. Scott, fd Kay Carter, wd	SES. UP
KWOC-FM 1948	Ch. 233 (B) 94.5mc 16kw						G
ROLLA							
KTRR 1947	1490 250	"Show-Me" Bcstg. Co. Soest Rd. 380	KBS, LBS	Luther W. Martin, co-o, g & cm & nd	Martin M. Mitchum, co-o, & ce	Wilson C. Burkhead, co-o, pd, pmm & fd Russ Preuss, sd	Cap. AF
SEDALIA							
KDRO 1939	1490 250	Milton J. Hinlein 2100 West Broadway 4004	MBS, KBS Forjoe	Milton J. Hinlein, p Herbert W. Brandes, gm & nd	James F. Glenn, cm & sd Bob Harvey, pd Leman E. Jones, ce	Oland Tucker, fd Cathryn Siron, wd	UP RCA
KDRO-FM 1949	Ch. 259 (B) 99.7mc 15kw						GE
SIKESTON							
KSDM 1948	1400 250	Sikeston Community Bcstg. Co. Highway 60 West 1		L. R. Bowman Jr., p H. C. Young, g & pmm	R. L. Watkins Jr., pd, fd & sd R. L. Hirsch, ce	Lee Martin, cm & wd	St. AP Col.
STE. GENEVIEVE							
KSGM 1947	1450 250 (CP) 980 500 DA-1	Donze Enterprises Inc. 245 Merchant St. 580	KBS	Elmo L. Donze, p, gm, pd & pmm	Betty Jane Donze, cm & wd	Leonard M. Rose, ce	UP Col.
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 E. Carleton Schirmer, pd	J. Ted Branson, pmm Wally Johnson, pdm J. Wesley Koch, ce	Dee D. Denver, nd Harold J. Schmitz, fd Bob Russell, sd Nancy Major, wd Paul Roscoe, sd	Wld., SES. AF, UP Col.
KRES 1946	1550 5,000 DA-N	Missouri Valley Bcstg. Co. 113 South 7th 4-6346	LBS Forjoe	Basil L. Kaufman, p Bill Whitlock, evp & gm Tom Carey, sm	Allen R. Menefee, pd Harry Teegarden, ce Larry Parker, nd		L-W AP G
ST. LOUIS							
*KFUO (Clayton) 1924	850 5,000-D	Lutheran Church— Missouri Synod 801 DeMun Avenue Delmar 3030		Rev. Herman H. Hohen- stein, d Rev. E. J. Knoernschild, pdm	Wm. C. Krato, bus. m E. F. Schoenleber, mus. d.	Albert H. Wiese, ce	Assoc. UP WE
KFUO-FM 1947	Ch. 256 (B) 99.1mc 6.7kw						
KMOX 1925	1120 50,000	Columbia Bcstg. System 401 S. 12th St. Central 8240	CBS CBS Radio Spot Sales	J. L. Akerman, gm P. S. Anderson, cm Mark Russell, pd C. W. Doebler, pmm	Harry Harvey, ce Robert F. Hyland Jr., exec. asst. George M. Clare, pdm	Stan Daugherty, mus. d Rex Davis, nd Ted Mangner, fd Jack Norwine, sd Pete Yarger, co-ce	Assoc. AP, UP
KSD 1922	550 5,000 DA-N	Pulitzer Pub. Co. 1111 Olive Street Main 1111	NBC Free & Peters	Joseph Pulitzer, p George M. Burbach, gm Edward W. Hamlin, cm	Harold Grams, pd David Paternak, pmm J. E. Risk, co-ce		AP, UP RCA
KSD-TV 1947		Pulitzer Pub. Co. 1111 Olive St.					
KSTL 1948	690 1,000-D	Radio St. Louis, Inc. American Hotel Main 0600	Forjoe	William E. Ware, p & gm William A. Knight, cm Bob Terry, pd & sd	Dolores J. Ryan, pmm Edward B. Bench Jr., ce Dick J. Kasten, asst. m	Rosemarie DiCarlo, traffic m Bob Sheehan, nd	Cap. UP Ray.
KWK 1927	1380 5,000 DA-N	KWK, Inc. 12th & Cole St. Main 9100	MBS Katz	Robert T. Convey, p & gm Ray E. Dady, vp & sta. d V. E. Carmichael, vp in chg. sls.	John W. Tinnea, asst. sta. & pd Fred J. Mueller, pmm Nick J. Zehr, ce	Russell C. Kaiser, prog. coordinator John Traxler, pdm Jack Griffin, nd	AP WE

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MISSOURI—(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	
ST. LOUIS (Cont'd)							
KXLW 1947	1320 1,000 DA-N	St. Louis County Bcstg. Co. 8135 Forsyth Blvd. Delmar 1320	Bolling	S. E. Sloan, p & gm Leslie P. Ware, sta. d	E. Frank Brown, pd W. E. St. Vrain, ce	L-W UP G	
KXOK 1938	630 5,000 DA-2	KXOK, Inc. KXOK Bldg. Chestnut 6000	ABC Blair	Elzey Roberts, p C. L. (Chet) Thomas, gm V. N. Springgate, cm Charles E. Burge, asst. slm Ralph Stuffebam, d	Elmer Muschany, pd Foster H. Brown, pmm Bruce Barrington, exec. asst. to m & nd	Arthur Rekart, ce Charley Stookey, fd France Laux, sd Assoc., St. AP, UP WE	
KXOK-FM 1947	Ch. 229 (B) 93.7mc 7kw						
WEW 1921	770 1,000-D	Saint Louis University 3642 Lindell Blvd. Franklin 5665		George A. Volz, gm	John G. Walsh, pmm	J. A. Volk, ce Allan Thompson, mus. d. Assoc. L-W UP, INS	
WIL 1922	1430 5,000 DA-N	Missouri Bcstg. Corp. Hotel Chase Rosedale 6200	LBS Pearson	L. A. Benson, p & gm R. M. Hetherington, vp in chg. sls.	Edward M. Galloway, pd Marilyn Rohan, pmm Wells Chapin, ce	Nick Pagliara, natl. slm John Carr, nd L-W AP G	
SPRINGFIELD							
KGBX 1926	1260 5,000 DA-N	Springfield Bcstg. Co. 605 Boonville Ave. 4-2822	NBC Hollingsbery	T. W. Duvall, p J. Gordon Wardell, gm Carl Fox, pd & wd	Dudley Morris, pmm E. Dennis White, ce Paul Adams, nd	Keith G. Wells, sd Thes. AP	
KICK 1949	1340 250	Kickapoo Prairie Bcstg. Co. Inc. 610 College St. 4-1561	MBS	Floyd W. Jones, p L. C. McKenney, g & cm Welcome Stanton, pd	Doris Henderson, pmm Charles Grayston, ce Richard Hainline, nd	Bob Lee, sd SES., St. UP G	
KTTS 1942	1400 250	Independent Bcstg. Co. P. O. Box 1716 2-7474	CBS Sears & Ayer	J. H. G. Cooper, p G. Pearson Ward, g & pmm	Bob Burke, cm Wendell Smith, pd William Curry, ce	Bill Bowers, nd William Maynard, sd Nancy Hopkins, wd Wld. AP RCA	
KTTS-FM 1948	Ch. 234 (B) 94.7mc 11kw						
KWTO 1933	560 5,000-LS 1,000-N DA-N (CP) 5,000 DA-N	Ozarks Bcstg. Co., Inc. 606 St. Louis St. 2-4422	ABC Pearson	R. D. Foster, p & gm C. Arthur Johnson, vp & treas. Leslie L. Kennon, asst. m	Lou Black, pd Bill Bailey, pmm Fritz Bauer, ce	R. M. Keltner, slm Floyd Sullivan, nd Loyd Evans, fd Vern Hawkins, sd L-W UP	
WARRENTON							
KWRE 1949	730 500-D	W. T. Zimmerman Warrenton 198	Continental	W. T. Zimmerman, o & gm Leo Waters, cm Don Clem, pd & nd	Cal Morris, ce King Engle, fd Bob Lloyd, sd	Fern Sands, wd UP G	
WEST PLAINS							
KWPM 1947	1450 250	Robert Neathery E. Abe Taylor Blvd. 700	KBS	Robert Neathery, p & gm & ce	Fritze Williams Dixon, cm John Billingsley, pd Orval Barton, nd	Monk Stricklen, sd St. AP G RCA	
KWPM-FM 1951	Ch. 247 (B) 97.3mc 1.15kw						

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THE NATION'S 8th LARGEST MARKET

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THE BOLLING COMPANY

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MONTANA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;		
ANACONDA							
KANA 1946	1230 250	Mosley's Inc. Anaconda 136	ABC, CBS, NBC McGillvra	A. J. Mosby, p & gm F. Gilbert Lieser, cm	T. K. Ryan, sd	Helen M. Ryan, pd & wd	L-W UP Ray.
BILLINGS							
KBMY 1946	1240 250	Billings Bcstg. Co. Box 2124 3-3838	MBS Inter- mountain Avery- Knodel	Rockwood Brown, mgng ptr., Ken Nybo, g & cm	Charles G. duBois, pd & pmm	T. A. Hildrbrand, ce Ruth Ann Hines, wd	Assoc. Cap. AP G
KGHL 1928	790 5,000 DA-N	Northwestern Auto Supply Co. Fifth & North Broadway 2-2222	NBC Katz	C. O. Campbell, p Ed Yocum, g & cm Virginia Braunberger, pd	Ward X. Crowley, pmm Jeff Klichl, ce Harry Turner, nd	M. V. White, fd Warren Marshall, sd Marian Murphy, wd	St., SES Wld. UP RCA
KOOK 1951	970 5,000 DA-N	The Montana Network 7002 S. Billings Blvd. 9-5970	CBS Rocky Mtn. Hollingbery	C. L. Crist, p J. Carter Johnson, vp V. V. (Bud) Clark, gm	Jerry Moen, cm Ed Peiss, pd & sd Grant French, ce	Cliff Ewing, nd Eileen Riedl, wd	Thes. AP
BOZEMAN							
KBMN 1950	1230 250	Penn Engineering Co., Inc. North 7th Ave. 2105		G. Norman Penwell, p & gm	C. J. Chucovich, cm Dan Snyder, pd	Ed Kolman, ce Ralph Evans, nd	Assoc. UP WE
KKLQ 1939	1450 250	KRBM Bcstrs. Inc. Box 345 1420	NBC Z-Bar Pacific Northwest Walker	Ed Craney, p Ernest A. Neath, g & pmm	J. Ray Bridges, cm Wally Reid, pd	Jack Provis, ce Edith Reid, wd 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	Copper Bcstg. Co. Finlen Hotel 6546	ABC Inter- mountain Hollingbery	Frank C. Carman, p Ed Cooney, vp & gm	George Chance, cm James Harrold, pd	James Foster, ce Horst Burgman, sd	Wld. UP G
KXLF 1929	1370 5,000	KGIR Inc. Butte 2-2344	NBC Z-Bar Pacific Northwest Walker Moore	E. B. Craney, p	Arne E. Anzlon, g & cm	W. J. Provis, ce	Mac. UP
GLENDALE							
KKGN 1948	1400 250	Lewis Wiles Moore South Pearson Ave. 122		Lewis Wiles Moore, p Daniel C. Palen, gm	Maurice M. Schlasner, cm Charlotte C. Mansur, pd & wd	Donald J. Powers, ce Maury Martin, sd	Cap. UP Col.
GREAT FALLS							
KFBB 1922	1310 5,000 DA-N	Buttrety Bcstg. Inc. First Nat'l Bank Bldg. 4377	CBS Weed	Fred Birch, o V. P. Wilkins, gm	W. J. Towner, cm Wm. H. Mathews, pd	Wilbur Muhr, ce	Wld. UP WE
KMON 1948	560 5,000 DA-N	Montana Farmer Bcstg. Corp. Tribune Bldg. 4382	ABC, MBS Inter- mountain Avery- Knodel	Alexander Warden, p, secy-treas. Robert H. Warner, gm	Frank W. Kaull, cm Mel Hallock, pd, n & fd Eugene Bunker, trans. sup.	Herb Hunter, sd Irene Foley, wd	L-W AP RCA
KXLK 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z-Bar Pacific Northwest Walker	Paul A. Hatton, m	Wythe Walker (eastern) slm	Tracy Moore (western) slm	
HAVRE							
KOJM 1947	610 1,000-DA-2	North Montana Bcstg. Co. Liberty Hotel Bldg. 1096-7	MBS Inter- mountain Cooke	O. R. Rubie, p Charlotte H. Brader, gm	Frank Krshka, cm & sd James R. Saenger, pd	George H. Bauer, ce Pauline Saenger, wd	Cap. UP WE
HELENA							
KCAP 1949	1340 250	Lewis & Clark Bcstg. Corp. 1705 Jerome Pl. 4030	MBS Inter- mountain	James Flinn, p Robert Fleming, g & cm D. M. Lewing, pd	H. J. Rueggs, pmm Dean Mack, co-ce & fd Lee Dabler, co-ce	Allen Nowatny, nd Bob Johnson, sd	Assoc. UP WE
KXLJ 1937	1240 250	Peoples Forum of the Air P. O. Box 797 1240	NBC Z-Bar Pacific Northwest Walker	A. T. Hibbard, p Barclay Craighead, gm	Carl Argabrite, cm Gene Hogan, pd	Ralph Gassler, ce UP RCA
KALISPELL							
KGEZ 1927	1340 250 (CP) 600 1,000 DA-2	Donald C. Treloar 7 Main St. 331-2		Donald C. Treloar, p & gm Robert Bennett, cm	Norm Fisher, pd Dick Vlack, pmm, n & sd Paul Johnston, ce	Glenn Millhouse, fd Jean Fitzwater, wd	St., Wld. UP Col.
LEWISTOWN							
KXLO 1947	1230 250	W. G. Kelly E. Main St. 1210	MBS Inter- mountain	W. G. Kelly, p	M. T. Obie, g & cm	David L. Sather, ce	Wld. AP WE
LIBBY							
KLCB 1950	1230 250	Lincoln County Bcstrs. Inc., P. O. Box 565		O. G. Coburn, gm			
LIVINGSTON							
KPRK 1947	1340 250	Yellowstone Amusement Co. P. O. Box 691 1000	MBS Inter- mountain Avery- Knodel	Paul B. McAdam, p & gm Jack Hinman, cm Gerald E. Tyo, pd & nd	John Haslam, pmm Edwin Wood, ce	Bill Zaputil, f & sd Mim Skogestad, wd	Wld. UP G

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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.

MILES CITY

KRJJ 1941	1340 250	Star Printing Co., Inc. 13 North Sixth St. 1340-60	MBS, KBS Inter- mountain Avery- Knodel	(Mrs.) Sarah M. Scanlan, p Ian A. Elliot, gm & nd	Fred Hunnes, cm T. J. Biedrzycki, pmm & sd Donald Holen, pd	William Sebastian, ce Max Porter, fd Mary B. Saunders, wd	L-W, Wld. UP RCA
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MISSOULA

KGVO 1931	1290 5,000 DA-1	Mosby's Inc. Radio Central Bldg. 2155	CBS McGillvra	A. J. Mosby, p & gm F. Gilbert Lieser, cm	Marion E. Dixon, pmm, pd & fd Clifford Baker, ce	Cyrus Noe, n & sd Joan Haines, wd	L-W UP RCA
KXLL 1948	1450 250	Western Mont. Assoc. Box 1503 4114	NBC Z-Bar Pacific Northwest Walker	Pat M. Goodover, p, gm & pd	Bill Gillis, cm John Campbell, pmm & sd	Dave Green, ce	UP RCA

SHELBY

KIYI 1946	1230 250	Tri County Radio Corp. P. O. Box 185 560	MBS, KBS Inter- mountain Cooke	John J. Hurley, o & p Bill Murphy, gm John Lyon, cm	Geo. Potter, ce Bob Bucher, fd	Bud Turk, sd Ruth Larson, wd	UP WE
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SIDNEY

KGCK 1926	1480 5,000 DA-1	E. E. Krebsbach 109 Central Ave. 408	MBS Great Northern Lawson	E. E. Krebsbach, p E. Clair Krebsbach, cm Keith Krebsbach, pd	Harriet Sundet, pmm O. H. Halvorson, ce Ken Dornan, nd	Fay Crush, fd Bob Roderick, sd Fay Halvorson, wd	Cap. AP RCA
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NEBRASKA

ALLIANCE

KCOW 1949	1400 250	Sandhills Bcstg. Corp. 1030 W. 3rd St. 1300		Hans Jagers, p Gene Ackerley, gm & pd	James L. Thomas, cm Edward N. Davenport, ce	Jim Kithcart, nd George Vogel, sd	Wld. UP G
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BEATRICE

KWBE 1949	1450 250	Blue Valley Bcstg. Co., Inc. 112½ North 6th 1245	MBS Nebraska	Charles (Vanda) Brugha, gm & pd Gordon (Bud) Pentz, c & pmm	Wilbur Emerson, ce Larry Pryble, n & fd	Bill Howard, sd Elsie Heyen, wd	Cole, Thes., Wld. AP WE
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BROKEN BOW

KCNI 1949	1490 250	Custer County Bcstg. Co. Broken Bow 611	LBS	Bud Crawford, p, g & cm, pd, ce	Georgia A. Crawford, wd Bob Conger, sd	Donald F. Hill, fd Scott Insley, nd	Cap. UP G
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COLUMBUS

KJSK 1948	900 1,000-D	Geo. Basil Anderson P. O. Box 480 5154	KBS Continental Biddick	Geo. Basil Anderson, p & gm Milo Kincaid, cm	Florence Anderson, pd & wd Max Reeves, ce	Carl Rafferty, n & sd Gene Jones, fd	SES., Thes., Wld. AP G
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FREMONT

KFGT 1939	1340 100	Walker Newspapers Inc. 118 East 5th St. 1080	MBS	Lester A. Walker, gm			Cap. AP G
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GRAND ISLAND

KMMJ 1925	750 1,000 L-WSB	KMMJ Inc. Cedar at Division 703	ABC H-R Rep.	Don Searle, p Bill Martin, vp, g & cm Rex Lathen, reg. sim	Nay Deines, pd & sd Quintin McGredie, pmm U. L. Lynch, ce	Geo. Kister, pub. service, n & fd Helen Clark, wd	SES., Wld., UP Col.
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HASTINGS

KHAS 1940	1230 250	Nebraska Bcstg. Co. Tribune Bldg. 2-5101	MBS, KBS	Fred A. Seaton, p Duane Watts, g & cm	Lloyd Thomas, pd, pmm, n & fd Duane Allison, ce	Bill Veidt, sd	St. INS RCA
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KEARNEY

KGFW 1930	1340 250	Central Nebr. Bcstg. Corp. Federal Annex Bldg. 2-3541	MBS, KBS Nebraska	Lloyd C. Thomas, p & gm John W. Yeager Jr., cm	Elen Selah, pd & wd Jack Lewis, ce	Don Sherrill, nd Bill Morris, f & sd	Wld. UP Col.
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LEXINGTON

KRVN 1951	1010 25,000-D DA-1	Nebraska Rural Radio Assoc. Inc. 104 West Eight St. 716	LBS Taylor	Jay Person, p Max Brown, gm Dan Bellus, cm	Gary Schroeder, pd Thomas Copeland, ce	Patricia Doyle, traffic m & music d Art Pendray, fd	St. AP RCA
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LINCOLN

KFOR 1924	1240 250	Cornbelt Bcstg. Corp. Stuart Bldg. 2-6965	ABC Petry	James Stuart, p George T. Bastian, evp	George X Smith, s & cm Ken Greenwood, pd & sd Lydia Nekuda, pmm & wd	Charles W. Winkler, ce Kenneth Wayman, nd	Cap., St. AP
KFOR-FM 1948	Ch. 275 (B) 102.9mc 22kw						WH Assoc.
KLMS 1949	1480 1,000 DA-2	Lincoln Bcstg. Corp. 130 North 16th St. 2-7579	Indie Sales	Howard A. Shuman, p J. Russell Joynt, gm			Wld. AP WE
KOLN 1947	1400 250	Inland Bcstg. Co. 211 Federal Securities Bldg. 2-7218	MBS Pearson	Paul R. Fry, p Harold E. Anderson, g & cm William E. Lucas, pd	Twila Walker, pmm Marvin Korinek, ce Betty Craig, nd	Bud Shaner, sd Elsie Neely Sanderson, wd	Wld. AP WE

McCOOK

KBRL 1947	1450 250	The McCook Bcstg. Co., Inc. Highway 83 at "J" St.	MBS McGillvra	LeRoy W. Lenwell, p, gm & ce	Gilbert Mitchell, pd	Jack Rogers, nd	St. AP G
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NORFOLK

WJAG 1922	780 1,000 L-WBEM	Huse Pub. Co. 6th & Norfolk Ave. 432	Walker	E. F. Huse, p Bob Thomas, gm Vernon Stedry, cm	Glen Hixson, pd Evans Meier, pmm & sd Frank Wiedenbach, ce	(Mrs.) Mae Lee, office m Cleo Schroeder, fd Mary Moore, wd	St. AP
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NORTH PLATTE

KNBR (CP)	970 1,000-D DA	John Townsend 212 N. Jeffers St.		John Townsend, o Emil Olean, gm	Vincent Freeman, cm	Stanley L. Deppen, pd & nd Leland Fenecey, music d	SES., Thes. UP
KODY 1930	1240 250	Radio Station KODY 1521 W. 12th St. 382	NBC, KBS Blair	John Alexander, p & gm Joseph A. diNatale, cm & sd	Bill Wood, pd Wilma McNeel, pmm H. Jay Blakesley, ce	Jerry Wing, office m & wd Charlie Craig, nd Ed Launer, fd	L-W, Wld. AP

NEBRASKA—(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. Li- brary, News Service Transmitter
OMAHA						
KBON 1942	1490 250	Inland Bcstg. Co. 676 World Insurance Bldg. Jackson 6282	MBS Pearson	Paul R. Fry, p Richard E. Welna, sm & ce	Ernest S. Priesman, cm Richard F. Low, pd Beverly Bush, pmm	Assoc. AP WE
KBON-FM 1948	Ch. 254 (B) 98.7mc 8.7kw			Edward M. Morgan, cm		Assoc. Wld. GE
KFAB 1924	1110 50,000 DA-N	KFAB Bcstg. Co. 620 Farnam Bldg. Jackson 3420	CBS Free & Peters	Joe W. Seacrest, chmn. of bd. Fred S. Sidles, p Harry Burke, gm (For full information see TELECASTING Yearbook)	Harold Soderlund, cm Lyell Bremser, pd & sd Don Shoemaker, pmm Art Stewart, trans. engr.	Carl Uhlarik, nd William MacDonald, fd Nancy Condon, wd
KMTV(TV) 1949		May Bcstg. Co. 2615 Farnam St.				
KOIL 1925	1290 5,000 DA-N	Central States Bcstg. Co. 511 South 17th St. Jackson 7626	ABC Nebraska Petry	James Stuart, p W. J. Newens, gm Arden Swisher, cm	Virgil Sharpe, pd Charles Frandsen, pmm Charles Winkler, ce	James Craren, nd Ed Steelman, sd Belle West, wd
KOWH 1922	660 500-D	Mid-Continent Bcstg. Co. Kilpatrick Bldg. Atlantic 2228	Bolling	Robert H. Storz, p Todd Storz, vp & gm Gaylord Avery, cm & pd G. William Armstrong, pmm	Dale L. Moudy, ce Frank C. Lester, studio sup. James F. O'Neill, pdm	Walter Kavanagh, nd Donald Loughnane, fd Jack Sandler, sd Marian Crook, wd
WOW 1923	590 5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC Blair	Fred O. Bohlen, chmn. of bd E. T. Meredith Jr., p Frank P. Fogarty, gm	Ray Olson, pd Bill Wiseman, slm Merrill Workhoven, pdm Ken Quaife, pmm	William J. Kotera, ce Jim McGaffin, nd Mal Hansen, fd Jack Payne, sd Martha Bohlsen, wd
WOW-TV 1949		Radio Station WOW Inc. 3509 Farnam St.		(For full information see TELECASTING Yearbook)		St., Wld., SES AP, UP WE
SCOTTSBLUFF						
KNEB 1948	960 1,000-LS 500-N DA-2	Platte Valley Bcstg. Corp. Golden Rule Bldg. 1620	MBS Holman	John R. Jirton, p Russ M. Stewart, gm Byron R. Joachim, cm	Betty Hoff, pd & wd Duke Whitfield, pmm Les Proctor, ce	Arthur Taylor, nd Fred Walgren, fd Keith Roper, sd
KOLT 1929	1320 5,000-LS 1,000-N DA-2	Hilliard Co. 1517½ Broadway 856	CBS McGillvra	L. L. Hilliard, p & gm Lew Hunter, cm Wm. G. Walter, pd	Virl Davis, pmm Harland Morrison, ce Bill Brennan, nd	Dick Ingwersen, fd Tony Kehl, sd
SIDNEY						
KSID (CP)	1540 250-D	Sidney Bcstg. Co.	McGillvra	Wm. C. Grove, p		Cap., L-W AP GE

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WOW!

200,000 EARS AHEAD of its nearest competitor!

EVERY DAY

BMB 6 or 7 DAYS a week:

WOW.....306,060

Second Station..202,630

103,430

EVERY NIGHT

BMB 6 or 7 NIGHTS a week:

WOW.....259,420

Second Station..160,570

98,850

For the shock-proof Omaha-Plus Market...

590 KILOCYCLES - a strong signal for 200 miles!

BASIC NBC AFFILIATE - listening habits 27 years in the making!

ALERT, ACTIVE LEADERSHIP - Maintained 27 years by constant, aggressive, promotion and merchandising.

RELY ON THIS UNBEATABLE COMBINATION

RADIO WOW **OMAHA**

Radio WOW and WOW-TV are Meredith Stations

FRANK P. FOGARTY, General Manager
JOHN BLAIR CO., Representatives

NEVADA

ELKO

KELK 1948	1240 250	Elko Bcstg. Co. P. O. Box 790 260		Chris Sheerin, p John J. Gammick, g & cm & sd	Ned Lynch, pd & pmm	Lee Peer, ce & nd	St. UP Ray
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ELY

KELY 1950	1230 250	Hansen & Bradley P. O. Box 1088 2077		David I. Hansen, co-o. co-gm & co-ce	Dale V. Bradley, co-o. co-gm & co-ce	David T. Ireland, pd & nd Paul E. Norris, pmm	Cap., Wld. INS Col.
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LAS VEGAS

KENO 1940	1460 1,000 DA-N	Nevada Bcstg. Co. The Strip 1400	ABC Grant	Maxwell Kelch, p & gm Thompson Magowan, cm	K. P. O'Connell, pd & pmm R. O. Dow, ce	Ed Oncken, nd Bob Clemens, sd INS Col.
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KENO-FM 1947	Ch. 280 (A) 103.9mc .33kw					 GE
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KLAS 1948	1230 250	Las Vegas Bcstg. Co. Box 1510 4646	CBS Hollingbery	Fred Stoye, p & gm Carl Paige, cm & sd	John Ryken, pd & nd Maxine Lunt, pmm	Gregg Gelhart, ce Annilee Gordon, wd GE
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KORK 1951	1340 250	Vegas Valley Bcstg. Co. Hotel Thunderbird 6500	NBC	David McKay, p Jack Kehoe, sm	George Corneal, pd Bill Binford, ce	Len Ross, sd UP WE
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KRAM 1948	920 1,000-LS 500-N-DA	Boulder City Bcstg. Co. Hotel Flamingo 920	MBS, KBS Avery- Knodel	Edward J. Jansen, p Truman B. Hinkle, g & cm	Jean Paul King, pd, n & sd	Paula Clark, pmm Fred Young, ce	Wld. UP Col.
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RENO

KATO 1946	1340 250	Sierra Bcstg. Co. Box 2231 2-4501	MBS Don Lee Pearson Western	R. K. Wittenberg, p & ce	R. L. Stoddard, gm & sd	Robert Hughes, cm
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KOH 1928	630 5,000-LS 1,000-N DA-N	McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 3-5106	NBC Raymer	Eleanor McClatchy, p Hewitt M. Kees, sm Merle L. Snider, cm	Bruce D. Branson, prog. m Wesley Craig, ce	George Umbenhaur, nd Charles Harris, fd	Cap. UP
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KOLO 1946	920 1,000 DA-1	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS Hollingbery	David McKay, p H. G. Wells, g & cm Bill Ruff, pd & nd	Bob Tower, pmm Merle Peterson, ce	Noble Crew, fd Roz Smith, wd UP
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KWRN 1947	1490 250	Nevada Radio-TV, Inc. Riverside Hotel 3-6156	ABC, LBS Grant	Kenyon Brown, p Frank McLaurin, gm Jack Stodelle, cm Mark Curtis, pd	Jim Luce, pmm W. C. Comer, ce Gene Elyot, nd	Walt Reese, fd Bob McClure, sd Tosca, Masini, wd UP RCA
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KWIK 1946	1440 1,000 DA-1	Eastern Ida. Bcstg. & TV Co. Bannock Hotel 3400	ABC, MBS Inter- mountain Avery- Knodel	James M. Brady, p Charles Crabtree, gm Don W. Burden, cm	Dick Wright, pd & pmm Delbert Williams, ce John Suchy, nd	Martha, Sorenson, traffic d Bill O'Donnel, sd Norma Adamson, wd	Wld. AP
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NEW HAMPSHIRE

BERLIN

WMOU 1946	1230 250	White Mts. Bcstg Co., Inc. 40 Main St. 1797	KBS Radio Reps. Kettell- Carter	John W. Guider, o & p Jock MacKenzie, gm, pd, pmm & sd	Ambrose F. Hickey, cm Herschel M. Howe, act. ce Ruth M. Richards, treas.	Robert H. Holland, nd Myrtle Anderson, wd	L-W AP Ray.
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CLAREMONT

WTSV 1948	1230 250	Granite State Bcstg. Co. 155 Front St., Manchester, N. H. 4-4075	Granite Bolling	William J. Barkley, p W. J. Rust Jr., gm	Fred C. Stearns Jr., sta. & cm F. Richard Hill, pd	Albert J. Davis, ce Joseph V. Shaw, nd UP
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WTSV-FM 1948	Ch. 291 106.1mc 4.8kw	
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NEW HAMPSHIRE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
CONCORD							
WKXL 1946	1450 250	Capitol Bcstg. Co., Inc. 110 N. Main St. 4180	CBS Young	Henry Silver, p Maurice Silver, vp Samuel Camann, treas.	Thomas Frank, gm & pd Sydney E. Clarke, cm Robert Wright, ce	Donn Tibbets, sd Vera Tovey, wd AP RCA
HANOVER-LEBANON							
WTSL 1950	1400 250	Granite State Bcstg. Co. 155 Front St., Manchester, N. H. 4-4075	Granite Bolling	William J. Barkley, p W. J. Rust Jr., gm	Henry Lewis, cm Malcolm Morse, pd	William Heiser, ce UP
KEENE							
WKNE 1927	1290 5,000 DA-1	WKNE, Corp. 17 Dunbar St. 2080	CBS Meeker	Joseph K. Close, p & gm Frank B. Estes, cm Osborn C. Wade, pd	Ted B. Sawyer, pmm Ernest Batchelder Jr., ce George W. Smith, treas.	Howard Wheelock, nd Stacey Cole, fd Don Roberts, sd Ruth Reddington, wd	Wld. AP WH
LACONIA							
WLNH 1922	1340 250	Northern Bcstg. Corp. 653 Main St. 2300	MBS Yankee Grant Kettell- Carter	Genevieve Windgate, p Arthur I. Rothafel, gm	Irving Kaizer, pd Walter Avery, ce	George Ehrlich, sd Lillian Walker, wd AP G
MANCHESTER							
WFEA 1932	1370 5,000	N. H. Bcstg. Inc. 286 Franklin St. 5-5491	CBS Young	Morris Silver, p Warren H. Journey, g & pmm & pd	Saul Gross, cm Reginald A. B. Schow, ce Frank Finning, pdm	George Christie, sd Adeline Casseboom, wd	L-W AP RCA
WKBR 1946	1240 250	Granite State Bcstg. Co. 155 Front St. 4-4075	Granite Bolling	William J. Barkley, p W. F. Rust Jr., gm Norman Bailey, sm	Ralph Gottlieb, cm William Carlisle, pd Royston Phillips, ce	Leo Cloutier, sd Connie Stackpole, wd UP
WKBR-FM 1947	Ch. 261 (A) 101.1mc 1kw						
WMUR 1951	610 5,000-LS 1,000-N DA-2	Radio Voice of N. H., Inc. 1819 Elm St. 5-5788	ABC Weed	Hon. Francis P. Murphy, o & p Hervey Carter, m & cm Gordon E. Moore, asst. m	Bernie Mack, pd & pmm Vincent H. Chandler, ce Tom Power, nd	Bob Webster, fd Bob Martin, sd Esther Ayer, wd	Wld. UP RCA
NASHUA							
WOTW 1947	900 1,000	Nashua Bcstg. Corp. Lund Rd. 5000	Walker	Arthur A. Newcomb, p & gm	Norman R. Delude, c & pmm Paul H. Keefe, pd	William B. Young, ce Edward Lectus, n, f & sd Pat Sprague, wd	Wld. UP Ray.
WOTW-FM 1948	Ch. 292 (A) 106.3mc 1kw						
PORTSMOUTH							
WHEB 1932	750 1,000 L-WSB	WHEB, Inc. 3 Pleasant St. 4080	MBS Walker	Charles M. Dale, p & gm Lucien E. Dumont, pd & nd	Antonio Vaccaro, ce John D. Kane, sd	(Mrs.) Phyllis M. Dumont wd	Wld. AP Col.
ROCHESTER							
WVNH 1948	930 1,000-D	Strafford Bcstg. Corp. Rochester 1400	Granite Bolling Borgatti	A. J. K. Mallin, p & gm M. Chester Ball, cm Howard B. Martin, sm	George Michael, pd, f & sd Mary G. Verrette, traffic m Thomas E. McLaughlin Jr., ce	Harold Hutchins, nd Martha Mallory, wd UP Col.
NEW JERSEY							
ALPINE							
WFMN-FM (KE2XCC) 1943	Ch. 226 (B) 93.1mc 6kw	Edwin H. Armstrong Alpine Closter 5-1088					
ASBURY PARK							
WJLK 1926	1310 250	Asbury Park Press, Inc. Press Plaza 2-3000	McGillvra	Wayne D. McMurray, p Thomas B. Tighe, sm	Margaret S. Curtis, cm & wd Everett Rudloff, pd	Frank Huber, ce Frank Wilgus, nd	Assoc. AP RCA
WJLK-FM 1947	Ch. 232 (A) 94.3mc 1kw			Ernest W. Lass, gm		 GE
ATLANTIC CITY							
WFPG 1940	1450 250	Neptune Bcstg. Corp. Steel Pier 5-2188	CBS Pearson Kennedy	Fred Weber, p Russell E. Truex, cm Ed Davis, pd	George Lewis, pmm Blair Thron, ce Sue Hanna, traffic m	Fred Haggerty, nd Edward Wolpart, sd Hazel Hartman, wd UP RCA
WFPG-FM 1948	Ch. 253 (B) 98.5mc 15.5kw					 G

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Serving the 107th Market of the Nation

WFPG Atlantic City, N. J.

CBS Radio Network for New Jersey

**with MORE play-by-play sports • MORE network programs • MORE news
from its 408 FOOT TOWER
(Tallest structure in New Jersey, south of Newark)**

Studios on



Steel Pier

WSTV
Steuenville

WPIT
Pittsburgh

WHEE
Boston

WFPG
Atlantic City

WMID 1947	1340 250	Mid-Atlantic Bestg. Co. Convention Hall 4-1340	ABC, MBS Forjoe	Richard Endicott, p David H. Freedman, gm & cm Jack Sheffrin, pd & nd	Harriet Lippman, pmm Earle Godfrey, ce	Ralph Glenn, sd Mildred Freeland, wd	Assoc., Wld. AP RCA
BRIDGETON							
WSNJ 1937	1240 250	Eastern States Bestg. Corp. Carll's Corner 2930	Clark	Russell Henderson, p Paul Alger, vp & gm Jerry Alden, cm & sd	Joseph A. McCulley Jr., pd Allen Simms, pmm Francis Fekel, ce	Don Hart, n & fd Jane Mixner, wd	Thes. UP RCA
WSNJ-FM 1947	Ch. 255 (B) 98.9mc 9kw					 RCA
CAMDEN							
WCAM 1926	1310 250	City of Camden City Hall Emerson 5-5600		Willard C. Schriver, d John Cleary, g & cm	Robert Swanson, pd & sd John Kennedy, pmm	John Zander, ce Mary Haines, wd	St. UP RCA
WKDN 1948	800 1,000-D	South Jersey Bestg. 2881 Mt. Ephraim Ave. Emerson 5-7200		Ranulf Compton, p & gm Gordon Giffen, sm	Jerry Williams, pd & pmm Fredrick Chassey, ce Robert Ross, nd	Doug Warren, sp. events d	Assoc., SES. AP Ray.
ELIZABETH							
WPOE(FM) 1949	Ch. 244 (B) 96.7mc 1kw	Radio Elizabeth Inc. 1143 E. Jersey St. 2-3460		Robert C. Crane, p Seymour De Witt, sm, pd & ce	Ned Black, cm Johnny Whalen, sd	Marion E. Neeson, wd & adm. asst.	Assoc., SES. UP RCA
MORRISTOWN							
WMTR 1948	1250 1,000-D	Morristown Bestg. Corp. Park Square Bldg., P. O. Box 345 4-5700		George S. Croy, p Kenneth A. Croy, gm Henry A. Behre, cm	Robert Vesel, pd Rudolph C. Prow, ce Merrill Morris, n & fd	Ned Ehlers, sd Mary Bradley, wd	Assoc. AP Ray.
NEWARK							
WAAT 1922	970 5,000 L-S 1,000-N DA-N	Bremer Bestg. Corp. 1020 Broad St. Mitchell 2-6400		Irving R. Rosenhaus, p & gm	Edward S. Lennon, vp in chg. sls. & cm George Green, pd	Frank V. Bremer, vp & ce Edward H. Reeves, engr. in chg. ops. AP Col. Col.
WAAT-FM 1947	Ch. 234 (B) 94.7mc 13.5kw					 Col.
WATV(TV) 1948		Bremer Bestg. Co. 1020 Broad St.			(For full information see TELECASTING Yearbook)		
WHBI 1921	1280 2,500-LS 1,000-N ST-WOV	May Radio Bestg. Corp. 100 Shipman St. Mitchell 2-7354		James L. Shearer, p	William A. Masi, pd & pmm	Herman Foster, ce WE
WNJR 1947	1430 5,000 DA-N	North Jersey Radio Inc. 91-93 Halsey St. Market 3-2700		Edward W. Scudder Jr., p Harry D. Goodwin, g & cm Steven Van Gluck, pd	Arnold Snyder, pmm Peter Testan, ce Tom Costigan, nd	Will Peigelbeck, fd Louise Powers, wd	St. UP RCA
WNJR-FM 1948	Ch. 274 (B) 102.7mc 20kw					 WH Wld. UP Fed.
WVNJ 1948	620 5,000 DA-2	Newark Bestg. Corp. 45 Central Ave. Mitchell 3-7600	Hollingsbery	Ivon B. Newman, chief officer, vp, gm & cm	Helen Sutton, sm	Bernard Kellom, ce WH Wld. UP Fed.
NEW BRUNSWICK							
WCTC 1946	1450 250	Chanticleer Bestg. Co. 385 George St. Charter 7-1450		James L. Howe, p Robert L. Williams, gm Kenneth Leslie, cm	James M. Vogdes, asst. sm Barbara M. Bauer, pd Victor Takach, ce	Joseph Dembo, nd Tony Marano, sd	Wld. AP RCA
WCTC-FM 1948	Ch. 252 (B) 98.3mc 1kw					 Col.
WDHN(FM) 1948	Ch. 228 (B) 93.5mc 1kw	Home News Pub. Co. 137 Church St. Kilmer 5-4000		Hugh N. Boyd, gm Neil F. Arveschoug, cm, pd & ce	Eugene Halasz, asst. ce	James Parker, asst. pd RCA
PATERSON							
WPAT 1941	930 5,000 DA-2	North Jersey Bestg. Co. Inc. 66 Hamilton St. Armory 4-3400, Pennsylvania 5-2945		Richard Drukker, p	D. J. Wright, evp & gm	Earl Lucas, ce	Assoc., SES., L-W AP, UP

This is **WNJR** the station that is Custom-tailored for the Great Northern New Jersey audience!

Where **LISTENERS** tune first for fast-breaking Jersey News!
They expect—and get—"on-the-spot" coverage of all top news events, major disasters and elections. They hear the best in music, the latest in sports.

Where **ADVERTISERS** know that WNJR is a must station to sell and service the 3,833,000 people in this major market.

FLASH!

RADIO DOLLARS, the audience-building, sales producing premium plan, is now at work in North Jersey exclusively on

WNJR
RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME Market 3-2700
91 Halsey St., Newark 2, N. J. Cortlandt 7-8070

NEW JERSEY—(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.	Transe. Li- brary, News Service Transmitter
PLAINFIELD					
WXNJ(FM) 1947	Ch. 280 (A) 103.9mc 1kw	WXNJ Inc. 111 E. Front St. 6-1039		Lucien M. Merle, p James R. Bird, sm	Thes. INS
PLEASANTVILLE					
WOND 1950	1400 250	Pioneer Bcstrs. Inc. Old Turnpike 3971		Charles Rupp, p John G. Struckell, gm & pd Milton Thurlow, ce Bill Gregory, nd George Anthony, sd Larry Carle, pmm Peggy Lucca, wd	St. GE
TRENTON					
WBUD 1947	1260 1,000 DA-1	Morrisville Bcstg. Co. 108 N. Broad St. 4-7191		Vena S. Hardin, p Richard M. Hardin, gm James Stolcz, cm Frank Brooks, pd Fred Walker, pd & pmm William A. Brewer, ce Harry Alleva, nd Harold Saldt, sd Nan Rednor, wd	Wld. AP G SES.
WTNJ 1928	1300 250-D	WOAX Inc. 416 Bellevue Ave. 8149		Jerome P. McCarthy, m H-R Reps.	Assoc., L-W UP
WTOA(FM) 1949	Ch. 248 (B) 97.5mc 14.5kw	Mercer Bcstg. Co. 558 Ingham Ave. 5-8541	Transit Radio	Elmer H. Wene, p S. Carl Mark, evp. & gm	Theodore P. Kilmer, ce Fulton Arnold, sd
WTTM 1941	920 1,000 DA-1	Trent Bcstg. Corp. 541 E. State St. 5-8515	NBC Forjoe	Fred L. Bernstein, cm Irving Gruper, pmm	RCA
VINELAND					
WVBZ 1946	1360 1,000 DA-N	Community Bcstg. Service, Inc. 633 Wood St. 7-1360	Kennedy	Joseph M. Bullock, p Fred M. Wood, gm & fd John Serra, cm Dorothy H. Carlson, pd A. Harry Zoog, ce	Wld. UP Col.
WILDWOOD					
WCMC 1951	1230 100	Francis J. Matrangola 3300 Pacific Ave.		Francis J. Matrangola, o	
ZAREPHATH					
*WAWZ 1930	1380 5,000 DA-2 ST-WBNX	Pillar of Fire Zarephath Bound Brook 9-0102		Arthur K. White, p Kathleen White, gm Norman Fournier, pd N. L. Wilson, ce	

NEW MEXICO

ALAMOGORDO					
KALG 1950	1230 250	William Wayne Phelps Box 268 311	MBS Don Lee Inter- mountain Avery- Knodel	Wayne Phelps, p, gm, cm & pd Merilyn Cromer, wd Pete Paulos, ce Floyd Grady, sd	UP G
ALBUQUERQUE					
KDEF (CP)	1280 1,000-D	Frank Quinn 619 N. 17th St.		A. R. Hebenstreit, p Bob Van Driel, pmm Vergie Abeyta, traffic m & wd Leonard Dodds, ce A. M. Cadwell, vp. & gm	Ed Parker, sd Jerry Nessler, nd Ray Malmberg, pd Donald Delaney, ce
KGGM 1927	610 5,000	New Mexico Bdcstg. Co. Kimo Bldg. 3-4543	CBS Weed	Herbert Wimberly, p	Cap. L-W UP Ray.
KOAT 1946	1240 250	Alvarado Bcstg. Co. Inc. 122 S. Tulane 5-7501	ABC Young	T. M. Pepperday, p J. I. Meyerson, gm Rolf Nielsen, pd Mary Moses, pmm George Johnson, ce Robert McCoy, co-nd Tom Doyle, co-nd Cecil Herrill, fd Charles Teas, sd	St. AP, INS RCA
KOB 1921	770 50,000 LS 25,000-N (CP) 50,000	Albuquerque Bcstg. Co. 5th & Silver 3-4411	NBC Branham	(For full information see TELECASTING Yearbook)	
KOB-TV 1948		Albuquerque Bcstg. Co. 234 S. Fifth St.		Bert Arnold, vp & gm Ted Nelson, asst. gm Keith Tye, sm Miles Johns, cm Larry Darley, slm Wilfred Smith, ce Jack Lynn, pd & nd Joe Cole, fd Jack Moran, sd Jule Erickson, co-wd Ricci Bush, co-wd	AP G
KVER 1947	1340 250	KVER Bcstg. Corp. 317 N. Broadway 3-1744	MBS Inter- mountain Great West Avery- Knodel		

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KVER

ALBUQUERQUE, N. M.
Mutual
Intermountain Networks

KVER gives concentrated coverage of the newest, fastest growing metropolitan market area in the United States. It's Albuquerque's sports station, featuring Major & Minor league baseball, football and basketball. Spanish programs throughout the day appeal to Albuquerque's Spanish speaking people, representing over 50% of its population.

Represented By
**AVERY-
KNODEL
INC.**

NEW YORK — CHICAGO
SAN FRANCISCO
DALLAS — ATLANTA
LOS ANGELES

ARTESIA

KSVF 1946 1450 250 Artesia Bcstg. Co. 1450 S. Roselawn 650 MBS, KBS Inter-mountain Martin Yates III, p Dave Button, gm Dave Adams, cm Pat Ketelsen, ce Rusty Ayers, nd & sd Lucille Smith, traffic m St. UP G

CARLSBAD

KAVE 1936 1240 250 Carlsbad Bcstg. Corp. 601 N. Canal St. 5-4101 CBS Southwest Taylor Val Lawrence, p Norman Loose, gm Vernon Spidahl, cm Alexander Pitcaithley, pd Harland Nifong, ce Mike Kirmeyer, sd AP G
 KPBM 1950 740 1,000-D Coronado Bcstg. Co. 313 West Mermod 5-5373 Liberty McGillvra Maurice F. McEvoy, p & gm Luther S. Pully Jr., ce Darrell A. Swayze, cm Wayne F. Scott, pd L-W AP G

CLAYTON

KLMX 1949 1450 250 Ari-Ne-Mex Bcstg. Corp. Fair Grounds Box 7 616 Arthur Jernigan, p Franklin E. Vale, gm, pd, pmm, n & fd James J. Morris, cm Robert D. Waters, ce Darrell Tucker, sd Mildred McCalet, wd Cap. UP G

CLOVIS

KCLV (CP) 1933 1240 100 New-Tex Bcstg. 904 Rose St. KICA 1933 980 1,000 DA-N Hugh DeWitt Landis & Ross B. McAllister 520 Pile St. 5511 MBS Inter-mountain Melville Hugh DeWitt Landis, ptrn., g & pmm C. O. Kendrick, cm Juanita Goodman, wd Vernon Hughes, ce Harold Cook, pd Bob Cook, nd Joe Collins, sd Assoc., L-W AP RCA

FARMINGTON

KVBC 1951 1240 250 Valley Bcstg. Co. Box 1117 307 W Marvin E. Bowles, p, gm & ce Don Houston, nd Maxcyne Parker, cm Marilu Marshall, pd L-W UP RCA

GALLUP

KGAK 1946 1230 250 The Thunderbird Bcstg. Co. P. O. Box 1150 1177 KBS McGillvra Merle H. Tucker, p, gm, & pd Robert Adamson, ce & fd Mida Tucker, secy-treas. & wd Cap. L-W UP

HOBBS

KWEW 1938 1490 250 KWEW, Inc. 116 E. Dunnan Hobbs 3-3137 MBS, KBS Southwest Taylor Mrs. Theresa Whitmore, p Harry McAdams, gm & nd Gilbert Haugen, asst. m & sd Dortha Montgomery, pd Roy T. Evans, ce Phil C. McGee, cm Pam Clark, wd Mac., L-W UP RCA

LAS CRUCES

KOBE 1947 1450 250 Mesilla Valley Bcstg. Co. 902 N. Main St. 1121 MBS Inter-mountain Best C. L. Knight, p Lydia S. Slepoy, gm & wd Robert O. Bradley, cm Carl J. Gustafson, pmm Howard L. Maudlin, ce & sd Bruce Pedersen, nd Cecil Herrell, fd UP

LAS VEGAS

KFUN 1941 1230 250 Southwest Bcstrs. Inc. P. O. Box 710 12 MBS Inter-mountain Best Ernest N. Thwaites, p, g & cm Dorothy G. Thwaites, pd A. F. Schultz, ce St. UP G

LOS ALAMOS

KRSN 1949 1490 250 Alvarado Bcstg. Co. Community Center 2-4422 ABC, LBS Young Herbert W. Wimberly, p A. M. Cadwell, gm Robert Y. Porton, c & pmm William Spack Jr., pd & nd John L. Lockhart, ce Jack McCormick, sd Kay Richardson, wd Cap. UP RCA

PORTALES

KENM 1950 1450 250 Plains Bcstg. Co. Box 1019, Roswell, N. M. 600 LBS Taylor Theresa Whitmore, p G. F. (Jud) Roberts, gm Clarence Garner, cm William McCreary Jr., ce LaNelle Eason, wd L-W, Mac. UP G

RATON

KRTN 1948 1490 250 Southwest Bcstrs. Inc. F. O. Box 710 Las Vegas, N. M. 12 MBS Inter-mountain Best E. N. Thwaites, p & gm Stanley K. Brown, sta. & cm & sd A. F. Schultz, ce St. UP G

ROSWELL

KGFL 1927 1400 250 KGFL Inc. 310 N. Richardson 2000 MBS Southwest Inter-mountain Taylor Theresa Whitmore, p G. F. "Jud" Roberts, gm & sd Almarie Oldfield, pd L. J. McNemee, ce Lorraine Ackroyd, wd L-W, Wid. UP G
 KSWs 1947 1230 250 McEvoy Bcstg. Co. 401 N. Richardson 2400 ABC McGillvra Paul B. McEvoy, p John A. McBoyle, gm Jack Schafer, cm Ray R. Summersgill, ce Mary L. Jones, pd & wd Assoc. AP Ray.

SANTA FE

KTRC 1946 1400 250 Alvarado Bcstg. Co., Inc. 203 E. Marcy St. 3-6335 ABC, LBS Young H. W. Wimberly, p Al Paul Theil, pmm & nd A. M. Cadwell, vp & gm Acton Tillery, ce Hugh M. Gray, pd, c & sta. m Bee Marks, wd Cap. UP RCA
 KVsf 1935 1260 1,000 Santa Fe Bcstg. Co. 759 Cerrillos Rd. 3-7319 CBS Weed A. R. Hebenstreit, p Ivan R. Head, g & cm & nd Arleen Davy, pd Bob FitzGerald, pmm Elvin J. Vanderwood, ce Claire Tremaine, wd Wid. AP, UP WE

SILVER CITY

KSIL 1946 1340 250 Southwest New Mexico Broadcast Corp. 17th & Cactus Sts. 611 CBS Southwest Taylor A. Carl Dunbar, p & cm James H. Duncan, gm, pd & nd Edward C. Orris, ce Bob Zimmerman, sd AP Ray.

TRUTH OR CONSEQUENCES

KCHS 1946 1400 250 Sierra Bcstg. Co., Inc. 401 Broadway 181 KBS Continental L. R. Trainer, p Russell A. Walz, gm & nd H. B. Gardey, cm Babe Robinson, pd Sam Bradley, ce & sd Cap. UP G


TUCUMCARI

KTNM 1941 1400 250 The Mc Ma Agency 2nd and Main Sts. 100 MBS, KBS Inter-mountain Grady Franklin Maples, co-o, m, pmm, n & sd R. B. McAlister, co-o R. S. (Dick) Fox, cm Kathryn Ann Stephenson, pd & wd David Fred White Jr., ce AP G

NEW YORK

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
ALBANY							
WABY 1926	1400 250	Eastern New York Bcstg. Corp. Albany 2-3353	LBS Rambeau	David Kyle, p Edward L. Trudeau, gm	Paul Dennis, c & pmm Toni Brady, pd & wd	Tom Stapleton, ce Bill Pope, sd	UP Col.
WOKO 1924	1460 5,000 DA-N	Gov. Dongan Bcstg. Corp. 136 State St. 3-8638	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. Myer Schine, p Morgan Ryan, vp gm W. Russell David Sr., vp, sm & natl. slm	Bill Schnaudt, cm Glen Walrath, pd Howard Maschmeier, nd & pmm	Dwelle S. Hoag, ce Ellis Barrett, fd George Miller, sd Ethel Barrett, wd	Assoc., SES, AP, INS GE
WROW 1947	590 5,000-LS 1,000-N DA-2	Hudson Valley Bcstg. Co., Inc. 112 State St. 3-2225	MBS Bolling	Dr. John J. Quinlan, p Harry L. Goldman, gm Johnny Lee, asst. gm	Harry R. Littler, c & pmm Keyes Perrin, n & pd Charles Heisler, ce	Edward Lange, sd Elaine Drooz, wd	SES., Wld. UP RCA
WROW-FM 1948	Ch. 230 (B) 93.9mc 2.1kw						GE
WXKW 1948	850 10,000 DA-1	Champlain Valley Bcstg. Corp. 444 Broadway 6-7676	ABC Katz	Stephen R. Rintoul, p & gm George Wetmore, d of opers.	Eugene J. Fitzpatrick, cm Paul Krutz, ce	Sherb Herrick, sd Betty Parry, wd	Cap. UP RCA
AMSTERDAM							
WCSS 1948	1490 250	Community Service Bcstg. Corp. Upper Locust Ave. 4000	LBS	William F. Schnaudt, gm	Ray Cheney, pd, asst. & pmm Guy Rauer, ce	John Page, sd Joan MacGregor, wd	Wld. UP Col.
AUBURN							
WMBO 1926	1340 250	WMBO Inc. 141 Genesee St. 2-3511	MBS Clark	William O. Dapping, p Frederick L. Keese, gm	Robert B. Morgan, cm	Herbert House, ce	SES. Wld. AP RCA
WMBO-FM 1949	Ch. 241 (B) 96.1mc 18kw	Auburn Pub. Co. 34 Dill St. 3-6211		Charles D. Osborne, p			GE
BATAVIA							
WBTA 1941	1490 250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	Edmund R. Gamble, p & gm Robert E. Newstead, cm	J. Gordon Bridge, pd & pmm Fred Callender, ce	Jim Gerrety, n & sd Matt Regan, fd Lucy Burke, wd	L-W AP RCA
BINGHAMTON (Endicott)							
WENE 1947	1430 5,000 DA-1	Empire Newspapers- Radio Inc. 909 E. Main St. 5-3351	ABC Radio Reps.	James H. Ottaway, p Francis H. Brinkley, mngng. d	Stephen W. Ryder, sm Harold E. Graves, pd & pmm	Sheldon W. Weyland, ce Harold Hancock, n & fd James A. McKechnie, sd	Assoc. AP G
BINGHAMTON							
WINR 1946	680 1,000-LS 500-N DA-2	Southern Tier Radio Service Inc. Court House Square 4-4313	NBC Hollingbery	Donald Kramer, p C. A. Bengtson, gm E. R. Vadeboncoeur, sta. exec.	H. R. Nicholson, slm George O'Connor, pmm, & nd	Charles Bishara, pd A. A. Kelley, ce Bob Cullings, sd	L-W UP Col.

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 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.




324,395 Customers*

Now
1000 Watts Days • 500 Watts Nights
on 680 KC

*Population, New Daytime Coverage
134,020 New Nighttime Coverage

AFFILIATE



BINGHAMTON, N. Y. George P. Hollingbery, National Representatives

What kind of a
TEST CITY
 is ROCHESTER, N. Y.?

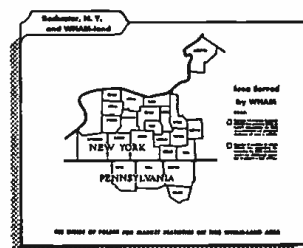
● According to figures in "Sales Management's" November 10, 1950 test market study, Rochester, N. Y., is a MUST on test market programs. Here are the exact rankings for Rochester:

- #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.

WHAM




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	Owner; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
BINGHAMTON (Cont'd)							
WKOP 1947	1380 1,000-LS 500-N-DA-N	The Binghamton Bcstrs. Inc. 34 Chenango St. 2-3437	MBS Burn-Smith	Andrew Jarema, p & gm Samuel Handshaw, cm Wallace Buman, pd & fd	Robert S. Keller, natl. pmm	Charles Hallinan, ce Frank Dolan, nd	Wid. AP Ray.
WNBF 1927	1290 5,000-DA-N	Clark Associates Inc. P. O. Box 48 2-3461	CBS Bolling	John C. Clark, p C. D. Mastin, gm L. L. Rogers, asst. gm & treas.	S. N. Heslop, cm E. M. Scala, pd E. R. McCloskey, pmm	L. H. Stantz, ce Sam Page, fd William Kunkle, sd Sara Burbank, wd	Thes. UP WH
WNBF-FM 1942	Ch. 263 (B) 100.5mc 12kw					 REL
(For full information see TELECASTING Yearbook)							
BRISTOL CENTER							
WVBT(FM) 1948	Ch. 238 (B) 95.1mc 5.4kw	Rural Radio Network 118 N. Tioga St. Ithaca, N. Y. 4-6301	Rural Radio	C. E. Snyder, p R. B. Gervan, secy-treas. M. R. Hanna, gm	D. K. DeNeuf, asst. gm., eng'g & sta. rel. d H. S. Brown, slm	J. A. Short, prog. m M. N. Knapp, prog. sup. L. Hamrick, farm service d T. R. Humphrey, ce	Assoc., St. UP GE
BROOKLYN							
*WBBR 1924	1330 5,000 DA-1 St-WEVR, WHAZ	Watchtower Bible & Tract Society, Inc. 124 Columbia Heights Main 5-1240		N. H. Knorr, p S. B. Friend, gm	A. M. Cora, pd & nd R. H. Leffler, ce	E. Shalkoski, fd Verda Hauenstein, wd	Assoc. INS RCA
BUFFALO							
WBEN 1930	930 5,000-DA-N	WBEN Inc. Hotel Statler Mohawk 0930	NBC Petry	Edward H. Butler, p Alfred H. Kirchhofer, vp C. Robert Thompson, gm Frank W. Kelly, m	Chester E. Daly, slm W. Robert Rich, pd Joseph A. Haefner, pmm Ralph J. Kingsley, tech. d	Richard J. Burke, nd Joe Wesp, fd Ralph Hubbell, sd Sally Work, wd	L-W, St., AP, UP, INS RCA
WBEN-FM 1946	Ch. 293 (B) 106.5mc 105kw					 Fed.
(For full information see TELECASTING Yearbook)							
WBEN-TV 1948		WBEN Inc. Hotel Statler 485 Main St. Mohawk 1400	Young	Roy L. Albertson, p James M. DeMunn, gm	Howard Schellenberg, sls dir. Thomas L. Vines, ce	William Miles, nd Gene Korzelius, sd	AP, UP RCA
WBNY 1935	1400 250	Roy L. Albertson 485 Main St. Mohawk 1400				
WBNY-FM 1947	Ch. 225 (B) 92.9mc 48kw					
WEBR 1924	970 5,000 DA-1	WEBR Inc. 23 North St. Lincoln 7133	MBS Katz	William J. Conners III, p Cy King, gm William Doerr Jr., cm	Lloyd Gibson, pd William Schweitzer, pmm Frank Ridgeway, ce E. R. Kirshenstein, asst. treas.	Gene Barry, nd Charley Bailey, sd Mrs. Dorothy Shanks, wd R. H. McPherson, pmm K. B. Hoffman, ce	AP, INS WE
WGR 1922	550 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 Norman E. Nobes, secy-treas.	N. Cohen, cm (local) F. Robert Greene, cm (nat'l. spot) R. J. Strigl, pd	David Getman, co-nd Allen Lewis, co-nd Siegmund Smith, sd	UP
WKBW 1925	1520 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 Irving Haag, pd Leon Wyszatycki, o Ted Wyszatycki, gm James C. McKinney, cm	Alfred E. Anscombe, pub. rel. d Leroy Fiedler, ce Hugh Shannon, nd Joe Ricco, pd Frank Saj, ce	Wally Wagoner, fd Bill Mazer, sd Helen Neville, wd	Wid. UP WH
WWOL 1947	1120 1,000-D	Greater Erie Bcstg. Co. 315 Main St. Mohawk 1200	Forjoe			Frank Frederick, n & sd Trudy Peoples, wd UP, INS WE
WWOL-FM 1948	Ch. 280 (A) 104.1mc 7.7kw					
CHERRY VALLEY							
WVCV(FM) 1948	Ch. 270 (B) 101.9mc 5.4kw	Rural Radio Network 118 N. Tioga St. Ithaca, N. Y. 4-6301	Rural Radio	C. E. Snyder, p R. B. Gervan, secy-treas. M. R. Hanna, gm	D. K. DeNeuf, asst. gm., eng'g & sta. rel. d H. S. Brown, slm J. A. Short, prog. m	M. B. Knapp, prog. sup. L. Hamrick, farm service d T. R. Humphrey, ce	Assoc., St. UP GE
CORAM							
WFSS(FM) (CP) 1948	Ch. 278 (B) 97.5mc 15kw	Suffolk Bcstg. Corp. Box 82				

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Better Coverage in the RICH

BINGHAMTON MARKET!

155,600 Radio Homes and \$500,000,000 Total Retail Sales

In the last ten years Broome County has had an increase of 11.4% in population*. For the complete details please contact Burn-Smith.

* J. Walter Thompson Cream of Your Market Survey

WKOP

1000 WATTS • 1360 KC

CORNING WCBA 1949	1350 1,000-D	Wellsboro-Corning Bcstg. Advertisers English Keenan Bldg. 2608	McGillvra	Paul L. Carpenter, p & gm	Paul E. Carpenter, sm	Harry Lee, pd	Cap., L-W UP
WCLI 1950	1450 250	Elmira-Corning Bcstg. 114 Walnut St. 64651	ABC Meeker	W. A. Underhill, p Walter Valerius, gm Gordon M. Jenkins, cm	C. Ronald Graham, pd Allen N. Bell, ce Richard Tobias, nd	George P. Droelle Jr., sd Joan Purcell, wd	Assoc. AP G
WCLI-FM 1947	Ch. 291 (B) 106.1mc 4.2kw						GE
CORTLAND WKRT 1947	920 1,000-LS 500-N DA-N	Radio Cortland, Inc. 27 N. Main St. 2990		Leighton A. Hope, p Keith W. Horton, cm	William J. Griffiths, pd & sd William Barron, ce	Jack Oranch, nd Dan Kavanaugh, fd Eileen Winchell, wd	L-W, St. UP GE
WKRT-FM 1947	Ch. 260 (B) 99.9mc 14kw						
De RUYTER WVCN(FM) 1948	Ch. 286 (B) 105.1mc 5.4kw	Rural Radio Network 118 N. Tioga St. Ithaca, N. Y. 4-6301	Rural Radio	C. E. Snyder, p R. B. Gervan, secy-treas. M. R. Hanna, gm	D. K. DeNeuf, asst. gm., eng'g & sta. rel. d H. S. Brown, sim J. A. Short, prog. m	M. N. Knapp, prog. sup. L. Hamrick, farm service d T. R. Humphrey, ce	Assoc., St. UP GE
DUNKIRK WFCB 1949	1410 500 DA-2	Dunkirk Bcstg. Corp. 316 Main St. 7756		Alois A. Schmidt, p, gm & pd Paul M. Renckens, vp	Bernard F. Goodrich, cm Robert Gifford, pmm George Smith, ce	Gerald M. Dash, treas. Van C. Miller, f & sd Ruth O'Connor	Thes., Wld. UP Ray.
ELMIRA WELM 1947	1400 250	Elmira-Corning Bcstg Corp. 222 E. Market St. 2-1400	ABC, CBS Walker	W. A. Underhill, p Walter Valerius, gm Claude R. Snyder Jr., c & pmm	Kenneth Powell, pd Allen N. Bell, ce Gordon M. Ridenour, nd	Jack Slattery, sd Edna Bartlett, wd	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, sim	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	1430 5,000 DA-1	(See Binghamton, N. Y. Listing)					
FREEPORT 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	Neal Seaman, pmm Bob Milos, ce	John Frogge, nd Byron Englander, sd	L-W AP Col.
FULTON WOSC 1948	1300 1,000-D	Cassill Radio Corp. Hotel Pontiac, Oswego, N. Y. Oswego 3088	LBS Devney	Harold W. Cassill, p H. Harrison Flint, g & cm	Robert Fitzgerald, pd Richard Horan, ce	Jack Burgess, sd Harriett Douglas, wd	L-W UP GE
GENEVA WGVA 1947	1240 250	Star Bcstg. Co., Inc. Geneva Federal Savings Bldg. 6691	ABC Cooke	M. R. Forman, p Thomas L. Brown, vp, g & cm	Alex Lamutis, pd & nd R. Carleton Greene, ce	Bill Swasey, sd	St. AP Col.
GLENS FALLS WWSC 1946	1450 250 (CP) 1410 1,000 DA-N	Great Northern Radio, Inc. 13 Warren St. 2-6518	ABC Rambeau	Martin R. Karig II, p & gm	Alfred Brown, cm & sd Carl Mattison, pd	Joseph Thomas, ce Vic Wiley, nd	AP
GLOVERSVILLE WENT 1944	1340 250	Sacandaga Bcstg. Corp. 8 W. Fulton St. 4900	CBS McGillvra	George F. Bissell, p Jack Charles, g & cm Robert Dingman, pd	Harry W. Monroe, asst. pd & nd Henry Clark, pmm Richard Stewart, ce	Beverly Eagen, office m Phil Spencer, sd Grace Adams, wd	UP

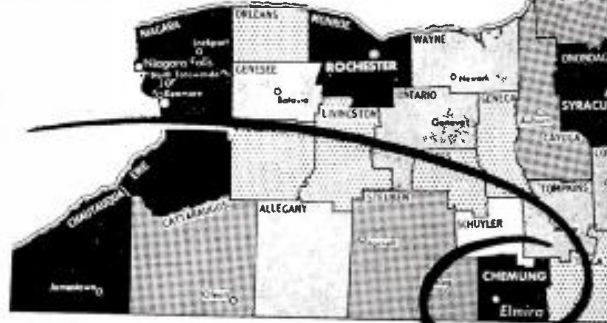
ONE radio station dominates

**A NEW \$100 MILLION MARKET
ON THE MAP
OF NEW YORK!**



No TV outlet in
Elmira!
WENY sells listeners
in this busy market

at the lowest available cost per thousand.



1950 Retail Sales in excess of \$100 Million
Source: 1951 Survey of Buying Power



OWNED AND OPERATED BY
ELMIRA STAR-GAZETTE, INC.

REPRESENTATIVES:

Everett-McKinney, Inc. Lee F. O'Connell Co.
New York—Chicago Los Angeles—San Francisco

WENY

NBC in Elmira, N. Y.

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner a; 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.			
HEMPSTEAD							
WHLI 1947	1100 250-D	FM Bcstg. Corp. 245 Baldwin Rd. 2-8000	Rambeau	Paul Godofsky, p & gm Joseph A. Lenn, vp for sis.	Frank E. Knaack, vp for eng. Roger Wayne, pdm	Arthur E. Patterson Jr., sp events d Jerry Carr, n & fe	Assoc., Theas., Wid., UP Col. Fed.
WHLI-FM 1947	Ch. 252 (A) 98.3mc 1kw						
HORNELL							
WLEA 1951	1480 1,000-D	Hornell Bcstg. Corp. P. O. Box 60 1420	McKinney	Don L. Sellers, vp, g & cm Mike Ryan, pd & pmm	Howard Huff, ce Garry Merker, nd	Harry Hornbecker, f & sd Anna Sellers, wd	Cap. UP G
WWHG 1949	1320 1,000-D	W. H. Greenhow Co. 85 Canisteo St. 2000	McGillvra	Louis G. Buisch, p Donald J. Curran, sm Sheffield Davis, cm	Edward Spoo, pd James A. Gram, ce Peter F. Newton, nd	Ira Blixt, fd Edward Murphy, sd Marion Gale, wd	Theas., Wid. AP GE
WWHG-FM 1946	Ch. 287 (B) 105.3mc 8.3kw						
HUDSON							
WHUC 1947	1230 250	Colgren Bcstg. Co. Union Turnpike 8-3341	KBS Kramer	John F. Kearney, ptrn, & gm	Robert P. Strakos, ptrn. & cm James F. McDonough, pd & ce	Robert T. France, n & sd Thomas Gregory, fd	Wid. UP Col.
HUNTINGTON							
WGSM 1951	740 1,000-D DA	Huntington-Montauk Bcstg. Co., Inc. 237 Main St. 4-6740		Byron T. Sammis, p Edward J. Fitzgerald, g & cm	James L. McGrath, pd & fd Don MacLachlan, pmm Perley Tribou, ce	Ray Rebhann, ne Arnold Lewis, sd Gwen Jones, wd	Theas. UP
ITHACA							
WHCU 1921	870 1,000 L-WWL	Cornell U. Savings Bank Bldg. 3438	CBS	Michael R. Hanna, gm Earl Cobe, cm Joseph Short, asst. m	S. M. Woodside, asst. m, n & sd Norman Hoffman, ce	Louis W. Kaiser, fd Gertrude Grover, wd	Assoc., St. UP WE
WHCU-FM 1947	Ch. 247 (B) 97.3mc 40kw	Cornell U. 118 N. Tioga St. 3341	Rural Radio	H. S. Brown, cm	Thomas Humphrey, ce	Donald K. deNeuf, asst. m WE
JAMESTOWN							
WJOC 1948	1340 250	Air Waves, Inc. 415 W. Fourth St. 5-108	MBS McGillvra	Harry E. Layman, p, gm & ce	Harold P. Kane, cm Jerry Lawson, pd & sd	Len Hataway, nd Catherine Erickson, wd AP WE

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the **WHLI** long island story

BEST BUY for Long Island's Major Market!

BIGGEST AUDIENCE

WHLI is the Number 1 station daytime in Long Island's Nassau County — where 672,765 people spend \$722,640,000 a year in retail sales—\$214,136,000 in food store sales.

LOWEST COST

No other station — network or even combination of independents — delivers as many listeners during the day in this fabulous market, and at such low cost per thousand actually listening, as does WHLI.

STRONG LOCAL PROGRAMMING

No other station caters to Long Island the way WHLI does through an out-and-out local programming job. Our programs earn cherished national awards for "responsibility to the community."

Represented by Rambeau

Data Sources:—

Market: U.S. Census 1950

Sales Management 1951

Ratings: Conlan — 1951

WHLI | A M 1100
FM 98.3

**HEMPSTEAD
LONG ISLAND, N. Y.**

Paul Godofsky,
President and
General Manager

the voice of
long island

WJTN 1924	1240 250	James Bcstg. Co. Hotel Jamestown Bldg. 7151	ABC Rambeau	Jay E. Mason, p Simon Goldman, g, c & pmm	George Pfeeger, pd Harold Kratzert, ce Jesse Price, nd	Robert Webster, fd Jim Roselle, sd Connie Samuelson, wd	Assoc. Mac. UP G
WJTN-FM 1947	Ch. 227 (B) 93.3mc 9.3kw						
KENMORE (Buffalo)							
WXRA 1948	1080 1.000-D	Western New York Bcstg. Co. 1515 Niagara Falls Blvd. Amherst 1160	Rambeau	Edwin R. Sanders, ptrn. & tech. d Thaddeus Podbielniak, ptrn. & gm	Robert Bartemus, cm James F. Frieling, pd Burton W. Flanders, pmm	Roger W. Fleming, ce John McClean, nd Charles C. Burr, sd	Assoc. AP Col.
WXRC(FM) 1949	Ch. 277 (B) 103.3mc 4.6kw			Thaddeus Podbielniak, cm Bradley D. Steiger, pd			
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 & fd Ernest M. Ward, pmm Joseph McNelis, ce	Robert Browning, nd Richard McCarthy, sd Dorothy Pederson, wd	Wld. UP RCA
LIBERTY							
WVOS 1947	1240 250	Sullivan County Bcstg. Corp. Liberty 1680	LBS	Seymour D. Lubin, p & gm Harry G. Borwick, cm	Alfred Turk, pd & sd Kenneth Foster, ce	Ned Schnurman, nd Polly Bergin, wd UP WE
LITTLE FALLS							
WLFH (CP)	1230 100	Rock City Bcstrs. Aibany & 2nd Sts.	MBS KBS	Arthur S. Feldwan, p	M. Robert Feldwan, gm	 AP WE
LOCKPORT							
WUSJ 1949	1340 250	Union-Sun & Journal, Inc. 320 Michigan St. 3-5944	McGillvra	Egbert D. Corson, p John R. Gelzer, g & cm	Carol Corson, pmm & wd Solomon Azar, ce	Johnny Davis, sd	Wld. AP GE
WUSJ-FM 1949	Ch. 257 (A) 99.3mc 0.8kw						
MALONE							
WICY 1946	1490 250	North Country Bcstg. Co. 65 Woodward St. 187	MBS, KBS	Mitchell C. Tackley, p & gm Alice M. Tackley, cm	Donald J. Paye, pd & pmm Adolph Stromer, ce	John Flynn, n & sd Grey Gunderman, wd G
MASSENA							
WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC Weed	John B. Johnson, p Louis Saiff Jr., gm	Thomas R. McHugh, s & cm James H. Nash, pd & nd	Michael Tarkulich, ce Dan Burgess, fd Eddie Carvin, sd	Assoc. UP Tem. RCA
WMSA-FM 1948	Ch. 287 (B) 105.3mc 13kw		Rural Radio				
MIDDLETOWN							
WALL 1942	1340 250	Community Bcstg. Corp. 62 North St. 3119		James M. Patt, p & gm	George Shepard, pd Charles Lissner, ce Charley Zalmes, nd	Albert Larson, fd Joe Ryan, sd	Thes. AP G
NEWBURGH							
WGNV 1933	1220 1.000-D	WGNV Bcstg. Co., Inc. 161 Broadway 4600		Merritt C. Speidel, p George W. Bingham, gm Joseph W. Rake, cm	Richard F. Crans, pd & pmm Marvin S. Seimes, ce	Wm. Forrest, nd Margaret Robinson, wd	St. UP WE
NEW ROCHELLE							
WGNR 1950	1460 500-D	New Rochelle Bcstg. Service, Inc. 524 North Ave. 6-1460		Julian H. Gins, p & gm Carl Calman, cm	Steve Fischer, pd Peter Pettridge, ce	Rudy Ruderman, nd Chip Cipolla, sd	L-W UP G REL
WGNR-FM 1948	Ch. 228 (A) 93.5mc 1kw						

WGSM

Exclusively
Covers the

WORLD'S GREATEST SUBURBAN MARKET

THE SINGLE ADVERTISING MEDIUM SUPPLYING
INTENSIVE COVERAGE
of
NASSAU — SUFFOLK Counties
N. Y.

... where a million people spend
a billion dollars annually

... where there are more retail
sales than in any one of 14 states

... where New York City is moving

BONUS COVERAGE:
Remainder of "The Golden Ring
Around New York"

WGSM

1000 watts 740 kc from
Huntington,
N. Y.
at the best spot on the
N. Y. radio dial

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Trans. Li- brary, News Service Transmitter
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NEW YORK							
WABD(TV) 1944		Allen B. DuMont Labs., Inc. 515 Madison Ave.		(For full information see TELECASTING Yearbook)			
WABF(FM) 1942	Ch. 253 (B) 99.5mc 18kw	Metropolitan Bcstg. & Television, Inc. 654 Madison Ave. Templeton 8-5400		Ira A. Hirschmann, p	Alvin Hirschmann, evp	Harold Hirschmann, asst. slm	
WBNX 1927	1380 5,000 DA-N	WBNX Bcstg. Co., Inc. 260 East 161 St. Melrose 5-0333	King	A. L. Haskell, p William I. Moore, vp, g & cm	Frank Johnson, co-pd	Edward Ervin, co-pd	SES., St. AP WE
WCBS 1924	880 50,000	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS CBS Radio Spot Sales	Frank Stanton (CBS), p Carl Ward, gm Don Miller, slm Sam J. Slate, pd	Don Foley, pmm J. D. Gilbert, ce D. Gordon Graham, d of prog. prod. & pub. affairs	Bob Kelleher, asst. pmm M. Campbell, sls service m Edmund Chester, nd AP, UP, INS Fed. WH
WCBS-FM 1941	Ch. 866 (B) 101mc 1.5kw			(For full information see TELECASTING Yearbook)			
WCBS-TV 1941		Columbia Bcstg. System, Inc. 485 Madison Ave.					
WEVD 1927	1330 5,000 DA-2 ST-WEBR, WHAZ	Debs Memorial Radio Fund 117 West 46th St. Plaza 7-0880		Adolph Held, p Henry Greenfield, g & cm	George Field, pd	Charles W. Brown, ce AP RCA
WEVD-FM 1951	Ch. 298 (B) 107.5mc 20kw						
WFDR(FM) 1949	Ch. 282 (B) 104.3mc 17kw	WFDR Bcstg. Corp. 170 Broadway Judson 2-1190		F. F. Umhey, p	Lou Frankel, g & cm	B. V. Arnou, ce	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, o & p Linton Wells, evp & gm	Gordon Myers, vp & pd	Veikko K. West, ce	Cap., SES., St. Wld. UP WE
WHOM 1928	1480 5,000 DA-2	Atlantic Bcstg. Co., Inc. 136 West 52d St. Circle 6-3900		Fortune Pope, p & gm Charles Baltin, vp Ralph Costantino, pd	Edward R. Redmond, exec. sid Benjamin E. Botway, slm	Dan Alfieri, pmm George Steiger, ce UP WE
WHOM-FM 1951	Ch. 222 (B) 92.3mc 11 kw					 GE
WINS 1931	1010 50,000 DA-1	Crosley Bcstg. Corp 28 W. 44th St. Bryant 9-6000		Robert E. Dunville, p Harry Folts, gm Joseph G. Besch, asst. gm	Harry Kirwan, cm Joe Tery, pd Dick Winters, publ. m	Paul Von Kunits, ce Charles Hall, nd Jo Halpin, wd	Assoc. UP, INS WH

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WFBL-Syracuse

offers you

- The greatest share of radio audience—by far—in Syracuse. Always the leader in Hooperatings.
- Merchandising and promotion support that has been acclaimed by such trade journals as Tide, Sponsor and Broadcasting.
- The good-will and co-operation of 52 Supermarkets doing more than 50% of the total retail grocery sales in Syracuse.

WFBL
Syracuse, N. Y.

CBS since 1927



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.

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; Sales Mgr. slm;	Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	William Trevarthen, ce Donald Coe (ABC), d of news & sp. events Phil Bornstein, pmm Ray Diaz, pd	
NEW YORK							
WJZ 1921	770 50.000	American Bcstg. Co., Inc. 7 W. 66th St. Trafalgar 3-7000		Robert E. Kintner (ABC), James Connolly (ABC), vp chg. o & o stations Theodore Oberfelder, gm Earl B. Salmon, cm			Thes. AP, UP INS RCA
WJZ-FM 1948	Ch. 238 (B) 95.5mc 1.5kw						
WJZ-TV 1948		American Bcstg. Co., Inc. 7 W. 66th St.			(For full information see TELECASTING Yearbook)		
WLIB 1942	1190 1,000 L-WOWO	New Bcstg. Co., Inc. 207 East 30th St. Oregon 9-2720	Forjoe	M. S. Novik, p Harry Novik, gm Jack Kuney, p & nd Nathan Straus, p M. M. Fleischl, vp & gm Leon Goldstein, pd & nd	Michael Jablons, pmm John J. Bubbers, ce Ruth Ellington James, wd Howard Klarman, pmm James McCafferty, ce Ruth Hurd, office m Bertram Lebharr Jr., d Raymond Katz, pd Paul Fuelling, ce Jo Ranson, pub. d	 RCA Wld. AP RCA AP, UP WE
WMCA 1925	570 5,000 DA-1	WMCA Inc. 1657 Broadway Circle 6-2200				(Mrs.) Helen S. Straus, wd	
WMGM 1922	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000	LBS			 AP, UP WE
WMGM-FM 1942	Ch. 262 (B) 100.3mc 18kw						
WNBC 1922	680 50,000 DA-1	National Bcstg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot	Joseph H. McConnell (NBC), p Ted Cott, gm William Rich, cm	John Grogan, pd James Hirsch, pmm Charles H. Phillips, asst. gm	O. B. Hanson (NBC), ce Wini Schaefer, Publ. d Thomas H. Phelan, ce George Wallach, n & sd	Thes. AP, UP, INS RCA
WNBC-FM 1944	Ch. 246 (B) 97.1mc 1.1kw						
WNBT(TV) 1939		National Bcstg. Co. 30 Rockefeller Plaza			(For full information see TELECASTING Yearbook)		
WNEW 1934	1130 10,000 DA-1 (CP: 50,000 DA-N)	WNEW Inc. 565 Fifth Ave. Plaza 3-3300	Blair	William Cherry, p Bernice Judis, evp & gm Ira M. Herbert, vp & sis. d	Richard Pack, pd Kenneth Klein, pmm Max Weiner, ce	John Jaeger, nd Max Kase, sd Alan E. Brandt, publ. d	L-W WE
WNYC 1924	830 1,000 DA-2 ST-WCCO	City of New York Municipal Bcstg. System Co. Municipal Bldg. Worth 2-5600		Vincent R. Impellitteri, major, NYC Seymour N. Siegel, d Bernard Buck, pd	William Pitkin, ce John DeProspero, exec. officer	Monroe Benton, nd	SES. AP, UP WE
WNYC-FM 1943	Ch. 230 (B) 93.9mc 18kw						
WOR 1922	710 50,000 DA-1	General Teleradio, Inc. 1440 Broadway Longacre 4-8000	MBS	Theodore C. Streibert, p R. C. Maddux, vp chg. sls.	Julius F. Seebach Jr., vp chg. prog. J. R. Poppele, vp	Joseph Creamer, pmm Dave Driscoll, nd	Assoc. AP, UP WE

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FOR ONLY

A THOUSAND


WHOM

REACHES

ITALIAN HOMES

IN THE GREATER

NEW YORK AREA



the lowest cost of any station broadcasting to the ITALIAN audience

... according to ADVERTEST RESEARCH which reached this conclusion after making an elaborate survey of listening habits in Italian homes.

Result—getting economical buys in Polish, Spanish, Jewish, German. For pennies per thousand WHOM captures the vast New York Negro population.

WHOM

AM-FM • The *Il Progresso* Station
136 W. 52 ST., N.Y. 19 • Circle 6-3900

30 Years of Leadership

1922

WGY's
Pearl Anniversary

1952

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- **THE CAPITAL OF THE 17TH STATE:** Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.

WGY

50,000 Watts

REPRESENTED NATIONALLY BY NBC SPOT SALES

A GENERAL ELECTRIC STATION • SCHENECTADY, N. Y.

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, fd, sd, wd.	Transc. Li- brary, News Service Transmitter		
NEW YORK (Cont'd)							
WOR-FM 1941	Ch. 254 (B) 98.7mc 3.4kw		Kettell- Carter Keenan- Eickelberg	 GE		
WOR-TV 1949		General Teleradio, Inc. 1440 Broadway		(For full information see TELECASTING Yearbook)			
WOV 1926	1280 5,000 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Pearson	Richard E. O'Dea, p Ralph N. Weil, evp & gm Herbert Schorr, cm (For full information see TELECASTING Yearbook)	Arnold Hartley, vp & pd Carroll B. Forbes, pmm Emile Hill, ce Thomas Morgan, nd Ruth Thompson, pub. d	St., Mac AP WE	
WPIX(TV) 1948		WPIX, Inc. 200 E. 42nd St.					
WQXR 1936	1560 10,000	Interstate Bcstg. Co. 229 West 43rd St. Lackawanna 4-1100	Raymer	Arthur Hays Sulzberger, p Julius Ochs Adler, 1st vp Elliott M. Sanger, evp & gm	Norman S. McGee, vp chg. sls Eleanor N. Sanger, pd Mary Rice Anderson, pmm	Louis J. Kleinklaus, ce Godfrey N. Nelson, secy. Orvil E. Dryfoos, treas. Albert A. Grobe, prod. m	Assoc. WE
WQXR-FM 1939	Ch. 242 (B) 96.3mc 11kw			 WE		
WWRL 1926	1600 5,000 DA-1	Long Island Bcstg. Corp. 41-30 58th St. Woodside, N. Y. Newtown 9-3300		William H. Reuman, p Edith Dick, sm Selvin Donneson, sim	Fred Barr, pm & nd Benton R. Bartlett, ce Jocko Maxwell, sd	Assoc. AP WE	
NIAGARA FALLS							
WHL 1949	1270 5,000-D DA	The Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Headley- Read	Earl C. Hull, vp & GM Richard G. Robbins, cm	Tony Allen, pd Robert J. Wilson, ce Harold Green, nd	John Ruta, sd Shirley Arch, wd	Assoc., St., Wid. UP Ray. Fed.
WHL-FM 1946	Ch. 253 (B) 98.5mc 46kw		Rural Radio			 Fed.
WJL 1948	1440 1,000-D	John J. Laux 129 Main St. 5796	LBS Grant	John J. Laux, p Tom W. Talbot, g & cm George Campbell, pd	Gus Czaplack, ce Jim Thompson, n & sd Nancy Holland, wd	Lou Schriver, fd UP Gates
OGDENSBURG							
WSLB 1940	1400 250	St. Lawrence Bcstg. Corp. Ogdensburg 500	MBS, KBS	Joseph R. Brandy, p & cm Harold J. Frank, gm Hal Gilman, pd & pmm	Ellsworth Hall, ce Jolly Bergeron, nd Ben Turnbull, fd	Frank Mason, sd Flo Beach Rowe, wd UP RCA
WSLB-FM 1946	Ch. 291 (B) 106.1mc 13.5kw					 Fed.
OLEAN							
WHDL 1928	1450 250	WHDL, Inc. 3219 W. State Rd. 4149	ABC Everett- McKinney Rural Radio	E. B. Fitzpatrick, p John R. Henzel, evp & gm	Donald W. Merriman, asst. & cm & sd Ned McGrath, pd & fd	Otis L. Atherton, ce Anne L. Anstaett, wd	Wid. AP Col. WH
WHDL-FM 1948	Ch. 239 (B) 95.7mc 43kw					 WH
ONEONTA							
WDOS 1947	1400 250	Oneonta Star, Inc. Chestnut & West Sts. 2470	MBS Radio Reps.	James H. Ottaway, p Eugene J. Brown, gm Francis H. Brinkley, mgng. d	Ernest F. Oliver, sm Charles Hobart, pd & nd Wiley Bates, ce	Lee Hickling, fd Sandy Squires, sd Esther Walling, wd	Assoc. AP GE
OYSTER BAY							
WKBS 1948	1520 250-D	The Key Bcstg. System, Inc. 6-2500	McGillvra	R. Lee Hollingsworth, p, gm & ce Harry Minkoff, cm Joan Bennett, pd	Tommy Hollingsworth, pmm & nd Elizabeth M. Hollings- worth, secy-treas.	Diesel Tractor, fd George Sima, sd	Mac. UP G
PATCHOGUE							
WALK (CP) 1951	1370 500-D 1580 250-D	Suffolk Bcstg. Corp. Patchogue Bcstg. Co.					
PEEKSKILL							
WLNA 1948	1420 500-D	Highland Bcstg. Corp. Radio Dr. 7-2454		Peter C. Houskeeper, p & ce Irving E. Cottrell, gm	Francis V. Lovgh, cm Samuel D'Onofrio, nd	James Grehan, sd	SES., Wid. AP Ray.
PLATTSBURG							
WEAV 1935	960 1,000 DA-2	Plattsburg Bcstg. Corp. 153 Margaret St. 1600	ABC, LBS	George F. Bissell, p Jan King, asst. m	Frank Allen, pd, pmm & sd	James Roddy, n & fd	L-W UP Col.
WIRY 1950	1340 250	Clinton County Bcstg. Corp. 301 Cornelia St. 2800	MBS, KBS Grant	Joel H. Scheier, p & gm Thos. A. Robinson, vp Armand A. Mancuso, secy.	Betty Kraus, pd & wd Martin D. Mannix, pmm, n & fd	John M. Nazak, ce & treas. Chester O. Bosworth, sd	St. AP G
POUGHKEEPSIE							
WEOK 1948	1390 1,000-D	Mid-Hudson Bcstrs., Inc. 385 Main St. 8300	Devney	Arthur J. Barry Jr., g & cm Harold Hennig, pd	John Burke, ce Henry Brief, nd Wm. Robinson, fd	Lou Pells, sd Muriel Degre, wd	Wid. UP RCA
WKIP 1940	1450 250	Poughkeepsie News- papers, Inc. Radio Division Rear Nelson House 6800	ABC	M. C. Speidel, p George W. Bingham, gm Richard A. Dwelley, cm	Richard Crans, pd & pmm Marvin S. Seimes, ce	John W. Cutler, n & sd	Assoc. AP RCA
WHVA(FM) 1947	Ch. 284 (B) 104.7mc 2.3kw		Rural Radio	(WKIP AM Affiliate)		 UP GE
ROCHESTER							
WARC 1947	950 1,000 DA-2	WARC, Inc. Sheraton Hotel Hamilton 8920	ABC CBS, NBC, MBS, LBS Raymer	S. W. Townsend, p & gm George Schautz, cm Richard Miner, pd & pmm	Robert Emch, ce Fred R. Ripley, sm Don Jones, nd	Carl Chamberlain, sd Betty Scott, wd	Thes. AP Ray.
WHAM 1947	1180 50,000	Stromberg-Carlson Co. 201 Humboldt St. Culver 7240	NBC Hollingbery	William Fay, vp & gm, bcstg. div. John W. Kennedy Jr., ce Charles W. Siverson, gen. pd	Sylvester Novelli, asst. pd Armin N. Bender, pmm A. W. Kelley, asst. sim Kenneth Gardner, ce	David E. Kessler, nd George F. Haefner, fd Robert Turner, sd Anne Rogers, wd	Wid. UP WH

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... FIRST BY LENGTHS!



... IN ROCHESTER!



IN ROCHESTER 432 weekly quarter hour periods are Pulse surveyed and rated. Here's the latest score, —

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS.....	226	136	38	4	0	11
TIES.....	17	15	2	0	0	0

★ WHEC carries ALL of the "top ten" daytime shows!
 WHEC carries the top seven evening shows and is tied for ninth and tenth places!

BUY WHERE THEY'RE LISTENING: —

WHEC has consistently led in Rochester audience ratings since they were first inaugurated in 1943.
 Material in this advertisement is from the latest Pulse report before closing.



WHEC

MEMBER GANNETT RADIO GROUP

of Rochester

NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

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. 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. Li- brary, News Service Transmitter		
ROCHESTER (Cont'd)							
WHFM(FM) 1939	Ch. 255 (A) 98.9mc 20kw			Clarence A. Brethen, trans. eng. WE		
WHAM-TV		Stromberg-Carlson Co. 201 Humboldt St.		(For full information see TELECASTING Yearbook)			
WHEC 1925	1460 5,000 DA-N	WHEC, Inc. 40 Franklin St. Baker 6740	CBS Everett- McKinney	Frank E. Gannett, p Clarence Wheeler, evp Gunnar O. Wilg, gm Lemoine C. Wheeler, cm & sd	William J. Adams, pd & pmm Lowell MacMillan, prod. & sd	Bernard C. O'Brien, ce Ralph Knox, nd	St. AP WE
WRNY 1947	680 250-D	Monroe Bcstg. Co., Inc. 191 East Ave. Hamilton 9775	LBS Forjoe	George B. Kelly, p W. Eccles Huff, g & cm	Kenneth Henderson, ce Robert Barager, nd Harry Russell, fd	David Curtin, sd AP Ray.
WRNY-FM 1949	Ch. 250 (A) 97.9mc 7.7mc					 GE
WSAY 1936	1370 1,000 DA-1 5,000 DA-N	Federal Bcstg. System 328 Main St., E. Baker 4870	Walker	Gordon P. Brown, p & gm	John Hill, sta. d	Russel K. Schmidt, cm	
WVET 1947	1280 5,000 DA-N	Veterans Bcstg. Co., Inc. 17 Clinton Ave., S. Hamilton 4820	MBS Bolling	Ervin F. Lyke, p, gm & ce Elmer Walz, cm Paul C. Louthier, pd	Arthur Murrellwright, sls. pmm Marell Cole, asst. ce	David Roberts, nd Walter Riley, sd	Assoc. UP Col.
ROME (Utica)							
WKAL 1946	1450 250	Copper City Bcstg. Corp. Capitol Theatre Bldg. 3616	MBS Cooke	Myron J. Kallet, p Charles King, gm Joseph C. Treia, cm	Louis A. Barile, pd George Taylor Bolton, pmm & fd	James Delaney, ce Harold Wunsch, nd Philip Tosti, sd Norma Trainor, wd	L-W UP Col.
SARANAC LAKE							
WNBZ 1937	1450 250	Upstate Bcstg. Corp. 88 Main St. 1320	ABC Clark	Jacques DeMattos, p & gm Thomas Day, vp	Jeanne DeMattos, secy- treas. H. B. Williams, ce	Raymond Turner, pd John Garwood, sd	Thes. AP RCA
SCHENECTADY							
WBCA(FM) 1941	Ch. 266 (B) 101.1mc 1.55kw	Capitol Bcstg. Co., Inc. 408 State St. 3-1423		Leonard L. Asch, m			Assoc.
WGY 1922	810 50,000	General Electric Co. 1 River Rd. 7-2261	NBC Spot Sales	Chester H. Lang, vp & publ. rel. (GE) Bartlett J. Rowan, asst. m bcstg. div. Robert B. Hanna Jr., sm R. W. Welpott, asst. sm H. M. Solomon, adm. asst.	Robert F. Reid, sim Henry M. Solomon, adm. asst. to sm Galeb Paine, prog. sup. George L. Peck, prom. & publ. sup.	Williard J. Purcell, ce William T. Meenam, nd Earl J. Pudney, prod. sup. Merl L. Galusha, f sup. Robert Bender, se	Wid., Thes. AP, UP GE
WGF(M) 1940	Ch. 258 (B) 99.5mc 6kw						
WRGB(TV) 1949		General Electric Co. 1 River Rd.		(For full information see TELECASTING Yearbook)			
WSNY 1944	1240 250	Western Gateway Bcstg. Corp. Plaza Theatre Bldg. 3-3622	Young	Winslow Leighton, p & gm Thomas Seeley, cm David A. McClintock, pd	Irvin P. Beck, ce Robert K. Wallace, nd Stephen A. Fitz, sd	Margaret Morse, wd	L-W AP
SYRACUSE							
WAGE 1941	620 5,000-LS 1,000 DA-N	WAGE, Inc. 108 W. Jefferson St. 2-0277	ABC Taylor	Frank G. Revoir, p Doug Johnson, gm Fred I. Geiger, cm	George D. Drisko, pd Ernie Simon, pmm Donald F. Langham, ce	Joe Cumiskey, nd Bob Hendrickson, sd Joan Lorry, wd	St. AP WE
WFBL 1922	1390 5,000 DA-N	Onondage Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS Free & Peters	O. F. Soule, p Robert G. Soule, vp Samuel Woodworth, vp & gm Chas. F. Phillips, vp & cm	Raymond F. Ganter, pd & nd Hendrick Soule, pmm James J. Kelley, ce William S. Estabrook, secy	F. C. Soule, treas. Marjorie K. Hill, asst. treas. Ray Krise Owens, nd Alvah Warner, fd	Cole UP WE
WHEN(TV) 1948		Meredith Syracuse TV Corp. 101 Court St.		(For full information see TELECASTING Yearbook)			
WNDR 1947	1260 5,000 DA-N	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101	MBS, LBS Rambeau	Franklin H. Small, vp & cm Arthur C. Kyle Jr., gm	Eric Fields, pd Neldon L. Kidd, asst. treas.	Robert Dye, ce Glenn Williams, nd James Gordon, sd Susan Trent, wd	SES, Wid. AP RCA
WNDR-FM 1948	Ch. 273 (B) 102.5mc 8.5kw						

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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.*

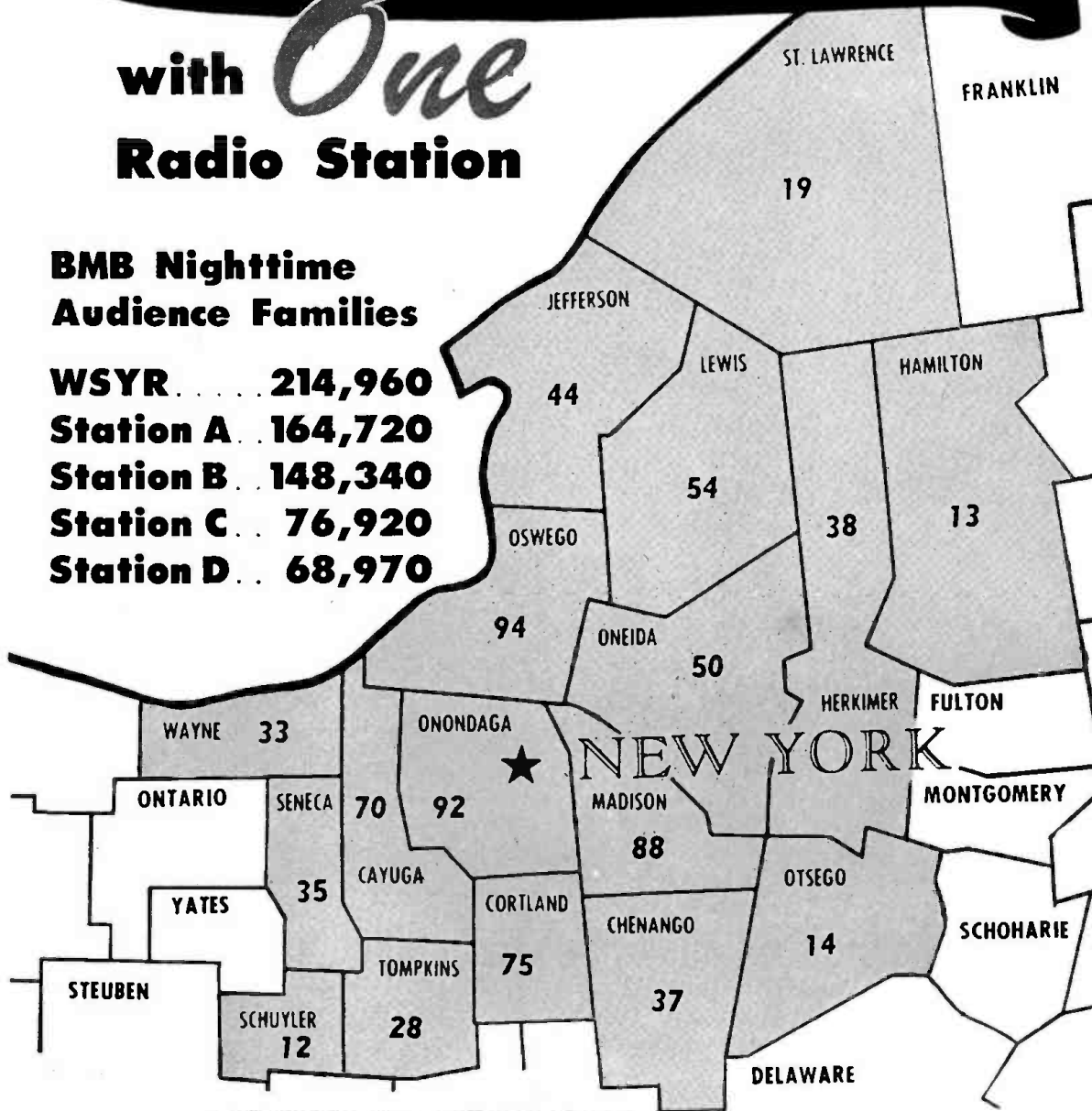
5,000 WATTS NEWtown 9-3300 1600 Kc

You Can Cover the Rich Central New York Market

with *One*
Radio Station

BMB Nighttime Audience Families

WSYR 214,960
Station A . . 164,720
Station B . . 148,340
Station C . . 76,920
Station D . . 68,970



WSYR ACUSE
570 KC

© Base Map BMB 1949

**WSYR — AM-FM-TV — The Only Complete
Broadcast Institution in Central New York**

NBC Affiliate • Headley-Reed, National Representatives

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
SYRACUSE (Cont'd)						
WOLF 1940	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	Walker	T. S. Marshall, p, g & cm Hamilton M. Woodle, pd & nd	Don Muir, ce Charles Shaw, fd Red Parton, sd	Patricia Marshall, wd St. AP Col.
WSYR 1922	570 5,000 DA-2	Central N. Y. Bcstg. Corp. Syracuse Kemper Bldg. 3-7111	NBC Headley-Reed	H. C. Wilder, p E. R. Vadeboncoeur, vp & gm A. G. Belle Isle, vp & ce	W. R. Alford Jr., cm Bill Rothrum, pd Caley Augustine, pmm	Fred Hillegas, nd R. F. Doubleday, fd Ernie Cuno, sd L-W UP RCA
WSYR-FM 1946	Ch. 233 (B) 94.5mc 10kw				 GE
WSYR-TV 1950		Central N. Y. Bcstg. Corp. Syracuse Kemper Bldg.		(For full information see TELECASTING Yearbook)		
TROY						
WFLY(FM) 1948	Ch. 222 (B) 92.3mc 5.4kw	The Troy Record Co. Hotel Troy Ashley 2-7700	Rural Radio	Frank L. York, gm Robert C. Godrich, sm Russell B. Wilde, cm	Don G. Girard, pd	Arthur Stuarts Jr., ce Assoc., Cap. AP GE
*WHAZ 1922	1330 1,000 S-WBBR, WEVD	Rensselaer Polytechnic Institute Ashley 2-3090		Livingston W. Houston, p Hiram D. Harris, gm A. Olin Niles, pd & sd	Carl J. Kung, Jr., ce & nd Mary M. McKeever, wd	
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. W. Carter Jr., gm John W. Sutphen Jr., cm	Randolph S. English, pd James F. Baker Jr., pmm A. H. Chismark, tech. d	John J. Givney, nd Roy Shudt, sd L-W UP RCA
WTRI(FM) 1946	Ch. 272 (A) 102.7mc 3.5kw				 GE
UTICA						
WGAT 1946	1310 1,000-LS 500-N DA	Central Bcstg. Co. Kellog Rd. New Hartford, N. Y. 29231	LBS Meeker	J. Eric Williams, p Roland Fowler, cm	C. D. Williams, pmm Hans Winkler, engr. in charge	Nick Dardano, nd Lloyd Walsh, sd AP G
WIBX 1925	950 5,000 DA-1	WIBX, Inc. First Nat'l Bank Bldg. 2-2101	CBS Colton Biddick Bannon	(Mrs.) Margaret Bowen Stevens, p & gm Elliott Stewart, evp & sm Gladys P. Moore, vp & secy.	Nathan W. Cook, c & pmm John T. Dowdell, ce Betty Cushing Griffin, prod. d	Robert Mahaney, co-nd James Carnahan, co-nd Edwin Slusarczyk, fd Ellen T. Burt, wd Wld. UP RCA
WIBX-FM 1946	Ch. 245 (A) 96.3mc 9kw				 GE
WKTV(TV) 1949		Cooper City Bcstg. Corp. Smith Hill Rd.		(For full information see TELECASTING Yearbook)		
WRUN 1948	1150 5,000-LS 1,000-N	Rome Daily Sentinel 258 Genesee St. 2-5111	ABC Avery-Knodel	Bradley C. Barnard, p Richard A. Clark, m & cm Edward N. Stemmler, pd, f & sd	Kenneth Thorpe, pmm & nd George S. Wood, co-ce	Carroll Henry, co-ce Anne Inman, wd Assoc. AP RCA
WRUN-FM 1947	Ch. 289 (B) 105.7mc 4.3kw		Rural Radio		 GE
WALTON						
WDLA 1951	1270 1,000-D	Delaware County Bcstg. Corp. Rte. 206 1270	KBS	E. Ogden Bush, p Arthur L. Cooper, g & cm	H. C. Fisher, sm, pd & pmm Gene Robinson, ce Ruth G. Felter, mus. d	Arthur C. Kyle, nd Clarence Denton, fd Marvin Lloyd, sd Gen Parker, wd UP G
WATERTOWN						
WATN 1941	1240 250	Watertown Bcstg. Corp. Woolworth Bldg. 975	MBS Devney	G. Harry Righter, p, g & cm	Donald Schryver, co-ce J. Frederick Sprague, co-ce	Donald K. Hopkins, sd St. AP RCA
WWNY 1951	790 1,000 DA-N	The Brockway Co. Hotel Woodruff 4120	CBS Weed	John B. Johnson, o & p Louis Saiff Jr., g & cm Earl R. Kelly, sm	James W. Higgins, asst. sm & pd John Cleveland, pmm	Maynard Davis, ce John G. Case, sd Dorothy Parr, wd Assoc., Wld. UP RCA
WWNY-FM 1948	Ch. 263 (B) 100.5mc 14.4kw		Rural Radio		 REL.
WETHERSFIELD						
WFNF(FM) 1948	Ch. 299 (B) 107.7mc 5.4kw	Rural Radio Network 118 N. Tioga St. Ithaca, N. Y. 4-6301	Rural Radio	C. E. Snyder, p R. B. Gervan, secy-treas. M. R. Hanna, gm	D. K. DeNeuf, asst. gm engrg. & sta. rel. d H. S. Brown, sim J. A. Short, prog. m	M. N. Knapp, prog. sup. L. Hamrick, farm service d T. R. Humphrey, ce Assoc., St. UP GE
WHITE PLAINS						
WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	Headley-Reed	Valentine E. Macy Jr., p Frank A. Seitz, vp & ce John E. Arens, cm	Randall Kaler, pd William L. Fanning, treas.	Harry F. Lippold, secy. Lenny Dillon, sd Joan M. Schneider, wd Assoc., Wld. AP WE
WFAS-FM 1932	Ch. 280 (A) 103.9 0.12kw				 REL.

NORTH CAROLINA

AHOSKIE						
WRCS 1948	970 1,000-D	Roanoke Chowan Bcstg. Co. Ahoskie 333		Charles H. Jenkins, p P. G. Sewell, g & cm Elva Creech, pmm & wd Johnny Palmer, pd & sd	LaVerne Watson, fd J. M. Sherwood Jr., ce	Burt Derman, nd Wld. UP Ray.
ALBEMARLE						
WABZ 1947	1010 1,000-D	Radio Station WABZ Inc. Hotel Albemarle 1100	KBS, LBS Devney Dodson	M. M. Palmer, p W. J. Page, gm	C. H. Shankle, cm J. T. Newman, pd	J. D. Brooks, ce UP Ray.
ASHEBORO						
WGWR 1947	1280 1,000-D	Asheboro Bcstg. Co. 303 E. Salisbury St. 2187		Roy Cox, p J. R. Marlowe, g & cm	Clyde C. Penny, ce Dorothy Lewallen, wd	A. B. Brown Jr., pd, n & fd Vic Smith, sd Assoc. UP Ray.
WGWR-FM 1949	Ch. 222 (B) 92.3mc 10kw		Dirie FM		 REL.

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ASHEVILLE

WISE 1939	1310 5,000-LS 1,000-N DA	Radio Station WISE, Inc. 100 College St. 3-5381	NBC Devney	Harold H. Thoms, p & gm Lloyd B. Leonard, cm	Harold Moon, pd & sd Floye Bowers, pmm, wd & traffic m	John Randolph, ce Dick Harshaw, nd AP Col.
WLOS 1947	1380 5,000-LS 1,000-N DA-N	Skyway Bcstg. Corp. P. O. Box 2389 2-2431	ABC Taylor	Charles B. Britt, evp A. Kenneth Beachboard, gm	George Roesler, c & pmm William Robertson, pd William Chambers, ce	R. Fred Brown, n & sd William Bennett, fd Sunny Daye, wd	Wld. UP RCA
WLOS-FM 1947	Ch. 282 (B) 104.3mc 9.2kw						
WSKY 1946	1230 250	Radio Asheville, Inc. 12 Church St. 3-4451	LBS Rambeau	Carl Bamford, p Zeb Lee, gm & sd	Cliff W. Bowers, cm Frank Messer, pd	William Clements Jr., ce	L-W AP Ray.
WWNC 1927	570 5,000 DA-N	Asheville Citizen-Times Co., Inc. 14 O. Henry Ave. 5611	CBS, MBS H-R Reps.,	Don S. Elias, p Cecil B. Hoskins, g & pmm	William H. Hamrick, ce William F. Melia, pd & nd	James A. Hagan, slm Steve Conrad, 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 E. Wilfong, pd, pmm, n & fd Bill K. Phillips, ce	William Craig, sd Catherine Jones, wd AP RCA
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BREVARD

WPNF 1950	1240 250	Pisgah Bcstg. Co. Brevard 745	MBS	Ed M. Anderson, p M. L. Jack Hammette, g & cm William Pascal, ce John I. Anderson, exec. d	Dorothy Wallace, pd Frances Walker, wd	Malcolm Wilson, sd Dave Sherrill, pmm & n & fd AP G
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BURLINGTON

WBBB 1941	920 1,000-D	Alamance Bcstg. Co., Inc. 318 S. Main St. 6-6376	MBS, KBS McGillvra	E. Z. Jones, gm Phil Eakin, cm Ed Brooks, n, f & pd	Ted Hanker, pmm Berry Tysor, ce Bob Thompson, sd	Doris Rickard, wd	Assoc., Cap. AP WE
WBBB-FM 1946	Ch. 267 (B) 101.1mc 3.8kw						
WFNS 1946	1150 1,000-D	Burlington-Graham Bcstg. Co. Burlington 4261	LBS Sears & Ayer	John C. Hanner, gm Wally Mac, pmm Ann Jerome, wd	Alan Friedrich, cm Jim Hall, fd Charles D. Chandler, ce	Bob Jordan, pd Lerry Hockaday, nd Bill Duffie, sd	Wld. UP WE
WFNS-FM 1946	Ch. 230 (B) 93.9mc 2.85kw					 WH

CHARLOTTE

WAYS 1942	610 5,000-LS 1,00-N DA-2 CP: 5,000- DA-2	Inter-City Adv. Co. 120 E. 3rd St. 3-7173	ABC, MBS Avery- Knodel	George W. Dowdy, p Walter H. Goan, gm James P. Poston, cm	Harry C. Barfield, pd & sd Kenneth N. McClure, pmm	B. C. Stewart, ce Gladys Lavitan, wd	L-W, SES. UP Col.
WAYS-FM 1947	Ch. 299 (B) 107.7mc 2kw					 Fed.
WBT 1922	1110 50,000 DA-N	Jefferson Standard Bcstg. Co. Wilder Bldg. 3-8833	CBS Spot Sales	J. M. Bryan, p Charles H. Crutchfield, vp & gm Larry Walker, asst. gm M. J. Minor, ce Ken Tredwell, pd	Keith S. Byerly, cm Jack Knell, sp events & nd Bob Rierson, pdm	J. R. Covington, pmm Grady Cole, fd Lee Kirby, sd C. K. Spicer, bus m	Assoc., Wld AP, UP RCA
WBT-FM 1947	Ch. 260 (B) 99.9mc 58kw						
WBT(TV) 1949		Jefferson Standard Bcstg. Co. Wilder Bldg.		(For full information see TELECASTING Yearbook)			
WGIV 1947	1600 1,000-D	Charlotte Radio & Television Corp. P. O. Box 58 2-8689	ForJoe	Francis M. Fitzgerald, p & gm Henry G. Grad, cm Fred W. Vinroot, pd & nd	John G. Surratt, pmm & sd Thomas C. Brandon, ce Eric Dehlin, fd	Frances Crowell, wd	Cap. AP GE
WIST 1951	930 5,000-LS 1,000-N DA-N	Broadcasting Co. of the South	MBS Free & Peters	Ray A. Furr, mng. dir. Tom Mitchell, cm	John N. Parker, ce James A. Frazer, pd	Pat McGuinness, nd	Thes. AP Gates
WIST-FM 1948	Ch. 284 (B) 104.7mc 50kw						
WSOC 1933	1240 250	Radio Station WSOC, Inc. Box 2536 7138	NBC H-R Reps.	Earle J. Gluck, p & gm Armand F. Bodie, pd & sd	Domar A. Lowrance, cm L. L. Caudle Jr., ce	Nelson Benton, pmm Ron Jenkins, nd Patricia Green, wd	St. AP RCA
WSOC-FM 1948	Ch. 278 (B) 103.5mc 38kw					 RCA

CLINGMAN'S PEAK

WMIT(FM) 1951	Ch. 295 (B) 106.9mc 300kw	Mt. Mitchell Bcstrs. Inc. Box 546 Charlotte 8474	LBS	W. Olin Nisbet Jr, p	Thomas L. Maness, pd	J. L. MacFarland, ce	St. Assoc. GE
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CLINTON

WRRZ 1947	880 1,000-D	Radio Station WRRZ, Inc. Butler Building 2354	ABC Walker	W. R. Roberson Sr., p W. R. Roberson Jr., evp	George S. Walston, gm Christine T. Moore, wd	Robert H. Bowden, ce Richard Welsh, pd	Wld. AP G
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CONCORD

WEGO 1943	1410 1,000-D	The Cabarrus Bcstg. Co. Box 527 28000		A. W. Huckle, p Elizabeth G. Huckle, secy.-treas.	Howard McCurry, cm, pd & pmm	James M. Wise, ce	Thes. AP Ray.
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DUNN

WCKB 1946	780 1,000-D	N. C. Central Bcstrs. P. O. Box 431 3133	KBS	Lofton A. Tart Sr., p A. Lincoln Faulk, g & pmm Carl E. Lamm, cm Polly Faulk, wd	Joseph C. Kotlas, ce Edward L. Burwell, pd Alan Compton, sd	Jim McMillen, n & fd	L-W UP G
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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; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Mgr. m; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Tran. Library, News Service Transmitter	
DURHAM							
WDNC 1934	620 5,000-LS 1,000-N DA-2	Durham Radio Corp. 138 E. Chapel Hill St. 6155	CBS Raymer	Carl C. Council, p J. Frank Jarman, vp, g & pmm C. James Woodhouse, cm	E. R. Higgins Jr., pd & nd Sue Taylor, office m	G. W. Bartlett, ce Woody Woodhouse, sd Frances Jarman, wd	Assoc. UP WE
WDNC-FM 1948	Ch. 286 (B) 105.1mc 36kw						
WSSE 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919	MBS Cooke	Thomas B. Sawyer, p Thomas O. McCaffrey, gm William R. Kirby, cm Edward Coles, pd & sd	Benjamin Kimball, pmm Edward Norman, ce Leslie F. Carroll, wd & traffic m	Cecil Tucker, nd Charles Cook, fd	Cap. INS WE
WTKR 1946	1310 1,000-LS 500-N DA-N	Durham Bcstg. Enterprises, Inc. 205½ W. Main St. 6-101	ABC Pearson Tobacco	Floyd Fletcher, gm Harmon L. Duncan, cm	Ken Corbitt, pd & pmm Arlis A. White, co-engr. Roy E. Fullen, co-engr. Jack Watts, fd	Charles H. Cash, sd Jane Bullock, wd	Cap., Wid. AP RCA
ELIZABETH CITY							
WCNC 1939	1240 250	Albemarle Bcstg. Co. E. Colonial Ave. 4370	Burn-Smith	Jos. A. Gill, p Geo. W. Haskett, g & cm & nd	Maud H. McClelland, pd, pmm & wd Benjamin Shannon, ce	James Wood, sd	SES. UP G
WGAI 1947	560 1,000-LS 500-N DA-2	WGAI Radio Co., Inc. Kramer Bldg. 4372	ABC, LBS Tobacco	Herbert Peele, p & nd C. Alden Baker, gm	Bob Thomas, cm & pd Connie Hunt, traffic m & wd	Bill Melson, fd Bob West, sd	Wid. AP Ray.
ELKIN							
WIFM 1951	1540 250-D	Yadkin Valley Bcstg. Co. 739	LBS Continental	John A. Hinshaw, o, m & ce	Johnny Miller, cm, prog. m & sd	Ruby Alexander, wd	Cap. UP Ray.
WIFM-FM 1949	Ch. 265 (A) 100.9mc 0.35kw						REL
FAYETTEVILLE							
WFAI 1948	1230 250	Rollins Bcstg., Inc. Huske Building 8131	CBS	John W. Rollins, p O. Wayne Rollins, vp James H. Mayes Jr., gm	Tom Harrell, cm & nd Les Coleman, fd	Frank Wormwood, ce Ray Woodard, pd & sd	AP Ray.
WFLB 1948	1490 250	Fayetteville Bcstrs., Inc. P. O. Box 512 7136	ABC, LBS Burn-Smith	Harry B. Stein, p L. W. Allen, gm	William D. Bailey, ce	Charles M. Gaylord, cm William Farnior, pd, n & sd	AP RCA
WFNC 1940	1390 5,000-LS 1,000-N DA-2	Cape Fear Bcstg. Co. 114½ Anderson St. 4848	MBS Tobacco, Walker	T. K. Weyher, p Victor W. Dawson, g & cm	N. R. Martin, pd, sd & pmm Jack Ikner, ce	Vestal Taylor, n & fd	UP WH
WFNC-FM 1947	Ch. 251 (B) 98.1mc 14kw		Dixie FM				GE
FOREST CITY							
WBBO 1947	780 1,000-D	Rutherford County Radio Co. Forest City 3205	LBS	Ed M. Anderson, p & gm Fred Blanton, cm & sd	Jane Smith, pd, pmm & wd	Merton Iwerks, ce Charles Melton, n & fd	L-W AP
WBBO-FM 1948	Ch. 227 (B) 93.3mc 1.5kw		Dixie FM				REL
FUQUAY SPRINGS							
WFVG 1949	1460 1,000-D	WFVG Bcstg. Co. Varina, N. C. 333		J. M. Stephenson, p Marshall T. Pack, gm Auburn C. Hayes, cm Walter Pearson, pd	William Weathers, pmm William Johnson, ce Robert Porter, slm Mark Thomas, nd	Parson Porter, fd Ray Godwin, sd Ruby Lee Pack, wd	AP G
GASTONIA							
WGNC 1939	1450 250	Catherine T. McSwain Gastonia 5-0821	ABC Continental	Catherine T. McSwain, p Pat McSwain, gm	Fred Gray, pd W. C. Groves Jr., ce	F. C. Abernethy, cm	L-W UP Ray.
WGNC-FM 1947	Ch. 270 (B) 101.9mc 11.1kw						RCA
WLTC 1948	1370 1,000-D	Gastonia Bcstg. Svc. Inc. Box 1010 5-1079	LBS Clark	James B. Petty, p & gm B. C. Morrow, cm	Don Voigt, ce & fd	R. B. St. Lawrence, pmm, pd, s & nd	Wid. UP Ray.
GOLDSBORO							
WFMC 1951	730 1,000-D	Southern Radio & Television Corp. Goldsboro 963		Hayden Stuart, p William R. Murray, g & cm	Charles S. Carter, pd & pmm	William W. Bridges, ce	SES., Wid. UP WE
WGBR 1939	1150 1,000-DA-2	Eastern Carolina Bcstg. Co., Inc. Borden Bldg. P. O. Box 1024 1550	ABC	A. T. Hawkins, p Vassie G. Balkcum, gm & pd N. L. Royster, c & pmm & fd	Daniel B. Trueblood, ce M. G. McFarland, office m & wd	Margaret G. Long, nd Jack Lee, sd	Assoc. AP
WEQR(FM) 1946	Ch. 227 (B) 93.3mc 35kw	(WGBR, AM Affiliate)					REL

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we cotton to you . . .

Carolina farmers raise a \$135,000,000 crop yearly and 463 Carolina cotton-textile mills process almost as much as the other 46 states combined.* Prosperous cotton farmers and textile workers are the basic fiber of WBT's audience of 3,000,000 listeners — the largest group of your prospects you can reach by any single advertising medium in the two Carolinas.

*39% of U. S. mills producing broad-woven cotton fabric and 55% of U. S. cotton yarn mills . . . value of annual production 2 billion dollars!



WBT CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY
Represented Nationally by Radio Sales

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. 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. Li- brary, News Service Transmitter
GREENSBORO						
WBIG 1926	1470 5,000 DA-N	North Carolina Bcstg. Co., Inc. O. Henry Hotel Bldg. 6125	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., Wld. AP WE
WCOG 1948	1320 1,000 DA-1	Inter-City Advertising Co. P. O. Box 1439 3-6925	ABC Avery- Knodel	George W. Dowdy, p B. George Barber Jr., cm William E. Jackson, Jr., pd & sd	Henry E. Sullivan, gm Ernest C. Pate Jr., ce	Sandra Sisk, wd L-W, UP Ray.
WFMY(FM) 1948	Ch. 247 (B) 97.3mc 34kw	Greensboro News Co. 212 N. Davie St. 3-8611	Dixie FM	E. B. Jeffress, p Gaines Kelley, gm	Virgil V. Evans, cm Arthur C. Stringer Jr., pd	William E. Neill, ce Catherine Sloan, prom. d Assoc., Thes UP WE
WFMY-TV 1949		Greensboro News Co. 212 N. Davie St.		(For full information see TELECASTING Yearbook)		
WGBG 1942	1400 250	Greensboro Bcstg. Co. P. O. Box 2280 3-3631	MBS Burn-Smith	Ralph Lambeth, p & gm Earl O. Sullivan, pmm	L. O. Hutchins, cm Bob Montgomery, fd	H. M. Craven, pd Dick McAdoo, sd L-W UP G
GREENVILLE						
WGTC 1940	1590 5,000-LS 1,000-N-DA-N	Carolina Bcstg. System, Inc. P. O. Box 898 3182	MBS Tobacco Pearson	Earl McD. Westbrook, p A. Hartwell Campbell, g & pmm	Carl McKinney, cm Hank Tribbley, ce	Earl Lewis, pd & nd Charles Whedbee, s & fd Cap., Wld. UP
HENDERSON						
WBID (CP) 1945	1450 250	Nathan Frank Henderson 590-W		Nathan Frank, p		
WHNC 1945	890 1,000-D	Henderson Radio Corp. Norlina Rd. 736	MBS	S. S. Stevenson, p Nathan Frank, vp, g, c & pmm & fd	Harry Trotman, pd Lewis Hilland, ce Bob Harrison, n & sd	Virginia Frank, wd Cap., L-W, Thes. AP WE WH
WHNC-FM 1948	Ch. 223 (B) 92.5mc 9kw					
HENDERSONVILLE						
WHKP 1946	1450 250	Radio Hendersonville, Inc. Chimney Rock Rd. 9061	MBS, KBS Cook	Beverly M. Middleton, p	Kermit Edney, m	Robert Smith, slm Charles Renfrow, ce Mac. AP G
HICKORY						
WHKY 1939	1290 5,000-LS 1,000-N DA-N	Catawba Valley Bcstg. Co. Radio Bldg. 2294	ABC Walker	Carl V. Cline, p Edmund S. Long, gm C. G. (Jack) Starnes, pd & pmm	Sunny Hoyle, sd Dr. Harry D. Henry, nd	(Mrs.) Lanthe Campbell, wd SES., Wld. UP Col., WE
WIRC 1948	630 1,000-D	Foothills Bcstg., Inc. 329 First Ave. Hickory 2124		Edmond H. Smith Jr., g, pmm & secy-treas. Margaret A. Smith, n & wd	Lee Douglas, cm Elmer Troutman, ce Dick Benson, sd	Thomas (Tom) E. S. Long, tech. d Mrs. Mattie Padgett, pd Bill Wooten, fd L-W AP Col.
HIGH POINT						
WHPE 1947	1070 1,000-D	High Point Enterprise, Inc. 375-7 N. Main St. 3466	KBS, LBS	R. B. Terry, co-o D. A. Rawley, co-o Walter F. Hester, cm	Nick Lawrence, pd Yancey Cecil, ce Morrison Combs, nd	Bill Currie, sd Assoc. AP G
WHPE-FM 1947	Ch. 238 (B) 95.5mc 37kw				 GE
WMFR 1935	1230 250	Radio Station WMFR, Inc. 164 S. Main St. 4593	ABC Burn-Smith	Frank S. Lambeth, p & gm Gerald D. Sullivan, asst. pmm	Gary Davis, pd, n & wd Frank Smith, cm Wayne Morgan, fd	Robert Moore, ce 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 Box E 707	MBS Tobacco, Pearson	Lester L. Gould, p & gm Dorothy Gould, asst. to p & pmm Frances A. Bovick, pd & wd	Rodric Jones, cm Howard P. Cohen, ce James J. Cooney, sd	Roger T. Kirk, nd Charlie C. 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 & gm	Foy Hinson, ce	L-W, Wld. UP
KINSTON						
WELS 1950	1010 1,000-D	Farmers Bcstg. Service 1400 W. Vernon Ave. 5151	MBS, KBS Devney	E. L. Scott, p Ed Shepherd, pd	Jack P. Hankins, gm Al Mian, ce	Lynwood Moseley, cm & sd Peggy Kyle, wd UP
WFTC 1937	1230 250	Kinston Bcstg. Co. 204 E. King St. 4111	ABC, CBS, NBC Burn-Smith	William S. Page, p & gm Carl B. Caudill Jr., pmm, n & sd	Joseph Harold Vester, cm David E. Hardison, ce	Bruce Petteway, pd & nd Catherine Cooke, wd L-W UP Ray.
LAURINBURG						
WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. State Bank Bldg. 770	KBS, LBS Tobacco Devney	Edwin Pate, p W. S. Brown, cm Truman Brock, ce	J. R. Dalrymple Jr., gm & fd Bill Hogan, pmm & sd Dick Brown, nd	Paul Wynn, pd Rita Ryte, wd Wld. UP Ray.
WEWO-FM 1951	Ch. 243 (B) 96.5mc 9.2kw					
LEAKSVILLE						
WLOE 1946	1490 250	Douglas L. Craddock Leaksville 701	MBS	Douglas L. Craddock, p, g, c & pmm	Kenneth Thomas, pd, n & sd	Eldredge Winn, ce Wld. AP RCA GE
WLOE-FM 1946	Ch. 224 (A) 92.7mc 0.82kw					
LENOIR						
WJRI 1947	1340 250	John P. Rabb 107 West Ave. 761	MBS, KBS	John P. Rabb, p & gm Harvey C. Aitchisson, ce	F. Kent Atwater, cm & pd C. W. Porter, sd	K. Rabb, wd Max C. Clup, fd Wld. AP RCA GE

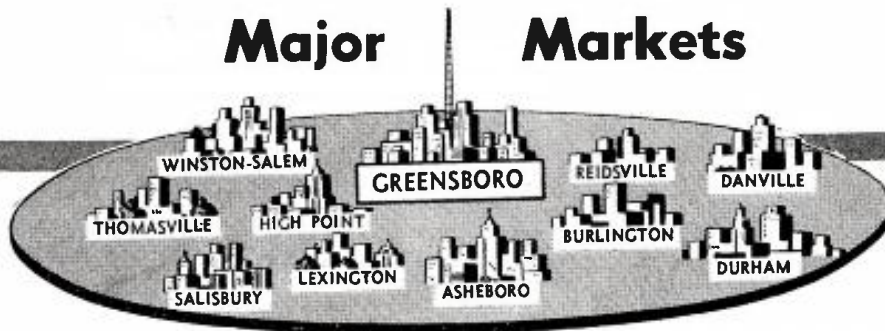
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FOR OVER 25 YEARS

WBIG Has Been the Buy-Word

For One of the South's

Major Markets



One of the nation's outstanding regional stations, WBIG for over 25 years has been serving nearly 1,000,000 people who reside in its 50 mile radius.

WBIG's potential out-of-home audience is a plus factor no radio buyer should overlook: in WBIG's market as of September 30, 1951 there were 279,436 cars; a composite result of 4 spot checks in Greensboro and High Point, N. C. revealed 64.74% of the cars equipped with radios!

WBIG MARKET DATA 16 Counties

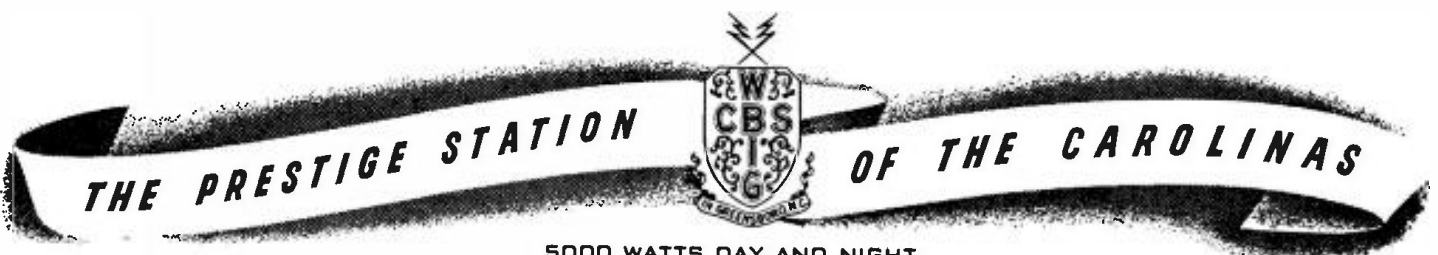
1950 Radio Homes*198,187
1950 Retail Sales†\$651,567,000
1950 Total Farm Income* ..\$90,234,756

* SOURCE: 1951 Broadcasting Marketbook
† SOURCE: 1951 Sales Management

WBIG

A COLUMBIA AFFILIATE

Represented by George P. Hollingbery Co.



5000 WATTS DAY AND NIGHT

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. 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. Li- brary, News Service Transmitter
LEXINGTON						
WBUY 1946	1450 250	Davidson County Bestg. Co. P. O. Box 359 2716	KBS, LBS Continental	Omar G. Hilton, ptrn. Greeley N. Hilton, ptrn.	Robert Ray, sta. m & pd Robert Raker, cm	E. P. Mallard, ce L-W AP G
WBUY-FM 1949	Ch. 232 94.3mc 0.3kw					
LUMBERTON						
WTBS 1946	1340 250	Robeson Bcstg. Corp. 112 W. 5th St. 1080	MBS, KBS Continental	James McNeil, gm		St. AP
MARION						
WBRM 1949	1250 1,000-D	Lake City Bestg. Corp. 13 West Court St. 7221	LBS Tobacco	W. P. Erwin, p & gm J. L. Reynolds Jr., vp, pd & pmm	J. C. Pleasant, cm Hubert C. Martin, ce Jessie Reynolds, n & wd	Jim Prince, fd Syd Carrigan, sd UP G
MAYODAN						
WFM(FM) 1949	Ch. 228 (A) 93.5mc 0.38kw	Mayo Bestg. Corp. Mayodan Madison 9207	LBS	J. Banner Shelton, p	L. E. Rish, gm & ce	L-W UP G
MONROE						
WMAP 1947	1060 250-D	Union Bestg. Corp. Box 382 1060	KBS, LBS	D. E. Marable, p J. Archie Laney, g & pmm & fd Z. Bright Tucker, cm	Frank A. Funderburk, pd & nd Robert I. Smith, ce	William D. Benton, bus. m Wally Mars, sd Hallie Welsh, wd Wld. UP G
MOORESVILLE						
WHIP 1950	1350 1,000-D	Wayne M. Nelson Mooreville 500	KBS	Wayne M. Nelson, p, g & cm	E. M. Stanton Jr., ce	Cap. UP WE
MOREHEAD CITY						
WMBL 1947	740 1,000-D	Carteret Bestg. Co. Morehead City 6-3188	McGillvra	Grover C. Munden, p & gm	Jimmy Wallace, cm & pmm	Ray Cummins, pd, ce, s & wd Walt Niemi, n & fd St. Wld. UP WE
MORGANTON						
WMNC 1947	1490 250	Nathan J. Cooper Morganton 1100	MBS	Nathan J. Cooper, o & m Emory T. Alwran, cm	(Mrs.) Madelyn Patton, pd Frank A. Ballew, ce	Douglas Smith, nd Cap. AP Ray.
MOUNT AIRY						
WPAQ 1948	740 1,000-D	Ralph D. Epperson Mt. Airy 682	Clark	Ralph Epperson, p, gm & pd W. E. Craddock Jr., cm	Ruby Wray, asst. pd Joe Johnson, pm A. Bruce Fleming, ce	Johnny Joyce, n & sd Neil Smith, fd St. AP Col.
WSYD 1951	1240 250	Mount Airy Bcstrs., Inc. P. O. Box 53 581	MBS	Robert H. Epperson, p, gm & ce	Tom Stewart, asst. m	Erastus F. Poore, cm Jim Harrelson, pd & pmm Col.
NEW BERN						
WHIT 1943	1450 250	Harmon L. Duncan New Bern 4450	MBS Tobacco, Pearson	Harmon L. Duncan, p Ray D. Williams, g & cm Bruce Lee, asst. gm & sd	Stuart Hall, pmm Billy Haire, ce Edythe Williams, nd	Bob Pugh, fd Georgia Bouher, wd L-W UP G
NEWTON						
WNNC 1951	1230 250	Newton-Conover Bestg. Co. West A St. Extension 930	MBS	Charles Turner, p	Earl Holder, gm & nd Eugene Henry, cm Dennis Long, ce	George Yarbrough, pd Cecille Bost, wd UP Ray.
NORTH WILKESBORO						
WKBC 1947	810 1,000-D	Wilkes Bestg. Co. North Wilkesboro 633		(Mrs.) Doris B. Brown, p, gm & pd	Roland B. Potter, cm Walter Harrold, ce	Ben Talbot, nd Anne Martin, wd Wld. AP Col.
OXFORD						
WOXF 1949	1340 250	Oxford Bestg. Corp. P. O. Box 1111 4187		Frank W. Hancock, p James F. Flanagan, gm & sd	Bill Blalock, cm, pd & nd Bob Smith, pmm Archie Hawkins, ce	Hart Curl, fd Doris Dickerson, wd Cap. AP Ray.
RALEIGH						
WNAO 1948	850 10,000-LS 5,000-N DA-N	News & Observer Pub. Co. 219 S. McDowell St. 2-0321	ABC Weed	Frank A. Daniels, o G. F. Albright, gm David A. Brown, cm & pd	Scott Summers, pmm & nd Eugene J. Reopelle, ce	Wally Ausley, sd Assoc., Cap. UP RCA
WNAO-FM 1948	Ch. 241 (B) 96.1mc 25kw					
WPTF 1924	680 50,000 DA-N	WPTF Radio Co. Insurance Bldg. 8311	NBC Free & Peters	Richard H. Mason, gm R. W. Youngsteadt, slm Graham B. Poyner, prog m	Henry Hulick Jr., ce J. Edgar Kirk, nd	Joe Reaves, fd Jim Reid, sd Harriet Pressly, wd L-W AP, UP WH
WPTF-FM 1949	Ch. 234 (B) 94.7mc 15kw					
WRAL 1939	1240 250	Capitol Bestg. Co. 130 S. Salisbury St. 6411	MBS Tobacco Dixie FM Pearson	A. J. Fletcher, p Fred Fletcher, gm	Jesse Helms, pd & nd Virgil Duncan, ce	Ray Reeve, sd AP WE
WRAL-FM 1946	Ch. 268 (B) 101.5mc 54kw					
REIDSVILLE						
WFRC 1947	1600 1,000 DA-N	Piedmont-Carolina Bestg. Co. 118½ Gilmer St. 4361	ABC, KBS	H. T. Williams, p Steve Woodson, gm	Forrest Bedell, cm Alfred Nelson, pd	Sam E. Sexton, ce Assoc., Thes. AP Ray.
WREV 1950	1220 250-D	Reidsville Bestg. Co., Inc. 114½ N. Scales St. 7051	LBS Devney	William M. Oliver Sr., p & gm	Alan C. Friedrich, cm & pmm	W. T. Martin, ce St. UP G
WREV-FM 1948	Ch. 271 (B) 102.1mc 1.6kw				 Fed.

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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

NBC WPTF 50,000
WATTS
680 KC.
also WPTF-FM

**AFFILIATE for RALEIGH-DURHAM and Eastern North Carolina
NATIONAL REPRESENTATIVE FREE & PETERS, Inc.**

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Mgr. m; Prod. Mgr. pdm;	Transc. Li- brary, News Service Transmitter	
ROANOKE RAPIDS							
WCBT 1940	1230 250	WCBT, Inc. 251 Roanoke Ave. 7-8551	MBS, KBS Keller	J. Winfield Crew Jr., p Bernard M. Dabney, g, c & pmm Gerald H. Elliott, asst. m	Donald O. Collins, pd. Claude W. Meares, ce Barbara Turner, traffic m	Al Joseph, sd (Mrs.) Mamie Elliot, wd	L-W, SES. UP WE
WKFM(FM) 1949	Ch. 254 (B) 98.5mc 16kw	(WCBT, AM Affiliate)					REL
ROCKINGHAM							
WAYN 1946	900 1,000-D	Radio Station WAYN, Inc. Rockingham 4041		Wayne M. Nelson, p & gm	Matt F. Gettings, res. m & cm	Wm. E. Henley, ce	Cap. UP
ROCKY MOUNT							
WCEC 1947	810 1,000-D	Eastern Carolina Electronics, Inc. 115 N. Church St. 2-3109	KBS, LBS Tobacco Pearson	Josh Horne, p Mel Warner, g & pmm & & sd	Ray Thompson, cm Ray Wilkinson, pd & nd Grover Taylor, ce	Tal Pollard, fd Bunny Tucker, wd	Assoc. AP Col.
WFMA(FM) 1947	Ch. 264 (B) 100.7mc 33kw	(WCEC, AM Affiliate)		Frank Fagan, cm			REL
WEED 1933	1390 1,000 DA-2	W. Avera Wynne Box 752 8149	ABC Burn-Smith	W. Avera Wynne, p & gm R. E. Horner, cm	E. Snipes, pd	Joe Morris, ce	Thes. AP Ray.
WEED-FM 1949	Ch. 221 (A) 92.1mc 0.27kw						REL
ROXBORO							
WRXO 1949	1430 1,000-D	Roxboro Bcstg. Co. P. O. Box 130 6013	LBS	Harold S. Taylor, g & cm	Lloyd Perkins, ce		UP WE
SALISBURY							
WSAT 1948	1280 1,000 DA-N	Mid-Carolina Bcstg. Co. Drawer 99 276	ABC	C. H. Wentz, p J. E. Smith Jr., g & cm	W. F. Fleming, pd	E. E. Sherman, ce	Wld. UP G
WSTP 1939	1490 250	Piedmont Bcstg. Corp. State Theatre Bldg. 2121	MBS Dixie FM Burn-Smith	Bryce P. Beard, p Alex P. (Pat) Beard, g & pmm	Katherine F. Murphy, cm Russell McIntire, pd Carl B. Watson, ce	Polly Eldon, n, f & wd Hal Frazier, sd	Assoc. AP WE
WSTP-FM 1947	Ch. 293 (B) 106.5mc 21.5 kw						REL
SANFORD							
WEYE (CP)	1290 1,000-D	Waldo W. Primm 519 Cross St.		Thomas E. Barker, p Leland B. Nelson, g & cm	George E. Peterson, pd & ce	Emilee Averitt, pd & wd	UP G
WSNS(FM) 1950	Ch. 276 (A) 103.1mc 0.33kw	Radio Sanford, Inc. 208 Wicker St. 777					Wld. UP G
WWGP 1946	1050 1,000-D	Sandhills Bcstg. Co. 137 S. Steele St. 860	KBS Continental	J. R. McIver, p W. E. Horner, secy-treas. Earl L. Boyles, g & pmm	James E. Ward, cm Del Carty, pd & nd Edward O. Koprivier, ce	Ken S. Harmon, fd Tom Northington, sd Effie Covert, wd	UP G
WWGP-FM 1950	Ch. 288 (A) 105.5mc 0.49kw						GE
SHELBY							
WOHS 1951	730 250-D	Western Carolina Radio Corp. P. O. Box 1401 6313	MBS	Lee B. Weathers, p Robert M. Wallace, gm & ce	Max P. Butler, c & pmm R. O. Dorsey, pd	Hugh Dover, fd Don McLain, sd	UP Ray.
WOHS-FM 1948	Ch. 241 (B) 96.1mc 2.6kw						REL
SILER CITY							
WNCA (CP)	1570 1,000-D	Chatham Bcstg. Co. Box 44					
SMITHFIELD							
WMPM 1950	1270 1,000-D	Selma Smithfield Bcstg. Co. Box 177 2434		John S. Townsend, co-o, gm & ce J. Fred Horton, co-o	Joe Foster, cm & pd Robert L. Dupree, nd	Bill Kirby, f & sd Louise Grimmer, wd	Cap. UP G
SOUTHERN PINES							
WEEB 1947	990 1,000-D	The Sandhill Community Bcstrs., Inc. 113-115 E. Broad St. 2-2942	MBS	Jack S. Younts, pg, g & pmm Joe Warren, cm	Elizabeth Younts, pd	Melvin Kushner, ce	Assoc. AP G
STATESVILLE							
WSIC 1947	1400 250	Statesville Bcstg. Co., Inc. Radio Rd. P. O. Box 1189 9078	MBS Continental	Dr. James W. Davis, p Chas. D. Melton, g & cm	Jack N. Tompkins, pd T. K. Abernethy, ce	Bill Brown, nd Hadley Williamson, sd	Cap., Wld. AP Tem.
WSIC-FM 1947	Ch. 289(B) 105.7mc 2.4kw						REL
TARBORO							
WCPS 1947	760 1,000-D	Coastal Plain Bcstg. Co. Edgecombe Bank Bldg. 2191	Dora- Clayton	V. E. Fountain, p Doyle Slatterwaite, gm	J. P. MacNair, cm Eccles Wall, pmm	Lee Hodges, ce	Wld. AP Ray.
THOMASVILLE							
WTNC 1947	790 1,000-D	Thomasville Bcstg. Co. P. O. Box 750 902		George W. Lyles Sr., p Harold G. Harrison, g & cm	Frank Thomas, asst. cm James M. McAden, ce John Mauti, nd	David Cockman, sd Nell Fouts, wd	Wld. UP G
WTNC-FM 1949	Ch. 252 (A) 98.3mc 0.45kw						RCA
WADESBORO							
WADE 1947	1210 1,000-D	R. P. Lyon & Son Radio Bldg. 427	KBS Dixie FM Continental	R. P. Lyon, p Walter V. Mitchell, gm	James A. Ballard, cm Bill Billingsley, pd	Cecil A. Sills, ce	UP G
WADE-FM 1951	Ch. 240 (A) 95.9mc 0.285kw						GE

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WASHINGTON								
WHED	1340	Beaufort Bestg. Co., Inc.	KBS, LBS	Lee B. Wynne, p	Harry Shriver, pd & fd	Sandy Pfoutz, nd	L-W	
1948	250	Guaranty Bank Bldg.	Continental	F. K. Ward, gm	John F. Wilroy, ce	Lillie Jackson, wd	UP	
WRRF	930	Tar Heel Bestg. System	ABC	G. Earl Broome, cm & sd	Merrill Daniels, c & pmm	I. G. Murphrey, ce	Ray.	
1942	5,000-LS	Bank of Washington	Walker	W. R. Roberson Jr., p	Don Pierce, pd	Bill Abeyounis, n & fd	AP	
	1,000-N DA-N	Bldg.		T. H. Patterson, gm		Earl Salmon, sd	WE	
	403							
WAYNESVILLE								
WHCC	1400	WHCC, Inc.	MBS	Holt McPherson, p	Vestal Jones, cm	Danny McClure, nd	L-W	
1947	250	Main St.		James B. Childress, g & pmm	Theatrice C. Childress, pd	Wayne Corpening, fd	Ray.	
		880			Frank Wilbur, ce	Al Whitehead, sd		
WHITEVILLE								
WENC	1240	Whiteville Bestg. Co.	MBS	J. A. Maulsby, p	Auburn Dutton, ce	Martha Mendenhall,		
1946	250	Whiteville	Clark	Ward Coleman, gm	Jerry Honeycutt, cm	traffic m		
		120						
WILLIAMSTON								
WIAM	900	Martin County Bestg.		James H. Gray Sr., co-o	R. B. Armstrong, gm, pd	James Kitchings Jr., ce	L-W	
1951	1,000-D	Co.		Charles R. Gray, co-o	Carl B. Armstrong, c & pmm	Jay Roberts, n & sd	UP	
		110 So. Smithwick St.					G	
		2478						
WILMINGTON								
WGNI	1340	New Hanover Bestg. Co.	MBS	J. S. Brody, p	Tommy Thompson, cm	Lou Essick, pmm & sd	Thes.	
1946	250	P. O. Box 869	Tobacco	Allen B. Jones, gm	Paul Parker, pd & nd	Arthur L. Madeley, ce	UP	
		2-2493	Pearson				WE	
WMFD	630	Richard Austin Dunlea	ABC	R. A. Dunlea, p & gm	Bruce Buchanan, pd & sd	E. I. Herring Jr., ce	UP	
1935	1,000 DA-2	Radio Bldg.	Burn-Smith	Claud O'Shields, cm	R. A. Dunlea Jr., pmm	M. Johnston, wd	RCA	
		4840						
WMFD-FM	Ch. 242 (B)							
1949	96.3mc							
	11.5kw							
WILSON								
WGTM	590	Waston Industries Inc.	CBS	Penn T. Watson, p	Bill Gordon, pd	Jim Russell, nd	Thes.	
1937	5,000 DA-2	Wilson	Walker	Allen Wannamaker, gm	Clint Faris, pmm & sd	Bill Glover, fd	UP	
		2188		R. R. Brunson, cm	Bill Malone, ce	Mavis Barnes, sd	Ray.	
WVOT	1420	Wilson Radio Co. Inc.	MBS	H. W. Anderson, p	Joel Lawhon, pd	Callie Wood, nd	AP	
1948	1,000-LS	Wilson	Pearson	H. W. Severance, gm	(Mrs.) Lynda Thomas, pmm	Jack Foster, fd	UP	
	500 DA-N	5157		P. O. Barnes, cm	Dan Williams, ce	Wes Perry, sd	RCA	
WINSTON-SALEM								
WAAA	980	Community Bestg.	Forjoe	Roger Page Jr., p				
1950	1,000-D	Service Inc.	Dora-					
		Atlantic Bldg.	Clayton					
		2-4121						
WAIR	1340	WAIR Bestg. Co.	ABC	George Walker, p & gm	Lawrence F. Patrick II.	Hal Memrick, sd	Cap., Wld.	
1937	250	Pepper Bldg.	Walker	Pat Taylor, cm	pmm	Polly Hartel, wd	AP	
		2-1133		Bernice Morris, pd	Lee King, ce		WE	
WAIR-FM	Ch. 226 (B)							
1947	93.1mc							
	34kw							
WSJS	600	Piedmont Pub. Co.	NBC	Gordon Gray, p	Robert C. Estes, pm	F. O. Carver, nd	Assoc., St.	
1930	5,000 DA-2	419-21 N. Spruce St.	Headley-	Harold Essex, vp & gm	Jack Burney, pmm	Harvey Dinkins, fd	UP	
		5-2311	Reed	Harry B. Shaw, sim	Phil Hedrick, d of engrg.	Bob Scott, sd	WE	
WSJS-FM	Ch. 281 (B)							
1947	104.1mc							
	48kw							
WTOB	1380	Winston-Salem Bestg.	CBS, MBS	James W. Coan, p	Owen Spann, pd & sd	Betsy Lee McNair, wd	AP	
1947	1,000 DA-1	Co.	Taylor	John G. Johnson, gm	Ben Vogler, ce		G	
		P. O. Box 2798						
		3-4353						

IN

NORTH CAROLINA

WSJS DELIVERS

A 15-COUNTY MARKET

with

\$531,621,000* RETAIL SALES

* Sales Management 1951
Survey of Buying Power

MORE VALUE

FOR YOUR

ADVERTISING DOLLAR



NORTH DAKOTA

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; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Lib- rary, News Service Transmitter
BISMARCK						
KFYR 1925	550 5,000 DA-N	Meyer Bcstg. Co. 202½ 4th St. 468	NBC Blair	P. J. Meyer, p F. E. Fitzsimonds, gm R. W. MacLeod, cm	Cal Culver, pd Larry Kindie, pmm Ivar Nelson, ce	Jack Swenson, nd Doug Anderson, sd Thes., SES. AP, UP 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 UP WE
DICKINSON						
KDIX 1947	1230 250	Dickinson Radio Assn. 119 - 2nd Ave., West 4113	KBS	Dr. Paul J. Weir, p Orville F. Burda, g & pmm E. A. Spear, cm	William C. Mason, pd & sd Clark E. Franklin, ce Beatrice A. Spear, traffic m	Loren Haacke, co-nd Karl Johnson, co-nd Earl Mann, fd Marguerite Graham, wd SES., St. AP G
FARGO						
KFGO 1948	790 5,000 DA-N	Northern States Bcstg. Co. KFGO Bldg. 23291	ABC Boiling	W. R. Haggart, p Charles G. Burke, g, c & pmm	Dave Henley, pd Olaf Gabrielson, ce	Jim Shirek, n & fd Mary Mertens, wd St. AP RCA
WDAY 1922	970 5,000 DA-N	WDAY Inc. Black Bldg. 5357	NBC Northwest Free & Peters	Earl C. Reineke, p & gm Jack Dunn, sm Tom Barnes, sim & fd Ken Kennedy, pd	Roy Pedersen, pmm Juline Savold, ce Glenn Flint, nd	Bill Weaver, sd Ernie Brevik, pu. service d Thes. AP, UP RCA
GRAND FORKS						
*KFJM 1923	1440 1,000-LS 500-N ST-KILO	U. of North Dakota Grand Forks 4-6141		S. Donald Robertson, pd	Arnold E. Petrich, ce G
KILO 1941	1440 1,000-LS 500-N ST-KFJM	Grand Forks Herald First Nat'l Bank Bldg. 4-5321	CBS Avery- Knodel	M. M. Oppegard, p J. Warren McClure, gm	Herman Livingston, c & asst. to m Jeff Gorham, pd & fd	Arnold F. Petrich, ce Donald J. Kelly, n & fd Peg Jensen, wd St. UP G
KNOX 1947	1400 250	Community Radio Corp. Grand Forks 4-4611	MBS, KBS Great Northern Nat'l Time Sales Upper Midwest	Carroll Day, p Elmer Hanson, gm	Jack French, asst. m, pd & sd Robert Lukasson, cm	Robert Whyte, pmm & nd Clifford Thomfords, ce James Hutton, fd Wld. AP, UP WE
JAMESTOWN						
KSJB 1937	600 5,000 DA-1	North Dakota Bcstg. Co., Inc. 429 S. W. 2nd. 1600	CBS Weed	John W. Boler, p Donn Clayton, gm & nd Jud Milton, cm & co-sd Robert Ingersoll, sim (Bismarek)	James McKnight, sim (Fargo) Don Kinsley, pd & co-sd	Hal Kennedy, pmm Robert Ridgeway, ce Chester Reiten, fd Cis Hadley, wd UP RCA
MANDAN						
KGCU 1925	1270 1,000-LS 250-N	Mandan Radio Assn. Inc. 200 3rd Ave., N.W. 561	MBS Great Northern Walker Lawson	Walton S. Russell, p Paul Gussner, g & cm	Merritt Bushee, pd, n & fd	Ray Barnett, ce Pat Phillips, sd Assoc., L-W AP RCA
MINOT						
KCJB 1950	910 1,000 DA-N	North Dakota Bcstg. Co., Inc. 104-A South Main 51-161	CBS Weed	John W. Boler, p & gm G. H. McKinnon, cm Arv Johnson, pd	Charles Hinshaw, pmm Don Harris, ce W. H. Johnson, nd	Chet Reiten, fd Cis Hadley, wd UP RCA
KLPM 1929	1390 5,000-LS 1,000-N	Minot Bcstg. Co. Minot 41-146	MBS Great Northern Walker	John B. Cooley, p C. W. Baker, gm & ce E. H. Cooley, cm & fd	James J. Hautman, pd & pmm	Kenneth M. Knutson, nd Robert D. Junkert, sd Rosella Kounovsky, wd AP, UP Col.
VALLEY CITY						
KOVC 1936	1490 250	KOVC Inc. Valley City 408-W	MBS, KBS Great Northern	Robert E. Ingstad, p, g & cm & nd	Russ Kaber, pd, pmm & sd	Chas. Sjostrom, ce Bob Jensen, sp. events d UP Col.
WAHPETON						
KBMW 1948	1450 250	(See Breckenridge, Minn. listing)				
WILLISTON						
KWBM 1948	1450 250	KWBM Bcstg. Co. Box 198 1450		Charles L. Scofield, ptrn. gm, ce & fd	James C. Carson, ptrn., cm & sd L. P. Holloran, pd	Fay Faltys, pmm Rodney Romine, n & wd Wld. UP WE
OHIO						
AKRON						
WADC 1925	1350 5,000 DA-1	Allen T. Simmons WADC Bldg. Jefferson 6165	CBS Hollingbery	Allen T. Simmons, o & m Robert B. Wilson, asst. m Secret Williams, sis, prom. d	Harold Hageman, pd & nd Karl Osborne, mus. d & fd Lawrence Hennigan, ce	D. B. Buehrle, asst. sis. d Doc Williams, sd Nina Magno, wd L-W, St. Wld. UP Col.
WAKR 1940	1590 5,000 DA-N	Summit Radio Corp. First Nat'l. Tower Hemlock 6151	ABC Weed	S. Bernard Berk, p Roger G. Berk, gm Kenneth M. Keegan, cm	A. R. Cooper, pd & pmm Irwin L. Knopp, ce	Bob Cook, fd Bob Wyllie, sd Kitty Brown, wd Assoc. AP, UP RCA
WAKR-FM 1947	Ch. 248 (B) 97.5mc 14.7kw					
WCUE 1950	1150 1,000-D DA-1	Akron Bcstg. Corp. Palace Theatre Arcade Franklin 7114	Forjoe	Tim Elliot, p & oper. m George K. Stroupe, vp & bus. m	Art Ross, pd Jim Smith, pmm & nd George V. Paul, ce George Donlevy, sd	(Mrs.) Evelyn Randolph, traffic m Jack Maurer, loc. sim Ernie Erskine, wd Thes., Cap. UP GE
WHKK 1944	640 1,000 DA-1 L-KFI	United Bcstg. Co. 51 W. State St. Blackstone 7101	MBS Meeker	Sterling E. Graham, p (UBC) R. W. Richmond, vp & gm (UBC) C. W. Green, cm	(Mrs.) George Schitzler, asst. treas. (UBC) Bruce Blake, pd Don O'Neil, pmm Bert Berg, ce	Max Plaughter, nd Rick Reighard, fd Bill Pierson, sd Fran Foster, wd Thes. AP WE
ALLIANCE						
WFAH(FM) 1947	Ch. 269 (A) 101.7mc 1kw	Review Pub. Co. 2720 S. Union Ave. 15345	LBS	Mrs. Alice Hoiles, p Frank A. Hoiles, gm	Frank LaBarba, cm Robert A. Gates, pd	Gene Peterman, ce J. Orville Stone, nd Wld., L-W, Thes. UP GE

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17 OUT OF 18 PREFER WDAY, FARGO!



According to an independent survey made by students at North Dakota Agricultural College, 17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station. 3,969 farm families in the rich Red River Valley were asked "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming

popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's great radio buys, serving one of America's great farm markets. Write direct or ask Free & Peters for all the facts on WDAY and the rich Red River Valley!



WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, Inc., Exclusive National Representatives

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. vp evp; Gen. Mgr. gm; Sales Mgr. sm; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Sta. Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;	Coml. Mgr. cm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
ASHLAND							
WATG 1950	1340 250	Beer & Koehl Mansfield Rd. 15751	Buckeye McGillvra	Robert M. Beer, p & gm Harlan Cook Jr., cm Richard Leidy, pd Edgar Koehl, co-o	Wayne Byers, pdm, n & sd Richard Matthes, ce	Donald Coffman, fd Cathleen Donges, wd	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. 26-221	LBS McGillvra	R. B. Rowley, p W. W. Walrath, gm D. W. Fassett, cm	J. C. Strasen, pd & fd F. N. Bernato, ce G. H. Murray, traffic m	H. H. Sharp, nd Andy Holecko, sd Joan Hart, wd	Wld. UP RCA Rel.
WICA-FM 1949	Ch. 279 (B) 103.7mc 52kw						
ATHENS							
WATH 1950	1540 1,000-D	A. H. Kovlan & J. D. Sinyard Box 502 360		A. H. Kovlan, co-o, gm & ce J. D. Sinyard, co-o & cm Joe Klarke, pd	Joe Salley, pmm Don Kinker, nd Ted Covert, fd	Robert Carlisle, s & mus. d Vivian Coates, wd	SES. UP
BELLAIRE							
WTRF 1947	1290 1,000-D	The Tri-City Bcstg. Co. The Skyline 1515	MBS Walker	Robert W. Ferguson, evp & gm A. T. Fisher, cm	Frank Curtis, pd Helen Gaynor, pmm George Cowen, ce	George Diab, n & sd Paul Howard, fd Jo Dunn, wd Eddie Johnston, mus. d	Assoc., Wld. AP GE
BELLEFONTAINE							
WOHP (CP) 1947	1390 500-D	C. H. Chamberlain P. O. Box 438 6681		C. H. Chamberlain, p & gm	Joe Rockhold, cm & pd	Bill Fox, nd	Thes. AP
CAMBRIDGE							
WILE 1948	1270 1,000-D	Land O'Lakes Bcstg. Corp. 917 Beatty Ave. 4-5605	KBS	H. D. McClelland, p Howard A. Donahoe, vp & gm Richard F. Rose, c & pmm	David C. Lorimer, pd & nd Albert G. Engel, ce & fd	Joseph E. Grimm, sd	Wld. AP Ray.
CANTON							
WAND 1947	900 500-D	P. C. Wilson 106 High Ave., N. W. 6-8396		(More copy to come)			
WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. Hills & Dales Rd. 59475	Buckeye Sears & Ayer	S. L. Huffman, p Clark L. Dozer, sta. m Ronald Stranathan, cm	Robert Valliquette, pd & fd Robert Leedham, ce	Joe Tipton, nd Gene Dillon, sd Carolyn Weintraub, wd	Wld., Cap. AP
WHBC 1925	1480 5,000 DA-N	The Ohio Bcstg. Co. 550 S. Market Ave. 67166	ABC Taylor	Roy D. Moore, p Robert C. Fehlman, m Paul E. Gilmor, cm	James Roberts, pd Marian Zwallen, pmm Kenneth L. Silker, ce	Al Frances, nd John Baker, fd Jim Muzzy, sd Carol Adams, wd	Assoc. AP RCA
WHBC-FM 1948	Ch. 231 (B) 94.1mc 15kw						
CHILLICOTHE							
WBEX 1947	1490 250	Shawnee Bcstg. Co. 27 E. Second St. 2244	ABC Grant	Truman Morris, co-o & gm John Hallday, co-o	William R. Mnich, st. m Harold Counts, ce Dave Achor, fd	Ron Johnson, n & fd	Wld. AP WE
CINCINNATI							
WCKY 1929	1530 50,000 DA-N	L. B. Wilson, Inc. Hotel Sheraton Gibson Cherry 6565		L. B. Wilson, p & gm C. H. Topmiller, sta. & cm. & ce	Jeanette Heinze, traffic m John Murphy, n & publ. d Frank Sommerkamp, fd	Paul Sommerkamp, sd Mary Monroe, wd	St., Assoc. INS GE RCA
WCPO 1928	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. Capital 0777	MBS Braham	Jack R. Howard, p M. C. Watters, vp & gm Glenn Clark Miller, sta. m	Earl Corbett, pd & pmm Joseph Epperson, ce	Robert Otto, nd Waite Hoyt, sd	L-W AP WE
WCPO-FM 1949	Ch. 285 (A) 105.1mc 10kw						
WCPO-TV 1949		Scripps-Howard Radio Inc. 2345 Symmes St.		(For full information see TELECASTING Yearbook)			
WKRC-TV 1926	550 5,000-LS 1,000-N DA-2	Radio Cincinnati Inc. Hotel Aims Woodburn 0550	CBS Katz	Hulbert Taft Jr., p H. E. Fast, gm Kenneth W. Church, natl. slm	Joel W. Stovall, loc. slm Paul Shumate, pd	W. B. Hines, pmm George A. Wilson, ce Tom McCarthy, n & fd Ed Kennedy, sd	Wld. AP WE
WKRC-FM 1947	Ch. 270 (B) 101.9mc 12.6kw		H-R Reprs.	David G. Taft, mgng. d Robert F. Bender, gm	Berne V. Venaas, cm	Helen Nugent, pd AP, UP RCA
WKRC-TV 1949		Radio Cincinnati Inc. Times Star Bldg.		(For full information see TELECASTING Yearbook)			
WLW 1922	700 50,000	Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822	NBC, MBS	James D. Shouse, chmn. of bd. R. E. Dunville, p & gm Dwight Martin, vp & asst. gm Kieran T. Murphy, vp & treas.	Harry Mason Smith, vp & gen. slm Gwen Shay, sls. traffic m Wm. Robinson, vp, ch. of prog	E. G. Feintheil, pmm R. J. Rockwell, vp ch. of engrg. Dallas DeWeese, nd Roy Battles, fd UP, INS
WLWA(FM) 1946	Ch. 266 (B) 101.1mc 9kw						
WLWT(TV) 1948		Crosley Bcstg. Corp. 140 W. Ninth St.		(For full information see TELECASTING Yearbook)			
WSAI 1923	1360 5,000 DA-N	Buckeye Bcstg. Co. 115 E. Fourth St. Main 1088	ABC Avery-Knodel	George Storer (Fort Industry), p J. Robert Kerns, vp & mgngd R.H. Boulware, cm	Charles Black, pd Vonne Monsell, pmm William E. Symons, ce	Bill Robbins, nd Dick Baker, sd Marsha Wheeler, wd	L-W, Cap. AP

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Something New Has Been Added in YOUNGSTOWN, OHIO

Effective December 1, 1951
WFMJ affiliated with NBC

Presently carrying both
ABC and NBC programs

A
NBC
C

For minute spots and chainbreaks it's WFMJ in Youngstown

WFMJ BUILT ABC SHOWS TO HIGHEST IN U. S.*
WATCH NBC RATINGS SOAR

IN OHIO'S 3rd LARGEST TRADE AREA
33rd IN POPULATION—535,300
34th IN EFFECTIVE BUYING INCOME
39th IN RETAIL SALES
18th PER FAMILY EFFECTIVE BUYING INCOME

*For years, WFMJ has provided many of the highest Hooper ratings for ABC programs—Winchell, 31.0; Stop the Music, 19.5; Lone Ranger, 13.9; Richard Diamond, 17.1; Don McNeil, 12.4; My True Story, 11.2; This is Your F.B.I., 15.8; Harriet and Ozzie, 19.5. Local Programs 10-12-14.7.

National Representatives **5000 WATTS AM** Headley-Reed Co.

50,000 F.M.

ASSOCIATED PRESS

WFMJ

UNITED PRESS


Local news from The Youngstown Vindicator

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. 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.			
CLEVELAND							
WDOK 1950	1260 5,000 DA-2	The Civic Bcstrs., Inc. 1515 Euclid Ave. Main 1-3370	LBS Walker	R. Morris Pierce, p Wallberg L. Brown, vp & gm	Frederick C. Wolf, asst. to p Charles Hoover, pd	William E. Pettepiece, ce Wayne Mack, slm Gene Davis, sd Judy Sherrill, wd	SES. UP, INS RCA
WERE 1949	1300 5,000 DA-1	Cleveland Bcstg. Inc. 1501 Euclid Ave. Superior 1-9600	Taylor	Ray T. Miller, p Bob Neal, gm & sd Keith Baldwin, cm	John W. Kurtz, pd Ed Stevens, pmm M. L. Snedeker, ce	Robert Wass, nd Jerry Bowman, fd Maggie Wulff, wd	L-W, Wid. AP, INS RCA
WERE-FM 1948	Ch. 253 (B) 98.5mc 11.5kw						
WEWS(TV) 1947		Scripps-Howard Radio, Inc. 1816 E. 13th St.		(For full information see TELECASTING Yearbook)			
WGAR 1930	1220 50,000 DA-1	The WGAR Bcstg. Co. Hotel Statler Prospect 1-0200	CBS Petry	John F. Patt, p Carl E. George, gm John Garfield, cm Elmer Krause, secy-treas.	Reginald Merridew, pd Julius Glass, pmm Paul Wilcox, sd Robert Fox, ce	Charles Day, nd Bob Smith, fd Esther Mullin, wd	Wid., St. UP, INS RCA
WHK 1921	1420 5,000 DA-N	United Bcstg. Co. 5000 Euclid Ave. Express 1-5000	MBS Headley-Reed	Sterling E. Graham, p K. K. Hackathorn, gm J. B. Maurer, cm	C. M. Hunter, pd Lou Oswald, pmm R. H. DeLany, ce	Wayne Skakel, nd James Aubele, pdm Eleanor Hanson, wd AP WE
WHK-FM 1947	Ch. 264 (B) 100.7mc 11.5kw						
WJMO 1947	1540 1,000-D	WJMO Bcstg. Co. 2157 Euclid Ave. Superior 1-4424	Young	W. J. Marshall, p Dave Baylor, gm Bob DeTchon, cm	Paul Nakel, prog. m & sd Cy Schdilly, pmm	Tom Ghidui, ce Dave Stashower, nd	L-W UP Ray.
WJW 1943	850 5,000	WJW, Inc. 1375 Euclid Ave. Superior 1-0101	ABC H-R Reps.	W. M. O'Neil, p William Lemmon, vp & gm	Lawrence Webb, vp & treas. Hal Waddell, cm Tom Carson, sd	Bruce MacDonald, pd Gerald Roberts, ce Marvin Cade, nd Jane Stevens, wd	Assoc. UP WE
WJW-FM 1943	Ch. 281 (B) 104.1mc 19kw						
WSRS 1947	1490 250	WSRS, Inc. 2156 Lee Rd. Erieview 1-2005	Forjoe	Samuel R. Sague, p, gm & pd George P. Bickford, secy.	J. D. Kelly, cm Stan Dale, pmm	Ben Whittaker, ce A. Robert Engel, nd	L-W AP RCA
WSRS-FM 1947		(See Cleveland Heights for full information)					

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WE COUNTED THE CUSTOMERS!



	WJMO	Newspapers
Prospects Produced	14.0	9.0
Awareness of Medium	19.1	6.8
Impact of Advertising	14.0	3.9
Sales	5.0	3.3

We took the guesswork out of WJMO's sales effectiveness! We compared the results of WJMO produced customers with those produced by Cleveland's three daily newspapers.

Lost in the maze of research mumbo-jumbo with which radio has been burdened during the past few years, we reverted to the old-fashioned idea that a client is mainly interested in how many sales his advertising creates per dollar spent. Therefore, we went to the advertiser's place of business (automobile agency) and interviewed every customer who entered his establishment for two weeks. No share of audience, no comparative ratings, no colored marbles, no 'if come' phrases and no research double talk. We just counted the customers and . . .

DOLLAR FOR DOLLAR WJMO OUTPRODUCED THE THREE CLEVELAND DAILY NEWSPAPERS!

WJMO

Adam J. Young, Jr., Inc.
National Representatives

1000 WATTS in CLEVELAND

Cleveland's Name Jockeys Around the Clock!

O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE
VITAL IN NORTHEASTERN OHIO

MUSIC

Cleveland's most complete radio news service...

FULL STAFF OF LOCAL REPORTERS WORKING FROM WERE NEWS DESK

ROBERT WALL News Director... Special Events...
17 Reporters every day... All news re-written & processed...
The O. L. Taylor Company—National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE

NEWS

THE CLEVELAND INDIANS Baseball
THE CLEVELAND BROWNS Football
THE CLEVELAND BARONS Hockey

exclusively on

WERE Sports station in Cleveland... one of the nation's hottest sports cities

BOB NEAL WERE Sports Director
Browns play-by-play
Barons play-by-play
Quality Sports programs

JIMMY DUNLEY JACK GRAMLEY
Play-by-play Cleveland Indians
and standard Baseball Network
Daily Sports Program

PLUS
Paul Brown, coach of Cleveland Browns
Bill Levy, High School sports
Paul McCas, Baseball lecture program
John Whelan, Hockey & writer

Full **WERE** Merchandising Service. Cleveland's only Radio Merchandising Department.

The O. L. Taylor Company—National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE

SPORTS

O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE
VITAL IN NORTHEASTERN OHIO

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner; Pres. p; Exec. vp Sales Mgr. sm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, id, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	Coml. Mgr. cm; J. E. Hines, pub. affs d	
CLEVELAND (Cont'd)							
WTAM 1923	1100 50,000	National Bcstg. Co. 815 Superior Ave. Cherry 1-0942	NBC NBC Spot	Joseph H. McConnell, p John McCormick, gm Eugene R. Myers, cm Joseph A. Bova, pd	Clement G. Scarback, pmm S. E. Leonard, ce Edward R. Wallace, n & sp. events d	James P. Chapman, fd J. E. Hines, pub. affs d Tom Manning, sd	Assoc., Thes. AP, UP RCA
WTAM-FM 1948	Ch. 289 (B) 105.7mc 14kw			(For full information see TELECASTING Yearbook)			
WNBK(TV) 1948		National Bcstg. Co. 815 Superior Ave.		(For full information see TELECASTING Yearbook)			
WXEL(TV) 1949		Empire Coil Co. Pleasant Valley & State Rds.					
CLEVELAND HEIGHTS							
WRSR-FM 1947	Ch. 237 (A) 95.3mc 1kw	WRSR, Inc. 2156 Lee Rd. Erieview 1-2005		S. R. Sague, p, gm & pd George P. Bickford, secy.	J. D. Kelly, slm Stan Dale, pdm	Ben Whittaker, ce	AP RCA
				(FM Affiliate of WRSR Cleveland)			
COLUMBUS							
WBNS 1924	1460 5,000-LS 1,000 N-DA-N	RadiOhio, Inc. 33 N. High St. Adams 9265	CBS Blair	Richard A. Borel, gm W. I. Orr, cm Geer Parkinson, pd	Jim Yerian, pmm Lester H. Nafzger, ce Chet Long, nd	William Zipf, fd Bill Corley, sd Fern Sharp, wd	Assoc. AP RCA
WELD(FM) 1940	Ch. 246 (B) 97.1mc 100kw			(FM Affiliate of WBNS)			
WBNS-TV 1949		Dispatch Printing Co. 33 N. High St.		(For full information see TELECASTING Yearbook)			
WCOL 1922	1230 250	Air Trails Inc. E. Broad at Young St. Main 4581	ABC H-R Reprs.	Charles Sawyer, p & treas. J. Pattison Williams, evp	Phil S. Bradford, pd Harold E. Beard, ce William L. Belaney, pdm	Margie J. Ruddock, publ. d Walter Furniss, nd John F. Buck, sd	Wld., L-W AP, UP RCA
WCOL-FM 1949	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, gm Harry H. Hoessly, cm	John B. Moses, pd Rita Thomas, pmm & wd William C. Minor, ce	Budd Sweeney, n & sd George Zeis, fd	W.H. 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 Jefferson 5441	NBC	Robert E. Dunville, p	Jim Leonard, gm	Charles B. Sloan, ce	RCA

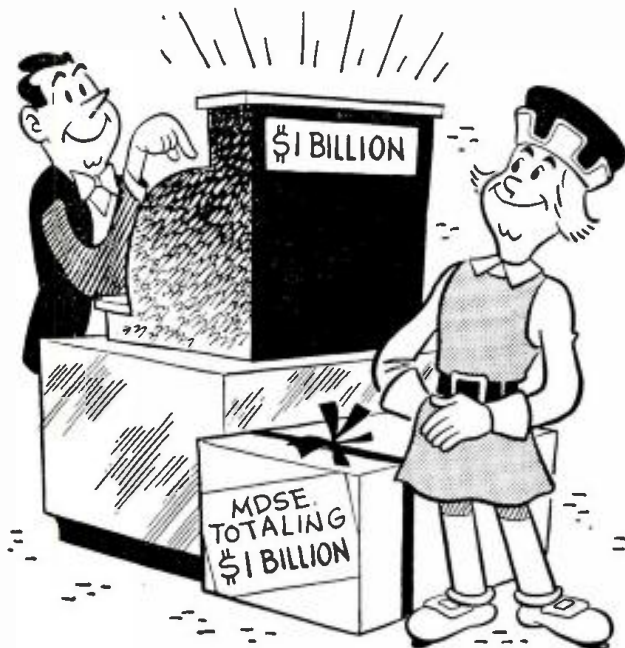
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BILLION-DOLLAR BUY!

Central Ohioans Make It Annually In Retail Sales

WBNS has more listeners than any other station in these 24 Central Ohio Counties which annually ring up a neat retail sales figure of \$1,125,057,000.* This includes thousands of consumer products from drugs to hardware, from clothing to cars. You're sure of having listeners when you're on WBNS because WBNS carries all 20 top-rated programs, day and night.

Latest Hooper Report shows WBNS with the highest number of listeners in every rated period but one! You get more listeners per dollar than on any other local station. For rates and time availabilities, write or call your John Blair representative.



CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS
WELD-FM
Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

STAY TUNED
TO THIS BILLION
DOLLAR MARKET
THROUGH
WBNS



*Source: '51-52 SRDS Cons. Mkts.

WLWC(TV) 1949		Crosley Bcstg. Corp. 3165 Olentangy River Rd. The Ohio State U. Columbus University 3148		(For full information see TELECASTING Yearbook)				
*WOSU 1922	820 5,000 L-WFAA, WBAD			Howard L. Bevis (OSU), p Robert C. Higgy, d & ce Jacob B. Taylor, vp & bus. m	William H. Ewing, prog. sup. William Wilcox, d. of pub. rel.	Robert Holsinger, nd L. W. Sarbaugh, fd Marvin Hoeman, sd Birdie Larrick, wd	Thes. UP RCA	
WRFD 1947	800 5,000-D	(See Worthington listing)						
WTVN-TV 1949		Picture Waves Inc. 3710 LeVeque		(For full information see TELECASTING Yearbook)				
WVKO 1951	1580 1,000-D DA	Skyway Bcstg. Corp. 274 S. 3rd St. Main 5247	Buckeye ForJoe	Gustav Hirsch, p Bert Charles, gm & sd Robert Hill, cm	Mary Ladyne Weaver, pmm Gene Liggett, ce	John Terry, n & fd Jo Weaver, wd	Assoc., Cap. UP, INS WE	
WVKO-FM 1948	Ch. 234 (B) 94.7mc 52.1kw							
COSHOCTON								
WTNS 1947	1580 1,000-D	Coshocton Bcstg. Co. 114 N. 6th St. 1560		Bruce Wallace, p & gm James Sigman, cm Nora B. Hall, treas.	Michael Joseph, pd & nd D. E. Wiggins, ce Tom Lawrence, fd	Stanley Robinson, sd Iris Latham, wd	L-W, St., Thes. UP Ray.	
DAYTON								
WHIO 1935	1290 5,000 DA-N	Miami Valley Bcstg. Corp. 45 S. Ludlow St. Adams 2261	CBS Bolling	James M. Cox Jr., p Robert H. Moody, gm Harvey R. Young Jr., cm	Wade H. Alley, pd Charles E. Gay, pmm Ernest L. Adams, ce	J. Fred Brophy, nd Sam Steiger, fd Lou Emm, sd	Assoc. St. AP, UP, INS WE	
WHIO-FM 1948	Ch. 256 (B) 99.1mc 19kw							
WHIO-TV 1949		Miami Valley Bcstg. Corp. 45 S. Ludlow St.		(For full information see TELECASTING Yearbook)				
WING 1924	1410 5,000-DA-N	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	ABC Weed	Charles Sawyer, p John Pattison Williams, evp Charles N. Evans, gm	Charles Reeder, pdm Jean Broome, pmm H. Lloyd House, ce	Jack Zeigin, nd Mike Olds, sd Betty Ann Horstman, wd	Wld. AP Col.	
WLWB(FM) 1948	Ch. 248 (B) 97.5mc 18kw	Crosley Bcstg. Corp. 4595 S. Dixie Highway Walnut 2101		James D. Shouse, chmn. of bd. R. E. Dunville, p	H. P. Lasker, gm W. J. Williamson, cm Neal Van Ellis, pd	L. G. Sturgill, ce Dorothy A. Sanders, pmm RCA	
WLWD(TV) 1949		Crosley Bcstg. Corp. 4595 S. Dixie Highway		(For full information see TELECASTING Yearbook)				
WONE 1949	980 5,000 DA-2	Skyland Bcstg. Corp. 5 S. Jefferson St. Michigan 6501 (WONE, AM Affiliate)	MBS Headley- Reed	Ronald B. Woodyard, p & gm	William J. Warren, cm George Case, pd	Stanley A. Beck, ce	Cap. UP AP	
WTWO(FM) 1949	Ch. 284 (B) 104.7mc 43kw							

*Proof
Again*

THAT WRFD REACHES MORE RURAL AND FARM PEOPLE AT *Lower Cost* THAN ANY OTHER ADVERTISING MEDIUM IN OHIO!

THIS SURVEY—SUBSCRIBED TO BY SEVERAL OHIO RADIO STATIONS—WAS MADE AT THE 1951 OHIO STATE FAIR BY MARKET RESEARCH OF CLEVELAND. 2,000 PERSONS, REPRESENTING EVERY COUNTY IN OHIO, WERE ASKED THE TWO QUESTIONS BELOW. HERE ARE THE RESULTS AMONG THE TOP THREE STATIONS!

Which Radio Station Do You Listen To?

	Total Mention	% of Total
WRFD	1138	57%
Station A	1399	70%
Station B	401	20%



In Your Opinion Which Station Has the Most Helpful and Interesting Farm Program?

	Number Preferring	% Preferring
WRFD	644	33%
Station A	736	38%
Station B	71	4%

WRFD COSTS ARE 1/8 THE COST OF STATION "A"

TO REACH 500,000 RURAL FAMILIES IN WRFD'S

BILLION DOLLAR RURAL MARKET

REPRESENTED NATIONALLY BY O. L. TAYLOR COMPANY

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Exec. vp evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
DEFIANCE WONW 1948	1280 500 DA-N	Defiance, Bryan, Paulding Bcstg. Co. U.S. Route 24 3-2226	Deveny	Richard W. Crowell, p Glenn R. Thayer, gm	Walter L. Weaver, pd	William Dommer, sd	Assoc. UP G
DOVER WJER 1950	1450 250	Dover Bcstg. Co., Inc. 210 Boulevard 4-2126		Agnes Jane Reeves Greer, p Ford Billings, gm J. C. Cole, sta & pmm	John C. Needs, cm Donald Wolford, pd & nd Clarence Rulong, ce	Al Beardsley, fd Wesley Greenfield, sd Virginia Baird, wd	Wld. UP Col.
EAST LIVERPOOL WLIO 1948	1570 1,000-D	Pottery Bcstg. Co. Turk Motors Bldg. 5190		Paul B. Saliner, gm	Douglas Bateman, pd & pmm William Siebenthal, ce	Herb Roberts, n & fd Bob Banfield, sd June Bateman, wd UP Ray. Wld. AF RCA
	1490 250	E. Liverpool Bcstg. Co. 516 Market St. 1490	LBS Grant	Richard Beatty, p Richard E. Kaiser, g & cm	Bob Metcalf, pd & pmm Mike Battle, ce Eddie Lane, n & sd	Bob Johnson, fd Mary Jane Fielding, wd	
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 Viets Collister, pd	John W. O'Brien, pmm Gerald McCasland, ce Bill Reid, pdm	Don Kirk, nd Jess Stevens, sd Penny Wise, wd	Cap. Wld. UP RCA
	Ch. 297 (B) 107.3mc 15kw						
FINDLAY WFIN 1941	1330 1,000-D	The Findlay Pub. Co. 101½ W. Sandusky St. Main 1330	McGillvra	R. L. Heminger, p Harold H. Heminger, g & cm	Allen P. Dudley, pd Richard Daugherty, pmm Edgar C. Smith, ce	Bayliss (Jim) Corbett, nd John Hutson, fd Richard K. Davis, sd	Thes. UP, INS GE Col.
	Ch. 263 (B) 100.5mc 8.2kw						
FOSTORIA WFOB(FM) 1946	Ch. 244 (A) 96.7mc 1kw	Seneca Radio Corp. 125 S. Main St. 4635		Abdrew Emerine, p Mel Murray, gm & pd	Roger Wise, cm Farrell F. Elsea, ce	Charles L. Borchers, secy-treas. Dick Miller, sd	SES. UP GE
FREMONT WFRO 1949	900 500-D DA	Wolfe Bcstg. Corp. 905 W. State St. Main 3401	Best	Robert F. Wolfe, p R. C. Force, gm J. Weddell Kerr, c & pmm	Frank Swartz, pd & fd Allen C. Kauble, ce Dorsey Pardo, nd	Art Smith, sd Mary Anne Weigman, wd	Thes., Wld. INS GE
	Ch. 257 (A) 99.3mc 1kw						
GALLIPOLIS WJEH 1950	990 250-D	Ohio Valley on the Air, Inc. Box 244 1160	Grant	John E. Halliday, p Truman A. Morris, gm (Mrs.) Marianne B. Campbell, asst. m	(Mrs.) Phyllis W. Sheets, pmm Paul Franzel, ce (Mrs.) Leanna S. Haskins, nd	William Watterson Jr., fd Charles P. Esterly, sd Marjorie R. White, wd	Cap. UP G

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Eyes and



Ears of a GOOD CITIZEN



Eyes and



Ears of a LIVE SALESMAN

**Ask National Representative
George P. Hollingbery Co. for
Data, Details and Availabilities**



HAMILTON							
WMOH	1450	Fort Hamilton Bcstg. Co.	MBS, KBS	Robert J. Briede, p	Robert F. Spina, pd &	Joseph Weckerle, nd	St.
1944	250	Second Nat'l. Bank Bldg.	Grant	Robert L. Odson, exec d	pmm	Ray Motley, sd	UP
		4-6543		& cm	Joseph Briggs, ce	Millie Soule, wd
WMOH-FM	Ch. 278 (B)						
1948	103.5mc						
	3.7kw						
IRONTON							
WIRO	1230	Iron City Bcstg. Co.	MBS, KBS	Glaus G. Merrill, p	Dempsey McFann, cm	Chester Christensen, ce
1951	250	Radio Plaza	McGillvra	Robert Edge, gm	Ed Paulin, pd, n & sd	Donna Seierist, wd	UP
		380					G
LANCASTER							
WHOK	1320	Hocking Valley Bcstg.	McGillvra	Dr. Walsen Emery, p	Benney Bee, pd & sd	Charles Houston, ce	Thes.
1948	500-D	Co.		J. E. Brown, g & cm	Don White, pmm & nd	Barbara Matlar, wd	AP, UP
		Memorial Drive					G
		4500					
LIMA							
WIMA	1150	N. W. Ohio Bcstg. Corp.	ABC	G. E. Hamilton, p	Easter Strauser, pd & wd	Don Sherwood, nd	L-W
1948	1,000 DA-N	223 N. Main St.	Weed	R. W. Mack, gm	Albert Smith, ce	Al Stanley, sd	AP
		6-3841		C. B. Heller, cm			RCA
WIMA-FM	Ch. 271 (B)					
1948	102.1mc					
	15.5kw						WH
WLOK	1240	WLOK Inc.	NBC	L. A. Pixley, p	Dave Lee, pd	Perry Beaumont, fd	Wld.
1938	250	Nat'l Bank Bldg.	H-R Reprs.	Robert O. Runnerstrom,	Pete Stanley, pmm	Ed Ulrick, sd	UP
		6-3411		gm	Darrell Hunter, ce	Marian Fletcher, wd	RCA
					Joe Rex, nd	
WLOK-FM	Ch. 277 (B)					
1948	103.3mc					
	0.34kw						WE
MANSFIELD							
WMAN	1400	Richland Inc.	ABC	Mrs. M. F. Rubin, o	Carl C. Kindt, pmm	Pres Roper, fd	L-W
1939	250	Ohio Theatre Bldg.	Taylor	J. M. O'Hara, p, g & cm	William E. Morrison, ce	Richard Norman, sd	AP
		4235		Robert A. James, pd	William Kennedy, nd	Elaine Hauserman, wd
MARIETTA							
WMOA	1490	Marietta Bcstg. Co.	MBS	William G. Wells, p	R. Sanford Guyer, gm	Charles E. Clarc, ce	L-W
1946	250	Box 201	Grant				UP
		1690					Col.

HERE'S THE PICTURE FOR **WFIN** FINDLAY OHIO

THE STATION . . . 1000 watts AM, daytime only. 8200 watts FM fulltime. Newspaper affiliated. Over 10 years of service. Top-notch facilities.

THE MARKET . . . Strictly a farm and smaller city area. 10 BMB counties in Northwestern Ohio, with 384,370 population and annual retail sales of \$353 million.

THE LISTENERSHIP . . . Here are Conlan share of audience figures for November, 1951:

Time	WFIN	Next station
8-10 AM	53%	19%
10-12	40	30
12-2 PM	48	27
2-4	41	27
*4-6	38	22
*6-8	29	34
*8-10:30	33	36

* And we were on FM only after 5:15 (8282 Basic calls)



THE PROGRAMMING . . . Sports, News, Music & Farm. Slanted to the particular interests in our own market. Well equipped and staffed in all program phases.

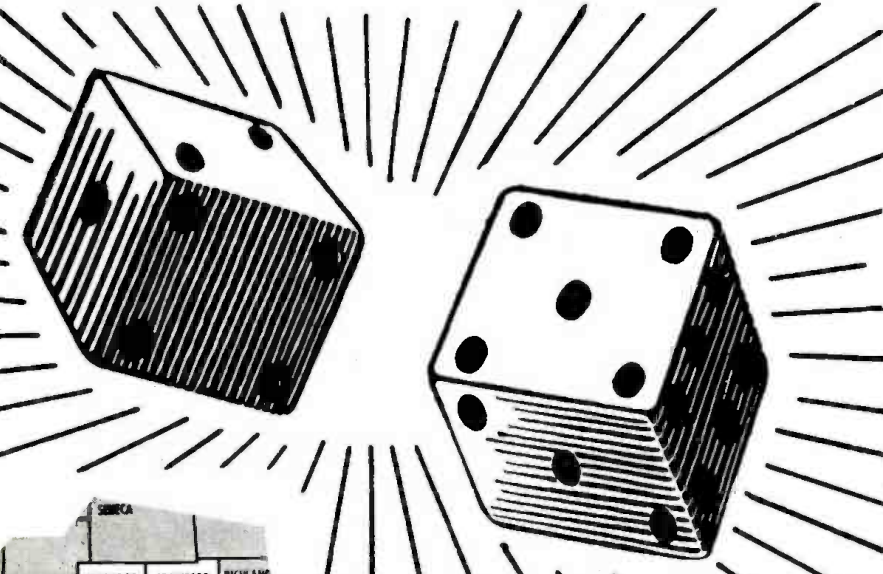
A TERRIFIC FM AREA . . . FM has developed splendidly in this part of the country. Conlan gives us evening FM-only quarter hour ratings ranging from 24 to 46% of the entire radio audience.

JOSEPH HERSHEY MCGILLVRA, Inc., Representatives

OHIO—(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	Transc. Li- brary, News Service Transmitter	
MARION							
WMRN 1940	1490 250	The Marion Bcstg. Co. WMRN Bldg. 2-6686	ABC Stovins	Robert T. Mason, p & gm Robert M. Sprouse, cm Robert T. Mason Jr., pmm	F. J. Peters, ce Joe Ionne, n & sd	Ray Marsh, fd Madge Cooper, wd	Thes. UP RCA
WMRN-FM (CP)	Ch. 295 (B) 106.9mc 7.6kw						
MIDDLETOWN							
WPFB 1947	910 1,000-LS 100-N	Paul F. Braden Central Ave. 2-3625		Paul F. Braden, p & gm C. R. (Ranny) Daly, cm Jack Kistler, pd	Jean Murphy, pmm Laurace Beckwith, ce Jack Sheehan, nd	Homer Tingle, fd Warren Johnson, sd Fern Troutvine, wd	L-W, SES. AP
MT. VERNON							
WMVO(FM) 1951	Ch. 229 (B) 93.7mc 3.2kw	Mt. Vernon Bcstg. Co. Box 86 7-2626		D. T. Burnes, o & p Quentin W. Welty, g, & cm & pd	Eugene Phillips, ce Charles Kilkenny, fd	George Betcher, sd Helen Zeikowitz, wd	Thes., SES. UP G
NEWARK							
WCLT 1949	1430 500-D	The Advocate Printing Co. 25 W. Main St. 4007	Standard Meeker	Thomas A. Rogers, gm Robert Pricer, cm	Lewis Greenough, pd & sd Benjamin E. Windle, ce	Ned Stout, n & fd Virginia Vernon, wd	Thes. AP G
WCLT-FM 1947	Ch. 262 (B) 100.3mc 8.5kw					 GE
PIQUA							
WPTW 1941	1570 250-D	Miami County Bcstg. Co. 1625 Covington Ave. 1420	Grant	Richard E. Hunt, p, g, c & pmm Robert C. Bubp, pd Bob Cook (Grenville) studio resident m	Jim Morrissett, ce Hal Runkle (Troy) studio resident m Ann Steenrod (Sidney) studio resident m	Bill Fox, nd Larry Spitzer, fd Bill Mills, sd Minabelle Hutchins, wd	Wld., SES. AP Col.
PORTSMOUTH							
WNXT 1951	1260 1,000 DA-1	Portsmouth Bcstg. Co. Masonic Temple Bldg. 21961	ABC McKinney	Marshall Rosene, p, g & cm Dean Sturm, pd	Bryson Prather, pmm Russell Newman, ce Frank Balmert, nd	George Wood, fd Jack Hurst, sd Lucille Graham, wd	St. UP Ray.
WPAY 1935	1400 250	The Scioto Bcstg. Co. 1009 Gallia St. 3-2111	CBS Buckeye Taylor	Roy D. Moore, p Eugene Carr, d of radio Gerald F. Boyd, m	Edward G. Sheridan, pd Margaret Antol, pmm Maurice L. Myers, ce	O. T. Dresbach, office m Edwin L. Kaufman, nd Lorell D. Nelson, wd	Assoc. AP RCA
WPAY-FM 1948	Ch. 281 (B) 104.1mc 7kw					
SANDUSKY							
WLEC 1947	1450 250	Lake Erie Bcstg. Co. 1700 Cleveland Rd. 5170	MBS Buckeye McKinney	Albert E. Heiser, p & gm Ralph S. Silver Jr., cm Jay E. Wagner Jr., pd & sd	Jay Leibach, ce Irwin Hunt, nd	Ray Sherman, fd Nancy Lake, wd	Wld., L-W Assoc. AP RCA


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It's a Natural

W M R N

ABC in Marion, Ohio



It's no secret . . . the dice are loaded!
 . . . WMRN is a 7-county winner that makes every fade pay off. For WMRN's market area has grown—with new industries, new people; and that means bigger audiences, stronger purchasing power. Sell this rich North Central Ohio market an WMRN . . . it's a natural for you!

SPRINGFIELD

WIZE 1340
1940 250

Radio Voice of Spring-
field Inc.
117 W. High St.
3-4955

ABC
Weed

Charles Sawyer, p
J. P. Williams, evp
Arthur L. Martin, sm

Robert Christol, pd
John McEnaney, pmm
Victor Bushong, ce

Peter Hansson, n & sd
Alice Bahman, wd

Wld.
AP
RCA

WJEL 1600
1947 500-D

Champion City Bcstg.
Co.
Guardian Bank Bldg.
3-4676

McGillvra

Chester R. Hinkle, p & gm
R. D. Chew, c & pmm
Paul Miller, pd

Fred Eckardt, ce
Bill Morgan, nd
Gene Ross, fd

Larry Edwards, sd
Joan Warren, wd

Thes.
UP
RCA

WWSO 1210
1947 250-D

Radio Springfield Inc.
Spring & High Sts.
3-6488

KBS, LBS

Bradley Kincaid, p

E. Pournelle, cm

Cole
AP
Col.

STEUBENVILLE

WSTV 1340
1940 250

WSTV Inc.
Exchange Realty Bldg.
2-6265

MBS
Pearson

John J. Laux, g & cm
Joseph M. Troesch, pd &
pmm

Charles Shepherd, ce
Scott McMurray, nd

Francis (Pop) Taylor, fd
Red Donley, sd

Wld.
UP
WE

WSTV-FM Ch. 268 (B)
1947 103.5mc
2kw

WH

TOLEDO

WSPD 1370
1921 5,000 DA-N

Fort Industry Co.
199 Pierce St.
Birmingham, Mich.
Midwest 4-7700

NBC
Katz

George B. Storer, p
Allen L. Haid, vp &
mng. d
Robert Evans, pd

Richard H. Gourley, pmm
William Stringfellow, ce
Laura Jeffries, traffic m

Wes. F. Shannon, slm
James Uebelhart, nd
Lee Knight, wd

Wld., L-W
UP, INS

WSPD-FM Ch. 268 (B)
1947 101.5mc
20kw

WSPD-TV 1948

Fort Industry Co.
199 Pierce St.
Birmingham, Mich.

(For full information see TELECASTING Yearbook)

WTOD 1560
1946 1,000-D

Unity Corp., Inc.
515 Madison Ave.
Garfield 5551

Headley-
Reed

Edward Lamb, p
Sunne Miller, g & cm

Doug Tabner, pd, n & sd
Robert Sowers, ce

Larry Owens, fd
Barbara Baker, wd

L-W
AP
Ray.

WTRT(FM) Ch. 260 (B)
1947 99.9mc
8.8kw

(FM affiliate of WTOD)

WTOL 1230
1938 250

Community Bcstg. Co.
Bell Bldg.
Adams 3291

ABC
Raymer

Frazier Reams, p
Thomas S. Bretherton,
gm
Morton Neipp, cm

Robert Kriehoff, pd &
pmm
Harold Holmes, ce
Charles Baxter, nd

Kenn Lawrence, fd
Hal Lawson, sd
Dorothy Coon, wd

St.
AP, UP
WE

WTOL-FM Ch. 284 (B)
1949 104.7mc
1.3kw

WARREN

WHHH 1440
1941 5,000 DA-2

The Warren Tribune
Radio Station Inc.
108 Main St.
2212

MBS
McGillvra

Helen Hart Hurlbert, p

Carl J. Raymond, pd, sm
& pmm
Robert E. Hardy, ce

William Loftus, nd
D. M. Shaver, sd

Assoc.
SES.
AP
RCA

WASHINGTON COURT HOUSE

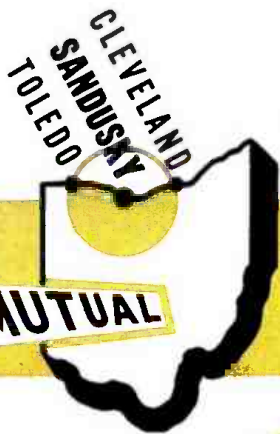
WCHO 1250
(CP) 500-D

The Court House Bcstg. Co.
133 Westward Ave.
Dayton

WELLSTON

WKOV 1570
(CP) 250-D

Stephen N. Kovalon
3 Barbara St.
Clarksburg, W. Va.



WE SPAN THE ALL-IMPORTANT CLEVELAND-TOLEDO GAP

WLEC 1450 ★ K C ★

SANDUSKY, OHIO

HOOPER AUDIENCE RATING FALL 1951

TIME	WLEC	A	B	C	D	E
Monday thru Friday 8:00 AM—12:00 Noon	46.8	0.8	2.8	34.0	4.8	6.4
Monday thru Friday 12:00 N—3:00 PM	66.7	*	*	24.3	3.5	1.4
Monday thru Friday 3:00 PM—6:00 PM	56.8	6.3	1.1	18.9	1.1	11.6
Sunday thru Saturday 6:00 PM—10:00 PM	49.8	1.7	0.9	30.6	2.2	9.6

*No listeners found in sample.

NATIONAL REPRESENTATIVES:
Everett-McKinney

ONE OF THE GREATEST LITTLE STATIONS IN THE NATION!

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;		
WOOSTER							
WWST 1947	860 1,000-D	Wooster Republican Printing Co. Wooster 760		R. E. Dix, p E. B. Evans, gm & fd K. S. Gordon, cm	R. E. Heeter, pd & nd Willis Sherman, ce	Roy Bates, sd Marge Kunart, wd	Wid., Cap. AP RCA
WWST-FM 1947	Ch. 283 (B) 104.5mc 13kw						
WORTHINGTON							
WRFD 1947	800 5,000-D	Peoples Bcstg. Corp. 649 High St. Franklin 2-5342	LBS Taylor	Herbert E. Evans, gm J. D. Bradshaw, m Robert C. Miller, pd & fd	Eugene Miller, pmm Harold Schaaf, ce Robert Geis, pdm	Winfred C. Arthurs, nd David Collins, sd Mary Lou Pfeiffer, wd	AP, INS RCA
YOUNGSTOWN							
WBBW 1949	1240 250	Mahoning Valley Bcstg. Corp. Warner Theatre Bldg. 4-4421	Standard Forjoe	John Cherpack Jr., p & ce Gene Trace, vp, g & cm Tony Ross, secy-treas. & pd	Robert Locke, pmm Dick O'Hara, nd George Mishler, fd	Fred Rollason, sd Betty Hanzel, wd	Assoc., L-W AP, INS RCA
WFMJ 1939	1390 5,000 DA-N	The WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	ABC, NBC Headley- Reed	William F. Maag Jr., p & gm Leonard E. Nasman, c & pmm	Ronald W. Richards, pd Frank A. Dieringer, ce William Crooks, nd Elden Groves, fd	Bill McColgan, sd Marjorie Mariner, wd	SES., St., Thes. AP, UP RCA
WFMJ-FM 1947	Ch. 285 (B) 105.1mc 50kw						
WKBN 1926	570 5,000 DA-N	WKBN Bcstg. Corp. Youngstown 2-1145	CBS Raymer	W. P. Williamson Jr., p & gm J. L. Bowden, sta. d	Don Brice, prog. & pdm Howard Rempes, pmm B. T. Wilkens, ce Jack Jurey, nd	Stu Wilson, fd Don Gardner, sd Elaine Carroll, wd	L-W, Wid. AP, UP RCA
WKBN-FM 1947	Ch. 255 (B) 98.9mc 18.5kw						
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 D. Maley, pd & pmm William A. Hunt, ce	Allan Land, nd Bob Wagner, sd	Wid., AP, UP WE
OKLAHOMA							
ADA							
KADA 1934	1230 250	Tri-Cities Bcstg. Co. P. O. Box 642 12	ABC, KBS Oklahoma Taylor	Dr. C. C. Morris, p Bill Hoover, vp & gm	Brown Morris, secy-treas. & sm Monte Bell, pd pmm, f & sd	George Miller Jr., ce Zelmeadean Woods, wd Charlie Seybert, nd	St. AP G
ALTUS							
KWHW 1947	1450 250	Altus Bcstg. Co., Inc. Altus 1405	MBS, KBS Best	Frank E. Wimberly, p & gm	Ernest Baucum, ce	Roy Judge, bus & cm	AP Ray.
ARDMORE							
KVSO 1935	1240 250	John F. Easley 112 N. Washington 3030	ABC, KBS Oklahoma Taylor	John F. Easley, p Albert Riesen, gm John E. Riesen, cm	Dolly Dutton, pd & pmm Wm. E. Kolb, ce	Haywood Vaughn, nd Wm. McGalliard, fd	SES., Wid. AP Col.
BARTLESVILLE							
KWON 1941	1400 250	Bartlesville Bcstg. Co. 100 Union Nat'l. Bank 1400	MBS	J. Fred Case, p & gm			
CHICKASHA							
KWCO 1946	1580 250 DA-N	Washita Valley Bcstg. Co. KWCO Bldg. 2898	MBS, KBS	Phil Jackson, co-o, g & cm Clarence Wilson, co-o	Lorine Null, pd Reford Melton, pmm Neal Allen, ce & fd	Len Lyon, n & sd	AP G
CLINTON							
KWOE 1949	1320 1,000-D	Western Okla. Bcstg. Co. Neptune Park	LBS Best	V. M. Preston, gm			UP
CUSHING							
KWHP (CP)	1600 500-D	William Howard Payne					

Data corrected to Dec. 6, 1951. If executives or services for FM 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-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.

THE TWINS

KADA — Ada
KWSH — Tri-City

(Seminole, Wewoka and
Holdenville. Listed under
Wewoka.)

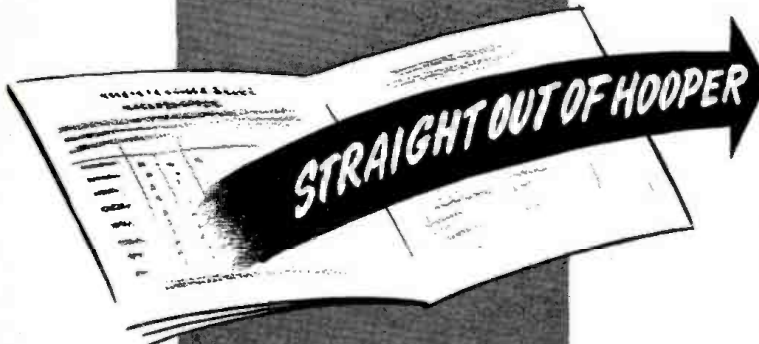
The Twins saturate with interlocking signals and local programming this oil and cattle rich 13 county area in East Central Oklahoma. This area has the greatest concentration of population and retail sales of any group of 13 Oklahoma counties, excluding Tulsa & Oklahoma counties.

Both stations available at one low combination rate.

Represented by THE O. L. TAYLOR COMPANY

Straight Facts

about radio advertising in YOUNGSTOWN, OHIO



Youngstown "sets-in-use" figures are close to the top of national averages. Approximately 23% morning, 29% afternoon, and 37% evening.

53 of the top 60 Hooperated programs in Youngstown are on WKBN.

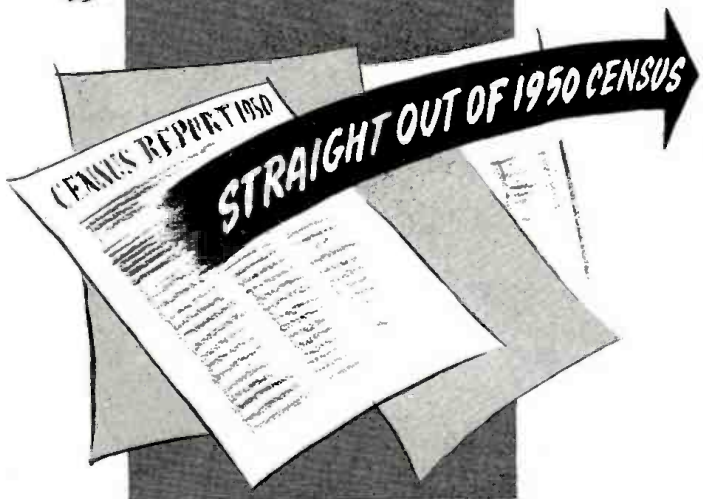
WKBN's total audience is greater than both other Youngstown radio stations combined.

SOURCE: Fall-Winter Report of C. E. Hooper, Inc. for Youngstown, Ohio, Nov. 1950 through March, 1951.



WKBN BMB coverage reaches $\frac{3}{4}$ of a million listeners. Daytime: 21 counties, representing 224,180 families. Nighttime: 16 counties, representing 214,450 families. WKBN BMB Study #2 coverage shows a 40% increase, night and day, above BMB Study Number One, 1946.

SOURCE: BMB Station Audience Report, Study No. 2, Spring, 1949.



Population of the Youngstown Metropolitan Area is 528,498. Youngstown is the 30th Metropolitan Area in the United States.

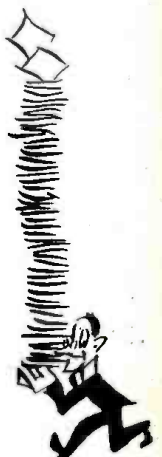
Youngstown is the 3rd largest market in Ohio.

SOURCE: 1950 Census of Population, U. S. Dept. of Commerce, Bureau of the Census, Series PC-3, No. 3; PC-8, No. 34A, No. 37A.

represented by RAYMER

WKBN CBS
YOUNGSTOWN, OHIO
5000 WATTS 570 KC.

COMPLETE
HOOPER
AND
BMB DATA
AVAILABLE
UPON
REQUEST



OKLAHOMA—(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	Transe. Library, News Service Transmitter	
DUNCAN							
KRHD 1947	1350 250-LS 100-N	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS	R. H. Drury, p Leo Morris, g & cm & sd Hank Mattison, pd	Joe Fisher, pmm William D. Buford, ce	Bill Brubaker, fd Betty Steel, wd	Wld. UP WE
DURANT							
KSE0 1947	750 250-D	Democrat Printing Co. Box 511 2200	KBS	R. F. Story, ptrn. Bennett Story, ptrn.	Leroy W. Moses, gm Curtis Parish, ce	Alene Jones, office m	St. AP GE
KSE0-FM 1947	Ch. 297 (B) 107.3mc 2.9kw						
ELK CITY							
KASA 1932	1240 250	Southwest Bcstg. Co. 150 N. Randall 731	MBS	Lonnie J. Preston, m			
ENID							
KCRC 1931	1390 1,000 DA-1	Enid Radiophone Co. Broadway Tower 447	ABC Oklahoma Taylor	Milton B. Garber, p Guy B. Farnsworth, gm	H. P. Hale, cm Murray D. Coleman, ce	Cecil E. Hill, nd Bill Orum, sd	L-W AP Col.
KGWA 1949	960 1,000 DA-1	Public Bcstg. Service, Inc. 115½ E. Broadway 4230	MBS Rambeau	Geo. Hutchison, p H. J. Godschalk, gm	Hi Roberts, cm Tom Belcher, pd	Wm. Teitzel Jr., ce Fred Collins, fd	Cap., St. UP G
FREDERICK							
KTAT 1948	1570 250-D	Frederick Bcstg. Co. Hotel Frederick 1010	LBS Oklahoma Best	J. Dan Jones Jr., gm, ce & nd Mary Wheeler, pd & wd	Evelyn D. Jones, bus & pmm	Tom Stewart, fd Glen Givens, sd	Cap., Wild. UP G
GUYMON							
KGYN 1948	1220 1,000-D	Plains Bcstg. Co., Inc. Box 77 898	Best	T. M. Raburn Jr., p, gm & pd	Ed Slater, cm Herbert L. Noyes, ce	Billy Margaret Tomlinson, wd	Wld. UP G
HOBART							
KTJS 1947	1420 250-D	T. J. Shiner 315 E. 11th St. 1070	Keystone	T. J. Shriner, o & gm J. McCollough, cm	M. J. Shriner, pd Jack Wickezer, pmm	Louis Powel, ce	AP G
HOLDENVILLE							
KWSH 1948	1260 1,000 DA-2	(See Seminole listing)					
HUGO							
KIHN 1948	1340 250	Little Dixie Bcstg. Co., Inc. 1140		George L. Malone, p Jim Hendrix, g & cm	Dan Bridges, pd & nd (Mrs.) Billie Van Hoose, pmm & wd	Dalton E. Jones, ce Houston Ward, fd	SES. AP G
LAWTON							
KSWO 1941	1380 1,000 DA-2	Oklahoma Quality Bcstg. Co. 406½ D Ave. 1380	ABC Oklahoma Taylor	R. H. Drewry, p Allan Page, gm Neil Ashlock, cm	Morgan Roberts, pd Paul Goode, pmm Bill Buford, ce	Bill McReynolds, n & fd Marvin Smith, sd	L-W UP G
McALESTER							
KNED 1950	1150 1,000-D	Pittsburg Bcstg. Co. Inc. McAlester 1460		Ray Van Hooser, p & gm Phil Reed, cm Mildred Martin, pd	Ben Strotman, ce Lee Hooper, nd	Jim Wilson, sd Lena Hopkins, wd	Cap. UP G
KTMC 1946	1400 250	McAlester Bcstg. Co., Inc. Municipal Bldg. 2411	ABC, KBS Oklahoma Taylor	Wm. E. Young, p James O. (Jim) Wilson Jr., gm & nd Lee Hopper, cm	Geraldine Jones, pd & pmm Bo. Schlib, ce	Bill Gibbons, fd Jay Harmon, sd Betty Heard, wd	St. AP G
MIAMI							
KGLC 1948	910 1,000 DA-1	Miami Bcstg. Co. Hotel Miami 3303	KBS, LBS Western Young	Melvin K. Huttis, p Kenyon Brown, evp	Charles L. Unger Jr., gm Bill York, pd	Louis Stone, ce Russell Martin, sd	St. AP WE
MUSKOGEE							
KBIX 1936	1490 250	Okla. Press Pub. Barnes Bldg. 303	ABC Oklahoma Taylor	Tams Bixby Jr., p Wally Weber, g & cm	Martin Thomas, pd E. O. Edwards, ce	Joe Hasler, nd Bob Carmack, sd	Thes. UP RCA
KMUS 1948	1380 1,000-LS 500-N-DA-N	Eastern Oklahoma Bcstg. Corp. 412½ Court St. 656	MBS, LBS Pearson	R. M. Mountcastle, p Jimmie Barry, g & cm	George Overton, pd & nd Pat Sutter, pmm J. E. Keitel, ce	Bill Mercer, sd Nancy Howard, wd	UP G
KMUS-FM 1947	Ch. 268 (B) 101.5mc 8.7kw	Muskogee Bcstg. Co.					WE
NORMAN							
KNOR 1949	1400 250	Cleveland County Bcstg. Co. P. O. Box 542 474		Tol Dickenson, p & cm Wm. S. Morgan, ptrn.	Gene Stansberry, pd June W. Morgan, traffic m	Don Daniel, ce Leonard Cohen, sd	St., Wld. UP Col.
*WNAD 1920	640 1,000-D	University of Oklahoma Norman 900		John W. Dunn, gm Hugh M. Mix, pd & sd	Mima Smethers, pmm & wd	Remy M. Perot, ce Bill Neal, nd	AP WE
OKLAHOMA CITY							
KBYE 1947	890 1,000-D	State Bcstg. Co. 9th & Broadway 3-2323	BSB Radio Reprs.	Kenyon Brown, d Frank J. Lynch, gm	Ron Litteral, slm	Sam H. Bennett, natl slm	
KLPR 1947	1140 1,000-D	Byrne Ross 128½ W. Commerce 3-6358		Byrne Ross, o & gm Fred Farha, cm (Mrs.) Kathleen Burkett, pd & wd	Grant Ladd, pmm Jacob A. Davis, ce	Douglas Carruth, n & fd L. H. Bengtson, sd	AP Ray.
KOCY 1923	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. 3-4333	MBS Walker	Matthew H. Bonebrake, p George Collision, m & cm	David Loye, pd Royden Freeland, ce	Bob Murphy, sd	St. AP Col.
KOMA 1927	1520 50,000 DA-N	KOMA, Inc. Blitmore Hotel 2-3291	CBS Avery- Knodel	John Toole Griffin, p J. J. Bernard, gm Carroll Loos, cm	Robert M. Eastman, pd Ben H. Holmes, pmm & nd	Morris W. Thomas, ce Carl Neumann, fd Carroll Freeman, sd	L-W-SES, St. UP WE
KOMA-FM 1948	Ch. 234 (B) 94.7mc 58kw						GE
KTOK 1927	1000 5,000-LS 1,000-N DA-2 (CP) 5,000-N DA-2	KTOK, Inc. 1300 W. Main 3-8352	ABC Taylor	O. L. Taylor, p	E. L. Colbourn, cm Cliff Easum, ce	Kenneth Lowe, nd Dick White, sd	Thes., Wld. AP, UP RCA
KTOW 1948	800 250-D	Sooner Bcstg. Co. 3300 Liberty Bank Bldg. 2-6367	Forjoe	Ralph Ball, p Rex M. Lester Jr., gm	Ross Baker, cm Bill Bryan, pd, pmm, n & sd	John Witt, ce Jane Whiteside, wd	Wld. UP GE
WKY 1921	930 5,000 DA-N	WKY Radiophone Co. 1300 E. Britton Rd. Britton 2161	NBC Katz	E. K. Gaylord, p P. A. Sugg, vp & sm R. E. Chapman, cm Hoyt Andres, asst. sm	Paul O. Brawner, pd Ray Scales, pmm H. J. Lovell, ce Gene Lyons, asst. ce	Eugene B. Dodson, adm. asst. Ewing Canaday, nd Orval O. Saunders, fd	Assoc., St. AP, UP RCA

Data corrected to Dec. 6, 1951. If executives or services for FM 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.

WKY

OKLAHOMA'S



**RADIO
STATION**

SERVING OKLAHOMA
FOR 31 YEARS

**MORE LISTENERS DAY AND
NIGHT THAN ANY OTHER
OKLAHOMA CITY RADIO
STATION**

336,280 *
daytime families

142,190 *
more families than
the next closest station

292,120 *
nighttime families

113,940 *
more families than
the next closest station

* Figures from latest BMB Audience Report

WKY-TV

OKLAHOMA'S



**TELEVISION
STATION**



**PROVED REGULAR
VIEWING RESPONSE FROM
OVER HALF OF OKLAHOMA**

Program schedules published by news-
papers as far distant as Wichita, Kansas,
165 airline miles from Oklahoma City.

WKY AM 930 KC — NBC
TV CHANNEL 4
968 FT. TOWER
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

Represented by
THE KATZ AGENCY, INC.

OKLAHOMA—(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. Li- brary, News Service Transmitter
OKLAHOMA CITY (Cont'd)						
WKY-TV 1949		WKY Radiophone Co. 1300 E. Britton Rd.			(For full information see TELECASTING Yearbook)	
OKMULGEE						
KHBG 1937	1240 250	Okmulgee Bcstg. Co. Box 1350 3646	MBS Pearson	Don Reynolds, p Dan C. Kenan, gm & nd	Cy Fenolio, cm Bill Davis, pd & sd	John Brenerman, ce AP
PAULS VALLEY						
KVLH 1947	1470 250-D	KVLH Bcstg. Co. Box 610, Highway 77 North 1470	LBS KBS Best	James T. Jackson, p Phil Crenshaw, gm Mort Halpern, pd, n & sd	George Rountree, ce Jim Gray, fd	Mary Frances Jackson, wd Cap., Wid. UP Col.
PONCA CITY						
WBBZ 1926	1230 250-D	Ponca City Pub. Co. Third & Cleveland 3311	MBS, KBS Ra-Tel	Clyde E. Muchmore, ptrn. Allan W. Muchmore, ptrn. Gareth B. Muchmore, ptrn. & nd	Cy Casper, gm Milton E. Sheid, cm William C. Maugans, pd Olen E. Marshall, act. ce	Donald Morgan Putman, fd Bill Platt, sd (Mrs.) Esther Sims, wd St. AP G
PRYER						
KOLS 1950	1570 250-D	Lakes Area Bcstg. Co. 5th & South Mill Sts. 1263	Oklahoma	L. L. Gaffaney, p, gm. pd & nd	Mrs. L. L. Gaffaney, cm	R. R. (Jack) Merrill Jr., ce St. AP G
SEMINOLE						
KWSH 1946	1260 1,000 DA-2	(See Wewaka Listing)				
SHAWNEE						
KGFF 1930	1450 250	KGFF Bcstg. Co., Inc. Federal National Bldg. 4390	LBS Taylor	Oscar S. Stauffer, p Wilford C. Dickson, gm	William A. Weaver, cm Darrell L. Ramsey, pd	Robert Martin, ce Wid. AP Col.
STILLWATER						
KSPI 1947	780 250-D	Stillwater Pub. Co. Box 231 1831	MBS Ra-Tel	C. R. Bellatti, p L. F. Bellatti, gm H. Vance Herrold, cm	James R. Bellatti, sm & pd Paul A. McCollum, ce	Jim Wells, nd Jones Ramsey, sd St. UP WE
KSPI-FM 1947	Ch. 230 (B) 93.9mc 3.9kw					
TULSA						
KAKC 1946	970 1,000-LS 500-N DA-2	Public Radio Corp. 412 E. 5th St. 4-2401	LBS Walker	S. E. Avey, p James L. Neal, vp, g & cm	John B. Wheeler, pd Rusty Kirk, pmm M. M. Donley, ce	Jack Moore, 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. 1242 S. Boston 5-5555	Indie Sales	Fred Jones, p Lawson Taylor, gm Jack Betz, cm	C. Jenkins, pd Nate Wilcox, ce Bob Parker, nd	Don Brewer, fd Jay Jones, sd Joanna Melaugh, wd UP WE
KOME 1938	1300 5,000-LS 1,000-N DA-2	Oil Capitol Sales Corp. KOME Bldg. 3-4121	MBS Pearson	John E. Brown Jr., p Storm Whaley, evp	Riley R. Gibson, gm Jean Arwood, pd	Roy Brown, ce Don Bell, nd Wid. AP WE
KOTV (TV) 1949		Cameron Television Inc. 302 S. Frankfort			(For full information see TELECASTING Yearbook)	
KRMG 1949	740 50,000-LS 25,000 N-DA-2	All-Oklahoma Bcstg. Co. 311 S. Denver 5-3291	ABC Blair	Robert S. Kerr, p Dean A. McGee, vp C. B. Akers, vp Robert B. Jones Jr., gm	Frank S. Lane, asst. gm & sim David E. Wilson, pd Dale Bethke, pmm Alden S. Wooster, ce	Glenn Condon, nd John Martin, fd Dundee Ross, sd Mary Lou Hopkins, wd Cap. AP RCA
KTUL 1934	1430 5,000 DA-N	Tulsa Bcstg. Co. Boulder-on-The-Park 2-3191	CBS Avery- Knodel	John Griffin, p John Esau, vp & gm L. A. (Bud) Blust, cm Karl Janssen, pd	George L. Ketcham, pmm Ed Nebling, pdm Robert E. Snider, ce Dick Campbell, sp. events d	Jack Morris, nd Al Clauser, fd Jack Charat, sd Ev. Beveridge, wd UP WE
KTUL-FM 1948	Ch. 246 (B) 97.1mc 1.25kw					
KVOO 1925	1170 50,000 DA-N	Southwestern Sales Corp Philtower 2-3281	NBC Petry	W. G. Skelly, p Wm. B. Way, gm Gustav Brandborg, cm Tom DeVore, pd	Wm. McClarin, pmm L. W. Stinson, ce Ken Miller, nd	Sam Schneider, fd John Henry, sd Estelle Blamar, wd St., Wid. UP, INS WE
WEWAKA						
KWSH 1948	1260 1,000 DA-2	KADA Bcstg., Inc. Seminole 1260	Oklahoma Taylor MBS	Dr. C. C. Morris, p Bill Hoover, vp & gm Brown Morris, secy-treas. Pat Murphy, sm & sd	Don Owen, pd & fd Roman Rocoland, pmm & wd	Warren Abbott, ce David Cook, nd St. UP Col.
WOODWARD						
KSIW 1947	1450 250	Woodward Bcstg. Co. 22nd & Cedar 1450	MBS, KBS Continental	Edward R. Ryan, p & gm	George L. Archer, ce	L-W AP WE

OREGON

ALBANY						
KWIL 1941	1240 250	Central Willamette Bcstg. Co. Queen Ave. & Elm St. 1234	MBS Don Lee Keating	R. R. Cronise, p Warren Stoffer, asst. m Bob Cornell, (Corvallis) m Jim Breedlove, (Lebanon) m	Chef Wheeler, gm John Birrel, cm Ken McCoy, pd & nd Mal Waltman, pmm	Herb Davidson, ce & fd Charley Copenhaver, publ & wd Hal Byer, sd Wid. UP RCA
KWIL-FM 1947	Ch. 269 (A) 101.7mc 0.71kw					

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DOUBLE AWARD for KTUL RESULTS



★ CLEM SPERRY, Advertising Manager, OKLAHOMA TIRE and SUPPLY COMPANY: "By our own study, we have found radio to be the BEST MEDIUM we can use, day in and day out, to sell all types of merchandise at the lowest possible cost per impact. KTUL has done a fine job for us."

Both OTASCO
and CLARKE'S
are consistent
KTUL
ADVERTISERS



★ VIOLA NOBLE, Advertising manager, CLARKE'S GOOD CLOTHES: "Clarke's has sponsored the 10 p.m. news on KTUL nightly without a break for 13 years. We don't need a Hooper to determine what this program does for us."

- THANKS TO THE "SUCCESS STORIES" OF THESE LOYAL SPONSORS, KTUL WON FIRST AND SECOND IN THE AUTOMOTIVE AND CLOTHING CATEGORIES, RESPECTIVELY, IN THE BAB "RADIO GETS RESULTS" CONTEST.

KTUL WAS ONE OF ONLY FIVE STATIONS IN THE NATION TO WIN TWO AWARDS — *Plus an HONORABLE MENTION!* KTUL IS THE *RESULTS* STATION IN TULSA!



KTUL CBS in TULSA

JOHN ESAU, Vice Pres.-Gen. Mgr. ● AVERY-KNODEL, Inc., Radio Representative
Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City

OREGON—(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. Li- brary, News Service Transmitter
ASHLAND						
KWIN 1946	1400 250	Rogue Valley Bcstg. Co. 1160 Helman Rd. 2-1351	KBS, LBS Keating	M. S. Hamaker, p Doyle D. Seely, gm & pd Ned Liebman, cm & sd	Donald A. Berg, pmm Arthur E. Scholdt Jr., ce Richard Scott, nd	William Rozell, fd Clare Daniels, wd Cap., Wld. AP G
ASTORIA						
KAST 1936	1370 1,000 DA-N	Astoria Bcstg. Co. 1006 Taylor Ave. 95	MBS, KBS Don Lee McHugh	Robert B. Chessman, p Robert D. Holmes, g & cm & nd	Mary I. Ristola, pd & wd Esther Rabell, pmm Jay Bruce Whitwell, ce	Herman Robison, fd Warren Grimberg, sd St. AP Ray.
KVAS 1950	1230 250	Clatsop Video Bcstrs. Astoria 41	LBS Vicking	L. E. Parsons, p, gm & ce	J. W. Spencer, cm	E. W. Littlehales, pd Wld. UP GE
BAKER						
KBKR 1939	1490 250	Inland Radio Inc. 2030 Auburn St. 140	KBS, LBS Oregon Trail	Lee W. Jacobs, p Kenneth B. Lockwood, gm	Milton L. Levy, c & pmm Kenneth F. Holden, pd & sd	Walter A. Bobisud, ce Lloyd O. McFee, nd Grace L. Baer, wd Wld. UP RCA
BEND						
KBND 1938	1110 1,000 DA-N	Central Oregon Bcstg. Co. 114 Oregon Ave. 848	MBS Don Lee Grant	Frank H. Loggan, p & gm	W. H. Barton, cm Kessler Cannon, pd	Robert Dickinson, ce St. UP RCA
COOS BAY						
KOOS 1928	1230 250	KOOS, Inc. Hall Bldg. 4321	MBS Don Lee Forjoe Keating	Sheldon F. Sackett, p Phil Waters, gm Jack Irvine, asst. m & sd	Brad Cole, pd & nd Faye Crabtree, pmm	Nathan Olson, ce Jane Irvine, wd UP RCA
COQUILLE						
KWRO 1949	1450 250	KWRO, Inc. Box 396 3961	Grant	Walter L. Read, p Wm. E. Walsh, secy. William A. Cook, gm	Patsy Barkwell, pd Philip Linn, ce & fd	Jim Hodges, nd Willard Guthrie, sd Assoc., Cap., Cole AP
CORVALLIS						
*KOAC 1922	550 5,500 DA-2	State Board of Higher Education Oregon State College 3-4481		James M. Morris, prog. m, pd & sd	Grant S. Feikert, ce Robert C. Hinz, nd	Arnold C. Ebert, fd Gladys D. Chambers, wd UP WE
KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. 15th St. 3-3322	LBS Viking	J. C. Haley Sr., p C. W. (Clair) Peck, gm & pd	Doris Peck, cm Stan Cooper, pmm Steve Evans, ce & nd	Don Gay, sd Pat McHugh, wd Cap. AP GE
THE DALLES						
KODL 1940	1230 250-LS 100-N	Western Radio Corp. Box 399 2300	KBS, LBS	V. B. Kenworthy, p & gm Paul E. Walden, sm	Cliff Campbell, pd Lea Phillips, pmm & sd	Ramona Stroh, wd Mac. UP RCA
EUGENE						
KASH 1947	1600 1,000 DA-N	Radio Air Ways, Inc. Day Island Rd. 5-3357	KBS Cooke	E. L. Kincaid, p & gm Paul N. Plank, cm & fd	Laura Nidever, pd & wd Clare Mattingly, asst. m & nd	Norville M. Packard, ce Cap., SES. UP Col.
KERG 1949	1280 1,000 DA-N	Guard Pub. Co. P. O. Box 506 5-4304	CBS, LBS Grant	Alton F. Baker, p L. W. Trommlitz, gm	Reg Roos, pd & pmm Calvert Applegate, ce Jack Craig, nd	Earl Britton, fd John Tasnady, sd Anita Atwater, wd St. AP G
KORE 1927	1450 250	Lane Bcstg. Co. Box 1032 4-4214	MBS Don Lee McKinney Keating	Glenn McCormick, d Lee Bishop, gm Bob Hillyer, cm	Bob Eubanks, pd Bob Davis, pmm Floyd Viken, ce & fd	Dolph Janes, nd Virg Parker, sd Emelynn Rohlfis, wd Wld. UP
KUGN 1946	590 1,000 DA-N	KUGN, Inc. P. O. Box 590 4-6216	ABC Viking Meeker McHugh	C. H. Fisher, p S. W. McCready, gm L. N. Young, cm	LeRoy Jolley, pd George L. Hathaway, ce Robert Short, nd	Woodson Slayter, sd Gerl Arnold, wd L-W AP RCA
KUGN-FM 1947	Ch. 256 (B) 99.1mc 8kw					
FOREST GROVE						
KFGR 1950	1570 250-D	Irving V. Schmidtke P. O. Box 245 6091		Irving V. Schmidtke, o, g & cm & ce Lois Olsen, pd	Michael G. Carney, pmm Allen Hoffard, n & sd	Gene Jacobsen, fd Eleanor Schmidtke, wd SES, St. AP Ray.

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And now a "wealthy" word from KERG . . .

Why not? KERG can certainly help to bring you wealth.

KERG's home, Eugene, rates 10th position in per capita volume of retail sales as compared with other cities in its population group.

KERG's listeners in Eugene spent more than \$83 million in 1950. KERG's listeners in Lane County spent \$132 million in 1950. And, these people cannot be reached by any station other than KERG. Why not take advantage of such a buying power?

KERG is not only the wealthy choice . . . but the wise choice. Ask Grant!

the proud CBS affiliate

1000 watts **K E R G** 1280 kc
in Eugene, Oregon

represented nationally by W. S. Grant Company



GRANTS PASS

KUIN 1340
1939 250

Southern Oregon Bcstg. Co.
P. O. Box 148
4477

MBS
Don Lee
Grant

A. E. Voorhies, p
E. A. Malone, gm

M. K. Ball, cm
Dave Allen, pd

N. L. Williams, ce
Chris Hansen, nd

AP
WE

KGPO-FM Ch. 245 (B)
1947 96.9mc
3.1kw

HOOD RIVER

KIHR 1340
1950 250

Oregon-Washington Bcstrs.
P. O. Box 207
8561

C. H. Fisher, ptrn. & gm
C. O. Fisher, ptrn.

Don M. McCutcheon, sm
Robert L. Hougium, ce

Jack L. Burger, loc. slm

L-W
AP
Ray.

KLAMATH FALLS

KFJI 1150
1922 5,000-LS
1,000-N DA-N

KFJI Bcstrs. Inc.
P. O. Box 692
2-2551

MBS
Don Lee
Grant
Keating

W. D. Miller, p
Dick Maguire, g & cm & pd

Arlen Sanders, pmm & sd
William P. Grimes, ce
Chas. A. Poteet Jr., pdm & fd

John Barton, nd
Marion Cronin, wd

Wid.
UP
Col.

KFLW 1450
1946 250

Herald Pub. Co.
P. O. Box 941
8115

ABC
McKinney

Frank Jenkins, p
Henry Chandler, gm

Aaron Boe, cm
Marjorie Ovgard, pd & pmm

Gilbert Walter, ce

St.
AP
G

LA GRANDE

KLBM 1450
1938 250

Inland Radio, Inc.
Old Oregon Trail
2201

KBS, LBS
Oregon
Trall

Lee W. Jacol s, p
John G. Jones, gm

Ken L. Lillard, cm
Evelyn Bridges, pd

Murray M. Durham, ce

L-W
UP
RCA

LEBANON

KGAL 930
1950 1,000 D

Linn County Bcstrs. Inc.
P. O. 541
8631

KBS

W. Gordon Allen, p
Marcus F. DuLaunay, g & cm

Madeline Allen, pd & wd
Robert Bruce, pmm, n & fd

Edward C. McElroy Jr., ce
Del Olney, sd

L-W
UP
G

McMINNVILLE

KMCM 1280
1948 1,000 DA-N

Yamhill Bcstrs., Inc.
P. O. Box 207
3811

KBS
Viking
Western

Jack B. Bladine, p
Lou Gillette, gm
Glasco Branson, cm

Blaine Hanks, pd
Milt Muir, ce

Homer Rohse, nd
Dudley Gaylord, sd

L-W
AP
WH

MEDFORD

KMED 1440
1922 5,000-LS
1,000-N

Radio Medford Inc.
P. O. Box 1306
2-4000

NBC
Meeker

Vernon J. Robinson, p
Jennings Pierce, gm
Ray Johnson, asst. m & ce

Bill Hansen, cm
Bud Hohensee, pd

Charles Fields, pmm & ne
Russ Jamison, pdm
Howard Hammond, fd

Mac., Thes.
UP
RCA

KYJC 1230
1947 250

Medford Printing Co.
Barnett Road
2-5277

ABC
Grant

Robert W. Ruhl, p
Jimmy Dunlevy, gm
Douglas Gaines, cm

John Ahern, pd & nd
Betty Brugman, pmm & wd

Dick Woods, ce
Tom MacLeod, sd

UP
RCA

NEWPORT

KNPT 1310
1948 1,000 DA-N

Yaquina Radio, Inc.
Box 276
560

LBS
Viking

Tom Becker, p & gm
A. H. Becker, vp
Dan Kirch, cm & sd

Ed Warmoth, pd & pmm
Tom Bracanovich, ce
Tal Shade, secy-treas.

Ted Loud, nd
Gray Thompson, fd
Mo Dixon, wd

Wid.
AP
Col.

NORTH BEND

KFIR 1340
1951 250

Bay Bcstg. Co.
1937 Union Ave.
5-7351

LBS

(Mrs.) Josephine Bjarn-son, p

Roger Spaugh, g & cm & ce

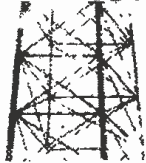
Sara Spaugh, pd, pmm, & wd

St.
AP
G

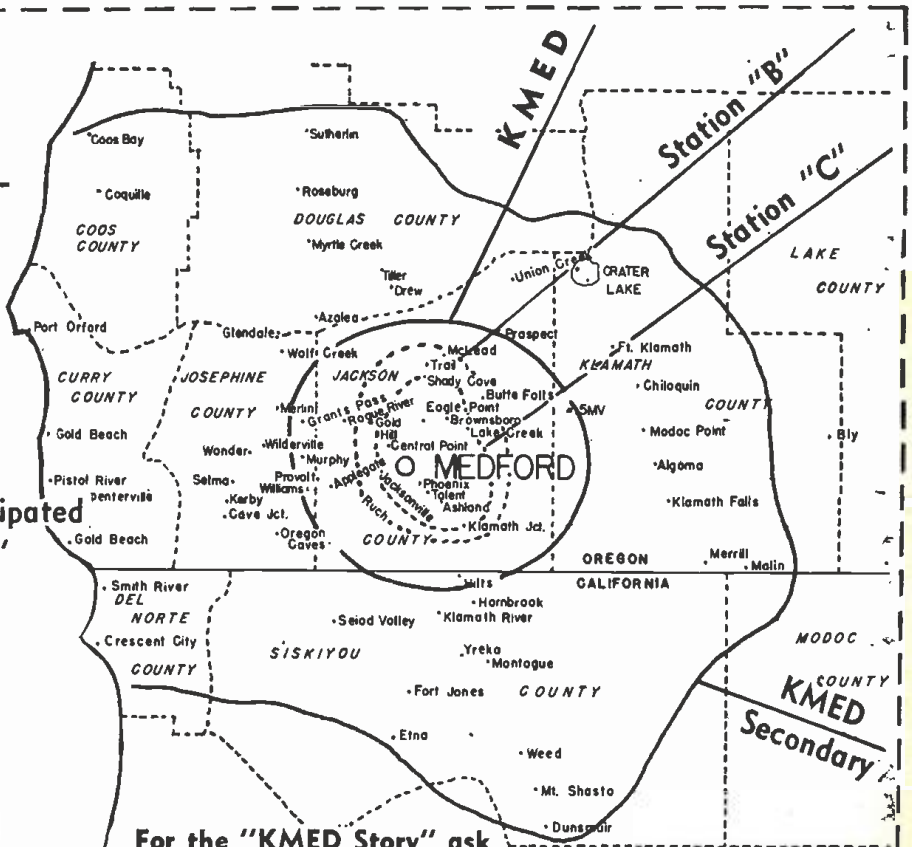
In 1952 — **KMED's**
30th ANNIVERSARY YEAR --

we pledge advertisers our continued fullest efforts in their behalf.

KMED is proud to have—during the past year—originated for NBC the "Shakespearean Festival," a special "Silver Jubilee," and participated in the "National Farm & Home Hour" and the "Standard Symphony Hour."



KMED



For the "KMED Story" ask
Your nearest Robert Meeker man
or write **KMED - MEDFORD, OREGON**

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
ONTARIO							
KSRV 1946	1380 1,000 DA-N	Inland Radio Inc. Old Oregon Trail 121	LBS Oregon Trail	Lee W. Jacobs, p Gordon L. Capps, vp, gm & sd	John W. Powell, cm Gerard J. Flesey, pd & fd Herbert W. Booth, pmm	Charles E. Harland, ce John R. Humphreys, nd Elaine M. Capps, wd	Wld. UP WE
OREGON CITY							
KGON 1947	1230 250	(See Portland Listing)					
PENDLETON							
KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425	LBS	V. B. Kenworthy, p & gm	Ted A. Smith, sm	Denman Dayton, pd UP RCA
PORTLAND							
KBKO 1948	1290 1,000-D	Mercury Bestg. Co. 3908 N.E. Sandy Blvd. Webster 1290	Forjoe	Gordon E. Bambrick, p, gm & pd	Harold Krieger, vp & ce Frances Crane, pmm	Eddie Leahy, sd UP
*KBPS 1923	1450 250	Benson Poly School 546 N.E. 12th Filmore 5469		Patricia L. Green, gm & pd	Charles Weagant, ce	Donna Hunter, prog. coordinator
KEX 1926	1190 50,000 DA-1	Westinghouse Radio Sta- tions, Inc. 1230 S.W. Main St. Capitol 1881	ABC Free & Peters	Walter C. Evans, p (WRS) J. B. Conley, gm R. H. Prigmore, cm Mel Bailey, pd	Charles L. Burrow, pmm T. T. Ely, ce Bob Thomas, nd	Ivan Jones, fd Barney Keep, sd Kay West, wd	Assoc. UP, INS WH
KEX-FM 1948	Ch. 222 (B) 22.3mc 88.4kw						
KGON 1947	1230 250	Clackamas Bcstrs. Inc. P. O. Box 391 Evergreen 1-5475	LBS McGillvra	Dr. John H. Fitzgibbon, p Irwin S. Adams, g, c, & pmm	H. I. Jackson, asst. m & sd Sonora Hoffman, pd	Edward G. Saxe, ce Laurie Lauritzen, wd	Wld. AP G
KGW 1923	620 5,000 DA-1	Pioneer Bcstrs., Inc. 1320 S.W. Broadway Beacon 6364	NBC Northwest Petry	Mitzi E. Newhouse, p H. Quenton Cox, gm J. N. Wassan, cm	Donald F. Whitman, pd Harold C. Singleton, ce Frank H. Coffin, d of comm. service	Don Kneass, co-nd Chuck Foster, co-nd Rudy Lachenmeier, sd	L-W, Wld. AP, INS Ray.
KGW-FM (CP)	Ch. 262 (B) 100.3mc 57kw						
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 John L. Palmer, natl. adv. m	Ted W. Cooke, prog. m George Wann, prom. d Louis S. Bookwalter, d of enrg.	Lester Halpin, nd Luke Roberts, fd Johnnie Carpenter, sd	Assoc., Thes., Wld. AP, UP, INS
KOIN-FM 1948	Ch. 266 (B) 101.1mc 48.8kw						
KPAM 1951	1410 1,000-D	Bcstrs. Oregon Ltd. P. O. Box 1230 Broadway 7471		Stanley M. Goard, p, g & cm	Alvin C. Yantiss, pd	Charles K. Dickson, ce	Assoc., Wld. AP WE
KPFM(FM) 1946	Ch. 246 (B) 97.1mc 3.33kw						
KPDQ 1947	800 1,000-D	John W. Davis 2339 S.E. 72nd Ave. Capital 9209		John W. Davis, p & gm Dave Jack, cm	Fred Haskins, pd & fd Charles Moore, ce	Jack Adkins, fd AP
KPOJ 1932	1330 5,000 DA-1	KPOJ, Inc. 1019 S.W. 10th Ave. Broadway 3484	MBS Don Lee Blair	P. L. Jackson, p R. M. Brown, gm Harry C. McLain, cm Joseph T. Hallock, pd	Isabell Hoyt, pmm Carol Saling, ce Vern Mueller, nd	Alvin D. Bauer, fd Charlie LaFranchise, sd Roxie Frederickson, wd	Thes. UP
KPOJ-FM 1948	Ch. 254 (B) 98.7mc 44kw						
KWJJ 1927	1080 10,000 DA-2	Wilbur J. Jerman 1011 S.W. 8th Ave. Atwater 4393	Burn- Smith	Wilbur J. Jerman, p & gm Jerry Speerstra, cm Ben T. Crosby, pmm	Dwight D. Loomis, ce Frank Cooley, nd	Bill Hansen, fd Roilie Truitt, sd	L-W UP WH
KXL 1926	750 10,000 DA-1 L-WSB	KXL Bcstrs. 5th Floor Orpeum Bldg. Broadway 6451	Pacific North- west Walker	H. S. Jacobson, p, g & cm Jackson Fleming, pd & pmm	Ralph Mifflin, ce James Mount, loc. slm	Ralph Wiegand, nd Ben Buisman, fd	St. UP RCA
PRINEVILLE							
KRCO 1950	690 1,000-D	Radio Central Oregon Inc. Box 188 6239	Viking Grant	N. A. Miksche, p, gm & sd Richard Burger, cm	Leslie McKay, pd & nd Curtis Burnside, ce	Maude Bailey, wd	Thes. UP Col.
ROSEBURG							
KRNR 1935	1490 250	News-Review Co. 134 N. Jackson 3-5551	MBS Don Lee	Frank Jenkins, p Leroy Hiatt, gm	Warren Ward, cm Lyle Fenner, pd, f & wd	Max Dick, ce Bob Grant, n & sd	St. AP G
KRXL 1950	1240 250	Umpqua Bcstrs. Inc. P. O. Box 847 3-4464	LBS	Donn W. Radabaugh, p Iris Rice Helliwell, gm Lon D. Hunt, cm	Del McKay, pd & fd Jerry Oliver, pmm, n & sd	Ralph Smith, ce May Mathews, wd	L-W, Cap. UP G
SALEM							
KGAE 1951	1430 1,000-D	Allen, Truhan & Clark Marion Hotel		W. Gordon Allen, p & gm Del Olney, pd	Bob Bruce, pmm & nd Fred Peters, bus. m	Gordon Allen, ce AP WE
KOCO 1947	1490 250	B. Loring Schmidt 1426 Edgewater 3-3108	LBS Viking Rambeau	Loring Schmidt, p & gm Seth P. Smith, cm	Carl Ritchie, pd Robt. Suing, ce	Gene Good, n & sd	Assoc., Cap. UP RCA
KSLM 1934	1390 1,000	Oregon Radio Inc. P. O. Box 631 3-4831	MBS Don Lee McKinney	Glen McCormick, p Earle Headrick, g & cm Dave Hoss, pd & pmm	Clyde Carlton, ce Herb Johnson, pdm Esther Konantz, traffic m	Bill Exline, n & sd Glenda McCormick, wd	Wld., L-W UP GE
TILLAMOOK							
KTIL 1947	1590 250	Tillamook Bestg. Co. Star Route W. 1122	Continental Keating	Tom Hoover, m	Jim Kelley, slm		

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THE SKY'S THE LIMIT IN THE KGW MARKET!



**MORE PEOPLE
WITH MORE TO SPEND
ALL SET TO GIVE ADVERTISERS
A ROUSING WESTERN WELCOME**

Yes, sir! The fastest growing, biggest-spending market in the Oregon country can be covered most effectively on KGW.

Oregon's population has shown a net increase of 39.6% in the past 10 years. Every index of market prosperity has hit a new all-time high. Total per capita spendable income is up over 3½ million above last year.

ADVERTISERS who want big-market results will do well to consider KGW's prosperous Western families as prime prospects in 1952!

KGW PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

PENNSYLVANIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Trans. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp 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.			
ALLENTOWN							
WAEB 1947	790 500-LS 1,000-N DA-2	WAEB, Inc. Center Square 4-9364	ABC, MBS Quaker Hollingsbery	Howard Wasserman, p Milton Laughlin, g & cm	Thomas A. Earley, pd, n & sd William Gottshall, ce	Clem Walters, fd Helen Hertzog, wd	UP WE
WFMZ(FM) 1947	Ch. 264 (B) 100.7mc 20kw	Penn-Allen Bcstg. Co. 1524 Linden St. 3-7521		Raymond F. Kohn, p & gm	Horace W. Gross, cm	Daniel Houck, ce	Assoc., SES.
WHOL 1948	1230 250	Allentown Bcstg. Corp. Colorado & Poplar Sts. 4-4801	CBS Meeker	Henry K. Bauman, p James F. Chambers, m & cm, pd	Paul Mitchell, pmm, n & fd Gerald B. Werst, ce	Syd Paul, sd Marjorie Bauman, wd	Col. Cap., Thes. UP WE
WKAP 1947	1320 1,000 DA-N	WKAP, Inc. P. O. Box 689 3-3166	Weed	N. Joe Rahall, p Oggie Davies, gm Marshall S. Cleaver, pd	C. Frank Cordaro, ce Alan Raber, n & sd	Lyn Haney, wd	Wld. AP G
WSAN 1923	1470 5,000 DA-N	Lehigh Valley Bcstg. Co. 39-41 N. Tenth St. 4-9511	NBC Headley- Reed	B. Bryan Musselman, o & gm Olivia P. Musselman, c & pmm & wd	George Y. Snyder, pd Reuel H. Musselman, ce	John T. Van Sant, sd	Wld. AP WE
WSAN-FM 1947	Ch. 260 (B) 99.9mc 8kw						
ALTOONA							
WFBG 1924	1340 250	The Gable Bcstg. Co. 1320 11th Ave. 6467	NBC Quaker H-R Reps.	George P. Gable, p Jack M. Snyder, mgng. d, cm & nd	James Gates, pd, sd Wilbur Farley, pmm George Burgoon, ce	Eugene Hamill, fd Josephine E. Cooney, wd	Wld. AP WE
WJSW 1947	1290 1,000-LS 500-N DA-N	Altoona Bcstg. Co. 1413 11th Ave. 9301	MBS Burn- Smith	Herbert T. Wolf, p T. W. Metzger, gm James E. Moren, cm & pd	Charles Flynn, pmm & nd C. I. Metzger, ce	Skip Miller, sd Marjorie Cramer, wd	St. UP G
WJSW-FM 1948	Ch. 261 (A) 100.1mc 0.135kw						
WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC Meeker	Roy F. Thompson, p, g & cm Dorothy M. Thompson, pd	William S. Clear, pmm, n & sd George R. Burgoon, ce	Dave Deniston, fd Marge Griffith, wd	Assoc. UP WE
WVAM 1948	1430 1,000 DA-2	General Bcstg. Co. 2801 Edgewood Drive 8127	CBS Weed	Emanuel S. Leopold, p Robert G. Walter, gm & pd Wilbur M. Union, c & pmm	William R. Butterbaugh, ce John Riley, n & fd	Jeanne Lindaman, wd	L-W UP G
APOLLO							
WAVL 1947	910 1,000-D	Triborough Bcstg. Co. 4th & Pennsylvania 72-3921		A. J. West, ptrn. & bus. m Cecil F. Clifton, ptrn. & gm	David Taylor, cm & fd Silas West, pd	H. E. Smith, ce Joe Speeney, nd	UP G
BARNESBORO							
WNCC 1950	950 500-D	North Cambria Bcstrs., Inc. Box 277 1010	KBS Quaker	Ralph Greenwood, chmn. of bd., of d Harris G. Breth, p & pmm Richard Todhunter, vp	William J. Thomas, gm LeRoy W. Stauffer, cm, pd & sd	Dyle Miller, ce	St., Thes. UP
BEAVER FALLS							
WBVP 1948	1230 250	WBVP, Inc. 1216 Seventh Ave. 4100	LBS	Frank R. Smith, p & gm Thomas B. Price, sm Charles H. Wilson, pd	Jean E. Biggard, pmm Don Dout, ce Charles Onderka, treas. Lillian Smith, secy.	Ernie Kline, nd Arnold Felsher, nd Chuck Wilson, sd Gertrude Trobe, wd	St., Wld. AP, UP WE
BETHLEHEM							
WGPA 1947	1100 250-D	The Bethlehems' Globe Pub. Co. 426 Brodhead Ave. 6-8074		Rolland L. Adams, p Arthur C. McCracken, sm Frank L. Collie, c & pmm	Stefan George, pd Edwin L. Rybak, ce Dana McGough, nd	Bernie Black, fd Bill Wright, sd Betty Fry, wd	Cap., Thes. UP RCA
WGPA-FM 1947	Ch. 236 (B) 95.1mc 10kw						
BLOOMSBURG							
WCNR 1947	930 1,000-D	Columbia Montour Bcstg. Corp. 38 W. Main St. 1700	Quaker	Robert Eyerly, p Ed Darlington, g & cm	Ellis Erdman, pd, n & sd Robert Fulton, ce	Paul Niesley, fd Editha Adams, wd	Assoc. AP Ray.
WHLM 1948	690 1,000-D DA	Harry L. Magee Hotel Magee 1800	LBS Quaker	Harry L. Magee, p Robert R. Williams, gm James K. Stock, pd	Anthony F. Hogg, ce V. C. Diehm, mgng. con- sultant	Ray Calabrese, nd Walt Lewis, fd Gene Feeney, sd Bertie Nannas, wd	Wld. UP G
BRADDOCK							
WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1-1100		William G. Matta, p & gm G. C. Matta, cm	George Bozic, pd	R. Linhart, pmm & nd P. Soisson, fd	UP G
BRADFORD							
WESB 1947	1490 250	Radio Station WESB 43 Main St. 3173	MBS Burn- Smith	Joseph M. Cleary, p, pmm & nd James F. Ponder, cm	Lloyd P. Gordon, pd & fd Joseph Sudock, ce John W. Nelson Jr., sd	(Mrs.) Lillian Browning, wd	Wld. AP Ray.
BUTLER							
WBUT 1949	1580 500-D	Eagle Printing Co., Inc. McQuiston Rd. 75-778	LBS	Philip B. Hirsch, g & cm Joseph C. Laconi, pd & nd Vernon L. Wise Jr., pmm & slm	Gerald Coleman, ce John Turrell, fd	Shirley J. Scott, wd	Thes. AP RCA
WBUT-FM 1949	Ch. 280 (A) 103.9mc 0.72kw						
WISR 1941	680 250-D	Butler Bcstg. Co. 357 N. Main St. 4701	KBS Tri-State	(Mrs.) Georgia Roseblum Robert Kaufman, gm & nd	Warren Ihlenfeld, pd & sd Paul F. Rex, ce	R. H. MacDougall, fd Gladys Borne, wd	UP RCA
WISR-FM 1948	Ch. 249 (A) 97.7mc 0.56kw						

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CARBONDALE

WC DL 1230
1950 250

Carbondale Bcstg. Co.
116 Salem Rd.
1230

KBS
Cooke

William H. Ware, p
W. Richard Carlson Jr.,
g & pmm

William Fletcher, cm
Norah B. Carlson, pd &
wd
Robert G. Adams, ce

John Krieger, prod. d
John Gary, nd
Edward McKeon, fd

SES.
UP
G

CARLISLE

WLXW 1380
1948 1,000-D

Phillip Mathews
Holly Pike
1785

KBS

Phillip Mathews, p

Florence Good, chief
exec.

Henry Palmer, ce

UP
RCA

CHAMBERSBURG

WCHA 800
1949 1,000-D

Chambersburg Bcstg.
Co.
Craft Press Bldg.
1110

John S. Booth, gm
Earl P. Strine, cm
Allen Saunders, pd

Sam A. Taylor, pmm & n
editor
James McCurdy, ce

Charles O'Donnell, fd

Assoc.,
Cap.
UP
G

WCHA-FM Ch. 240 (A)
1948 95.9mc
0.728kw

GE

CHARLEROI

WESA 940
1947 250-D

Monongahela Bcstg.
Corp.
Box 584
3-6551

LBS, KBS

Dr. A. S. Sickman, p
Charles R. Duvall, g & cm
George D. Gailey, pd &
pmm

Mel H. Wigand, ce
Wm. C. Richards, n & sd

Ann Balmer, wd

St., Thes.
AP
Ray.

CHESTER

WPWA 1590
1947 1,000 DA-N

Lou Poller
Box 30
3-1641

Forjoe

Lou Poller, o, c & pmm
Harry Simmington, gm &
ce
Melvin Levine, pd

Mort Roseman, nd
Dr. Lincoln Harter, fd
Don Chase, sd

Rhona Lloyd, wd

Wld.
AP
Col.

WVCH 740
1948 250-D

James M. Tisdale
Wolf Bldg.
2-8861

James M. Tisdale, p, g &
cm & ce

Robert A. Hibbert Jr., pd
& nd
Frank Wayne, fd

James Lynn, sd
Ann Redding, wd

UP
RCA

CLEARFIELD

WCPA 900
1947 1,000-D

Clearfield Bcstrs., Inc.
215 Church Street
5-5541

W. K. Ulerick, p & gm
W. J. Thomas, m & pd &
pmm & nd

L. A. Duck, ce
Margaret Nemeth, asst. m
& wd

W. O. Mitchell, fd
Joe Termin, sd

Assoc.,
Thes.
UP
G

COATESVILLE

WCOJ 1420
1949 1,000-D

Chester County Bcstg.
Co.
703 E. Chestnut St.
2100

Quaker

William S. Halpern, p &
gm
Louis Seltzer, ptrn. & ce

Ellis Shook, pd & nd

Donald Kimes, pmm

Thes.
UP
G

CONNELLSVILLE

WCVI 1340
1947 250

Connellsville Bcstrs., Inc.
126 W. Crawford

LBS

Raymond Galiardi, p
Jack Craddock, gm & sd

Howard McMeekin, cm
Fran Roberts, pd
Paul Queer, ce

Jos. Bassett, nd
Virginia Shank, wd

SES., Wld.
UP
G

DOYLESTOWN

WBUX 1570
1948 250-D

Charles M. Meredith
Hart Bldg.
220

William A. Lynch, gm

Wld.
AP



wfbg ALTOONA PENNA

Your message on WFBG reaches a potential listening audience of over a quarter million people . . . people eager to purchase your merchandise when presented over "The Station Most People Listen to Most" in Altoona.

29.8* OF THE PEOPLE LISTEN TO WFBG (6:00 AM till 1:00 AM) **59.0*** OF THE TIME

Due to fine programming and outstanding public service, WFBG has dominated the rich Altoona market for the past 26 years.

JACK SNYDER, MANAGING DIRECTOR

HR NATIONAL REPRESENTATIVES

1950 DATA

AUDIENCE, 1950

	Within 0.5 MV/M Contour, DAY	Within 0.1 MV/M Contour, DAY
Population	149,800	239,400
In Communities	138,900	201,220
On Farms	10,900	38,180
Households	44,300	68,500
In Communities	41,760	59,780
On Farms	2,540	8,720
Radio Homes	41,950	64,100
In Communities	39,630	56,090
On Farms	2,320	8,010

RETAIL MARKET, 1949, \$

Food Stores	36,600,000	49,180,000
General Merchandise Stores	15,130,000	19,700,000
Apparel Stores	8,850,000	10,670,000
Home Furnishings Stores	8,870,000	11,120,000
Automotive Outlets	17,500,000	27,240,000
Filling Stations	5,240,000	10,250,000
Building Mtl.-Hardware	6,700,000	10,530,000
Eating-Drinking Places	8,320,000	12,810,000
Drug Stores	2,280,000	2,840,000
All Other Stores	10,180,000	14,870,000
TOTAL RETAIL SALES	119,670,000	169,210,000

FARM MARKET, 1949

Number of Farms	2,250	7,710
Automotive Vehicles	4,150	14,340
Cost of Feed Purchased \$	1,630,000	6,520,000
Value of Products \$	6,670,000	24,400,000

Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agriculture); BMB Radio Families; SRDS Consumer Markets; coordination to 1949-1950 on basis of Federal estimates by WALTER P. BURN, Middlebury, Vermont


* Conlan Met. Altoona Area Survey, January 1951. All Stations participating.

PENNSYLVANIA—(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. Li- brary, News Service Transmitter	
DuBOIS							
WCED 1941	1230 250	Tri-County Bcstg. Co., Inc. 80 N. Park Place 1700	CBS, LBS McGillvra	H. T. Gray, p J. S. Gray, gm George Williams, cm	Ed Paul Finger, pd Ken Johnston, pmm	Ed Paull, n & sd Bernard Gurewich, ce Betty Lee, wd	SES. UP RCA
WCED-FM 1948	Ch. 271 (B) 102.1mc 9.5kw						Fed.
EASTON							
WEEX(FM) 1948	Ch. 252 (A) 98.3mc 1kw	Easton Pub. Co. Easton 6155		Nelson S. Rounsley, gm & cm	Charles Thon, pd & ce		Assoc. AP RCA
WEST 1936	1400 250	Associated Bcstrs., Inc. 516 Northampton St. 6131	NBC, MBS Meeker	Clair R. McCollough, sta. exec. Elwood C. Anderson, gm	J. Robert Gulick, gen. slm Eugene Bethman, pd Jean Fitz, pmm	J. E. Mathiot, tech. d	Wid. UP
WEST-FM 1948	Ch. 300 (B) 107.9mc 11kw						
ERIE							
WERC 1941	1260 5,000 DA-2	Presque Isle Bcstg. Co. 121 W. 10 St. 4-6367	NBC Quaker Avery- Knodel	Jacob A. Young, p Charles E. Denny, gm Art Ingram, cm	Virginia Donachy, pd Ken Hestor, ce Jim Dewart, nd	Jay Young, sd Virginia Maxwell, wd	Cap., L-W UP RCA
WERC-FM 1947	Ch. 260 (B) 99.9mc 9.7kw						
WICU(TV) 1949		Dispatch Inc. 3515 State St.		(For full information see TELECASTING Yearbook)			
WIKK 1948	1330 5,000 DA-2	Community Service Bcstg. Co. 1021 State St. 23-248	ABC H-R Reps.	Keith Kiggins, p Ted Nelson, vp & gm	Patrick Shannon, cm C. E. McElroy, asst. m	Clarence Baker, ce	St. UP Col.
WJET 1951	1570 250-D	JET Bcstg. Co. 1635 Ash St. 4-6013		Myron Jones, p & gm Paul C. Rinehardt, cm	William Fleckenstein, ce	Lou Tullio, sd	SES. AP G
WLEU 1933	1450 250	WLEU Bcstg. Corp. Commerce Bldg. 23-327	MBS Quaker	Leo J. Omelian, p V. Hamilton Weir, g & cm	Arthur Lester, ce Catherine Donatelli, secy.	Joan Clark, wd	Wid. AP RCA
WLEU-FM 1948	Ch. 250 (B) 97.9mc 7.8kw						
GETTYSBURG							
WGET 1950	1450 250	Times and News Publishing Co. Harrisburg Rd. 850	KBS, LBS	Henry M. Scharf, mgng. d Murray Goldsborough, g & cm	Maurine Nelson, pd & wd Lester Blair, ce	Edwin Shoop, sd	Thes. AP GE

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in ERIE, PA. PENNSYLVANIA'S 3rd CITY



WERC

**GIVES YOU the MOST PROSPECTS
AT LOWEST COST per THOUSAND**

//

**Where ever you go . . . THERE'S RADIO!
AVERY KNODEL INC. national representatives**

**5000 watts
DAY & NIGHT**

Where
It
Pays



to advertise in . . Philadelphia

35 South 9th Street
Philadelphia 7, Pa.
WALnut 2-6800

Represented Nationally by
Edward Petry & Co., Inc.

5000 Watts... Philadelphia's Pioneer Voice ...610 on the dial

* Courtesy National Cash Register Company

PENNSYLVANIA—(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. Li- brary, News Service Transmitter
GREENSBURG						
WHJB 1934	620 1,000-LS 500-N DA-2	Pittsburgh Radio Supply House 128 No. Penn. Ave. 3740		Kenneth Brennen, p George J. Podyen, g & cm	Glenn Grayson, pd Lyle Allen, ce	Bob Johnson, sd L-W UP WE
GROVE CITY						
*WSAJ 1920	1340 100-SH	Grove City College Grove City 763		Weir C. Ketler, p	Stanley J. Seiple, pd	Dale O. Smock, ce GE
HANOVER						
WHVR 1949	1280 1,000-LS 500-N	Radio Hanover, Inc. Hanover Trust Co. Bldg. 3831	MBS Kennedy	John D. Bare, p & gm H. Vernon Ferster, c & pmm	Mack Edwards, pd & nd Philip A. Rohrbaugh, ce John Kratzert, fd	Cap Grenier, sd Helen Hart, wd L-W, Wid. UP RCA
HARRISBURG						
WHGB 1945	1400 250	Harrisburg Bcstg. Co. 112 Market St. 2-3456	ABC Weed	Herbert Kendrick, p, g & cm	Jack Hooper, pd, pmm. n & sd	William O. Kuntz, ce Lillian Mickley, wd AP RCA
WHP 1924	580 5,000 DA-N	WHP, Inc. 214 Locust St. 4-3211	CBS Bolling	A. K. Redmond, g & cm Dick Redmond, pd	Beatrice Potteiger, sls. pmm E. Daniel Leibensperger, ce	John Price, nd George 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. 4-0191	NBC Meeker	Clair R. McCollough, sta. exec.	David J. Bennett Jr., gm Donald Wear, pd F. William Clise, pmm	J. Robert Gulick, gen. slm J. E. Mathiot, tech. d Wid. UP
HAZLETON						
WAZL 1932	1490 250	Hazleton Bcstg. Co., Inc. 708 Hazleton Nat. Bank Bldg. 5400	MBS-NBC Quaker Meeker	Victor C. Diehm, p & gm Don Murray, pd Kathryn E. Kahler, asst. to m & pmm	Thomas Tito, slm Elwood Tito, ce	Bill Graham, sd Francis Carter, wd Wid. AP WE
WAZL-FM 1948	Ch. 250 (B) 97.9mc 7.8kw				
HOMESTEAD						
WHOD 1948	860 250-D	Steel City Bcstg. Corp. Radio Center 1-0172	Interstate	Anthony S. Ortale, p of bd of d Roy E. Ferree, gm	Leonard E. Walk, pd Sid Dickler, pmm	James Herbert, ce Craig Chedwick, sd UP WE
HUNTINGDON						
WHUN 1947	1400 250	Joseph H. Biddle Pub. Co. 400 Washington St. 1291	MBS, KBS	John H. Biddle, p William E. Germann, gm & sd	Alfred Goetschius, cm Ernest A. Craig, ce	Eleanor Foster, wd SES., Wid. UP G

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Again... It's HARRISBURG!

Pennsylvania's Top Quality Market

COMBINE HARRISBURG'S STANDING as Pennsylvania's leading Quality Market with the vast new area served by Radio Station WHP and you have a rare opportunity to expand distribution and boost sales.

Not only does Harrisburg lead all major Pennsylvania markets in Income Per Family (6,135), Income Per Capita (\$1,916) and Quality of Market Index (148) . . . BUT this city records 7 out of a possible 9 "Superior Points" in Sales Management's November 10 city rankings study. Although 18th nationally in its population group, Harrisburg comes up with such impressive rankings as 4th in total retail sales,

2nd in drug sales, 6th in general merchandise sales and 5th in furniture-household-radio sales.

And now, your radio dollar goes much farther in this top quality market. For WHP, the dominant voice of Harrisburg for a quarter of a century, is now welcomed into tens of thousands of additional homes in Pennsylvania's rich South Central belt. It is the CBS station serving such markets as Harrisburg, Lancaster, York, Lebanon, etc., and assuring you of greater sales returns on every dollar you invest in WHP—The Key Station of the Keystone State.

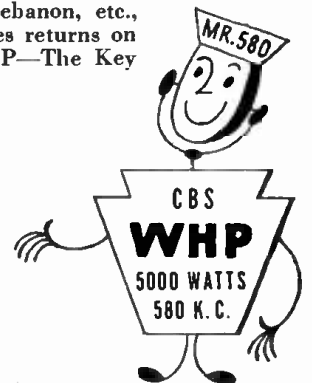
REPRESENTED BY

THE BOLLING CO.

MEMBER

CBS RADIO NETWORK

WHP



HARRISBURG, PENNSYLVANIA

5000 on 580

INDIANA

WDAD 1945	1450 250	Indiana Bestg., Inc. Indiana Theater Bldg. 5-5511	CBS, KBS McGillivra	Thompson K. Cassel, p, g & cm Jim Pattison, pd & sd	Virginia Beatty, pmm Robert Ramsey, ce Bob Seifick, nd	Tony Rand, slm Bill Jordan, fd Hazel Carnahan, wd AP WE
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JOHNSTOWN

WARD 1946	1490 250	Central Bestg. Co., Inc. Porch Bldg. 8-1216	CBS Weed	Paul B. Short, p Geo. D. Gartland, vp & gm Robert R. Nelson, sm	John C. Gilmore, cm Millard J. Coleman, ce Frank C. Jordan, nd	Bernie Shedlock, fd Joe Cavanaugh, sd Alma Cramer, wd	Wid. UP G
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WARD-FM 1948	Ch. 221 (A) 92.1mc 0.235kw						Col.
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WCRO 1947	1230 250	Century Bestg. Corp. 317 Main St. 9-8539	ABC, MBS Quaker Radio Reps.	John Keel, p Stewart W. Phillips, vp	Dennis Gerken, sm & nd Campbell Patch, pd	Robert Stillwagon, ce Frank Toal, sd INS WE
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WJAC 1925	1400 250	WJAC, Inc. 329 Main St. 4-1267	NBC, LBS Young	Walter W. Krebs, p John P. Foster, sm Park Claycomb, cm	Edward T. Bunn, pmm Theodore E. Campbell, ce Nevin L. Straub, tech. d	Ronald Stephenson, nd Harold Scott, sd	L-W AP RCA
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WJAC-FM 1948	Ch. 238 (A) 95.5mc 8.3kw						
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WJAC-TV 1949		WJAC, Inc. 329 Main St.		(For full information see TELECASTING Yearbook)			
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KITTANNING

WACB 1948	1380 500-D	Armstrong Co. Bestg. Corp. 375 Market St. 43-1381	LBS	J. B. Moore, p E. J. Hirshberg, gm Bill Dowling, sm	Al Dame, cm Bob Coleman, pd Joe Pelletier, ce	Ben Bowser, nd & sd Sam Shenk, fd Ann Hillard, wd	Thes. AP WE
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LANCASTER

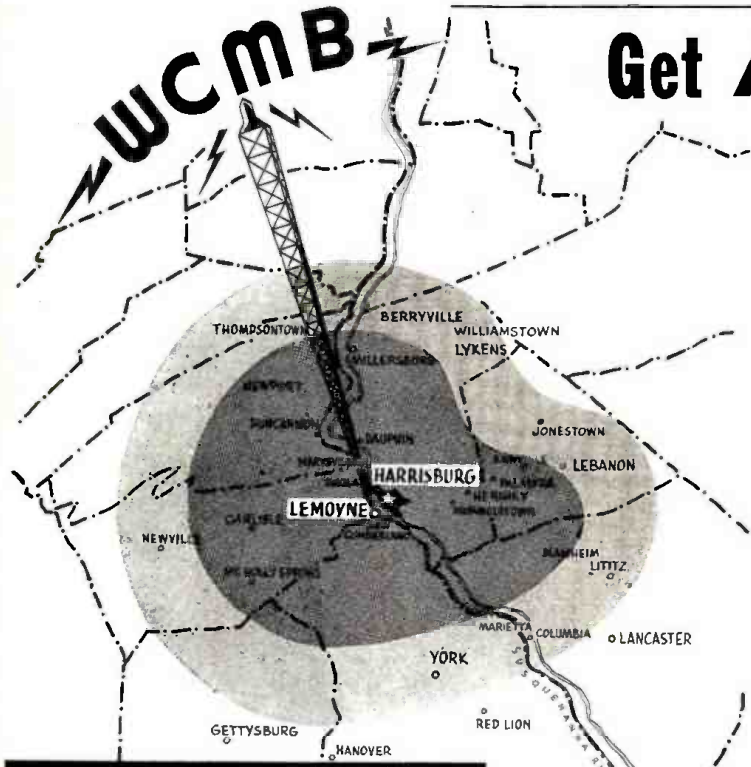
WGAL 1922	1490 250	WGAL, Inc. 8 West King St. 5251	NBC, MBS Meeker	Clair R. McCollough, p Maynard W. Thomas, gm	J. Robert Gulick, gen. slm Kenneth Kreider, pd J. E. Mathiot, tech. d		Wid. UP
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WGAL-FM 1946	Ch. 267 (B) 101.3mc 3.8kw						
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WGAL-TV 1949		WGAL, Inc. 8 West King St.		(For full information see TELECASTING Yearbook)			
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WLAN 1946	1390 1,000 DA-N	Peoples Bestg. Co. 252 North Queen St. 7261	ABC Quaker Headley- Reed	Frank H. Altdoerffer, p, g & cm & ce Samuel M. Altdoerffer, vp	Arthur H. Beckwith, cm Theodore Pollack, pd John Rineman, pmm & sd	Karl Scheying, nd Arthur Burks, fd Edna Hanna, wd	L-W AP RCA
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WLAN-FM 1946	Ch. 245 (B) 96.9mc 6.7kw						GE
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Get ALL of HARRISBURG

Make sure you get ALL of Harrisburg . . .
 . . . not just the "City of Harrisburg".
 Perhaps you're missing MOST of your
 selling potential?? Consider this:

- ★ More than 200,000 of Metropolitan Harrisburg's population live OUTSIDE THE CITY OF HARRISBURG!
- ★ More than 65% of Harrisburg Stores' Credit Applications come from OUTSIDE THE CITY OF HARRISBURG!

So, to really sell the complete Harrisburg Market
 . . . ALL OF IT . . . you need

W C M C

the **BIG BUY**
 . . . per dollar, per listener!

5000 WATTS FULL TIME

WCMC
 LEMOYNE, PA.
 Represented by Donald Cooke Inc., New York

PENNSYLVANIA—(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
LATROBE						
WAKU 1951	1570 250-D	Clearfield Bcstrs., Inc. Lovenstein Bldg. 2348		W. K. Ulenick, p W. J. Thomas, gm	LeRoy W. Stautner, m Mark N. Funk Jr., asst. m	H. G. Boeth, pmm Thes., Wid. AP G
LEBANON						
WLAB (FM) (CP)	Ch. 281 (B) 104.1mc 4.7kw	Radio Lebanon, FM & TV Inc. 1423 Elm St.		Thomas C. Holston, p & sm	E. H. Holston, cm	
WLBR 1946	1270 1,000 DA-N	Lebanon Bcstg. Co. Central Bldg. 3900	Rambeau	Lester P. Etter, mgng. d Julian F. Skinnell, opers. m Philip J. Reilly, cm	Jared R. Rolston, pd, nd Leonard Savage, ce William Zehring, act. ce Alvin C. Berger, fd	Howard Van Voorhis, sd Mary Ellen, Kurtz, co-wd Sara Mossman, co-wd Assoc., Wid. AP RCA
WLBR-FM 1948	Ch. 261 (A) 100.1mc 0.72kw					
LEMOYNE						
WCMB 1948	960 1,000-D (CP) 1460 5,000 DA-2	Rossmoyne Corp. Lemoyne Theater Bldg. Harrisburg 4-3005	LBS Quaker Cooke	Edgar T. Shepard Jr., p Ed K. Smith, vp & gm Rudolph O. Marcoux, cm	John Archer, pd J. Howard Bair, ce Pete Wambach, nd	John A. Smith, fd Gordon Jones, sd Thes. AP Col.
LEWISTOWN						
WKVA 1949	920 1,000-D	Central Penn Bcstg. Co. Box 432 6771	McGillvra	Mrs. Paul J. Newton, p Robert L. Wilson, gm J. Donald Raffensberger, cm	Lynn Bloom, pd Reed Gray, pmm Robert Steltzer, ce Robert Hyle, nd	Zeke Appleby, fd Allan Jay, sd Wini Clark, wd L-W, Wid. UP G
WMRF 1941	1490 250	Lewistown Broadcast Co. Lewistown 7589	NBC Quaker Burn- Smith	J. S. Woods, p T. W. Metzger, gm Robert Howard, cm	Ralph Parker, pd James Keyes, pmm & nd Bernard H. Bopp, ce	Josef Smiley, fd Dale Smith, sd Rita McCoy, wd St. UP WE
WLTN(FM) 1947	Ch. 250 (B) 97.9mc 2.25kw	(WMRF, AM Affiliate)		Dale Smith, cm & pd		
LOCK HAVEN						
WBPZ 1947	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4038	MBS Quaker McGillvra	Donald C. Welch, p Harris Lipez, g & cm & sd	Dave King, pd, pmm & nd K. C. Caum, ce	John McCool, fd Betty Armstrong, wd SES., Thes., Wid. AP Ray.
McKEESPORT						
WEDO 1946	810 1,000-D	Tri City Bcstg. Co. Box 810 4-7167	LBS	Edward J. Hirschberg, p & gm Robert E. Badger, sm & nd	P. McKim, cm Bob Lloyd, pd Marilyn Berg, pmm	Wilkes Hurley, ce Mike Lee, sd Lucy Jones, wd Thes. AP
WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. 516 Marke St. 8-8888	Rambeau	Robert M. Cox, p Eugene A. Kline, g, c & slm	Samuel Vidnovic, asst. m & sd Francis Haley, prog. m Charles W. White, ce	Steve Chontos, nd Roy Gallagher, fd Mildred Sheridan, wd Wid., St. UP Ray. Fed.
WMCK-FM 1947	Ch. 285 (B) 104.9mc 0.5kw					
MEADVILLE						
WMGW 1947	1490 250	Meadville Bcstg. Service, Inc. First National Bank Bldg. 46-723		H. C. Winslow, p Robert Trace, sm & sd	Francis W. Richmond, cm Zane Knauss, pd	Hoyt Stout, ce L-W, Wid. UP GE WH
WMGW- FM 1947	Ch. 262 (B) 100.3mc 10kw					
MORRISVILLE						
WBUD 1947	1490 250 (CP) Trenton N.J. 1260 1,000 DA-1	Morrisville Bcstg. Co. 12 S. Pennsylvania Ave. 7107	McGillvra	Richard M. Hardin, gm	James Stolcz, sm	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
NEW CASTLE						
WKST 1938	1280 1,000 DA-N	WKST, Inc. Cathedral Building 5050	MBS Quaker Meeker	S. W. Townsend, p A. W. Graham, sta. & cm Shirley Kerr, pd & wd	Gene DeCaprio, pmm Robert Emch, ce Len Mohnkern, nd	Lou Dayton, fd Harry Reith, sd Wid. UP RCA Col.
WKST-FM 1948	Ch. 266 (B) 101.1mc 3kw					
NEW KENSINGTON						
WKPA 1940	1150 250-D	Allegheny-Kiski Bcstg. Co. 810 Fifth Ave. 3534	Continental	C. Russel Cooper, p	Edward J. Kroen, g & cm & pd	W. W. Neely, ce L-W, SES., Cole UP RCA
NORRISTOWN						
WNAR 1946	1110 500-D	Norristown Bcstg. Co. Norristown 8-7600	Walker	Farris E. Rahall, p Joseph A. Pace, gm	Buddy Erode, pd & sd Sam Geise, ce	James Nellany, nd Eileen Stuart, wd SES. AP G
OIL CITY						
WKRZ 1946	1340 250	WKRZ, Inc. 201 Fair Bldg. 4-1269	MBS, LBS KBS Quaker	Kenneth E. Rennekamp, p & gm Joseph Connor, cm & sd	Richard Thompson, pd & nd Roland Phillips, pmm	Gerald Cushing, ce Pat Nuhfer, fd Wid. UP RCA
PHILADELPHIA						
KYW 1922	1060 50,000 DA-1	Westinghouse Radio Stations, Inc. 1619 Walnut St. Locust 4-3700	NBC Free & Peters	Walter Evans, (WRS), p Lester R. Rawlins, gm Robert H. Teter, slm Gordon Davis, pd	Paul I. Woodland, pmm I. N. Eney, ce James Gantz, nd William Givens, fd	Lee Allen, co-sd Alan Gans, co-sd Ruth Welles, wd St. UP, INS WH
KYW-FM 1942	Ch. 223 (B) 92.5mc 20kw					
WCAU 1921	1210 50,000	WCAU, Inc. 1622 Chestnut St. Locust 7-7700	CBS	Donald W. Thornburgh, p & gm Joseph Connolly, vp & pd Robert N. Pryor, vp & pmm	John G. Leitch, vp & d of engrg. Joseph L. Tinney, asst. gm John DeRussy, cm	Alfred Ringler, nd Amos Kirby, fd Wm. Campbell, sd Creighton Stewart, wd L-W AP, UP RCA GE
WCAU-FM 1941	Ch. 251 (B) 98.1mc 11kw					
WCAU-TV 1948		WCAU, Inc. 1622 Chestnut St.				

(For full information see TELECASTING Yearbook)

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Philadelphia is proud of **WCAU**, too



WCAU

50,000 Watts

CBS Radio Network

Affiliate

Represented by CBS Radio Spot Sales

WCAU-TV

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

THE PHILADELPHIA BULLETIN STATIONS

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Exec. up evp; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; & nd Richard Booth, pd	
PHILADELPHIA (Cont'd.)							
WDAS 1922	1400 250	Max M. Leon, Inc. 1211 Chestnut St. Locust 7-7400	Forjoe	Max M. Leon, p Robert A. Klein, g & cm	M. Leonard Matt, asst. m & nd Richard Booth, pd	Frank W. Unterberger, ce Sherry O'Brien, sd	AP
WFIL 1922	560 5,000 DA-2	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	Joseph E. Dooley, publ. d Howard Jones, fd Thomas M. Moorehead, sd Mary Jones, wd	Assoc. AP RCA
WFIL-FM 1941	Ch. 271 (B) 102.1mc 10kw						
WFIL-TV 1947		Triangle Pub., Inc. Widener Bldg.		(For full information see TELECASTING Yearbook)			
WFLN(FM) 1949	Ch. 239 (B) 95.7mc 20kw	Franklin Bcstg. Co. 8200 Ridge Ave. Ivyridge 2-6000		Lawrence M. C. Smith, p Raymond S. Green, vp & gm	William M. Davison, slm	John K. Thomas, ce	Assoc. UP Col.
WHAT 1929	1340 250	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058		William A. Banks, p & cm Dolly Banks, g & pmm	Annette Oromaner, pd & wd Arnold Goldman, ce	Len Stevens, n Jerry Gaines, sd Lee Stewart, fd	AP RCA
WHAT-FM 1948	Ch. 287 (B) 105.3mc 20kw			Len Stevens, prod. m			
WIBG 1924	990 10,000 DA-2	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Radio Reps.	Paul F. Harron, p Joseph Lang, vp	Edward D. Clery, g & cm Douglas Arthur, pd Rupe Werling, pmm & nd	John H. Henninger, ce Ray Walton, sd	L-W UP WE
WIBG-FM 1948	Ch. 231 (B) 94.1mc 20kw						
WIP 1922	610 5,000 DA-1	Penna. Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS Petry	Benedict Gimbel Jr., p & gm Raif Brent, d of sls Clyde Spitzner, loc. cm Murray Arnold, pd Edward Wallis, pmm	Clifford Harris, tech. sup. Varner Paulsen, asst. pd Sam Serota, sp. events d Reginald Harris, ce Sam Ettinger, n & fd	Jim Leaming, supr. of sports bcstrs. Stoney McLinn, supr. of sports bcstrs. Mary Biddie, wd	Wld. AP, UP WE
WIP-FM 1942	Ch. 227 (B) 93.3mc 20kw						
WJMJ 1948	1540 1,000-D	Patrick J. 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	Robert Gallagher, n & sd Ruth Chilton, wd	SES. AP RCA
WPEN 1929	950 5,000 DA-N	Wm. Penn Bcstg. Co. 2212 Walnut St. Locust 4-4383	LBS Rambeau	William H. Sylk, p Wm. B. Caskey, g & cm Jules Rind, pd	Sam Elber, pmm Charles W. Burtis, ce	James Bowler, nd Matt Guokas, sd	AP, UP WH
WPEN-FM 1942	Ch. 275 (B) 102.9mc 20kw						
WPTZ(TV) 1941		Philco Television Bcstg. Corp. 1600 Architects Bldg.		(For full information see TELECASTING Yearbook)			
WTEL 1925	860 250-D	Foulkrod Radio Engineering Co. 4312 N. Broad St. Gladstone 5-1310	Indie	E. Douglass Hibbs, p & pd Henry N. Cocker, gm	John Field, ce	Theodora Kay, wd	
PITTSBURGH							
KDKA 1920	1020 50,000	Westinghouse Radio Stations, Inc. Grant Bldg. Grant 1-4200	NBC Free & Peters	Walter Evans, (WRS. Inc.), p Joseph E. Baudino, (WRS, Inc.), gm	Robert G. Duffield, gm George D. Tons, slm Robert E. White, pd	David N. Lewis, pmm T. C. Kenney, ce	Thes. AP, UP WH
KDKA-FM 1942	Ch. 225 (B) 92.9mc 9kw						
KQV 1919	1410 5,000 DA-2	Allegheny Bcstg. Corp. 800 Chamber of Commerce Bldg. Atlantic 1-9100	MBS Tri-State Weed	Earl F. Reed, p James F. Murray, g & cm Edwin Trageser, act. pd & pmm	James Schultz, ce Bill Burns, nd	Harold (Pie) Traynor, sd Jane Gibson, wd	Wld. SES. UP WE
WCAE 1922	1250 5,000 DA-N	WCAE, Inc. William Penn Hotel Atlantic 1-6900	ABC Quaker Katz	Leonard Kapner, p & gm Carl M. Dozer, cm R. Clifton Daniel, sm & pd	Ed Brown, publ. d & pmm James H. Greenwood, ce.	Richard McCarthy, nd Charles Nuzum, sd Gloria Abdou, wd	Wld. AP, INS RCA
WCAE-FM 1948	Ch. 241 (B) 96.1mc 12kw						WH
WDTV(TV) 1949		Allen B. DuMont Labs., Inc. 750 Bloomfield Ave. Allwood, Clifton, N. J.		(For full information see TELECASTING Yearbook)			
WJAS 1921	1320 5,000 DA-N	Pittsburgh Radio Supply House 411 7th Ave. Grant 1-4860	CBS Hollingbery	H. K. Brennen, p & gm John H. Buchheit, c & pmm James M. Hughes, pd	Walter W. McCoy, ce Cal T. Mara, publ. d Marian Caughey, traffic m Fred R. Davy, prod. d	Lee Kelton, mus. d Henry Dabeco, nd Robert Pince, sd	L-W UP WE
WJAS-FM 1948	Ch. 259 (B) 99.7mc 24kw						TP
WKJF(FM) 1948	Ch. 229 (B) 93.7mc 20kw	Agnes J. Reeves Greer 1715 Grandview Ave. Hubbard 1-2626	LBS H-R Reps.	Agnes J. Reeves Greer, p George L. Sutherland, management consultant	Ralph Weithorn, pd	August Borgen, ce	Wld. UP WE
WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 1-5000		George M. Harton, p	Howard L. Lazarus, gm	Ralph L. Ketterer, ce	L-W AP

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 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WPIT 1947	730 1,000-D	WPIT, Inc. Pitt Bldg. Atlantic 1-1900	ForJoe	John J. Laux, p Don Ioset, vp, m, c & pmm	George Varnum Jr., pd, n & sd	Michael Komichak, ce Lillian R. Carson, wd	SES. UP G
WWSW 1932	970 5,000 DA-2	WWSW, Inc. Hotel Sheraton Grant 1-5200	Blair	O. M. Schloss Jr., p Ben W. Muros, sm	Harold J. Goldstein, pmm Henry R. Kaiser, ce	Raymond Schneider, nd Joe Tucker, sd UP WH GE
WWSW-FM 1941	Ch. 233 (B) 94.5mc 8.5kw						

POTTSTOWN

WPAZ 1951	1370 1,000-D	Pottstown Bcstg. Co. 247 High St. 5000	Rambeau	Herbert Scott, gm Clifford M. Chafey, slm	Ralph E. P. Mellon, ce	Sid Omarr, ne Charles King, sd Faye Scott, dkpr.	Thes. UP
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POTTSVILLE

WPAM 1947	1450 250	Miners Bcstg. Service, Inc. 106 S. Centre St. 5050	MBS Quaker McKinney	Joseph L. Maguire, p Louis H. Murray, gm & pd Frank L. Tamulonis, cm	Milton Seltzer, ce Joe Yorke, nd	John Samm, sd Margaret Portner, wd	Assoc. UP G
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WPAM-FM 1947	Ch. 238 (B) 95.5mc 5.1kw					 RCA
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WPPA 1946	1360 1,000-LS 500-N DA	Pottsville Bcstg. Co. 8 S. 2nd St. 4744	LBS	A. V. Tidmore, p, gm & ce Ralph L. Price, cm	Edward Romance, pd & sd William Tidmore, nd	Romaine Scott, wd	Wid. AP WE
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WPPA-FM 1948	Ch. 270 (B) 101.9mc 2.8kw			William Penn Tidmore, pd	Robert Schnauffer, ce	 RCA
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READING

WEEU 1932	850 1,000 DA-N	Hawley Bcstg. Co. 433 Penn St. 7-335	ABC Quaker Headley- Reed	Hawley Quier, p Thomas E. Martin, gm K. Richard Creitz, cm	George Carroll, pd & pmm Harold Schearer, ce	Ed Cammarota, sd Nan Heckman, wd	Assoc. UP
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WEEU-FM 1947	Ch. 225 (B) 92.9mc 9kw					 Ray.
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WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 4-4805	CBS H-R Reprs.	Humboldt J. Greig, p & gm Richard G. Fichtchorn, cm	Alan Lane, pd & nd Art Heim, pmm Joseph McCormack, ce cm	Sam Black, fd James D. Lindemuth, sd Priscilla Parker, wd AP Ray.
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WRWA 1922	1340 250	Reading Bcstg. Co., Inc. 19 N. 5th St. 7173	NBC, MBS Meeker	Clair R. McCollough, sta. exec. Frank J. Voss, gm	J. Robert Gulick, gen. slm. J. E. Mathiot, tech. d.		Wid. UP
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RED LION

WGCB 1950	1440 1,000-D	John M. Norris Box 88 33471	Kennedy	John M. Norris, o & d, gm & asst. gm	Stanley L. Deppen, pd Vincent Freeman, slm	M. H. McDowell, ce UP G
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ROCHESTER

WRYO 1949	1050 250-D	Beaver Valley Radio Co. Cleveland Ave. 4660		Michael Baker Jr., o David R. Burkhart, g & cm	Lois M. Huey, pd, pmm & wd	Phillip R. Hurlbut, ce Charles Berecek, nd	Thes. UP WE
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SAYRE

WATS 1950	1470 1,000-D	Thompson K. Cassel 110 N. Elmer Ave. Tally 0961	KBS	Thompson K. Cassel, o Shaun F. Murphy, sm Walter Knowles, cm	Richard Buzzerd, pd Stan Hinden, pmm & nd Benjamin A. Franklin, ce	Larry Monroe, fd Bill Lawson, sd	Thes, Wid. UP Ray.
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SCRANTON

WARM 1940	1400 250 CP: 590 5,000 DA-2	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 Roswell J. Parker, ce Dave Griffiths, sd	 UP
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WGBI 1925	910 1,000-LS 500-N	Scranton Bcstrs., Inc. 1000 Wyoming Ave. 6296	CBS Blair	Mrs. M. E. Megargee, p George D. Coleman, g, c & pmm	Frank Monaghan, pd Kenneth R. Cooke, ce Robert E. McDowell, sm	Thomas Powell, nd Ralph White Jr., sd	Wid. AP GE
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WGBI-FM 1949	Ch. 267 (B) 101.3mc 1.8kw					 WE
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WQAN 1923	630 500-D	Scranton Times 149 Penn Ave. 5151	Bolling	Elizabeth R. Lynett, ptrn. Edward J. Lynett, ptrn. Cecil Woodland, g & cm	Robert R. Flanagan, pd John P. McGoldrick, ce William Cullen, nd	Jack Guinan, sd Margaret M. Mulrooney, wd	Assoc., SES., St. AP, UP
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WQAN-FM 1948	Ch. 222 (B) 92.3mc 1.8kw		Rural Radio				
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PENNSYLVANIA—(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. Li- brary, News Service Transmitter
SCRANTON WSCR 1947	(Cont'd.) 1320 1,000-LS 500-N DA-N	Lackawanna Valley Bcstg. Co. 116 Adams Ave. 5242	NBC Walker	David M. Baltimore, p & gm Barry Sherman, pd & sd	Willard Shimsky, ce Ted Foreman, nd	Jess Landenberger, fd Anne Culkin, 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. c & pmm	Richard Owen, pd & sd Bernard Marshall, ce	Dottie Ward, wd 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 Marc McCulloch, pd	Evelyn L. Keller, publ. d A. C. Heck, ce	Harold Smith, prod. d Johnny Pepe, sd Assoc., Cap. Wld. UP WE Fed.
WPIC-FM 1947	Ch. 275 (B) 102.9mc 36kw					
SOMERSET WVSC 1951	990 250-D	Somerset Bcstg. Co. Box 231 4186		T. H. Opegard, g & cm	Ernest E. Mark, pd & sd	Carl R. Lee, ce & sm St. UP G
STATE COLLEGE WMAJ 1945	1450 250	Centre Bcstrs., Inc. Box 888 4959	MBS	Richard J. Kennard, p Alicha M. Ulerich, gm Miriam Krebs, cm & wd	Milton J. Bergstein, m & sd John J. Pfeil, pd & nd	Douglas Beman, ce James M. Lias, fd Wld. AP G
ST. MARY'S WKBI 1950	1400 250	Elk-Cameron Bcstg. Co. 41 Erie Ave. 2321	MBS	C. H. Simpson, ptrn. & gm K. E. Rennekamp, ptrn.	George A. Clark, cm John A. Fay, pd Fred R. Hutchison, pmm David Castlebury Jr., ce	G. A. Hoffman, d of pub. affairs Anson F. King, nd Arnold Kuhn, fd Herbert F. Martin, sd Bess A. Kallas, wd St. AP G
STROUDSBURG WVPO 1948	840 250-D	Pocono Bcstg., Inc. 578 Main St. 1102	Radio Reps.	James H. Ottaway, p Elton Hall, sm	Joseph Webster, pd & nd Ernest Transue, ce	Joseph Whalen, sd Assoc. UP Col.
SUNBURY WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 N. Front St. 1325	ABC Quaker	Harry H. Haddon, p Homer R. Smith, gm W. Robert Trevitt, cm	Eleanor Mertz, office m Basse A. Beck, secy-treas. Michael J. Kane, pd & wd	Nelson Futch, pmm & nd John W. Keller Jr., ce L-W AP Col. RCA
WKOK-FM 1947	Ch. 231 (B) 94.1mc 4.4kw					
UNIONTOWN WMBS 1937	590 1,000 DA-N	Fayette Bcstg. Corp. 732 Fayette Title & Trust Bldg. 8-3900	CBS Meeker	Joseph C. Burwell, p & gm Harry C. Burwell, c & pmm	Charles Underwood, pd & nd Thomas J. Kikta, ce	Rex Carter, fd James Gismond, sd Marion J. Rittenhouse, wd SES. UP Col.

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There's New LIFE in SCRANTON

Ever Since **W S C R . . .**

Became The NBC Affiliate!

We're bringing to the vast market of 350,000 listeners in the Scranton area the favorite NBC Programs! Yes, more than 50% of all NBC Commercial Programs are already booked and aired here in Scranton

since we joined America's No. 1 Radio Network! There's tremendous Sponsor interest in WSCR since we became a full-time station with 1,000 Watts Day and 500 Watts Night on 1320!

Call THE WALKER CO.

or

STATION W S C R — DAVID M. BALTIMORE, Pres. & General Manager
Phone 5242—116 Adams Ave., Scranton, Pa.

PENNSYLVANIA—(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.

Library, News
Trans. Li.
Service
Transmitted

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	Library, News Trans. Li. Service Transmitted	
YORK							
WNOV 1948	1250 1,000-D	Broadcast Div., Helm Coal Co. 25 S. Duke St. 8-2911	LBS	Lowell W. Williams, gm John O. Border, cm H. E. Daugherty, pd	Edwin L. Jay, pmm & pub. rel. d Willis N. Weaver, ce Albert H. Gladding, nd	George Hack, fd Chuck Rawlinson, sd Jane Candy, wd	Assoc. AP RCA
WNOV-FM 1948	Ch. 289 (B) 105.7mc 13kw						Col.
WORK 1932	1350 1,000-LS 1,000-N DA-N	York Bcstg. Co., Inc. 13 S. 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 1kw	White Rose Bcstg. Co. 31 E. King St. 82-873	Continental	Charles Gitt, p	Michael Rebert, vp & gm	Quinten G. Cumeralto, sm, pd & ce	Assoc. AP RCA
WSBA 1942	910 1,000 DA-2	Susquehanna Bcstg. Co. R. D. 5 81308	ABC Quaker Radio Reps.	Louis J. Appell Jr., p Walter J. Rothensies, evp	Philip K. Eberly, c & pmm Otis Morse, pd & nd Llewellyn Jones, ce	Herman Stebbins, fd Fred Shaffer, sd Ethel Gray, wd	Wld. AP RCA
WSBA-FM 1942	Ch. 277 (B) 103.3mc 20kw						

RHODE ISLAND

NEWPORT

WRJM 1948	1540 1,000-D	Aquidneck Bcstg. Corp. Newport 4673	Devney	Columbus O'Donnell, p Warren G. Clement, gm & pd	Henry N. Peterson Jr., cm	John Stewart, nd	Assoc. Wld. AP G
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PAWTUCKET

WPAW 1950	1380 500-D	Roger Williams Bcstg. Co., Inc. 34 N. Union St. 5-9000	KBS Colton	Dominick A. Hysko, p & treas. Allen Jones, secy., g & cm	Paul Garnett, pd Henrietta Brazeau, pmm & wd	Jim Bonney, ce Richard Alarie, nd Austin Joyce, sd	Mac. UP G
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PROVIDENCE

WDEM 1947	1290 500-D	Narragansett Bay Bcstg. Co. 1111 N. Main St. Jackson 1-6565	Nat'l. Time Sales	Louis A. R. Pieri, p John C. Martin, gm George P. Duffy, pmm	George Arabak, ce Sumner Pearl, nd	David Rosehill, sd Courtney Mitchell, wd	UP WE
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WDEM-FM 1948	Ch. 299 (B) 107.7mc 20kw						GE
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WEAN 1922	790 5,000 DA-2	Thomas W. Lee Enterprises, Inc. Crown Hotel Temple 1-0800	MBS Yankee H-R Reps	William O' Neil, p Mowry Lowe, g & cm	Donald W. Morton, pd & pmm Harry H. Tilley, ce	Dexter MacMullen, nd Carolyn Wallace, wd	Assoc. AP WE
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WHIM 1947	1110 1,000-D	Inter-City Bcstg. Co. 144 Westminster St. Union 1-4211	Kettel-Carter Headley-Reed	Robert T. Engles, gm George Taylor, pd	Gus Parmet, slm & sd John E. Metts, bus. m	Carroll Philbrook, ce Bruce Williamson, nd	AP
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WJAR 1922	920 5,000 DA-2	The Outlet Co. 176 Weybosset St. Gaspee 1-8521	NBC New England Weed	George O. Griffith, vp & treas. John J. Boyle, gm	M. Sothern Abbott, sls. & prog. m Thomas C. Prior, ce	Benjamin Boyden, nd Betty Gunning, wd	Wld. AP WE
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WJAR-FM 1948	Ch. 238 (A) 95.5mc 14kw						
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WJAR-TV 1949		The Outlet Co. 176 Weybosset St.					
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(For full information see TELECASTING Yearbook)

WPJB 1941	1420 5,000 DA-1	Providence Journal Co. 75 Fountain St. Dexter 1-0600	ABC Avery-Knodel	G. Pierce Metcalf, p H. William Koster, gm	Harmon H. Hyde, pd George W. Sharpe, ce	Harry V. McKenna, nd Sue Bailey Reid, fd	St. Wld. AP, UP WE
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WPJB-FM 1948	Ch. 286 (B) 105.1mc 20kw						GE
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WPRO 1924	630 5,000 DA-N	Cherry & Webb Bcstg. Co. 24 Mason St. Plantation 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
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WPRO-FM 1948	Ch. 222 (B) 92.3mc 20kw						WE
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WRIB 1947	1220 1,000-D	R. I. Bcstg. Co. Narragansett Hotel Union 1-4512	LBS Forjoe	Frank Rao, p Nicholas Ruggieri, gm	Floyd Keesee, cm Don Rogers, pd	Fabian Hume, pmm Richard Buckley, ce	Assoc. AP GE
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WESTERLY

WERI 1949	1230 250	Radio Westerly, Inc. 34 Main St. 2283	KBS Colton Bannan	R. G. Moore, p Warren M. Greenwood, g & cm	Brud Warren, pd, pmm & nd Malcolm Larned, ce Lee S. Greenwood, treas.	Charles Davis, fd Vin Collie, sd Frances Aronson, wd	L-W UP Ray.
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WOONSOCKET

WWON 1946	1240 250	Woonsocket Bldg. Co. 99 Main St. 1240	MBS	Millicent S. Palmer, p Esther P. Hudson, treas.	Mitchell F. Stanley, sm		Wld. AP
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WWON-FM 1949	Ch. 288 (A) 105.5mc 0.39kw						
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★ ★ ★

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

★ ★ ★

AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs — programs designed for PRIMARY listening attention. Important because—listeners who really LISTEN, are buyers who really BUY!

★ ★ ★

more
New Englanders
listen to WPRO
than any other
Rhode Island
station.

to reach the
most buyers,

BUY BASIC...



WPRO AM
& FM

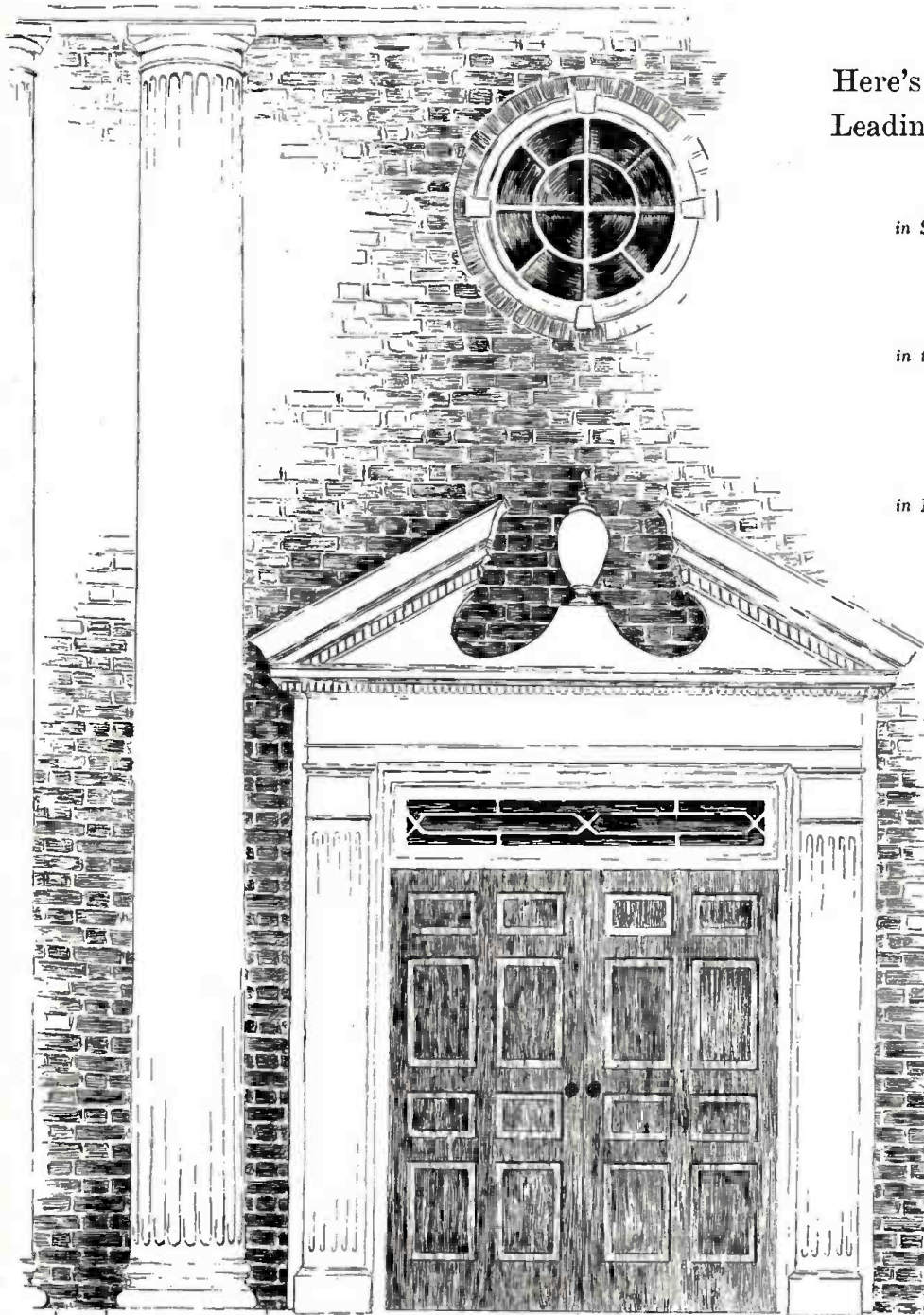
PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

SOUTH CAROLINA

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	Trans. Li- brary, News- Service Transmitter
AIKEN						
WAKN 1951	990 1,000-D	Aiken Electronics Adv. Corp.		B. T. Whitmire, p Jack Younts, vp	J. P. Williamson, vp John Mare, secy-treas. & mngng. d	W. W. Primm, ce AP G
ANDERSON						
WAIM 1935	1230 250	Wilton E. Hall 1 Martin St. 3800	CBS Palmetto Burn-Smith Clayton	Wilton E. Hall, o Glenn P. Warnock, gm G. Paul Browne, cm	R. Barath, pd V. Czapko, pmm H. B. Greene, ce	M. Gilliard, nd R. Stanfield, sd Wid. INS WE
WCAC(FM) 1947	Ch. 266 (B) 101.1mc 41kw	(WAIM, AM Affiliate)				
WANS 1949	1280 1,000 DA-N	Carolina Bcstrs., Inc. P. O. Box 211 3262	MBS Devney	C. R. Johnson Sr., p, treas. & gm Richard Warner, slm	Carroll Lee, pd & pmm Al Pratt, ce Bob Fant, sls. rep.	Harry Carroll, nd Bob Liverance, fd Joe Lipton, sd Jo Callahan, wd St. UP WE
BENNETTSVILLE						
WBSC 1947	1550 10,000-LS 5,000-N DA-N	Bennettsville Bcstg. Co. P. O. Box 639 1080	MBS McGillvra	John W. Orvin, p Malcolm A. Young, gm	James M. Wiggins, cm Ervin T. Melton Jr., pd & nd	Marquerite Creech, pmm John S. Gronert, ce Charles Sligh, sd AP G
CAMDEN						
WACA 1948	1590 1,000-D	Camden Bcstg. Corp. Camden 80	Clayton	H. S. Bowden, p Tom Richards, g & cm	Chuck Ballard, pd, n & fd (Mrs.) Inez Kilby, pmm	T. F. Richardson, ce Betty Chichester, wd Cap. UP
CHARLESTON						
WCSC 1930	1390 5,000 DA-N	WCSC, Inc. Francis Marion Hotel 7611	CBS Free & Peters	John M. Rivers, p Roland Weeks, cm Russell Long, prog. m	Bill Ellis, pmm Wilbur Albee, ce Robert Truere, nd	Robert Tamblyn, fd George Norwig, sd Sandra Lyon, wd Wid. UP WH
WCSC-FM 1948	Ch. 245 (B) 96.9mc 36kw				 REL.
WHAN 1947	1340 250	Charleston Bcstg. Co. Box 183 3-1643	ABC Burn-Smith	S. Lewis Johnson, p Traynor Ferillo, act. m & pd	William P. Birchfield, ce Ray Thomas, sd	Hilda Edwards, wd L-W UP RCA
WPAL 1947	730 1,000-D	George G. Weiss 149 Wentworth St. 3-6428	Pearson Clayton	Laurens P. Moore, gm	Bob Chrystie, cm	
WTMA 1939	1250 5,000-LS 1,000-N DA-N	Atlantic Coast Bcstg. Co. Box 297 2-2961	NBC Blair	Edward Manigault, p Douglass M. Bradham, gm	Grange S. Cuthbert Jr., cm Vernon M. Bushong, pd	Kay Martin, pmm U. Gordon Knight, ce 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 Radio Reps.	J. Drayton Hasite, g & cm		
CHESTER						
WGCD 1948	1490 250	Craig Bcstg. Co. 129 Main St. 1171	MBS McGillvra	A. B. Craig, p Morgan J. Craig, vp	Arthur Cornwall, gm, pd & nd David Phillips, cm	J. L. Kennedy, pmm & sd Vernon Cameron, ce Fred Stewart, fd AP GE
COLUMBIA						
WCOS 1939	1400 250	Radio Columbia Inc. 1202 Main St. 2-5601	ABC-LBS Headley- Reed	E. D. Black, p James W. Hicks, gm Law Epps, cm	Stewart Spencer, pd John Ropp, pmm Roby D. Lambert Jr., ce	Arthur Tate, nd J. Wayne Poucher, sd Barbara Allen, wd Wid. AP RCA
WCOS-FM 1951	Ch. 250 (B) 97.9mc 5.3kw					
WIS 1930	560 5,000 DA-N	The Bcstg. Co. of the South 1111 Bull St. 3-6431	NBC Free & Peters	B. Calhoun Hipp, p G. Richard Shafto, vp & gm J. Dudley Saumenig, mngng. d	Miller Montgomery, loc. sim Frank Harden, pd Steve Libby, pmm Herbert G. Eidson Jr., ce	Addison P. Penfield, nd Adrian Munzell, fd Hub Terry, sd Kay Collins, wd St., Thes. UP WE
WIS-FM 1948	Ch. 233 (B) 94.5mc 1.3kw					
WMSC 1945	1320 1,000 DA-N	Marseco Bcstg. Corp. 1127 Lady St. 28659	CBS H-R Reps.	C. Wallace Martin, p & gm Grenville Seibels, pd & nd	Frances Tuttle, pmm John C. Cosby, ce	Ed Osborne, sd Ruth Gottlieb, wd Assoc., L-W UP Col.
WNOK 1947	1230 250	Palmetto Radio Corp. Hotel Jefferson 3-9401	MBS Forjoe	H. Moody McElveen, gm W. C. Bochman, cm	Martha Mathews, pmm Donald Willoughby, ce	Pat Fitzgerald, nd Andy Gary, sd AP RCA
CONWAY						
WLAT 1945	1490 250	Coastal Bcstg. Co. P. O. Box 497 340	MBS McGillvra			
DILLON						
WDSC 1948	800 1,000-D	Border Bcstg. Co. Highway 301 470	MBS	L. B. Hyman, p Joseph Martin, gm Alelaide Monroe, cm	Jim Murff, pd & sd Lee Lumpkin, pmm & nd Chris. Stromberg, ce	Al. Mozley, office m Ella Rauch, traffic d Pete Poteate, fd Thes. UP G
WDSC-FM 1951	Ch. 226 (B) 92.9mc 8.8kw				 RCA
EASLEY						
WELP 1951	1360 1,000-D	Pickens County Bcstg. Co. Box 522 9388	KBS	J. Lake Williams, p Joel N. Finton, vp Robert O. Moran, gm	Cleatus Brazzell, cm William D. Grove, pd	Ben A. Jones Jr., ce Sue Shaw, wd Cap. UP

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Here's Why WIS is South Carolina's Leading Radio Station—

in South Carolina . . .

In 40 of S. C.'s 46 counties, WIS has a weekly daytime audience of 145,960 families. 60% of these listen to WIS 6 or 7 days weekly.*

in the Columbia trading area . . .

WIS has a weekly daytime audience of 104,810 families with 67.3% listening to WIS 6 or 7 days weekly.* This 20-county area is the state's largest market.

in Metropolitan Columbia . . .

WIS has a weekly audience of 29,360 families with 80% listening to WIS 6 or 7 days weekly.* Columbia, South Carolina's centrally located capital, has a population of 85,949, by far the state's largest city. Sales Management estimated 1951 retail sales at \$136,965,000.

There is no TV station within approximately 95 miles of WIS.

WIS has been NBC for 20 of its 21 years—has supplemented its network features with exceptional programming which pulls mail orders from all over South Carolina and from North Carolina and Georgia counties.

*BMB, Spring 1949

*G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director*

*Radio
Station
WIS
AM-FM*

An Operation of The
Broadcasting Company of the South

Serving South Carolina from COLUMBIA, S. C.

560 KC—5000 W

For all the facts, write WIS—or ask Free and Peters.

**NO OTHER STATION
SERVES SOUTH CAROLINA LIKE THIS!**

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. 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. Li- brary, News Service Transmitter	
FLORENCE							
WJMX 1951	970 5,000-LS 1,000-N DA-N	Atlantic Bcstg. Co. P. O. Box 1211 6351	ABC Palmetto Walker	Eugene E. Stone, p Paul H. Benson Jr., g & cm	Sam I. Latimer Jr., pd & nd Frank A. Jenne, ce	Cap., Wld. AP WH UP	
WOLS 1937	1230 250	Florence Bcstg. Co. 151 S. Dargan St. 3271	KBS, LBS	Melvin Purvis, p & gm A. P. Skinner, asst. m & cm	Jim Putnam, pd & pmm W. A. Pritchett, asst. m & ce UP	
GAFFNEY							
WFGN 1948	1570 250-D	Cherokee Radio Co., Inc P. O. Box 759 4795		A. Ray Godshall, p Morton E. Green, gm & nd (Mrs.) Velva Wilder, cm	(Mrs.) Evelyn Parrott, pd & wd (Mrs.) Virginia Gertz, pmm	L-W UP Ray.	
GEORGETOWN							
WGTN 1949	1400 250	Georgetown Bcstg. Co., Inc. 216 S. Fraser St. 621	MBS Cooke	Dr. John T. Assey, p	J. B. Delzell, gm Allen B. Wester, sd Ray.	
GREENVILLE							
WAKE 1950	1490 250	Piedmont Bcstg. Co., Inc. 400 Mayberry St. 5-7406	CBS, MBS Taylor	V. D. Ramseur, p J. S. Ayers, gm Edward L. Martin, cm	Robert W. Edwards, pd & pmm H. A. Morris, ce INS G	
WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 2-8241	LBS Walker Keller	Mrs. Scott Russell, p W. Ennis Bray, gm Gordon R. Anderson, sis. d	David A. Moss, pd Evalena Briers, pmm & wd F. B. Bailey, ce	L-W AP Ray. G	
WESC-FM 1947	Ch. 223 (B) 92.5mc 12.5kw				 G	
WFBC 1933	1330 5,000 DA-N	News-Piedmont Co. Poinsett Hotel 2-7618	NBC Avery- Knodel	Roger C. Peace, p B. T. Whitmire, gm R. Q. Glass Jr., cm	Newton S. Smyth, pd & fd Paul H. Chapman, pmm W. E. Garrison, ce	Thes. UP WH	
WFBC-FM 1948	Ch. 229 (B) 93.7mc 8.7kw				 G	
WMRC 1940	1440 5,000 DA-2	Textile Bcstg. Co. P. O. Box 1499 3-2751	ABC Weed	R. A. Jolley, p & m J. E. Jolley, secy-treas. Ken Wilson, c & pmm	Bill Arrington, pd George Tate, ce Claude Freeman, nd	Wld. AP Col. Fed.	
WMRC-FM 1947	Ch. 235 (B) 94.9mc 3.9kw				 Fed.	
WMUU 1947	1280 1,000-D	Bob Jones U. Greenville 26711		Dr. Bob Jones Jr., p R. K. Johnson, gm Jim Ryerson, sm & fd	Marvin Steffins, cm Robert J. Vrzal, asst. sm Don C. Smith, ce	Elmer Rumminger, nd Glen Schunk, sd Julia Boyajian, wd	Assoc., SES. INS Col.
GREENWOOD							
WCRS 1941	1450 250	Greenco, Inc. P. O. Box 868 4300	NBC Clark	Douglas Featherstone, p Dan Crosland, gm & nd Ralph Norman, cm	Randall Davidson, pd & sd Charles Sparks, ce	(Mrs.) Betty McDonald, pmm & wd L-W, St. AP RCA WH	
WCRS-FM 1948	Ch. 239 (B) 95.7mc 8.6kw				 WH	
GREER							
WEAB 1949	800 250-D	Greer Bcstg. Co. Box 151 1057	KBS	E. A. Burch, ptrn. & gm W. R. Frier, ptrn. Chester Munson, cm	Vernon Fox, pd & nd Joe Cole, ce & sd Perry Childers, fd & asst. ce	Betty Beers, wd & office m L-W UP G	
HARTSVILLE							
WHSC 1951	1450 250	Hartsville Bcstg. Co., Inc. 1308 College Ave. 654	MBS KBS	Charles H. Campbell, p Raymond Caddell, gm & nd	Gerald Quick, cm & sd Ernest Stokes, pd & fd	Donald A. Brienens, ce Cap. AP Ray.	
KINGSTREE							
WDKD 1949	1300 1,000-D	Palmetto Bcstg. Co. Kingstree 6761		E. G. Robinson Jr., ptrn., g & cm	M. L. Few, ptrn. D. H. I. Owens, ce	Tilla J. Robinson, wd L-W, Wld. AP	
LANCASTER							
WLCM 1951	1360 1,000-D	Arthur Wilson Davis 103 S. Catawba St.				
LAURENS							
WLBG 1945	860 250-D	WLBG Inc. Greenville Highway 2-2331	KBS Palmetto	James C. Todd, p Bob Ross Smith, g, c & pmm & nd	Herb Widmark, pd Jack H. Taylor, ce Murel Alphis Ashley, fd	Richard Todd, sd Betty Barter, wd SES., Wld. UP Ray.	
MULLINS							
WAY 1949	1280 1,000-D	Mullins & Marion Bcstg. Co. P. O. Box 41 3901	KBS, LBS	William G. Smith, p W. L. Harrelson, vp	James F. Ramsey, g & cm & sd	Robert Allen, pd & pmm George Magera, ce L-W UP Ray.	
MYRTLE BEACH							
WMRA 1948	1450 250	Elizabeth Evans Ocean Forest Hotel 5061	LBS	Elizabeth Evans, p & gm S. W. Monroe, c & pmm	Gaines Gough, pd W. C. Evans, ce	Tom Lee, fd Betty Dale, wd G	
NEWBERRY							
WKDK 1946	1240 250	Newberry Bcstg. Co., Inc. 10 Radio Drive 143	MBS, KBS Palmetto	John F. Clarkson, p James F. Coggins, gm & sd	Emory Bedenbaugh, cm Marcia Coggins, pd & wd	Charles Bowers, pmm, n & fd Ray Gilliam, ce Wld. AP Ray.	

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GREENVILLE

Largest Metropolitan Area in South Carolina

Greenville, listed for the first time by the U. S. Census in 1950 as a "Standard Metropolitan Area," ranks 103rd in the nation and FIRST in South Carolina. Greenville leads in the four important classifications listed below, and in many others, including Automotive Registration, Family Income, Building Permits, and Value of Manufactured Products.

This market can best be reached by the use of radio station WFBC, which leads in circulation (104,342 homes) and listenership (every weekly survey to date).

	GREENVILLE	COLUMBIA	CHARLESTON
POPULATION	168,152	142,565	164,856
EMPLOYMENT	45,964	26,634	23,217
WAGES	\$112,640,014.	\$62,217,401.	\$48,677,862.
RETAIL SALES	\$151,050,000.	\$136,965,000.	\$125,097,000.

SOURCES: (1) Population: U. S. Census, 1950. (2) Employment: S. C. Employment Security Commission, 1950. (3) Wages: S. C. Employment Security Commission, 1950. (4) Retail Sales: Sales Management 1951 Survey.

Make Greenville YOUR top market in South Carolina
Use the Number 1 station in the state's Number 1 market



WFBC

5000 Watts 19 Hours Daily
and WFBC-FM

93.7 Channel • 60,000 Watts

GREENVILLE, S.C.

THE NEWS-PIEDMONT STATION

NBC Affiliate for the Greenville, Spartanburg, and Anderson Markets
Represented nationally by AVERY-KNODEL, Inc.

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp 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.			
ORANGEBURG							
WRNO 1946	1450 250	WRNO, Inc. Orangeburg 1420		C. S. Henerey, p Frank B. Best, gm	Norman M. Matthews, cm & sd Frank B. Best Jr., pd	Gus Browning, ce Betty Hydrick, wd	AP RCA
WTND 1948	1270 1,000-D	WTND Inc. 1 Memorial Plaza 1600	LBS Clark	J. I. Sims, p & gm L. Richard Rhame, pd	I. P. Herrington, co-ce	Larry Stiles, co-ce	Assoc., Wid. UP RCA
ROCK HILL							
WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Nat'l. Bank Bldg. 2085	MBS McGillvra	James S. Beaty Jr., ptrn., gm & ce William C. Beaty, ptrn., sm & pd	Harper S. Gault, ptrn., cm & nd	John C. Greene, loc. slm Cuyler P. Fields, pdm.	Wid. AP RCA
WRHI-FM 1949	Ch. 248 (B) 97.5mc 9.4kw						GE
WTYC 1948	1150 1,000-D	Tri-County Bcstg. Co., Inc. Robert Marshall Hotel 3175	LBS Palmetto Continental	W. G. Reid, p G. P. Cobb, gm	C. L. Stevens, cm Bill Curry, pd	Tom Byrd, ce	Cap. UP G
SENECA							
WSNW 1949	1150 1,000-D	Blue Ridge Bcstg. Co., Inc. Seneca 8234	KBS, LBS Palmetto Continental	J. A. Gallimore, p, g & pmm & nd Fred Shealy, cm	Virginia F. Gallimore, pd & wd	Herbert Hosea, ce Charlie Boyd, sd	L-W, SES. UP G
SPARTANBURG							
WORD 1940	910 1,000 DA-2	Spartan Radiocasting Co. 291 E. Main St. 3-2711	ABC Hollingbery	Walter J. Brown, p John W. Kirkpatrick, gm John C. Carrington, cm	Sterling W. Wright, prog. & pmm Clyde J. Burdette, ce Dick Sanders, nd	Ottis Layton, fd Charlie Newcomb, sd Dorothy Friend, wd	Thes. AP G
WDXY(FM) 1948	Ch. 263 (B) 100.5mc 9.2kw	(WORD, AM Affiliate)					WH
WSPA 1929	950 5,000 DA-N	The Bcstg. Co. of the South 224 E. Main St. 3-3621	CBS Blair	Roger A. Shaffer, mgng. d Guy Vaughan Jr., cm Ed McGrath, pd & sd	Tom J. Fleming, pmm & nd Harold Beckholt, ce	Cliff Gray, fd Jane Dalton, wd	St. UP WE
WSPA-FM 1946	Ch. 255 (B) 98.8mc 4.85kw						GE
SUMTER							
WFIG 1940	1340 250	Radio Station WFIG, Inc. Radio Center Bldg. 1340	MBS McGillvra	Fulton B. Creech (Con- trolling Stockholder) T. Doug Youngblood, gm	Fulton B. Creech Jr., cm James Marlowe, pd Michael Karvelas, pmm James L. Williams, ce	John Sherman, nd T. O. Bowen, fd Monty Jordan, wd	L-W, Wid. UP RCA
UNION							
WBCU 1949	1480 1,000 DA-N	Union-Carolina Bcstg. Co. 210 E. Main St. 1200	MBS Palmetto Continental	E. H. Hughes, p & gm Bill Stribling, cm & fd	Marilyn F. Scruggs, pd, pmm & wd Thomas W. Weathers, ce	Harry Doggette, nd Dick McCoy, sd	Thes. UP RCA
WALTERBORO							
WALD 1947	1490 250	Walterboro Bcstg. Co. Box 12 3861	MBS Palmetto	R. M. Jefferies, p Louis M. Neale Jr., gm	Howard Wilson, cm Louis Long, pd	Ralph Keogh, ce & nd Hugh Ward Jr., sd	AP Ray.
SOUTH DAKOTA							
ABERDEEN							
KABR (CP)	1220 250-D	Aberdeen Broadcast Service Route #2, Box 173 2534		Delbert T. Hunt, p, gm & ce	Scott Stearns, nd	Virginia M. Hunt, wd	St. UP Col.
KSDN 1948	930 1,000 DA-1	Aberdeen News Co. 12 3rd Ave., S.E. 4573	MBS Weed	Henry J. Schmitt, p Byron McElligott, gm Russa Osborne, cm	E. C. Pieplow, pd George Crocker, ce Bob Allard, nd	Russ Kruse, fd Helen Holgate, wd	Wid. AP WE
DEADWOOD							
KDSJ 1947	980 1,000 DA-N	Heart of The Black Hills Station Box 462 186	MBS, KBS	John Daniels, ptrn. Eli Daniels, ptrn., gm & ce	Harry Daniels, ptrn. & cm Bill Plunkett, pd	Hugh Williams, nd Paul Steitzer, wd	UP
HURON							
KJIV 1947	1340 250	James Valley Bcstg. Co., Inc. 32 2d St., S.E. 765	Lawson	Max F. Staley, m	Dwight Coursex, cm		Thes.
MITCHELL							
KORN 1947	1490 250	Mitchell Bcstg. Assoc. 217 N. Main St. 621	MBS	Ray Eppel, p, gm & pd B. H. Onde, cm & pmm	Francis Kelley, ce Robert Wood, n & sd	Glen Ritterbusch, fd	L-W UP WE
PIERRE							
KGFX 1916	630 200-D	Estate of Dana McNeil 203 W. Summit Ave. 2351	KBS Continental	Ida A. McNeil, o & d g & cm, pd & pmm, nd	Selwyn Ronning, ce		UP RCA
RAPID CITY							
KOTA 1936	1380 5,000 DA-N	Black Hills Broadcast Co. 1815 W. St. Joe St. 2000	CBS Headley- Reed	Robert J. Dean, p Abner H. George, g & cm, & pd	Ellen McDonald, pmm & wd A. E. Griffiths, ce	Norm Heffron, nd Ed Denslow, fd Harley Hanson, sd	Assoc., Cap., Wid. UP RCA
KOZY(FM) 1949	Ch. 234 (B) 94.7mc 25kw	(KOTA, AM Affiliate)					
KRSD (CP)	1340 250	Heart of The Black Hills Station c/o KDSJ, Deadwood, S. Dak.		John Daniels, ptrn.	Eli Daniels, ptrn. & gm	Harry Daniels, ptrn.	UP G
*WCAT 1922	1230 100-D	School of Mines and Technology 500 E. Saint Joseph St. 1603		Ralph G. Johnson, sm			

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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	1,184,600*
Net Effective Buying Power	\$869,896,000*
Retail Sales	\$717,923,000*



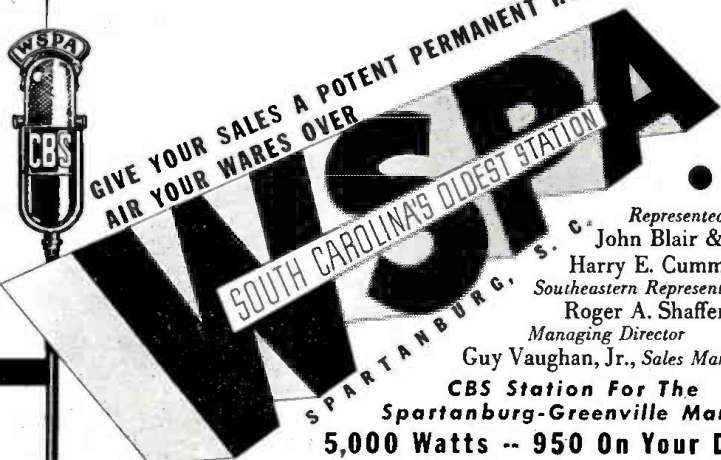
Look at these, too! Twenty-Eight
counties which constitute WSPA's
daytime market . . .

General Merchandise Sales	..\$47,807,000*
Food Sales\$86,614,000*
Drug Sales\$17,722,000*
Furniture, Household and	
Radio Sales\$52,028,000*
Gross Farm Income\$102,301,000*

*SM 1951 Survey of Buying Power



GIVE YOUR SALES A POTENT PERMANENT HYPO
AIR YOUR WARES OVER



Represented By:
 John Blair & Co.
 Harry E. Cummings
 Southeastern Representative
 Roger A. Shaffer
 Managing Director
 Guy Vaughan, Jr., Sales Manager

CBS Station For The
Spartanburg-Greenville Market
5,000 Watts -- 950 On Your Dial

SOUTH DAKOTA—(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. Li- brary, 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 James Burt, pd & sd	Darlene Nesby, pmm Lester C. Froke, ce Dean Montgomery, nd	Les Harding, fd Marie Horten, wd Capt. St. UP RCA
KIHO 1948	1270 1,000-DA-1	Big Sioux Bcstg. Co. 218 S. Main Ave. 912	Raymer	David J. Kempkes, gm	Richard C. Morenus, cm	Fred Schweikher, pd Wid. UP
KISD 1948	1230 250	KISD, Inc. 311 S. Phillips Ave. 4-5571	LBS	H. R. Alton, p Verl Thomson, gm & pd	Jack Ramsell, cm Bud Bird, n & sd	Don Engle, fd Lois Moore, wd L-W AP RCA
KSOO 1926	1140 10,000-LS 5,000-N DA-N	Sioux Falls Broadcast Assn. Inc. 317½ S. Phillips Ave. 4-7545	ABC Avery- Knodel	Morton Henkin, p George R. Hahn, vp & gm George (Bill) Rohn, sm & sd	Rollie R. Williams, cm Murray Stewart, pd Max Pierce, ce	Orrin Melton, nd E. C. (Red) Stangland, fd Bee Baxter, wd Thes. AP RCA
VERMILLION						
*KUSD 1922	920 500 ST-KFNF (CP) 890 1,000-D DA	U. of South Dakota Union Bldg. 801J		I. D. Weeks, p Keith J. Nighbert, gm Richard Thompson, pd	James Prusha, ce Fred Masek, nd	Jack Hunt, sd Allis Rice, wd AP
WATERTOWN						
KWAT 1926	950 1,000 DA-N	Midland Nat'l Life Ins. Co. 5 West Kemp 777	LBS Walker	Ross E. Case, gm Morris Wiscott, cm John Birdsell, pd	Warren McCormick, pmm Francis Alwin, ce Walt Martel, nd	Jim Wood, fd Kenny Glaze, sd Audry McCollum, wd St. UP
YANKTON						
WNAX 1926	570 5,000 DA-N	Cowles Bcstg. Co. WNAX Bldg. 442	CBS Katz	Gardner Cowles, p Robert R. Tincher, gm Don Sullivan, cm Herb Howard, pd	Dick Harris, pmm Clifton M. Todd, ce Art Smith, nd	Chris Mack, fd Les Davis, sd Wynn Speece, wd Cap. AP, UP GE
TENNESSEE						
ATHENS						
WLAR 1946	1450 250	Athens Bcstg. Co. Athens 1450	MBS, KBS	Lowell F. Arterburn, p Buell J. Charles, g & cm	John G. Redwine, pd Leonard Dawson, pmm	J. W. Turner, ce Cap. UP WE
BRISTOL						
WOPI 1929	1490 250	Radiophone Bcstg. Station WOPI, Inc. 310 State St. South 3730	NBC Tennessee Burn- Smith	W. A. Wilson, p & gm Jimmy C. Wilson, cm & fd	Harold Henley, pd & nd Harry Curran, sd	Judy Weston, wd Cap., L-W AP RCA
WOPI-FM 1946	Ch. 245 (B) 96.9mc 18.5kw					
CHATTANOOGA						
WAGC 1946	1450 250	Tennessee Valley Bcstg. Co. Hotel Patten 7-1128	MBS Rambeau	Vann Campbell, gm Roy Morris, pd	George McMurtrie, ce Al Thomas, nd	Harry Thornton, sd Chris Conrad, wd L-W AP Col.
WAPO 1936	1150 5,000-LS 1,000-N DA-N	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 Bernard Brown, nd	J. D. Cliett, fd Lee Jackson, sd AP
WDEF 1941	1370 5,000-LS 1,000-N DA	WDEF Bcstg. Co. 420 Volunteer Bldg. 6-5664	ABC Branham	Carter M. Parham, p Ken Flenniken, g & cm	Morris Quave, pd B. C. Baker, ce	Paul Wann, 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, co-o. p & gm Norman A. Thomas, co-o & vp	B. J. Bush, cm Charlie Gullickson, pd Gene Allen Carr, pmm W. Roy Owens, ce	Bob Bosworth, nd Steve Conrad, sd Drue Smith, wd St., Wid. UP Fed. GE SES. AP Ray.
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	Chas. W. Trippe, gm Tom Nobles, pd & sd	Lela Gaddis, pmm Byron Fincher, ce
WMFS 1951	1260 1,000-D	Lookout Bcstg. Co. 215 W. Ninth St. 53127	McGillvra	Wm. F. Stone, mgng. ptrn. & gm	D. Wert Campbell, cm Larry McKinley, pd	Glenn Channells, ce Gloria Calloway, wd
CLARKSVILLE						
WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 6414	MBS, KBS	E. T. Campbell, p & gm Parry Sheftall, cm	Clay Cline Jr., pd, pmm, n, f, & wd	John Bailey, ce Earl Walton, sd Cap. AP RCA
CLEVELAND						
WBAC 1945	1340 250	Robert W. Rounsaville Central Ave. 62	MBS	Robert W. Rounsaville, p Thad Fitch, sm	Edith Lasater, cm & wd Bill Stone, pd & nd	W. D. Stewart, ce Mike Dodd, sd UP RCA
COLUMBIA						
WKRM 1946	1340 250	Middle Tennessee Bcstg. Co., Inc. P. O. Box 71 1340	MBS, KBS	R. M. McKay Jr., p, g & cm Al Knott, pd	Mel Dugger, pmm Cameron H. McKay, ce Bill Frasher, n & fd	Joe Cutter, sd Lil Holliday, wd Cap. AP RCA
COOKEVILLE						
WHUB 1940	1400 250	WHUB, Inc. 315 E. Spring St. 789	CBS, KBS Continental	M. L. Medley, gm	Joe C. Medley, sta. d	L-W UP
DYERSBURG						
WDSG 1946	1450 250	State Gazette Bcstg. Co. Box 58 77	MBS, KBS Mid-South	Russell M. D. Bruce, p A. L. Ward, secy-treas.	Frank Armstrong, gm & fd Pierce Laton, cm	Bill Ward, pd Dave Ross, ce Dick Huckba, nd AP RCA

Data corrected to Dec. 6, 1951. If executives or services for FM 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.

ELIZABETHTON

WBEJ 1946	1240 250	Robert W. Rounsaville & George M. Clark Elk Ave. 2-1241	MBS	Robert W. Rounsaville, p Frazier Cochran, sm James Cox, cm	William A. Selley Jr., pd & nd M. C. Bowers Jr., ce	Terry Sams, sd Ruth Ritchie, wd	UP Ray.
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FAYETTEVILLE

WEKR 1948	1240 250	Fayetteville Bcstg. Co. Box 625 1240	MBS, KBS	John R. Crowder Sr., ptrn. James Porter Clark, ptrn. & sd	James W. Tate, sm Teddy Barnes, cm Glenn Slayton, pd	Ernest Tucker, ce Jerry B. Barnes, wd	AP Ray.
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GALLATIN

WHIN 1948	1010 1,000-D	Sunner County Bcstg. Co. Gallatin 1010		A. B. Perkins, p	J. B. Thomas Jr., gm	Charles Brewer, cm	Cap. UP WE
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GREENEVILLE

WGRV 1946	1340 250	Radio Greenville, Inc. Radio Bldg. 797	MBS	Paul O. Metcalfe, p & gm Hugh Pickel, cm	Tom Lyons, pd, pmm, n. f & sd	Laile Hampton, ce Florence Lee Rush, wd	Cap. UP Ray.
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HARRIMAN

WHBT 1947	1230 250	Harriman Bcstg. Co. Devonia at Crescent St. 850	MBS, KBS Continental	F. L. Crowder, o & m Hugh Patton, cm	Carl Williams, pd & nd Fred Davis, pmm & sd	Gene Davidson, ce	SES. UP G
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HUMBOLDT

WIRJ 1949	740 250-D	Gibson County Bcstg. Co. 210 N. 22nd. Ave. 740	KBS Mid-South	J. Frank Warmath, o & p Howard E. Byrum, gm	Thomas S. Armistead, cm	Irie Brown, ce	L-W UP Col.
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JACKSON

WDXI 1948	1310 5,000-LS 1,000-N DA-N	Dixie Bcstg. Co. Williams Bldg. 7-9611	MBS Dixie Burn- Smith	Aaron B. Robinson, p W. H. Winsett, gm Jack Cecil, cm	Jim Hoppers, pd Jack Murphy, pmm James S. Thomas, ce	Frank Melton, nd Tom Williams, fd Jay Black, sd	Cap. UP Ray.
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WPLI 1949	1490 250	George Arthur Smith First Nat'l. Bank Bldg. 7-8541	LBS McGillvra	George A. Smith, o Charles J. Wingate, gm & sd	Leonard C. Feilding, cm Charles McMillian, pd David B. Jordan, ce	Al West, nd Geraldine Foster, wd	Cap. UP Col.
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WTJS 1949	1390 1,000 DA-N	Sun Pub. Co. 104 E. Baltimore St. 7-3316	ABC Mid-South Branham	A. A. Stone, vp & gm Frank S. Proctor, m Leslie R. Brooks Jr., asst. m	Sam D. Lollar, studio n & fd Robert M. Gordon, ce	Doris Atterbury, pmm & wd Vince Tapler, sd	Wld. AP RCA
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WTJS-FM 1947	Ch. 264 (B) 100.7mc 50kw						
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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	Kit Carson, wd	Wld. AP Ray.
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WJHL 1938	910 5,000-LS 1,000-N DA-2	WJHL, Inc. 145 W. Main St. 2780	ABC Pearson	W. H. Lancaster, p & gm W. H. Lancaster Jr., cm	Robert Walker, pd & nd Ken Matthews, pmm O. K. Gariand, ce	Raymond Rosson, fd Ed Cowell, sd Patty Smithdeal, wd	AP, UP RCA
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WJHL-FM 1948	Ch. 264 (B) 100.7mc 9.7kw						GE
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KINGSPORT

WKIN 1951	1320 1,000-D	Cy N. Bahakel Kingsport		Cy N. Bahakel, o			
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WKPT 1940	1400 250	Kingsport Bcstg. Co., Inc. 222 Commerce St. 2870	NBC Cooke Dora- Clayton	C. P. Edwards Jr., p Paul L. Overbay, gm	Phil J. Weaver, cm Martin Karant, pd & nd	James E. Davis, pmm & sd Thomas Phillips Jr., ce	Thes., Wld. AP WE
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WKPT-FM 1948	Ch. 253 (B) 98.5mc 4.5kw						RCA
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KNOXVILLE

WBIR 1941	1240 250	Radio Station WBIR, Inc. 618 S. Gay St. 4-3321	ABC Bolling	Gilmore N. Nunn, p John P. Hart, vp, gm, pd & pmm	James A. Dick, sim	J. Rex Horton, ce	Thes. UP RCA
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WBIR-FM 1949	Ch. 227 (B) 93.3mc 2.85kw						WE
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WIBK 1947	800 1,000-D	Independent Bcstg. Co. 406 W. Church St. 4-9866	KBS Cooke	J. Harold Smith, p Marvin I. Thompson, g & cm & pd Margaret Covington, pmm	John D. Caylor, ce Bob Johnson, nd Red Hutsell, fd	Jack Westbrook, sd J. Katherine Thompson, wd	AP Ray.
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WKGN 1947	1340 240	Clarence Beaman Park Nat'l Bank Bldg. 4-0766	MBS LBS Forjoe	Clarence Beaman, o & gm Guy L. Smith, III, cm J. E. (Gene) Bouldin, sm	Milton L. Jones, ce W. E. Bill Sorrell, n & sd		L-W AP RCA
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WNOX 1921	990 10,000 DA-N	Scripps-Howard Radio, Inc. 110 S. Gay St. 3-3171	CBS Branham	Jack R. Howard, p R. B. Westergaard, vp & gm	O. L. Smith, cm Charles McMahon, pd Walter Corning, pmm Ray Evans, ce	Howard Bowles, office m Cliff Allen, n & fd Bill Jay, sd	UP WE
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WROL 1930	620 5,000 DA-2	Mountcastle Bcstg. Co., Inc. 612 Gay St., S. W. 2-7111	NBC Avery- Knodel	Paul Mountcastle Sr., p W. H. Linebaugh, vp & gm	J. T. McCloud, loc. cm John Reese, pd Wayne Hudson, pmm	Fred M. Andrews, ce Allen Stout, n & fd Mary Walker, wd	Cap. UP RCA
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LAWRENCEBURG

WDXE 1951	1370 500-D	Lawrenceburg Bcstg. Co. Locke Bldg. 4462	MBS Dixie Burn- Smith	Aaron R. Robinson, p George Eubanks, gm Ghan Smith, cm	Ken Marston, pd & sd Bud Sawyer, pmm	James S. Thomas, ce Frances Baxter, wd	Cap., SES. UP WE
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LEBANON

WCOR 1949	900 250-D	Lebanon Bcstg. Co., Inc. Cumberland Ave. 1540		Theo. F. Ezell Jr., gm Michael R. Freeland, cm	Jack Hendrickson, pd & sd William Johnston, ce	Walt Dillard, nd Marion Simpson, wd	L-W UP Ray.
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LENOIR CITY

WLIL 1950	730 500-D	Arthur Wilkerson Lumber Co. Broadway at Grand St. 1095		Arthur Wilkerson, o & gm Otis Parker, m & cm	Fred Pell, pd	P. C. Melone, ce	Ses. UP G
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WLIL-FM 1951	Ch. 262 (B) 100.3mc 8.8kw						GE
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LEWISBURG

WJMJ 1947	1490 250	Estate of J. J. Murray East Hill 780	MBS	Louis D. Lingner, g & cm J. E. Sowell, ce	Perry Gillum, n & sd Leon Harrison, fd	Wynona G. Clark, wd	Thes. AP Col.
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TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
MARYVILLE							
WGAP 1947	1400 250	Aluminum Cities Bestg. Co. Blount Bank Bldg. 2490	KBS, LBS	F. H. Corbett, p & gm Walter E. Moore, cm Curtis La Marr, ce	Joseph F. Wheeler, pd, pmm & sd Kenneth Kribbs, nd	Dave Lynn, fd Betty Jo Law, wd L-W, Thes. AP Ray.	
McMINNVILLE							
WMMT 1947	1230 250	McMinnville Bestg. Co., Inc. McMinnville 401	MBS, KBS	Dr. Sam J. Albritton, p Royce Richards, gm Van L. Slack, cm Ernie Richards, pd & nd	Henry G. Trent, pmm Hubert A. Beasley, ce H. V. Massey, fd	Dave Hill, sd Lonnie Walling, wd UP Ray.	
MEMPHIS							
WDIA 1941	730 250-D	Bluff City Bestg. Co. 2074 Union Ave. 36-2703	Pearson	John R. Pepper, co-o Bert Ferguson, co-o & gm Harold Walker, cm	Christine Spindel, pd & wd Henry N. Fones, ce David James, pdm	Marie Wathen, nd Ernest Brazzle, fd Bill Gilliland, sd UP G	
WFAK 1951	1480 1,000-D	Frank J. Keegan 215 Madison 37-8833		Frank J. Keegan, o Thomas W. Vinton, gm Austin Dolan, traffic m	Vernon Annette, pd & sd Fran Keegan, wd	Hobson Daws, pmm, pub. service & nd Assoc. SES. INS. RCA	
WHBQ 1925	560 5,000-LS 1,000-N DA-2	Harding College, Inc. Hotel Gayoso 8-6868	MBS Weed	John Cleghorn, gm Bill Grumbles, cm Gordon Lawhead, pd	Edwin Parker, pmm Welton, Roy, ce Jack Britton, sd	Lee McEachern, n & fd Helen Parker, wd Assoc. AP RCA	
WHHM 1946	1340 250	Mid-South Bestg. Corp. 433 Sterick Bldg. 37-4422	LBS Forjoe	P. E. Furlow, p C. K. Beaver, gm Louis Zlotky, cm	Bob Jones, pmm & nd William Marsh, ce	Bob Sticht, sd Dorothy Abbott, wd Cap., L-W AP, UP RCA	
WMC 1923	790 5,000 DA-N	Memphis Pub. Co. Memphis 8-7464	NBC South Central Branham	Enoch Brown, p H. W. Slavick, gm Earl Morland, cm	Wilson Mount, pd Walter E. Frase, pmm Ott Rouse, pdm E. C. Frase Jr., ce	Bob Pigue, nd Walter Durham, fd Charles Sullivan, sd Olivia Brown, wd L-W, Thes. UP	
WMCF (FM) 1947	Ch. 259 (B) 99.7mc 320 kw						
WMCT (TV) 1948		Memphis Pub. Co. P. O. Box 311 8-7464			(For full information see TELECASTING Yearbook)		
WMPS 1925	680 10,000-LS 5,000-N DA-N	WMPS, Inc. Radio Center 5-2663	ABC Radio Reprs.	Harold R. Krelstein, vp & gm	W. B. Rudner, Sta d Joe Deaderick, ce	Tys Terwey, nd Charles DeVois, loc. slm St. SES. AP, UP RCA	
WREC 1922	600 5,000 DA-1	WREC Bestg. Service Hotel Peabody 5-1313	CBS Katz	Hoyt B. Wooten, o & gm Hollis R. Wooten, cm	Roy Wooten, pd Jack Michael, pmm	Wilson Raney, ce L-W, SES. Wld. UP	
MORRISTOWN							
WCRK 1947	1450 250	Cherokee Bestg. Corp. Brown Ave. 1450	MBS Holman	Herbert S. Walters, p	Howell Ashford Jr., g & cm	John McCrary, pd James R. Redden, ce L-W AP RCA	

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Memphis—
largest city in this
Vital Inside U.S.A. area*

*Memphis is larger than those cities actually shown and lettered within the white map section.

NOW!
OVER 800,000 RADIO HOMES
IN THE MEMPHIS AREA

- Biggest city in area of more than thirty-one million people
- Twenty-sixth biggest city in the entire nation
- Thirteenth largest wholesale market in the United States

AND THE
RADIO STATION THAT
HAS SERVED THE MEMPHIS
MARKET BEST SINCE
1923 IS

MEMPHIS
NBC — 5000
WATTS — 790

National Representatives,
THE BRANHAM COMPANY

WMCF 260 KW Simultaneously Duplicating AM Schedule **WMCT** First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal

Two mail order programs sell \$51,592 worth of cattle!

Ever hear of a more unlikely mail order item than a 700 pound steer?

WSM recently sold 232 of them, for a total of \$51,592.00, and wrote one more amazing chapter in the history of the Central South's boss salesmaker.

The cattle belonged to Mr. Otis Carter, 15 year sponsor of Carter's Chick Time. His knowledge of WSM's phenomenal ability to sell baby chicks prompted him to offer a herd of 232 feeder cattle to the WSM audience.

Just two programs did it—cleaned out the herd, horns, hoofs, and all! Some of the buyers came from 300 miles away, and Mr. Carter says he could have sold twice the number he had on hand.

Was the sponsor surprised? Not at all. Says Mr. Carter "anyone can sell a farmer anything he needs over WSM." WSM isn't soliciting mail order accounts. But a station that can move \$51,592.00 worth of sirloin on the hoof with two mail order programs packs a sales punch you can't afford to pass up.

Irving Waugh or any Petry Man can take it from here.



**CLEAR CHANNEL
50,000 WATTS**

IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

PARIS

WTPR 1947	710 250-D	Paris Bcstg. System, Inc Davis Bldg. 1700	KBS	Virgil Lindner Jr., gm & pd	B. C. Kilgore, cm Don Somerville, ce W. C. Mitchell, fd	Joe Bryant, sd (Mrs.) Joy Vowell, wd	L-W AP G
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PULASKI

WKSR 1947	730 250-D	Richland Bcstg. Co. Radio Center 1066	LBS	W. K. Jones, p Virgil Trimm, gm Wallace Beecham, cm & nd	George Martin, pd D. L. Hoover, pmm & sd Richard Spruill, ce	Terrell Jackson, fd Allene Williams, wd	SES. UP Ray.
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SHELBYVILLE

WHAL 1946	1400 250	Shelbyville Bcstg. Co., Inc. Shelbyville 1400	MBS	Harvard Smith, p Charles Christian, g & cm	Charles Bragg, pd Timothy Marsh, ce	Lewis Penuel, nd Joyce Dixon, wd UP Ray.
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SPRINGFIELD

WDBL 1950	1430 1,000-D	Springfield Bcstg. Co., Inc. P. O. Box 464 1287	KBS	Walter A. Duke, p, g & cm	Roberta Bell, pd Ann Duke, ce & wd	Charles Blankinship, fd Ken Early, sd UP Col.
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TULLAHOMA

WJIG 1948	740 250-D	Col. Raymond L. Prescott Jr. Tullahoma 2607	LBS	Raymond L. Prescott Jr., p & gm	James R. Walkup, sm Mary Prescott, cm	William L. Spraggins, ce	Cap. UP G
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UNION CITY

WENK 1946	1240 250	Union City Bcstg. Co. Washington & First 1240	MBS, KBS Burn- Smith	Aaron B. Robinson, p Louis C. Wrather, m & sd Edwin A. Kallenberg, cm	Mrs. Lee Smith, pd James A. Thomas, ce	Dave Banks, nd Hank Huggins, fd	Wid. UP WE
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WINCHESTER

WCDD 1948	1340 250	Arthur D. Smith Jr. P. O. Box 1103 2201	MBS	Arthur D. Smith Jr., p, g & pmm	Harry W. Sullivan, cm & fd Russell Bradley, pd & nd	Frank Spencer, ce Bill Knight, sd Mildred C. Crawford, wd UP Ray.
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TEXAS

ABILENE

KRBC 1936	1470 5,000-LS 1,000-N DA-N	Reporter Bcstg. Co. Windsor Hotel 4-6255	ABC Texas State Pearson	(Mrs.) Eva May Hanks, p Howard Barrett, vp	John A. (Bro) Mingus, asst. m Forest Lane, c & pmm John B. Casey, ce	Morris Twomey, fd Ken Cariker, sd La Fawn Green, wd	Cap. AP Col.
KWKC 1948	1340 250	Citizens Bcstg. Co. 25th & Butternut Sts. 4-7286	MBS Lone Star Taylor	W. P. Wright, p A. C. Etter, g & pmm	Tyler Stewart, cm Leonard L. Johnson, pd, n & sd	Forrest Tipton, ce	SES., Wid. AP, UP WE

ALICE

KBKI 1947	1070 1,000 DA-N	Alice Bcstg. Co. P. O. Box 731 2070	MBS	E. G. Lloyd Jr., p A. C. Lloyd Jr., gm	Nat Watson, cm J. Allen Frye, pd	S. L. Spenser, ce Cliff DuBose, fd AP Col.
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ALPINE

KVLF 1947	1240 250	Big Bend Bcstg. Inc. Alpine 37	MBS, KBS, LBS Texas State Southwest Cactus Best	Barny Hubbs, p Jack Hawkins, vp Gene Hendryx, gm	Katherine Connor, pd Randy White, pmm	Earl McCall, ce John Newell, nd UP G
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AMARILLO

KAMQ 1947	1010 1,000-LS 500-N DA-N	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	MBS Forjoe	Walter G. Russell, p Robert D. Houck, co-o. secy-treas. & gm Hoyt Houck, vp	Jess Richardson, cm Ray Whitworth, pd & sd Johnny Hathcock, pmm Stewart Parsons, ce	Wesley Smith, nd Joe Barnes, fd LaVerne Mott, wd	Cap., Theat. AP Ray.
KFDA 1939	1440 5,000 LS 1,000 N-DA	Amarillo Bcstg. Corp. 109 E. 5th St. 6-5343	ABC Branham	Gilmore N. Nunn, p John G. Ballard, g & cm Tom Priest, pd	Kenneth B. Bean, ce	Kelly West, nd Elizabeth Merchant, wd	Wid. UP RCA
KFDA-FM 1948	Ch. 262 (B) 100.3mc 3.4kw					 WE
KGNC 1922	710 10,000 DA-2	Plains Radio Bcstg. Co. Eight & Harrison 3-4242	NBC Lone Star Taylor	Gene A. Howe, p Tom Kritser, gm Calvin Handy, bus. m	Bob Watson, asst. m & pd Peggy Williamson, pmm William H. Torrey, ce	Wes Izzard, nd J. Garland Smith, fd Bill Edwards, sd	Cole, L-W AP, UP RCA
KLYN 1948	940 1,000 DA-N	Plains Empire Bcstg. Co. 1014 W. Seventh St. 2-6773	CBS Western Blair	R. G. Hughes, o & p Howard Roberson, gm (Mrs.) Mae Dorsey, pmm	Janice Fenno, traffic m Eugene Fennimore, ce	Ken Reed, nd Sandra Weatherly, wd Bob Truett, office m	St. UP

ATHENS

KBUD 1948	1410 250-D	Henderson County Bcstg. Co. Box 309 2277		J. B. McNutt Jr., p, gm & ce	Elizabeth Fitzpatrick, wd	 UP G
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ATLANTA

KALT 1950	900 1,000-D	Ark-La-Tex Bcstg. Co. Atlanta 681	Best	H. H. Wommack Jr., p David A. Wommack, gm	Robert Bieloh, cm Norman Bale, pd & nd	James Waites, ce George Dobson, sd Col.
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TEXAS—(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	Transe. Library, News Service
AUSTIN						
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-N	Texas Bcstg. Corp. P. O. Box 717 2-2424	CBS Lone Star Taylor	Claudia T. Johnson, p J. C. Kellam, gm Sam B. Plyler, sim	Richard (Cactus) Pryor, pd Revis L. Taylor, pmm A. B. Hearn, ce	Paul Bolton, nd Reese Turner, fd Art Vickland, sd Wid. UP WE
KTXN 1947	1370 1,000-D	Radio KTXN, Inc. 1211 E. Sixth St. 7-4476	Nat'l Time Sales Oakes	Ed C. James, p Frank Stewart, gm Joe Harry, cm	Lilia Guzman, pd Frank Foster, pmm Paul Lindhorn, ce	Ed Idar, nd Myrtle Royster, co-wd Margarita Munoz, co-wd RCA
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Corp. 113 W. Eighth St. 8-8521	MBS, LBS Forjoe	John B. Connally, p Willard Deason, gm	Charles Howell, cm Dave Smith, pd & pmm	Alfred W. Scharath, co-ce L-W UP WE
BALLINGER						
KRUN 1947	1400 250	Runnels County Bcstg. Co., Inc. Zappe Bldg. 3151	KBS Best	R. E. Bruce, p Jim H. DeLong, gm & fd	Robert F. McGarvey, cm. n & sd Troy Smith, pd	W. C. Kelley, ce Helen Hampton, traffic m & wd AP G
BAY CITY						
KIOX 1947	1270 1,000 DA-N	J. G. Long Box 1391 642	MBS, KBS	J. G. Long, p Cleveland Griffin, gm & sd	Boyd Porter, cm Paul Young, pd & nd	Charles Cunningham, ce Si Snyder, wd Wid. UP WE
BAYTOWN						
KRCT 1947	650 250-D	Bay Bcstg. Co. P. O. Box 629 8251	KBS	C. Q. Alexander, p	O. J. Howell, vp	Sylvia McKinstry, secy-treas. AP
KREL 1947	1360 1,000 DA-2	Tri-Cities Bcstg. Co., Inc. Box 419 8211	LBS Clark	Robert A. Matherne, p W. M. Lightfoot, vp & gm Richard Rosenfeld, cm	Mary D. Lightfoot, pd Emilio Rodriguez, ce	Dick Eason, nd Ray de Board, fd Wid. UP G
KREL-FM 1949	Ch. 220 (B) 92.1mc 0.82kw					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, g & cm Conrad Bering Jr., pd	H. F. Caldwell, pmm Harold W. Bartlett, ce	Dave Russell, n & sd Ralph Ramos, fd L-W UP RCA
KPBX 1947	1380 1,000-D	KPBX Bcstg. Co. P. O. Box 1432 2-0201	LBS Forjoe	J. M. Gilliam, p & gm	Lynn Toney, prog. m	C. P. Ward, adv m St.
KRIC 1938	1450 250	The Enterprise Co. 3130 Blanchette 4-9421	Branham	O. E. Davis, p E. C. Davis, gm Les Ryder, sm Ed Henry, cm	Virginia Wade Ryder, pd & wd D. K. Maxted, pmm M. J. Easterwood, ce	Karl von Lewwen, nd Monk Vance, fd Ed Dittert, sd Thes. AP RCA

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KFDM

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

FIRST IN POWER

KFDM is the ONLY station in this area operating with a power of 5,000 WATTS DAY AND NIGHT.

FIRST IN POPULARITY

Measurements by all standards available to the industry, prove more people listen to KFDM more hours than to any other station in the Beaumont-Port Arthur area.

FACTS

	DT	NT
RADIO FAMILIES	240,800	211,000
POPULATION	933,000	
COVERS 15 COUNTIES IN TEXAS and 12 PARISHES in LOUISIANA		
RETAIL SALES	\$656,842,000	
NET EFFECTIVE BUYING INCOME	\$723,686,000	
(Figures from 1951 S.M. Survey of Buying Power)		

FIRST IN COVERAGE

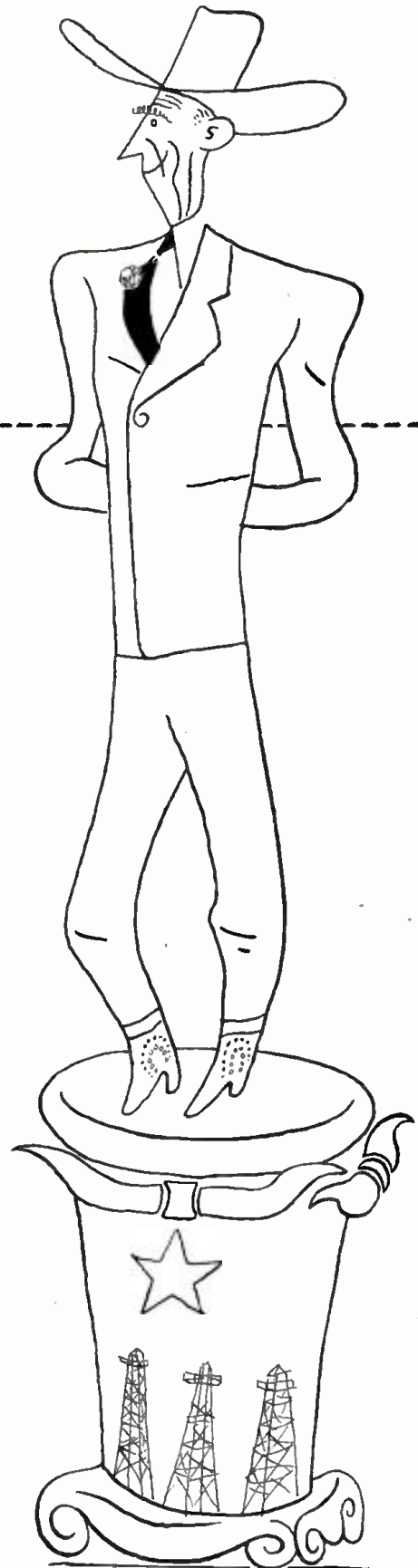
KFDM is listened to regularly by 104,540 families who reside in 24 counties composing this trade area.

FIRST IN PROGRAMMING

Beaumont's ONLY major network station, KFDM provides a program menu to suit every listener's taste, whether it be for news, drama, music or education, built around the fine shows offered by the AMERICAN BROADCASTING COMPANY.

A B C 5000 WATTS 560
L S C DAY AND NIGHT K. C.
STUDIOS: BEAUMONT, TEXAS
NATIONAL REPRESENTATIVE: FREE & PETERS, INC.

Somewhere West of Eustace Tilley or The Flowering of Amarillo . . .



Geography is one of the many things we have a lot of around Amarillo. About 25 years ago a fellow could stand at the Santa Fe station, squint his eyes, and see right into the next week. Lately, though, all the irrigation-fostered trees, the oil wells, and grain elevators would get in his way. If he was looking for business, he wouldn't want to look much further than our trading area anyhow.

Amarillo is a long way from everywhere, up on the high plains which climb to the Rockies. Five other state capitals are about as near as Austin, the Texas capital. Eighty-three counties in Texas, 3 in Colorado, 16 in Oklahoma, 16 in New Mexico, and 12 in Kansas are served by Amarillo's network of highways and railroads—1,853,000 people in 166,875 square miles. This is why Amarillo, the 158th market in the U. S. in population, is 11th in retail sales per capita.

Amarillo is so far north of South Texas (770 miles from Brownsville) that we are sometimes called Yankees. But it's close to the stuff an advertiser looks for when he wants business. The Panhandle, with the world's largest wheat field, grows 85% of Texas' 35-million-

bushel annual wheat crop. It contains the biggest natural gas field in the world, the second biggest cattle ranch, and more than 4,000 oil wells. ("Cattle can't drink that stuff," said an outraged rancher when oil was found on his land.)

KGNC's 10,000 watts cover our vast trading area effectively. Last year the Texas State Soil Conservation Board wanted to determine the most effective means of getting weather information to an area up to 80 miles from Amarillo. They found out with their own survey. Radio got 96% of the vote—and 88% of the 96% said KGNC. When asked, "What's your favorite farm program?" 67% named KGNC programs; all other stations combined got only 33%.

There's a story about a fellow from Washington, D. C. who was riding across a flat stretch of wind-blown road with a Texas rancher. A colorful bird fluttered into, and out of, sight. The Easterner asked what it was. "Bird of paradise," his host told him. There was a long pause, then the visitor said, "Pretty far from home, wasn't he?"

It isn't as far as it used to be. And the gap is closing.



710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

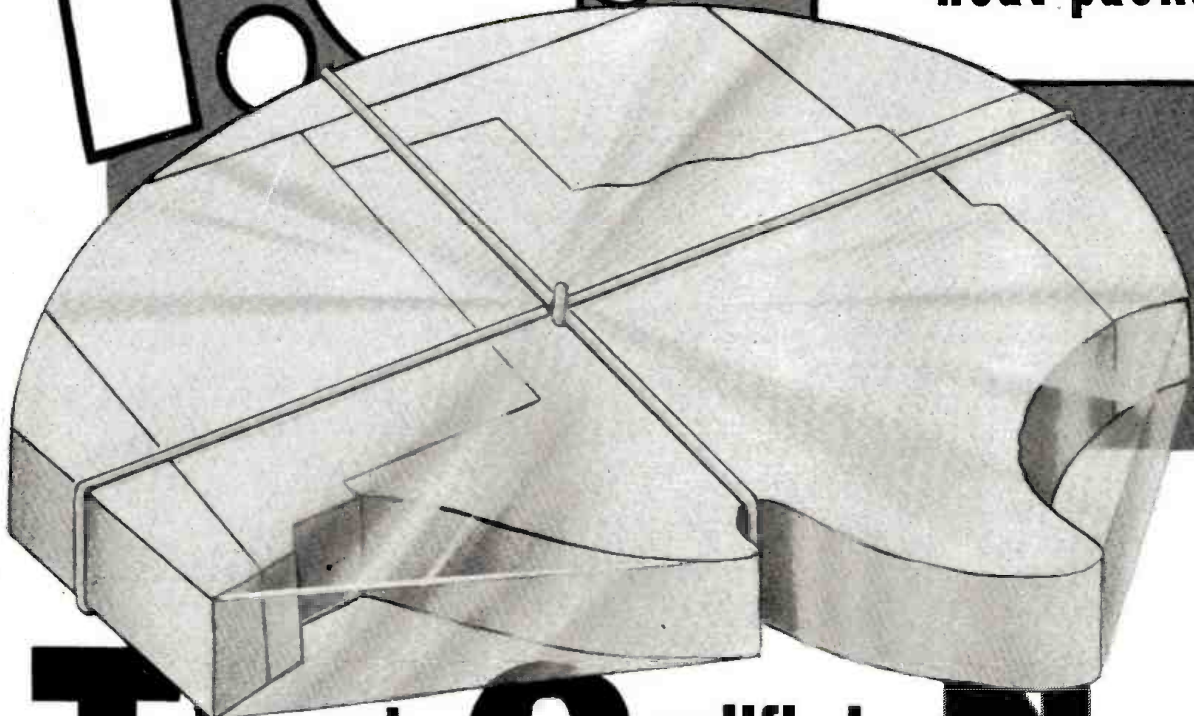
TEXAS—(Continued)

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. 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. Li- brary, News Service Transmitter	
BEAUMONT (Cont'd.)							
KRIC-FM 1948	Ch. 258 (B) 99.5mc 14kw						
KTRM 1947	990 1,000 DA-1 (CP) 5,000-LS 1,000-N DA-2	KTRM, Inc. 230 Orleans St. 2-8478	Young	Jack Neil, p, gm & nd Bill McRae, cm Roy Dixon, pd	Joe Trum, pmm Ben Hughes, ce 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.	Harry W. Wardwell, pd & ce	Thes. AP Ray.
BELTON							
*KMHB(FM) 1948	Ch. 246 (B) 97.1mc 12kw	Mary Hardin-Baylor Box 544, Baylor Station 707		Frank Magers, pd	John Pierce Bloomer, ce		SES. GE
BIG SPRING							
KBST 1936	1490 250	Big Spring Bcstg. Co. 702 Johnson Street 1500	ABC Texas State Pearson	William J. Wallace, p, gm & sd William L. Cox, cm	J. N. Young Jr., pd, pmm & nd	Andrew M. Jones, ce Jerry Odom, wd AP WE
KTXC 1949	1400 100	Big State Bcstg. Corp. City Park 3300	LBS Best Melville	V. T. Anderson, p & gm James O. Taylor, cm Mike Ling, pd, n & sd	E. Rodman, pmm Alfred Martel, ce	Bruce Frazier, fd Ernest Dean Rodman, wd UP G
BONHAM							
KFYN 1948	1420 250-D	Bonham Pub. Co. 903 E. Fourth St. 781		T. Frank Stewart, p Mary Jane McPherson, vp	Clark Bass, secy.-treas.		Wid. UP
BORGER							
KHUZ 1947	1490 250	Radio Station KHUZ, Inc. 1431 Clayton St. 1600	MBS	R. G. Hughes, p Jack Roberts, co-m	Herman Kreiger, co-m & ce Louis Roberts, co-cm	Hally Blymiller, co-cm Jake Shubinski, n & sd	Wid., SES. UP
BRADY							
KNEL 1935	1490 250	G. L. Burns Brady 7777	Best	G. L. Burns, o, gm, pd & pmm	J. S. Sloane, cm & nd Cecil Nelin, ce	Richard Grote, fd Norma Fain, wd AP
BRECKENRIDGE							
KSTB 1947	1430 1,000-D	Stephens County Bcstg. Co. Miller Bldg. 1430	LBS	R. W. Chapman, p & gm Sid Foster, cm	T. Drake, pd	R. L. Smith, ce	L-W AP G
BRENHAM							
KWHI 1947	1280 1,000-D	Tom S. Whitehead 108½ E. Main St. 655	KBS, LBS	Tom S. Whitehead, p & gm	J. C. Price, cm William J. Sloan Jr., pd	Roland D. Elder, ce Thomas C. Blake, sd	L-W, SES. UP G
BROWNFIELD							
KTFY 1949	1300 1,000-D	Terry County Bcstg. Co. P. O. Drawer 1032 1000	KBS	David R. Worley, g & cm Nathan Daniel, pd & fd	Sid McIntosh, pmm & sd H. L. (Red) Smith, ce	Don Opheim, nd Bobby Stone, wd	Cap., 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 Mireur, n & fd Connie Green, 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	A. O. Harvey, ce St. WE
BROWNWOOD							
KBWD 1941	1380 1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS Texas State Walker	Wendell Mayes, p & gm Joe B. Foster, cm Wendell Mayes Jr., pd	Joyce Lemma, pmm A. W. Stewart, ce	Bill Jamar, fd Wanda Patterson, wd UP RCA
BRYAN							
KORA 1947	1240 250	Bryan Bcstg. Co. 604 Varisco Bldg. 3-1240	MBS	David C. Jones, o, gm & ce	M. Ralph Weedon, c & pmm	Calvin Pigg Jr., fd C. N. Hielscher, sd Col.
CENTER							
KDET 1949	930 1,000-D	Center Bcstg. Co. Inc. 205 Austin St. 1199	Best	Tolbert Foster, p & pd Tom E. Foster, gm & nd Grant Pickens, cm	Jack Bell, pmm & sd Harland E. Riley, ce	John Mossberg, fd Louise Hairston, wd	Cap. UP Col.
CHILDRESS							
KCTX 1947	1510 250-D	Golden West Bcstg. Co. 217½ Main St. 1085	MBS Best	R. Malone Hagan, co-o & p	George D. Cowan, co-o & gm LeRoy Carter, pd	Nelle Carter, pmm William V. Queen, ce AP Ray.
CLARKSVILLE							
KCAR (CP)	1350 500-D	Texo Bcstg. Co. Pulley Bldg. Sulphur Springs, Tex.					
CLEBURNE							
KCLE 1947	1120 250-D	Marti, Inc. 919 N. Main 1025	Best	George W. Marti, p, m, g, c & pmm, pd & ce	Smokey Munsch, fd	 AP
KCLE-FM 1949	Ch. 232 (A) 94.3mc 0.32kw						
COLEMAN							
KSTA 1947	1,000 250-D	Coleman County Bcstg. Co. P. O. Box 432 8406	Best	H. H. Jackson, p Floyd Shelton, gm & sd Dan Guthrie, cm	Bill Fox, pd, n & fd Jean Larson, pmm	R. B. Seals, ce Joann Harriss, wd	Cap., SES. UP Col.
COLLEGE STATION							
WTAW 1922	1150 1,000-D	A & M College of Texas College Station 6-8724	KBS, LBS	Richard L. Webb, m & ce Helen McLendon, cm	John Scogin, pd & nd R. B. Hickerson, fd	George Gray, sd AP Col.

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 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

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

TEXAS—(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. Li- brary, News Service Transmitter
COLORADO CITY						
KVMC 1950	1320 500-D	Colorado City Bcstg. Co. P. O. Box 990 1320	KBS Best Keller	Eldon B. Mahon, co-o John B. Mahon, co-o	Walter B. Grubbs, gm, pd & sd W. D. (Dub) Oliver, c & pmm	Porter A. Richardson, ce Robert A. Lowry, n & fd Martha Hammond, wd Cap., Thes. AP RCA
CONROE						
KMCO 1951	900 500-D DA	Montgomery County Bcstg. Co. 324 N. Main 1190		Reagan Smith, p James C. Dorrell, sm David L. Oglesby, slm	Hal H. Cojey, pd & nd John W. Neathery, ce Marvin E. Dougharty, fd	Kenneth Ratliff, sd Wilma L. Cole, wd St. UP Col.
CORPUS CHRISTI						
KEYS 1941	1440 1,000-LS 500-N DA-N	Nueces Bcstg. Co. P. O. Box 1460 27411		Kelly Wofford, m		
KRIS 1935	1380 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 4-6354	NBC Texas Quality Free & Peters	T. Frank Smith, p & gm W. M. Eikner, cm	Charles Nethery, pd & pmm Albert O. Harvey, ce	Jack Lozier, fd Weldon Robinson, sd Virginia Graham, wd St. AP Col.
KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Show Room Bldg. 2-9242	ABC Forjoe	Vann M. Kennedy, p & gm Charles R. Manning, cm	Henry Schwartz, pd Carol Ann Burg, pmm	W. K. Bridges, ce Dorothy L. Qualls, cont. ch. Thes. UP
KUNO 1950	1400 250	KUNO, Inc. P. O. Box 4286 4-5203	MBS	L. C. Smith, p J. H. Mayberry, gm	Herbert N. Garrett, asst. m Ben F. Blackmon Jr., sm	Peggy Lindsay, slm A. D. Hayslip, ce Assoc., Cap. UP Col.
KWBU 1943	1030 50,000-D	Texas Baptist Conven- tion Plaza Hotel. 4-5258	Branham	Carr P. Collins (Dallas) chmn. of bd Harry H. Hayes, gm Chas. Debenport, office m & nd	George Wilcox, pdm & sd R. Minnich, traffic m & (English) wd	Nestor Cuesta Jr., ce B. Pierce, fd J. del Robles, (Spanish) wd AP
CORSICANA						
KAND 1937	1340 250	Alto Inc. State Nat'l Bank Bldg. 2486	Branham	J. B. West, p	Luther A. Johnson Jr., gm	Wid UP
CROCKETT						
KIVY 1949	1570 250-D	Hamilton H. Callen & James H. Gibbs Box 478 222	KBS	Hamilton H. Callen, ptrn., g & cm & ce	James H. Gibbs, ptrn., pd, pmm & nd Don Gatz, fd	Bill Carter, sd Grace Ariedge, wd L-W UP G
CRYSTAL CITY						
KWTN (CP)	1240 250	Winter Garden Bcstg. Co. Crystal City	MBS Nat'l Time Sales	J. H. Mayberry, o, gm & ce	 G
CUERO						
KCFH 1949	1600 500-D	A. M. Respondek Cuero 700	LBS Best, Biddick	A. M. Respondek, p, gm & ce	Edson Foster, cm	Charlice Dietze, pd Wid. UP G
DALHART						
KXIT 1948	1410 500-D	Dalrad Associates P. O. Box 1350 740	KBS, LBS Best	Kenneth B. Bishop, co-o & gm	William J. B. Smith, ce	L-W UP G
DALLAS						
KACE (CP)	740 10,000-LS 5,000-N DA-2	Texas Star Bcstg. Co.				
KIXL 1947	1040 1,000-D	Variety Bcstg. Co., Inc. 1401 S. Akard St. Riverside 4521	Forjoe	Lee Segall, p & gm Tom Massey, natl. slm & asst. m Charles F. Payne, cm	John Wilson, pdm Bob E. Tripp, ce	Martin Gudenberg, music d Helen W. Lane, traffic m Mrs. Tim Healy, wd Assoc., Cap. Mac. St., Wid., AP WE
KIXL-FM 1947	Ch. 283 (B) 104.5mc 34kw					
KLIF 1947	1190 5,000-LS 1,000-N DA	Trinity Bcstg. Corp. 2100 Jackson St. Randolph 2421	LBS Pearson	B. R. McLendon, p Ray A. Lewis, gm	Joe Roddy Jr., pd Glenn Callison, ce	Bill Pelham, nd Jerry Doggett, sd Cap. UP
KRLD 1926	1080 50,000 DA-N	KRLD Radio Corp. Herald Square Randolph 6811	CBS Texas Branham	John W. Runyon, p Clyde W. Rembert, gm J. W. Crocker, asst. m	William A. Roberts, cm Roy George, pd A. J. Putman, pmm	Roy Flynn, ce Wilson Shelly, n & fd Ves Box, sd SES., St., AP, UP, INS WE GE
KRLD-FM 1948	Ch. 223 (B) 92.5mc 40kw					
KRLD-TV 1949		KRLD Radio Corp. Herald Square			(For full information see TELECASTING Yearbook)	
KSKY 1941	660 1,000-D	Sky Bcstg. Service Hotel Stoneleigh Randolph 6193		A. L. Chilton, p R. G. Terrill, g & pmm R. L. Kanatzar, cm	Leonard Holland, pd, n, f & sd Morris M. Ming, ce	Dorothy M. Smith, office m Leonore H. Chilton, wd AP RCA

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**THE SOUTHWEST'S GREAT TWIN
SALES PRODUCING
COMBINATION!**



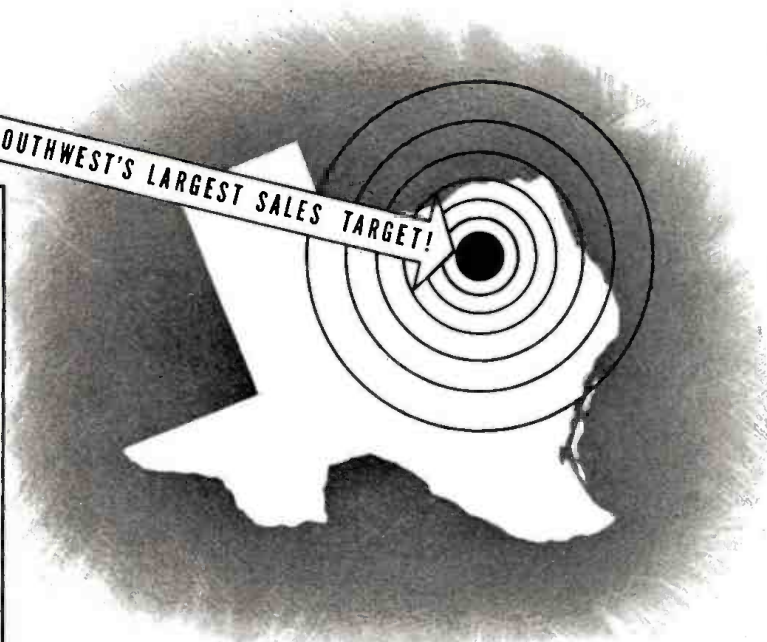
**DALLAS • FORT WORTH
and
KRLD • KRLD-TV**

THE SOUTHWEST'S LARGEST SALES TARGET!

More than a million mostly urban dwellers within the 50-mile zone . . . more than 2 million in the 100-mile area.

KRLD with 50,000 watts, full time power saturates the wide Southwest radio listening audience.

KRLD-TV, Channel 4, Texas' Most Powerful Television Station.



This is why

**KRLD
KRLD-TV**

is your best buy

EXCLUSIVE OUTLETS FOR CBS

PROGRAMS IN DALLAS • FT. WORTH

JOHN W. RUNYON, President
CLYDE W. REMBERT, General Manager

THE BRANHAM COMPANY, Exclusive Representative

TEXAS—(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. Li-brary, News Service Transmitter	
DALLAS (Cont'd.)							
¹ WFAA 1922	820 50,000 570 5,000 DA-2 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC Texas Quality Petry	E. M. (Ted) Dealey, p Martin B. Campbell, sup. radio-TV Alex Keese, m George K. Utley, cm Kelly Maddox, pd (For full information see TELECASTING Yearbook)	(Mrs.) Wynona Portwood, sls. prom. d Wm. C. Ellis, ce Sid Pietzsch, nd	Murray Cox, fd Ralph Widman, sd Julie Benell, wd	L-W AP, UP RCA
WFAA-TV 1949		A. H. Belo Corp. 1122 Jackson St. City of Dallas Dallas Tenison 6101	MBS Texas State Blair	Durward J. Tucker, g & cm & ce Pete Teddlie, pd & sls. co- ordinator	Eudell Martin, natl. slm Richard Workman, asst. pd Taylor Branch, nd	Al Jones, fd Eddie Hill, sd Louise Freedman, wd	Thes. AP WE
WRR 1920	1310 5,000 DA-N					 Col.
WRR-FM 1948	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, p Don R. Howard, g & cm	Edward L. Williams, pd, pmm & sd	Natham M. Brown, ce, n & fd Mary Hayes, wd	St. UP G
DENISON							
KDSX 1948	1220 1,000-D (CP) 950 500 DA-2	Grayson Bcstg. Corp. Denison 3400	LBS	B. V. Hammond Jr., p L. L. Hendrick, vp	Allen Hundley Jr., pd Frank Bailey, ce	John Clift, sd AP Ray.
DENTON							
KDNT 1938	1450 250	Harwell V. Shepard Radio Center 276	KBS, LBS Best	Harwell V. Shepard, o & m		 UP
KDNT-FM 1948	Ch. 292 (A) 106.3mc 0.76kw					 RCA GE
DUMAS							
KDDD 1948	800 250-D	North Plains Bcstg. Corp Box 337 2-5000	Best	Lucian W. Spencer, p & ce	Ken Duke, vp, g & cm & nd Bill Lask, pd & sd	Al Tremble, pmm Jerry Duke, wd	St. AP G
EDINBURG							
KURV 1947	710 250-D	James Cullen Looney Box 480 710	LBS ForJoe	James Cullen Looney, p Allan Dale, g & cm	Jack Moran, pd & nd Albert C. Ryan, pmm & sd	Warren R. Chase, ce Elizabeth Collier, office m UP Ray.
KURV-FM 1947	Ch. 285 (A) 104.9mc 1kw						

Note 1: Stations are assigned fulltime, but divide time between two channels; NBC rides 820kc clear channel, ABC rides 570kc 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. Data corrected to Dec. 6, 1951. If executives or services for FM 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.

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

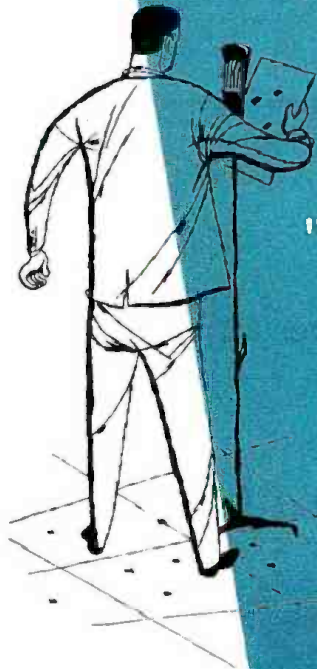
KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

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.

into a million homes...



"this is WFAA ... Dallas"

A million voices
selling throughout
Radio Southwest*
Your product story
is told in over a
million homes—not
only in the concentrated
Dallas-Ft. Worth metropolitan
area, but in 171 counties
of Texas, Oklahoma and
Arkansas—told to an
audience with a spendable
income of better than
\$7 billion.

Coverage in the
.5MV M Contours:
WFAA-820 (50 KW)
116,000 Square miles,
1,143,000 Radio homes.
WFAA-570 (5 KW)
95,214 Square miles,
964,000 Radio homes.

*Radio Southwest: primary coverage
area of **WFAA-820 WFAA-570**

Radio Service of the Dallas Morning News

Martin B. Campbell, Gen'l Mgr.

NBC - ABC - TQN Affiliates

Edward Petry & Co., Inc., National Representatives

TEXAS—(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; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;		
EL CAMPO							
KULP 1948	1390 500-D	Wharton County Bcstg. Co., Inc. Box 1390 1390	LBS	Culp Krueger, p Melbadean Wells, gm & wd Horace Wells, cm	Bob Hathaway, pd Joe Miller, ce	Bob Dickson, nd Dick Jones, f & sd	L-W UP Col.
ELECTRA							
KELT 1949	1050 250-D	Oil City Bcstg. Co., Inc. Radio Lane 1051	LBS	A. C. Raines Jr., p Mrs. L. McCowan Chapman, g & cm	(Mrs.) Jean Thompson, pd	Bill Frank Lindsay, ce Myrtle Russell, wd RCA
EL PASO							
KELP 1947	920 1,000-D	Trinity Bcstg. Corp. 106-A Texas St. 3-3658	LBS Pearson	B. R. McLendon, p Dick Weaver, g & cm	Walter Peterson, pd & fd Bob Lindley, pmm & nd	Virgil Cisneros, ce Jane Smith, wd	Cap. UP Ray.
KEPO 1948	690 5,000 DA-2 (CP) 10,000 DA-2	Rowley-Brown Bcstg. Co. 2419 N. Piedras St. 5-2731	ABC Blair	Kenyon Brown, evp Willard L. Kline, gm Nellie Parsons, asst. m	Howard W. Baldwin, cm Cecil Sansbury, pd, pmm & fd E. L. Gemoets, ce	Charles Amador, nd Phil Eakins, sd Joan Carter, wd	L-W, St. UP RCA
KROD 1940	600 5,000 DA-N	Roderick Bcstg. Corp. 2201 Wyoming St. 2-6551	CBS Southwest Taylor	Dorrance D. Roderick, p Val Lawrence, g & cm Ted R. Hunt, pd & nd	T. Wiseheart, pmm & sd E. P. Tall, utt, ce	Paul R. Stevenson, fd Lenore Dils, wd	Cap. AP RCA
KSET 1949	1340 250	Rio Grande Bcstg. Co. 706 N. Mesa Ave. 3-2693	MBS Inter-Mt. McGilivra	Fred Hervey, p George Thady, gm Don Brooks, cm	Al Islas, pd W. Johnston (western) pd Frederick J. Sheehan, ce	Paul Harris, fd Ed Sullivan, sd Polly Harris, wd	Cap. AP RCA Thes., Wld. UP RCA
KTSM 1929	1380 1,000-LS 500-N	Tri State Bcstg. Co. Inc. 801 N. Oregon St. 2-5423	NBC Hollingbery	Karl O. Wyler, p & gm Roy T. Chapman, cm Jack Chapman, pd	K. J. Walton, ce Conrey Bryson, nd John Phelan, sd	Patricia Russell, wd	Thes., Wld. UP RCA
FLOYDADA							
KFLD 1951	900 250-D	West Texas Bcstrs. Inc. Ralls Highway 11	KBS Continental Kellar	Ed Holmes, p James E. Stanton, g & pmm & sd	Len Sucher, cm & nd Wayne Robison, pd	Pat Jeter, ce & fd Alma Holmes, wd UP G
FT. STOCKTON							
KFST (CP)	860 250-D	Ft. Stockton Bcstg. Co. 860					
FORT WORTH							
KCNC 1947	870 250-D	Blue Bonnet Bcstg. Corp 705½ Main St. Fortune 1175	Western	J. H. Speck, p & gm J. N. Mullan, cm	Jim Bradley, pd & nd Chester Grubbs, ce	Caroline Drew, wd	Cap. AP Ray.
KCUL 1949	1540 5,000-LS 1,000-N DA-2	East West Bcstg. Co. 3807 Camp Bowie Blvd. Sunset 6555		Jas. G. Ulmer, p W. Bruce Chambers, gm Jerry Hahn, pd	R. L. McAlister, ce Maydell Wallace, office m	Duane Ramsey, nd Tee Casper, sd	Thes. UP
KFJZ 1936	1270 5,000 DA-1	Tarrant Bcstg. Co. 1201 W. Lancaster Edison 3474	MBS Texas State Blair	Gene L. Cagle, p & gm Clyde D. Pemberton, cm Hal Thompson, pd	Forrest Clough, pmm Charles B. Jordan, asst. gm	James T. Peterson, ce Porter Randall, nd Dave Naugle, sd	Wld. AP WE

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Biggest .. radio audience in EL PASO and the El Paso Southwest

Biggest .. value for your RADIO DOLLAR

is delivered by

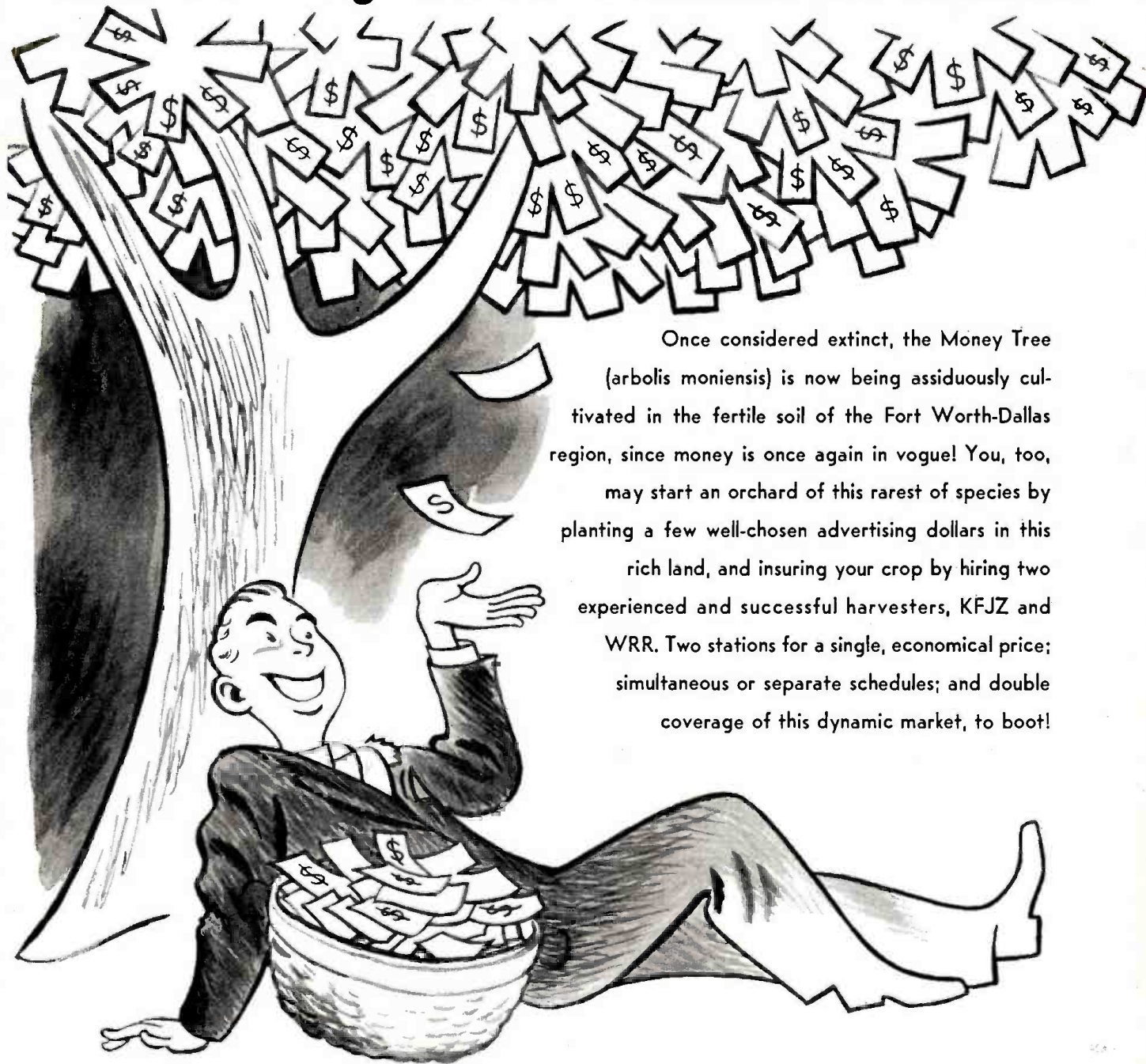
KROD
5,000 watts 600 K. C.
CBS RADIO NETWORK

RODERICK BROADCASTING CORP.
Dorrance D. Roderick, Pres.
Val Lawrence, Vice-Pres. & Gen. Mgr.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

THE EL PASO SOUTHWEST IS A BILLION-DOLLAR PRODUCING AREA — An American Business Bright Spot

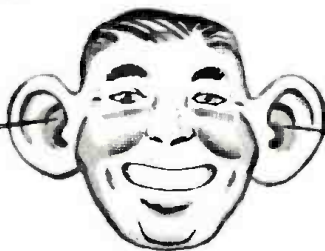
The Money Tree Grows in Texas



Once considered extinct, the Money Tree (*arbolis moniensis*) is now being assiduously cultivated in the fertile soil of the Fort Worth-Dallas region, since money is once again in vogue! You, too, may start an orchard of this rarest of species by planting a few well-chosen advertising dollars in this rich land, and insuring your crop by hiring two experienced and successful harvesters, KFJZ and WRR. Two stations for a single, economical price; simultaneous or separate schedules; and double coverage of this dynamic market, to boot!

"THE BILLION DOLLAR AUDIENCE"

KFJZ-FT. WORTH



WRR-DALLAS

NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

TEXAS—(Continued)

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FORT WORTH (Cont'd)						
KWBC 1946	970 1,000-D	Worth Bcstg. Co. 3800 Kimbo Road Valley 5741	MBS Rambeau	P. W. Seward, p Lewis Love, gm Pat McFathers, cm	Dean McClain, pd & nd Charles Hobbie, pmm	Melvin Parsons, ce Dorothy Hill, office m AP
KXOL 1947	1360 1,000 DA-N	Fort Worth Bcstg. Co. 1216 Pennsylvania Ave. Edison 1448	LBS Pearson	F. M. Skinner, p Herman K. Clark, gm	Hewel Jones, cm J. R. Crouse, ce	Joe Wills, nd Bill Hightower, sd AP Ray.
*WBAP 1922	820 50,000 570 5,000 DA-2 ST-WFAA	Carter Publications Inc. 3900 Barnett St. Lockwood 1981	ABC, NBC Lone Star Free & Peters	Amon G. Carter, p Harold V. Hough, d George Cranston, gm Roy Bacus, cm	Edgar Lally, pd & vp Thaine Engle, pmm & publ. d R. C. Stinson, ce	James A. Byron, nd W. A. Ruhmann, fd Winthrop C. Sherman, sd Assoc. AP RCA
WBAP-FM 1949	Ch. 263 (B) 100.5mc 50kw					
WBAP-TV 1948		Carter Publications Inc. 3900 Barnett St.			(For full information see TELECASTING Yearbook)	
FREDERICKSBURG						
KNAF 1947	1340 250	Gillespie Bcstg. Co. Security Bank Bldg. 311	MBS Best	Walter T. McKay, ptrn. & p	Mrs. Merle Moore, ptrn. & vp Norbert A. Fritz, g & cm, & ce	Roy Herbot, nd Walter Fuhrmann, fd AP G
GAINESVILLE						
KGAF 1947	1580 250-D	Gainesville Bcstg. Co. Inc. Box 222 248	KBS	Joe M. Leonard Sr., p Joe M. Leonard Jr., gm Earl Leonard, cm	Jerry Talley, pd, n & fd Charles Cuthrell, pmm Cordell Martin, ce	Frank Fancher, sd Zella Allen, wd St. AP Ray.
GALVESTON						
KGBC 1947	1540 1,000-LS 250-N DA-N	The Galveston Bcstg. Co. Commerce Bldg. 3-4329		James W. Bradner Jr., p & gm Roger Beane, asst. m	Orland Dodson, cm Tom Dawson, pd Jesse Simms, ce	Alec Gifford, nd Johnny Special, sd Frances Kay Harris, wd AP Ray.
KLUF 1922	1400 250	KLUF Bcstg. Co., Inc. 300 Haden Bldg. 5-6676	LBS Rambeau	Orrin Tucker, p Robert J. Savage, gm & nd	Braden E. Clough, pd L. D. Clough, ce	Mrs. E. A. McCluskey, bus. m Wes Perry, sd Wld. UP RCA GE
KLUF-FM 1949	Ch. 295 (B) 98.7mc 8kw					
GLADEWATER						
KSIJ 1949	1430 1,000-D	C. A. Lee T. W. Apartment Bldg. 516	Best	Douglas Charles Reeh, gm, n & sd J. O. Sisk, cm	Joe Talley, pd Tom Perryman, pmm & fd	Lloyd Johnson, ce Jo Ann Scholes, wd Cap. UP G
GONZALES						
KCTI 1951	1450 250	Gonzales Bcstg. Co. 425 St. George St. 770	KBS Grant Cooke	Frank Wilson Jr., ptrn., pd, pmm, ce & nd	Lawrence M. Walshak, ptrn., g & cm	David Walshak, f & sd SES. AP
GRAHAM						
KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 748 1200		H. V. Newsom, gm	Eugene Turner, pd	SES.
GREENVILLE						
KGVL 1946	1400 250	Truett Kimzey Box 1015 2066	MBS, KBS Texas State Pearson	Truett Kimzey, p Leo Hachney, g & cm	Jimmy Jones, pd & pmm Paul Robinson, asst. m	Janet Bush, wd AP
HAMILTON						
KCLW 1948	900 250-D	Clyde L. Weatherby Box 592 500		Clyde L. Weatherby, o J. H. Smith, m	H. H. Williamson, cm Al B. Scott, pd	Carl L. Knely, ce St. UP Col.
HARLINGEN						
KGBS 1940	1240 250	Harbenito Bcstg. Co. P. O. Box 711 2200	CBS Ra-Tel	McHenry Tichenor, p Troy McDaniel, gm	Dave Bennett, cm Al Beck, ce	Jerry Fisher, nd Assoc., St. UP WE
KSOX 1951	1530 50,000-LS 10,000-N DA-N	Roy Hofheinz 1519 W. Harrison 3500	MBS Avery- Knodel	Roy Hofheinz, p Gould Beech, gm Allen Dale, asst. m	Joe Keith, pd Bob Bush, ce	Bert Boyd, fd Mary Helen Guerro, wd UP
HENDERSON						
KGRI 1947	1000 250-D	Henderson Bcstg. Corp. P. O. Box 1111 4528	Best	Roy B. Cannon, p	Cliff Crawford, m	SES., Wld. UP
HEREFORD						
KPAN 1948	860 250-D	Hereford Bcstg. Co. Box 868 860	KBS, LBS Best	Marshall Formby, p Clint Formby, gm Bob Blount, cm	Bob Hess, pd & sd Dennis Surber, ce	Margaret Witherspoon, nd Kathleen Cayler, wd Thes. UP G
HILLSBORO						
KHBR 1948	1560 250-D	Hill County Bcstg. Co. Hillsboro 594	LBS Best	Ray J. Williams, p Nelson Galle, gm	Fred Weaver, ce J. K. Lane Jr., cm, pd, n & fd	Betsy Williams, wd SES. UP WE
HOUSTON						
KATL 1947	1590 5,000 DA-N	Texas Bcstrs. Inc. 412 Main St. Preston 3108	LBS Dixie Keller	William Harry Talbot, p King H. Robinson, vp & gm	W. C. Burks, cm Johnny Edwards, pd Bob Keller, pmm	Ed Martin, ce Harry Grier, nd UP G
KCOH 1948	1430 1,000-D	Call of Houston, Inc. 11th Floor, M & M Bldg. Charter 1888	Pearson	Robert C. Meeker, p & gm Fred W. Bates, cm	Bob Henry, pd Harold T. Hazelrigg Jr., pmm	Richard V. Locke, ce Assoc., Wld UP G
KLEE 1948	610 5,000 DA-2	W. Albert Lee Milby Hotel Preston 1161	Young	Cal Perley, gm Bill Edwards, cm & sd	Noel Pettingell, pd	Harold Weinzel, ce Wld. UP WH
KNUZ 1948	1230 250	Veteran's Bcstg. Co. P. O. Box 2135 Keystone 2581	Forjoe	Max H. Jacobs, p Dave Morris, gm Jack Healy, cm	Carl Mann, pd & sd June Jones, pmm O. C. Crossland, ce	Luke Hill, nd Walt Colvin, fd L-W UP G, WE

Note 2: Stations are assigned fulltime, but divide time between two channels; NBC rides 820kc clear channel, ABC rides 570kc 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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It's WBAP For Top Proven Quality Coverage of the Fort Worth-Dallas and Southwest Market.....

1

WBAP-820 (NBC)—50,000 watts, clear channel; 1949 Daytime BMB: 976,380 families, 291 counties, 8 states; 1949 Nighttime BMB: 1,078,200 families, 511 counties, 16 states.

2

WBAP-570 (ABC)—5,000 watts. 1949 Daytime BMB: 656,850 families, 193 counties, 2 states; 1949 Nighttime BMB: 581,810 families, 190 counties, 2 states.

3

WBAP-TV, Channel 5 (NBC and ABC)—500,000 viewers in the South's leading market. October, 1951, Hooper Television Audience Index, Fort Worth-Dallas, Texas.

Share of television audience.

MONDAY THROUGH FRIDAY
12:00 Noon to 6:00 p. m.

WBAP-TV

50.3

Sta. B

22.3

Sta. C

27.4

SUNDAY THROUGH SATURDAY EVE.
6:00 p. m.-11:00 p. m.

44.3

36.6

19.0

4

FACILITIES! The WBAP AM-FM-TV plant is probably the most complete operation in the United States. Spacious facilities and latest equipment (all under one roof) for all types of commercial film production and radio recording.

5

MARKET! The Fort Worth-Dallas metropolitan area is one of the fastest growing markets in the country—more than ONE BILLION dollars annual retail sales in Tarrant and Dallas Counties alone!

WBAP AM-FM-TV
570 - 820
Channel



STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National
Representatives

AMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

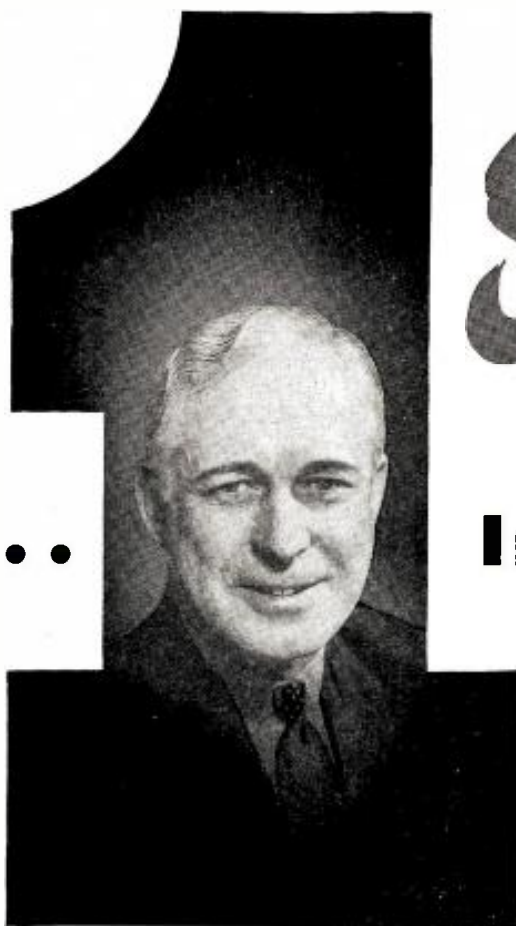
TEXAS—(Continued)

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HOUSTON (Cont'd)							
KPRC 1925	950 5,000 DA-N	The Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas Quality Petry	W. P. Hobby, p Jack Harris, vp & gm Jack McGrew, cm	Francis Sullivan, pd Marsh Callaway, pmm Harvey Wheeler, ce	Fredora Alexander, pub. d Pat Flaherty, nd Bill McDougall, fd Bruce Layer, sd	Thes. AP RCA
KPRC-FM 1946	Ch. 275 (B) 102.9mc 57kw			(For full information see TELECASTING Yearbook)			
KPRC-TV 1949		The Houston Post Co. Lamar Hotel					
KTHH 1944	790 5,000 DA-2	Roy Hofheinz P. O. Box 2161 Keystone 5535	MBS Avery- Knodel	Roy Hofheinz, o & p Bill Bennett, g & cm John Knapp, pd	Lauri Schutt, pmm O. B. Johnson, ce Ray Conaway, nd	Jack Thomas, fd Loel Passe, sd Katie Houston, wd	UP G
KTRH 1930	740 50,000 DA-1	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS Texas State Blair	B. F. Orr, p R. F. Herndon Jr., sm Ray E. Bright, slm Thos. B. Jacobs, pd	Louis Simon, pmm Helen A. Bender, traffic m Lester A. Mullan, studio chief	T. L. Hiner, trans. chief Corwin Riddell, nd George Roesner, fd Jim Ross, sd	Wld. AP, INS RCA
KTRH-FM 1947	Ch. 266 (B) 101.1mc 29.5kw						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, evp & gm Howard C. Evans, cm	Ted Hills, pd Ednah Forester, pmm Gerald R. Chinski, tech. sup.	George Peters, nd Guy Savage, sd	St., L-W AP, UP RCA
KXYZ-FM 1948	Ch. 243 (B) 96.5mc 14kw						GE
HUNTSVILLE							
KSAM 1938	1490 250	Huntsville Bcstg. Co. P. O. Box 312 666	MBS, KBS	H. C. Bailes, ptrn. & gm M. B. Cauthen, ptrn. James Roy Greer, cm	Ted Lott, asst. m, pmm & nd Don Gulihur, pd	A. W. Strong, ce & fd Charles Scott, sd Mary Ellen Flynt, wd	Cap., SES. AP G
JACKSONVILLE							
KEBE 1947	1400 250	Billy Averitte Laurie Box 1071 2211	KBS	Billy Averitte Laurie, o Mrs. E. A. Laurie, gm pd & wd	Wiley K. Poston, cm Jerry D. Spencer, pmm	Eugene R. Kintz, ce Joseph Mainz, n, f & sd	L-W, SES. UP
JASPER							
KTXJ 1948	1240 250	Jasper Bcstg. Co. Texas Theatre Bldg. 580		Joe J. Fisher, p Mrs. Joe J. Fisher, gm L. B. Herring III, cm	Nida A. Marshall, pd & wd	Fred B. Smith, ce Dan Black, sd	Cap. AP Col.
JUNCTION							
KMBL 1951	1450 100	Kimble County Bcstg. Co.		James E. Calhoun, gm			
KERMIT							
KERB 1950	600 1,000-D DA	Kermit Bcstg. Co. Inc. Highway 302 3481	Melville	George H. Cook, p Victor King, g & cm	James Boultinghouse, pd Eugene Conners, pmm & sd	James Radcliffe, ce Ray Boyd Kilman, nd	L-W UP Ray.
KERRVILLE							
KEVT 1948	1230 250	Kerrville Bcstg. Co.	LBS Best	Dean Turner, m			
KILGORE							
KOCA 1936	1240 250	Oil Capitol Bcstg. Assn., Inc. Box 989 2001	KBS Best	Roy G. Terry, p H. A. Degner, g pmm	James Elamon, pd & sd Karem Soule, ce	Rusty Rusk, nd Mary Pearson, wd	Cap. AP Col.
KINGSVILLE							
KINE 1948	1330 1,000-D	Radio Station KINE Inc. 205 E. King St. 1317	LBS Best	James H. Clement, p Ben A. Glusin, gm Eston R. Pace, s & cm	Andrew W. Cook, pd R. T. Whitaker, ce	Jack Trussell, sd Dorothy O'Brien, wd	Cap. UP Ray.
LAMESA							
KPET 1947	690 250	Lamesa Bcstg. Co. Box 30 671	KBS	R. O. Parker, p Bob Bradbury, gm Clayton Barkhurst, cm	Olene Blewett, pd C. T. Beckham, pmm	E. R. Cornelius, ce LeRoy Colgan, fd	AP G
LAMPASAS							
KHIT 1948	1450 250	Lampasas Bcstg. Corp. Box 228 721	KBS, LBS Best	Lee H. Gripon, p Harry Van Slycke, g & cm, n & fd	Ken Fulton, pd & pmm Don Peak, ce	Whit Wheeler, sd	L-W UP G
LAREDO							
KVOZ (CP) 1949	1490 250	Uvalde Bcstrs.					
LEVELLAND							
KLVT 1949	1230 250	Forrest Weimhold P. O. Box 866 1030	Best	Gerald H. Sanders, gm	Joe Garrison, cm		St. AP
LITTLEFIELD							
KVOW 1947	1490 250	Southwestern Bcstrs. Box 192 400		J. C. Rothwell, p J. B. McShan, gm	Othell Whitson, pd & wd Jack Duemler, ce & fd	Lloyd Spencer, n & sd	SES. AP G
LONGVIEW							
KFRO 1935	1370 1,000 DA-N	Voice of Longview Curtis Bldg. 411	ABC, KBS Texas State Cooke	James R. Curtis, p			L-W AP RCA
KLTI 1948	1280 1,000-D	Letourneau Radio Corp. P. O. Box 1866 4331	LBS Pearson	R. G. Letourneau, p Lloyd Hawkins, gm Arthur L. Greene, cm	Lawrence Birdsong Jr., pd, n, f & wd	Allen E. Vinson, pmm & sd Kenneth Maxwell, ce	Assoc., St UP GE
KLTI-FM 1948	Ch. 290 (B) 105.9mc 10kw						
LUBBOCK							
KCBD 1947	1590 1,000 DA-2	Caprock Bcstg. Co. 1803 Broadway 6348	MBS Pearson	Joe H. Bryant, p & gm George L. Tarter, cm	Bob Sanders, pd Robert L. Snyder, asst. m	Frank Lee, ce Choc Hutcheson, n & fd	Assoc., Wld AP WE
KFYO 1927	1340 250 (CP) 790 5,000-LS 1,000-N DA-2	Plains Radio Bcstg. Co. 914 Ave. J. 5567	ABC Lone Star Taylor	Gene A. Howe, p Gordon Thompson, g & pmm Leete Jackson, cm	Noel E. (Bud) Thompson, pd, & nd W. S. Bledsoe, ce Jack Creel, fd	John Kennedy, sd Peggy Bell, wd	Cap., St. AP, UP RCA
KSEL 1946	950 1,000-LS 500-N DA-N	Lubbock Bcstg. Co. 1916 Avenue Q 3-0484	LBS Rambeau	Walter G. Russell, p David P. Pinkston, gm Monroe M. Rochester, cm	Wayne Allen, pd Wes Youngblood, pmm & Roger Hively, ce	Bob Nash, nd Lynn Ross, fd Barbara Ashbrook, wd	L-W AP Col.

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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.

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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.				
LUFKIN								
KRBA 1938	1340 250	Darrell E. Yates Lufkin	KBS Continental	Darrell E. Yates, o & pmm				
KRBA-FM 1948	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 Don Phillips, pmm Fred C. Hill, ce	Roger Sizoo, n & sd Hampton Keathley, fd Zaidee Brittain, wd	Wild. AP Ray.	
MARLIN								
KMLW (CP)	1010 250-D	Falls County Public Service 106 Commerce St.						
MARSHALL								
KMHT 1947	1450 250	Marshall Bcstg. Co. 109 W. Rusk 7826	MBS, KBS Texas State	F. M. Skinner, p Myrl Stein, gm	Alice C. Becker, pd, pmm & wd	R. L. Clay, ce Bill Merrill, sd	L-W AP Col.	
McALLEN								
KRIO 1947	910 1,000 DA-1	Frontier Bcstg. Co. P. O. Box 1551 1700	ABC Texas State Weed	Gene L. Cagle, p Charles B. Jordan, vp Stanley Wilson, mgng. d	Ingham S. Roberts, cm Normand Mann, pd & fd William Meiners, ce	George Scharmen, nd Stuart Graymount, sd Virginia Fenwick, wd UP WE	
McKINNEY								
KMAE 1947	1600 1,000-D	McKinney Air Enterprises 218 E. Virginia St. 183		George W. Smith Jr., p Denise Adkins, gm, pd & wd	Melvin Belew, c & pmm C. W. Rampy, ce & nd	Martin Pyle, f & sd	L-W AP	
MIDLAND								
KCRS 1935	550 5,000-LS 1,000-N DA-2	Clarence & Ruth Scharbauer Scharbauer Hotel Bldg. 2-4393	ABC Texas State Pearson	Clarence Scharbauer, Jr., p J. M. McDonald, gm	G. L. McDonald, cm Doyce Elliott, pd, n & sd	Robert Warren, pmm Tom Yates, ce	Assoc. UP Ray.	
KJBC 1950	1150 1,000-D	Jack Cecil Box 1658 4-5152	KBS	Jack Cecil, p, gm & ce Marine White, cm Claude Hainey, pd & nd	Keith Ward, pmm & sd Dorothy Stafford, secy & wd	Did Dwyer, fd UP Ray.	
MINERAL WELLS								
KORC 1946	1140 250-D	Raymond W. River 808 N. Oak 319	KBS Best	Raymond W. River, p, g & cm Glenn Duke, pd	Jerry Hickman, ce Olie Carriker, nd	Ken Tucker, sd Thelma Doss, wd	L-W AP Ray.	
MONAHANS								
KVKM 1947	1340 250	Monahans Bcstrs. Inc. Radio Center 438	MBS, KBS, LBS South West Cactus Best	Mrs. Charles Stuckey, p William B. Lee, g & cm, n & sd	J. Ross Rucker, pd & fd John Rosenberger, ce	Norma Klinger, wd	Wild. AP UP G	
MT. PLEASANT								
KIMP 1948	960 1,000-D	Mt. Pleasant Bcstg. Co. Box 990 915	LBS	Winston O. Ward, p, gm & ce	Ruby Stanley, pd & wd		L-W AP G	
NACOGDOCHES								
KOSF 1947	1230 250	Kelly Bell P O Box 8 1230	KBS Continental	Kelly Bell, p J. C. Stallings, gm & pd	Frank Murray, cm & ce Bob Atherton, nd	R. L. Bentley, sd	L-W UP Col. AP G	
KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co., Inc. 1509 North St. 860	LBS	Wilbur Courtland Fouts, p, g & cm, & fd George Warwick, pd & pmm	Leroy Morgan, ce W. McMullen, nd	Bob Knocktreet, sd Joan Taylor, wd	Cap. AP G	
NEW BRAUNFELS								
KGNB 1950	1420 1,000-D	Comal Bcstg. Co., Inc. 184 Castell 1612		F. T. Wilson, p & gm H. L. Edwards, pd & nd	L. J. Owen, ce Bert Faust, sd	Pat Harmon, wd	Cole, Thes. AP RCA	
ODESSA								
KECK 1947	920 1,000-LS 500-N DA-N	Ector County Bcstg. Co. 120 W. 3rd St. 6-5791	Forjoe	Ben Nedow, g & pmm Sol Schmessman, cm Roy A. Elsner, pd	Ray Worsham Jr., ce Tom Rollins, nd Bob Bryon, sd	Mrs. C. Lee, wd	L-W, SES., St. AP	
KOSA 1947	1230 250	Odessa Bcstg. Co. 115 W. 6th 6-4301	CBS Southwest Lone Star Taylor	C. L. Trigg, p & gm Jay H. Mehaffey, cm John Vacca, prog. m	Ed Costello, pub. rel., n & sd	James Simpson, ce Margaret McDonell, wd Cap. AP RCA	
KRIG 1946	1410 1,000 DA-N	Oil Center Bcstg. Co. Crane Hwy. 6-6871	MBS, KBS, LBS Cactus Best	R. O. Canon, p Jack W. Hawkins, gm Marguerite Larue, sm	Jack Lee, pd Harold Poole, ce	Bob Smith, nd Carlos Clover, sd	Wild. UP WE	
ORANGE								
KOGT 1948	1600 1,000 DA-N	Sabine Area Bcstg. Co. Lucas Bldg. 8-4381	KBS, LBS Best	Morris Jacobs, p Rockie Stone, gm	Frank Dusenbury, cm & sd Jerome Oppel, pd	Hulan Smith, pmm Lloyd Vincent, ce Col.	

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PALESTINE

KNET 1936	1450 250	Palestine Bcstg. Corp. Box 649 8686		B. A. Laurie, p J. D. Norton, g & cm Marvin Crain, pd	LaVeda Norris, pmm Johnnie Kriegel, ce	Lee Downs, nd Don Norton, sd UP Ray.
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PAMPA

KPAT 1951	1230 250	J. C. Daniels Pampa 2511	LBS Pearson	J. C. Daniels, p J. W. Crabtree, gm C. B. Snoddy, cm	Jim Terrell, pd & sd Edward Murphree, ce Dick Post, nd	Harry Kelly, fd Georgia Behrman, wd	Cap. UP G
KPDN 1936	1340 250	Freedom Newspapers Inc. Box 901 1100	MBS Sears & Ayer	Coy C. Palmer, gm Rudy Marti, cm Garth W. Osborn, ce	K. L. Francher, pd, pmm, n & sd Foster Whaley, fd	Billie Pulliam, co-wd Beverly Baines, co-wd	Wid. AP G

PARIS

KFTV 1950	1250 500-D	Lamar Bcstg. Co., Inc. First National Bank Bldg 166	KBS, LBS Best	Cecil Hardy, p Aubrey T. Harris, gm	Harry J. Porter, cm Norman Butler, pd, n & fd	Stafford E. Davis, ce Frank Bean, sd	SES. UP Col.
KPLT 1937	1490 250	North Star Bcstg. Co. Box 235 1124	ABC Texas State Pearson	Boyd Kelley, p Fred Kincaid, gm Bob Frichard, cm & sd	Will Dickson, pd & nd Paul Daniels, ce Lewis Seibert, secy.	Jeff Methven, fd Donna Anderson, wd AP RCA

PASADENA

KLVL 1950	1480 1,000-D	Felix H. Morales Pasadena State Bank Bldg. Grand 2-1361		Felix H. Morales, p & gm C. B. Rice, cm	Mrs. Felix Morales secy.-treas. & office m	Victor Lara Ortegen, pd Eugene C. McNally, ce Col.
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PECOS

KIUN 1935	1400 250	Jack Hawkins & Barney Hubbs 316 S. Cedar St. 999	MBS, KBS. LBS Cactus Southwest Best	Jack Hawkins, ptrn., gm & sd Barney Hubbs, ptrn.	David Martin, cm J. V. Davis, bus. m James Hurley, pd	Harry W. Boehnemann, ce Louise Hawkins, wd UP RCA
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PERRYTON

KEYE 1948	1400 250	Great Plains Bcstg. Co. Perryton 5771	MBS	Carl Ellis, p Irvin R. Buchanan, g & cm & fd	Zeb Williams, pd & nd Coy Thompson, ce	Jerry Drennan, sd Mrs. Irvin R. Buchanan, wd	Cap., L-W AP G
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PLAINVIEW

KVOP 1944	1400 250	KVOP, Inc. Veigel Bldg. 1400	KBS MBS	W. J. Harpole, p Kermit Ashby, gm Bill Harrell, cm	Ralph Thorton, pd & sd Tom Field, pmm Wayne Hawkins, ce	Doug Sewell, nd Bob McGrath, fd Yvonne Ragle, wd AP RCA
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PLEASANTON

KBOP 1951	1380 1,000-D	Atascosa Bcstg. Co. Box 247	KBS Best	Ben L. Parker, gm			Cap. SES.
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PORT ARTHUR

KOLE 1947	1340 250	Port Arthur Bcstg. Co. P. O. Box 1126 2-9436	LBS	Socs Vratis, ptrn., gm, ce & sd	Mary A. Petru, ptrn., pd & wd Glenn Hewitt, cm	Hugh McElroy, pmm Hal Parkes, nd Erna Parkes, mus. d	L-W AP G
KPAC 1934	1250 5,000-LS 1,000-N DA-N	Port Arthur College 1515 Lakeshore Dr. 5-7458	MBS Pearson	Marjorie R. Vickers, gm George Crouchet Jr., slm Corinne Enos, pd & wd	Freida Halwe, pmm Morris Glenn Boatright, ce	Glenn Earle, nd Gordon Baxter Jr., sd RCA

QUANAH

KOLJ 1951	1150 500-D	Orville L. Jenkins Box 566 654	KBS	Orville L. Jenkins, p & gm	Helen Norris, cm Dick Dormier, pd	Lester Agee, ce J. R. Chism, n & sd AP G
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ROSENBERG

KFRD 1948	980 1,000-D	Ft. Bend Bcstg. Co., Inc. P. O. Box 832 980		Jim Hairgrave, g & cm & fd	Charley Harrison, pd Delores Jochec, office m	Frank Wood, ce	L-W UP G
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SAN ANGELO

KGKL 1928	960 5,000-LS 1,000-N DA-N	KGKL, Inc. St. Angelus Hotel 6715	ABC Texas State Pearson	Henry C. Ragsdale, p Lewis O. Seibert, gm Bill Williamson, cm	(Mrs.) Jean Welch, pd Jane Bosworth, pmm	William Poteet, ce Bob Milburn, sd AP RCA
KTXL 1947	1340 250	Westex Bcstg. Co. 1901 W. Beauregard 7183	MBS Lone Star Taylor	Armistead D. Rust, p B. P. Bludworth, vp Robert L. McClellan, gm	Walton A. Foster, cm & nd O. L. Sams, traffic & pd Marcus Oquin, pmm & sd	Robert Benson, ce Jerry Blair, fd Nancy Darsey, wd UP WE

SAN ANTONIO

KABC 1926	680 50,000-LS 10,000-N DA-N	Alamo Bcstg. Co. Milam Bldg. Fannin 3126	ABC Texas State Blair	Gene L. Cagle, p Bill Michaels, sm Earle Fletcher, asst. m	Jim Wiggins, pd & sd Jim Anderson, pmm Joe Haigh, ce	Barclay Russell, nd Monette Shaw, wd	Wid. AP WH
KCOR 1946	1350 5,000-LS 1,000-N DA-2	Raoul A. Cortez KCOR Bldg. Cathedral 1301	McKinney Oakes	Raoul A. Cortez, p & gm William P. Smythe, sta. & cm	Ruth Burleson, exec. secy. Stanton L. Morris, asst. m, pd, n & sd	Kenneth R. Hyman, ce Lalo G. Astol, fd Lydia de Garay, wd AP, UP
KEYL(TV) 1950		San Antonio Television Co. Transit Tower Bldg.		(For full information see TELECASTING Yearbook)			
KITE 1947	930 1,000-D	Chas. W. Balthrope 310 Transit Tower Fannin 0335	Pearson	Chas. W. Balthrope, p & gm Alex Coe, cm	Alec Chesser, pd Pearl Brewer, office m John Siercovich, ce	Coit Butler, nd Robert Cutting, fd	L-W AP Col.
KITE-FM 1951	Ch. 247 (B) 97.3mc 8.2kw					 GE
KIWW 1948	1540 250-D	Good Neighbor Bcstg. Co. Inc. 518 W. Houston St. Fannin 5254	McGillvra	Joe Olivares, p L. E. Richards, g & pmm & ce	Fidel Cuellar, pd & nd	Ann Lincoln, exec. secy., & wd UP Col.
KMAC 1926	630 5,000 DA-2	The Walmac Co. 222-224 W. Commerce St. Cathedral 6211	MBS, LBS Texas State	Howard W. Davis, p, g & cm Tony Bessan, pd	Samuel W. Young, pmm Al Knight, ce	Charlie Walker, fd Ted Johnson, sd WE
KISS(FM) 1946	Ch. 258 (B) 99.5mc 12.87kw	(KMAC, AM Affiliate)				 GE

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				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.			
SAN ANTONIO (Cont'd)							
KONO 1927	860 5,000-LS 1,000-N DA-N	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	Forjoe	Eugene J. Roth, p Jack L. Pink, gm Bob A. Roth, asst. m	James M. Brown, cm Bob Jenkins, pd Jack Roth, pmm	George Ing, ce Ray Hunt, nd Blake McCreess, fd	Cap. AP RCA
KONO-FM 1948	Ch. 225 (B) 92.9mc 4.4kw					 GE
KTSA 1928	550 5,000 DA-N	Sunshine Bcstg. Co. Ave. E at 3rd St. Garfield 1251	CBS Lone Star Free & Peters	Frank G. Huntress Jr., p Charles D. Lutz, g & cm Harold H. Carr, pd	W. G. Egerton, ce Moulton Kelsey, nd	Dick John, sd Sylvia Kelsey, wd	Assoc. Mac. AP, UP RCA
KTSA-FM 1947	Ch. 268 (B) 101.5mc 15kw					
WOAI 1922	1200 50,000	Southland Industries, Inc. P. O. Box 2641 Garfield 4221	NBC Texas Quality Petry	Hugh A. L. Half, p Arden X. Pangborn, gm Rex Preis, cm W. Perry Dickey, prog. m	Bill Shomette, pd Dallas Wyant, sls. pmm Charles L. Jeffers, d of enrg.	Justin R. Duncan, pub. rel. d Henry Howell, nd Bill McReynolds, fd	Cap. St. AP, UP, INS RCA
WOAI-TV 1949		Southland Industries, P. O. Box 2641		(For full information see TELECASTING Yearbook)			
SAN MARCOS							
KCNY 1948	1470 250-D	Central Bcstg. Co., Inc. P. O. Box 32 888	KBS, LBS Best	Ed C. James, p Tom C. Fleet, gm.-n & sd	Ronald C. Ives, cm Ernest Wood, pd	Sonny Stewart, pmm Rosie Neal, wd & publ. d	L-W UP Col.
SEGUIN							
KWED 1948	1580 1,000-D	Weldon Lawson, Garfield Kiel 200 S. Camp St. 1580	Best	Garfield Kiel, gm	Stan McKenzie, sta & cm	Henry Lehnhoff, pd	L-W
SEYMOUR							
KSEY 1950	1230 100	W. C. Moss, Jr. Box 295 60	KBS Best	W. C. Moss Jr., p, g & cm, & nd	Hugh E. Neeld, pd Hal Fees, sd	Elizabeth Moss, wd	L-W AP G
SHAMROCK							
KEVA 1949	1580 250-D	Shamrock Texas Bcstg. Co. P. O. Box 21 620	LBS, KBS Best	James D. Abbott, p	Farrell M. Brooks, cm & ce		Cap. WE
SHERMAN (Denison)							
KRRV 1938	910 1,000 DA-1	Red River Valley Bcstg. Corp. Box 665 (Sherman) 201 (Sherman) Box 94 (Denison) 423 (Denison)	MBS Texas Pearson	G. H. Wilcox, p Tom Spellman, gm (Sherman) W. E. Wilcox, gm (Denison)	Van C. Hutto, cm (Sherman) Earl Ellington, pd, pmm & nd	Tom Johns, ce Ralph Mills, fd George Vance, sd Dorothy Cox, wd	Assoc. Wld. UP WE
KTAN 1947	1500 250-D	Sherman Bcstg. Corp. P. O. Box 661 2910	KBS Best	Charles L. Cain, o, cm, pmm & ce O. E. Smith, p Bill Jaco, gm	Jim Shelton, pd Mrs. Jessie Moe Cain, secy.-treas.	Walter Vaughn, n & sd Ed Tolson, fd Carol Rogers, wd AP Ray.
SNYDER							
KSNY 1949	1280 500-D	John Blake Box 1468 1280	LBS Best	John Blake, o	Charles R. Wolfe, gm, pd & ce		L-W UP RCA
STAMFORD							
KDWT 1947	1400 250	David W. Ratliff Stamford 1400	MBS, KBS, LBS	David W. Ratliff, p & gm Paul L. Singer, c & pmm & sd	J. R. Aker, pd O. P. Davis, ce	George Morey, n & fd Mrs. D. W. Ratliff, wd AP WE
STEPHENVILLE							
KSTV 1947	1510 250-D	Galen O. Gilbert & J. R. Kincaid 135 Belknap St. 950	KBS Best	Galen O. Gilbert, p & gm Bill George, c & pmm & sd	Jack Reeves, pd & nd James Groves, ce	Elnora Gilbert, wd	St. UP
SULPHUR SPRINGS							
KSST 1947	1230 250	Hopkins County Bcstg. Co. Radio Road 1230	MBS, KBS Best	W. E. Bradford, p, gm & ce Clovis Pinion, cm	B. J. Morris, pd Tom Brubaker, pmm, f & sd	Margaret Thomas, n & wd AP G
SWEETWATER							
KXOX 1939	1240 250	Radio and News, Inc. Roby Hiway 70 4655	MBS, KBS Best	J. S. McBeath, p J. Harley Hubbard, gm Elwood Fritsch, cm	Al Cobb, pd & nd J. T. Allen, ce	Ed Alexander, sd Sally Test, wd	St. UP RCA
TAYLOR							
KTAE 1948	1260 1,000-D	KTAE, Inc. 121 E. Second St. 1260	Best	Gillis Conoley, p & gm John M. Wehby, cm	Bob Heller, pd & nd Bob Mitchell, pmm	Gordon W. Rainey, ce	Wld. UP Ray.
TEMPLE							
KTEM 1938	1400 250	Bell Bcstg. Co. 17 S. 3rd St. 3-5252	MBS	Frank W. Mayborn, p	Burton Bishop, gm	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. Terrell 1710		Paul A. Wnorowski, p & gm	Joe Mac Lemons, cm Dean Tiller, pd Louis Howard, pmm & sd	Martin Pitts, ce & fd Ruby Johnson, wd	SES. UP G

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TEXARKANA

KCMC 1932	1230 250	KCMC, Inc. 315 Pine St. 3-5161	ABC Texas State Taylor	Frank O. Myers, gm Harvey Robertson, ce	Joe McKinney, nd	Hal McWilliams, sd	Assoc., L-W AP WE
KCMC-FM 1945	Ch. 251 (B) 98.1mc 40kw						
KTFS 1946	1400 250	Texarkana Bcstg. Co. 409½ State Line Ave. 35-123	LBS Cotton Belt Devney	David M. Segal, p & gm Thomas Alford, cm Les Eugene, pd & sd	Casey Strong, pmm Thomas McFaddin, ce	Bill Mitchel, nd Ernest Hackworth, fd	Wid. UP Col.

TEXAS CITY

KTLW 1948	920 1,000-D	Texas City Bcstg. Service Show Boat Theatre Bldg 5-4418	KBS	Lynn Pentony, m		 UP
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TYLER

KGKB 1930	1490 250	Mrs. Lucille Buford 115 S. College 2-3875	MBS, KBS Pearson	(Mrs.) Lucille Buford, p Marshall H. Pengra, g & cm	Ed Smith, pd & fd Hudson Collins, ce Sam Matthews, nd	John Lenox, sd Bonnie Lenox, wd	Wid. AP RCA
KTBB 1947	600 500-LS 1,000-N DA-N	Blackstone Bcstg. Co. Blackstone Hotel 4-7278	LBS Lone Star Taylor	S. H. Bothwell, d M. E. Danbom, g & pmm William Hill, cm	Donald J. Tausch, pd & nd R. A. Wileman, ce	Bob Murcock, fd Richard Wheeler, sd	L-W UP WE

UVALDE

KVOU 1947	1450 250	E. J. & W. J. Harpole 1450 Batesville Rd. 717	MBS Best	E. J. Harpole, gm Joe Watson Jr., c & pmm, f & sd	Burney Jones, pd Bob Hicks, ce	Les Miller, nd Mrs. E. J. Harpole, wd UP G
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SAN ANTONIO

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address, Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. up evp; Gen. Mgr. gm; Chief Eng. ce;	
VERNON							
KVWC 1939	1490 250	Northwestern Bestg. Co. 1813 Wilbager St.	MBS, KBS Clark	W. R. Hixon, gm		Harold Burdick, cm	
VICTORIA							
KNAL 1949	1410 500 DA-N	Victoria Bestg. Co., Inc. 120 E. Forrest 1410	LBS Best	Truman Belcher, p Vernon Townsend, g, c & pmm	George Slocum, pd & nd Douglas Smith, ce	Dan Keough, sd Dottie Dotson, wd	Cap., SES. UP Col.
KVIC 1950	1340 250	KVIC Bestg. Co. Victoria Bank & Trust Bldg. 1106	MBS	J. G. Long, p Bob Tharp, gm Dick Lewis, pmm	Jim Traber, cm, pd, n & sd Bob McCown, ce	Cliff Berkman, fd Agda Tharp, wd	Wld. UP WE
WACO							
KWTX 1945	1230 250	KWTX Bestg. Corp. 108½ S. Sixth St. 3-7331	MBS McKinney	M. N. (Buddy) Bostick, p J. M. Brinegar, cm	Chuck Hinkle, pd & sd Robert Walker, pmm	Lester Grubbs, ce Bob Martin, nd	Wld. AP WE
WACO 1922	1460 1,000 DA-N	Frontier Bestg. Co. Amicable Life Bldg. 2-6571	ABC Texas State Weed	Gene L. Cagle, p	Charles B. Jordan, vp	R. E. Lee Glasgow, gm	

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WESLACO

KRGV 1927	1290 5,000 DA-N	Taylor Radio & Television Corp. 201 Border 375	NBC Lone Star Taylor	O. L. (Ted) Taylor, p Byron W. Ogle, gm Aubrey Jackson, cm	James D. Cook, pd Ted Cressner, pmm O. Lewis Hartwig, ce	Bob McDonald, n & sd Ron Jansen, fd Sallye Jones, wd	L-W, SES. AP, UP RCA
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WICHITA FALLS

KFDX 1945	990 10,000-LS 1,000-N DA-2	Wichita Radio & Television Co. City National Bank Bldg. 2-8668	ABC Lone Star Taylor	D. A. Cannan, p & gm Howard H. Fry, vp & pmm M. P. Hood, pd	Mott Johnson, natl. sim John Adams, ce	Herb Debelle, n & sd Ann King, wd	SES., Wid. UP RCA
KTRN 1949	1290 5,000-LS 1,000 N-DA-N	Texoma Bcstg. Co. 917½ Scott 2-5214	MBS Pearson	Houston Harte, p A. Boyd Kelley, gm Sidney Allen Grayson, cm & sd	Bill Edgar, pd Robert A. Harmon, ce Billie Foreman, traffic d	Bill Richie, nd Glen Shelton, fd	Cap. AP Col.
KWFT 1939	620 5,000 DA-N	Rowley-Brown Bcstg. Co. P. O. Box 420 4181	CBS Texas State Blair	Kenyon Brown, p Charles E. Clough, gm Sam H. Bennett, cm	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						

UTAH

BRIGHAM

KBUH 1947	800 250-D	Revelia M. Bone 948 W. Forrest St. 948	Continental	Revelia M. Bone, p Wade M. Ebeling, g & cm Wes Vernon III, pd & fd	Don Reber, pmm & nd S. L. Stephens Jr., ce	Jerold Speth, sd Doris Bankson, wd	L-W, St. UP
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CEDAR CITY

KSUB 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. El Escalanta Hotel 398	CBS Inter- mountain	Ivor Sharp, p Arthur L. Higbee, g & pmm & nd	Walter V. Lowe, sim Beth Talbot, pd George E. Jenson, ce	Eddie Peterson, sd Mona T. Higbee, wd	Wid. GE
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LOGAN

KVNU 1938	610 1,000 DA	Cache Valley Bcstg. Co. 1393 N. Main St. 1400	MBS, KBS Don Lee Inter- mountain	Herschel Bullen, p Reed Bullen, g & pmm, n & fd	A. George Raymond, cm Thomas Wayman, pd DelMonte Olesen, ce	Paul Coburn, sd Leah Merrill, wd	Wid. UP Col.
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MURRAY

KMUR 1948	1230 250	Oral J. Wilkinson 4646 S. State St. 1360	Tri-City Webb Biddick	Oral J. Wilkinson, o Bob Davies, gm & sd Howard Pingree, cm	Mitzi Patterson, pd & wd Win Neiman, pmm	Fred Weibell, ce	Cap., L-W UP G
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OGDEN

KLO 1925	1430 5,000 DA-1	Interstate Bcstg. Corp. Hotel Ben Lomond 5721	MBS Inter- mountain Avery- Knodel	(Mrs.) Edris Giasmann, p George C. Hatch, gm	C. W. Lowder, sm & pd Paula McCune, pmm	Wayne T. Booth, ce Doug Stringfellow, nd	Wid. UP
KOPP 1947	730 1,000-D	KOPP Inc. West 12th St. 3-3124	KBS United	G. Stanley Brewer, p King Harmon, gm & sd	C. Lamar Fagg, cm Charles Gropp, pd & fd	George Bell, pmm Wayne Moss, ce	L-W
KVOG 1948	1490 250	United Bcstg. Co. P. O. Box 325 2-7535	Tri-City Webb Biddick	Arch G. Webb, p, g & cm Helen Backman, pd, n & wd	David B. Affeck, pmm & sd	Ronald Leavitt, ce	St. AP WE

PRICE

KOAL 1936	1230 250	Eastern Utah Bcstg. Co. Price 200	MBS, KBS Inter- mountain Avery- Knodel	Jack Richards, p, g & cm	Carl P. Wolfrom, pd & pmm	Leo E. Reid, ce UP
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PROVO

KCSU 1947	1400 250	Central Utah Bcstg. Co., Inc. P. O. Box 550 2802	ABC, Tri-City Rocky Mtn. Webb Biddick	Frank A. Van Wagenen, co-o, p & cm	Harold E. Van Wagenen, co-o, vp & pmm Dallin H. Oaks, ce	Dale Brown, n, f & sd Mary Killpack, wd UP
KNEU 1949	1450 250	Mid Utah Bcstg. Co. 307 S. 17th West 4060	LBS United Continental	Lester R. Taylor, p S. Garn Carter, g & cm Robert Brock, pmm & nd	J. D. Jones, pd & sd Larry A. Steppe, ce	Richard Homes, fd Jen Johnson, wd UP
KOVO 1939	960 1,000 DA-N	KOVO Bcstg. Co. 108 W. Center St. 1680	MBS Inter- mountain Avery- Knodel	Clifton A. Tolboe, p Arch L. Madsen, gm L. H. Curtis, cm	James Lawrence, pd & sd Robert Chambers, pmm	Lovell Killpack Jr., ce LeGrande Young, n & fd	Wid. UP RCA

RICHFIELD

KSVC 1947	690 1,000-D	Sevier Valley Bcstg. Co. Richfield 620	Inter- mountain Avery- Knodel	William L. Warner, p Frank Peacock, gm	Art Tucker, sim	Lynn L. Meyer, natl sim	Wid UP
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SALT LAKE CITY

KALL 1945	910 1,000 DA-1	Salt Lake City Bcstg. Co., Inc. 143 S. Main St. 4-3561	MBS Inter- mountain Avery- Knodel	George C. Hatch, p Thomas H. Anderson, g & cm Jack S. Paige, pd	Jack Goodman, pmm W. D'Orr Cozzens, ce Lynn L. Meyer, natl. sim Paul Sullivan, nd	Stan Farnsworth, fd Mal Wyman, sd Gordon Owen, wd UP
KDYL 1922	1320 5,000 DA-1	Intermountain Bcstg. & Television Corp. 143 S. Main 5-2991	NBC Blair	S. S. Fox, p & gm Easton Woolley, evp	Holly Moyer, natl sim Emerson Smith, pd	Del Leeson, pmm J. M. Baldwin, ce	Assoc., Thes. UP, INS RCA
KDYL-FM 1947	Ch. 254 (B) 98.7mc 0.9kw						
KDYL-TV 1948		Intermountain Bcstg. & Television Corp. 143 S. Main St.					
KNAK 1945	1280 1,000-LS 500-N DA-N	Granite District Radio Bcstg. Co. 1042 S. 6th West 4-3685	LBS United Forjoe	Howard D. Johnson, p Thomas M. Ivory, resident m & nd	Richard I. Nicholes, cm Eldon Walton, pd Lyle Wahlquist, ce	R. M. Johnson, fd Donna Williams, wd UP

(For full information see TELECASTING Yearbook)

UTAH—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm;	
SALT LAKE CITY (Cont'd)							
KSL 1922	1160 50,000	Radio Service Corp. of Utah 10 S. Main 5-4641	CBS Radio Sales	Ivor Sharp, evp C. Richard Evans, vp & gm Eugene M. Halliday, sm	Alfred Biorge, slm Joseph A. Kjar, pd Wayne Kearn, pmm	Curtis Neilson, ce Paul Royall, n Elvon Orme, fd	SES., Wid. AP, UP WE
KSL-FM 1946	Ch. 262(B) 100.3mc 5.9kw			(For full information see TELECASTING Yearbook)			
KSL-TV 1949		Radio Service Corp. of Utah 145 Motor Ave.					
KUTA 1938	570 5,000 DA-1	Utah Bcstg. & TV Co. 29 S. State St. 3-2737	ABC Rocky Mtn. Hollingbery	Frank C. Carman, p Ray Fadel, sm & pd S. John Schile, cm	Allen Thomas, pmm C. Wendell Bell, ce Hal Zogg, nd	Hal Callipriest, fd Bill Thompson, sd Jeanne Malstrom, wd	St. UP G
VERNAL							
KJAM 1947	1340 250	Uintah Bcstg. Co. 120 E. Main 494	KBS Grant	James C. Wallentine, p Lee Walker, gm, n & wd	Grant Parry, cm Buchanan S. Fulmore, pd & fd	Wallace D. Raker, ce UP

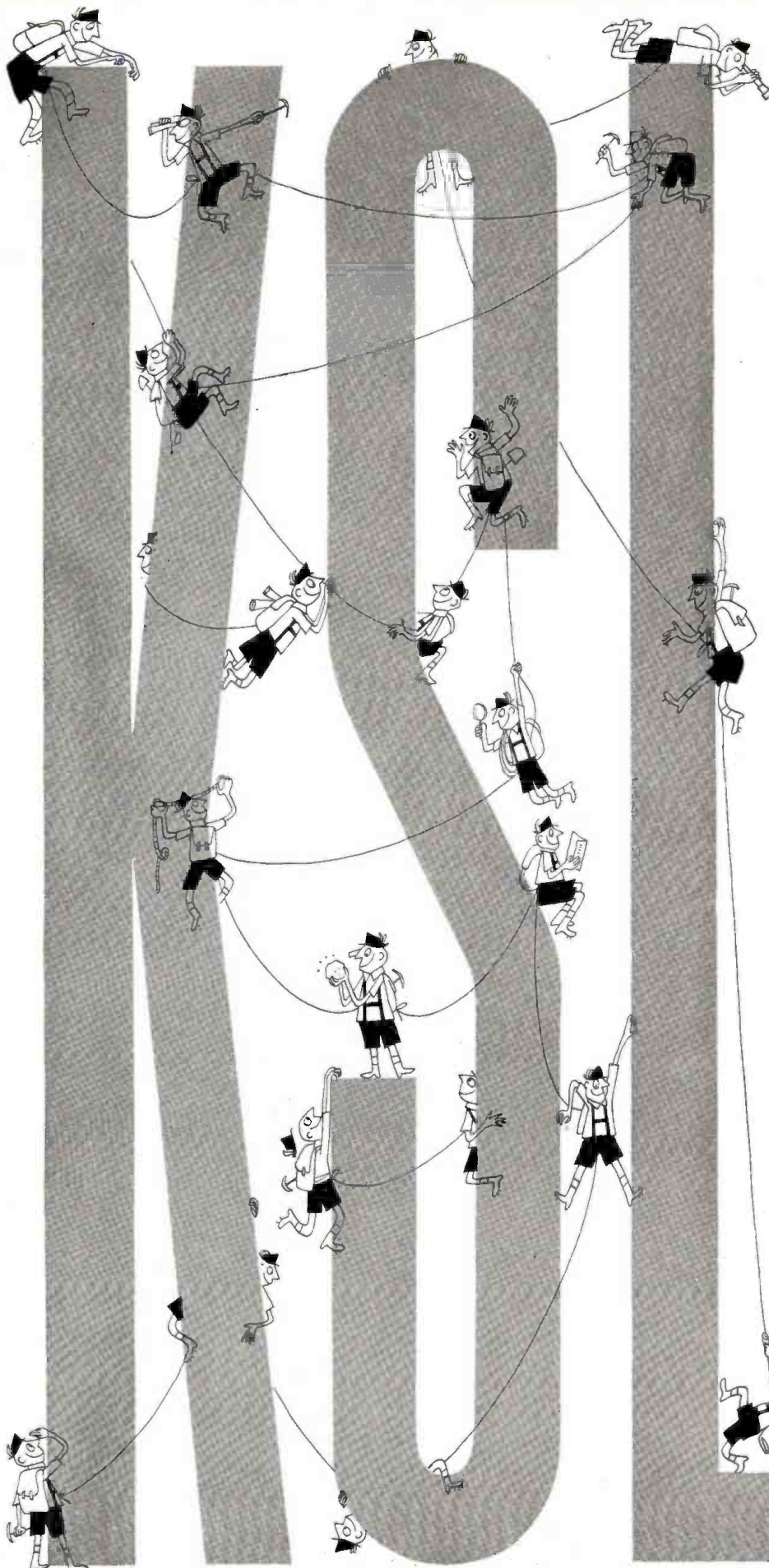
VERMONT

BRATTLEBORO							
WTSA 1950	1450 250	Granite State Bcstg. Corp. 155 Front St., Manchester, N. H. 4-4075	Granite Bolling	W. J. Barkley, p W. F. Rust Jr., gm	P. G. Terhune, cm James Simmons, pd	Joseph Rich, ce UP
BURLINGTON							
WCAX 1927	620 5,000 DA-2	WCAX Bcstg. Corp. 135 Main St. 3-3437	CBS New England Weed	C. P. Hasbrook, p J. D. Swan, m Milton Slater, pd	James Tierney, ce Thomas Braine, loc. slm Lawrence William, nd	Toney Adams, sd Carol King, wd	Wid. UP G
WJOY 1946	1230 250	Vermont Bcstg. Co. 633 Main St. 45774	ABC Rambeau	David W. Howe, p A. E. Spokes, g & cm Dick Burt, pmm	John Quill, ce Ben Oman, nd Val Carter, fd	Frank Balch, sd Wynne Casey, wd AP RCA
MONTPELIER							
WSKI 1947	1240 250	Montpelier-Barre Bcstg. Co. Union Mutual Bldg. 1740	Grant Borgatti	Charles W. Grinnell, p & gm	Robert Bannon, pd Gerald Marcotte, ce	Elliot Page, sd Elizabeth Byrne, wd	L-W AP Col.
RUTLAND							
WHWB 1949	1000 1,000-D	Central Vermont Bcstg. Corp. 24½ Center St. 3200		(Mrs.) Vena M. Bates, p & gm	Lewis L. Carter Jr., pd & pmm Thomas Kibbe, nd	Richard Westervelt, f & sd Shirley Neilson, wd	Cap. AP Ray.
WSYB 1930	1380 1,000 DA-N	Philip Weiss Music Co. 35 Washington St. 1247	MBS, KBS Yankee McGillvra	Philip Weiss, p	J. H. Weiss, g & cm Ken Ellis, pd	N. K. Ramson, ce	Thes. UP Col.
ST. ALBANS							
WWSR 1941	1420 1,000-D	Vermont Radio Corp. 78 N. Main St. 1390	Walker	Lloyd E. Squier, o & gm	Warren C. Marsden, cm Stuart Perry, p & pmm	Theodore Boisvert, ce Robert Leavitt, nd	Wid. UP Col.
ST. JOHNSBURY							
WTWN 1949	1340 250	Twin State Bcstrs. Inc. Concord Ave. 2344	KBS McGillvra Borgatti	E. Dean Finney, p & gm Richard M. Adams, asst. m Gerald D. Johnson, ce	Kenton R. Mudgett, pd & fd George Peterson, n & sd	April Walters, co-wd Marjorie Dow, co-wd	L-W, SES. UP Ray.
WATERBURY							
WDEV 1931	550 1,000 DA-2	Lloyd E. Squier 8 Stowe St. 400	MBS Yankee Bannon Walker	Lloyd E. Squier, p, g & cm Thomas Dodd, pd & nd	Warren Chase, ce Craig S. Parker, pmm	Harold Grout, fd Virginia Dodd, wd Ted Powers, sd	Wid. UP RCA

VIRGINIA

ALEXANDRIA							
WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. Virginia Theatre Bldg. Overlook 3000		Carl L. Lindberg, p, g & cm	Ed Hudson, pd	Barbara Power, traffic m AP G
ARLINGTON							
WARL 1946	780 1,000-D	Northern Virginia Bcstrs. Inc. 5232 Lee Highway Owens 7800	Forjoe	Lou Poller, p Raymond W. Baker, vp & gm William W. Jefferay, cm	Ray Armand, pd, n, f, s & wd Cy Blumenthal, treas. & pmm	Stephen Hart, ce	Cap. AP WE
WARL-FM 1948	Ch. 286 (B) 105.1mc 2.9kw						
WEAM 1947	1390 5,000 DA-1	WEAM Inc. Radio Bldg. Owens 7100	MBS Cooke	Harold H. Thoms, p Howard Stanley, g, c, & pmm Wayne Farrell, pd	Edward Atkinson, ce Buddy Kling, pub. rel. d John Cooley, mus. d Tom Frawley, nd	Matthew Warren, fd Nat Allbright, sd Sue Sherwood, wd AP Col.
BEDFORD							
WBLT 1950	1490 250	Bedford Bcstg. Corp. P. O. Box 406 8245	MBS	A. P. Marsh Jr., p, gm & ce	J. E. Synan, vp, secy., bus. m & nd	R. A. Owen, vp, treas. pmm & fd R. A. Scott Jr., pd	St. AP G
BLACKSTONE							
WKLV 1947	1490 250	Nattoway Bcstg. Co., Inc. Community Bldg. 478		J. L. Manson Sr., p David M. Platt, g & cm. pd., pmm & nd	Sanford Terry, ce	Joe Salvi, sd Julia Starkey, wd	L-W AP G
BRISTOL							
WCYB 1946	690 10,000-D	Appalachian Bcstg. Corp. Hotel General Shelby North 3560		J. Fey Rogers, p & slm Robert H. Smith, vp, treas. & gm	Francis Russell, prog. sup. & sd R. V. Robinson, tech. sup.	Frank Spaulding, prom. sup. Jerry Donovan, fd Alice Friberg, wd John Hughlett, ce	Assoc. Cole, Wid. AP, UP Ray.
WFHG 1947	980 1,000 DA-N	Bristol Bcstg. Co., Inc. Hotel Bristol North 3620	MBS Walker	W. C. Nininger, p W. L. Nininger, gm	Jack Martin, cm & sd Rex Raney, pd & nd		Thes. UP G

Data corrected to Dec. 6, 1951. If executives or services for FM 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. Night.
 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



EXPLORING ADVERTISING VALUES?

To get the best possible buy in the soaring Intermountain America market, check these points:

COVERAGE? Check KSL. Because KSL's day-night area includes 55 counties in four states (with annual retail sales of better than \$900,000,000). No other Salt Lake City station comes anywhere near matching KSL's coverage.

RATINGS? Check KSL. Hooper shows KSL far above the rest in Salt Lake City, with an average daytime audience larger than that of all other network stations *combined*, and a nighttime audience 39% greater than its nearest competitor.

And Benson & Benson's Diary Study proves KSL's total-area lead to be *even greater*.

NETWORK? Check KSL. Its network is CBS Radio.

MERCHANDISING? Check KSL. Its 5-person merchandising staff travels more than 50,000 miles a year, makes calls on more than 3,000 stores. Unmatched in scope and effectiveness anywhere in the Mountain West, KSL's merchandising was cited in Sponsor's Fall Facts Issue as being among the industry's best.

PRESTIGE? Check KSL. Its community standing and position of leadership throughout Intermountain America is unchallenged. Business Week (Sept. 1, 1951) referred to KSL as Salt Lake City's "chief radio station."

MORAL? Check KSL from every angle. You'll find it measures up as the biggest value — *your best buy* — in Intermountain America.



SALT LAKE CITY

50,000 WATTS

Represented by CBS Radio Spot Sales

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
CHARLOTTESVILLE							
WCHV 1933	1240 250	Barham & Barham Rose Hill Dr. 2-5121	ABC McGillivra	Charles Barham Jr., p Robert C. Walker, g & cm R. G. Sketchley Jr., pd	Charles H. Smith Jr., loc. sis rep. Walter Gray, ce Jean Lindsay, nd	Norman Kelsey, fd Garry Donovan, sd Nancy Goodrich, wd	Wid. AP Ray.
WINA 1949	1280 1,000-D	Charlottesville Bcstg. Corp. 4th & Main St. 2-6177	LBS Devney	Thomas M. Carruthers, p, g, c & pmm	Charles W. Freeman, pd Lawrence Kennedy, ce	Edward Desmond, nd Don LeFebre, sd	St. UP Ray.
CLIFTON FORGE							
WCFV 1950	1230 250	Clifton Forge Bcstg. Corp. Clifton Forge 2147	MBS	John H. Wilson, p, gm & ce	Nancy M. Johnson, cm	Donald J. Tucker, pd	SES., St. AP WE
COVINGTON							
WKEY 1951	1340 250	Earl M. Key 204½ Main St. 8351	ABC Devney	Earl M. Key, o & gm Kenneth Bryant, cm	Willis M. Shawver Jr., pd, pmm & nd Clinton J. Lewis, ce	Jim Termine, sd Jo Spaar, wd	Thes. UP WE
CREWE							
WSVS 1947	800 1,000-D	Southern Virginia Bcstg. Corp. 117 Carter St. 5000		C. S. Willis, p & ce John E. Sadler, gm & sd	Freeman H. Stewart, asst. m	Brown Hofer, slm	Wid. AP
WSVS-FM 1949	Ch. 284 (B) 104.7mc 14kw						
CULPEPER							
WCVA 1949	1490 250	Culpeper Bcstg. Corp. Radio Bldg. 8338	MBS, KBS	Ira C. Hopkins, p John T. Rogers, g & cm Woody Powell, pd & pmm	Robert R. Delaney, ce & sd	Henry Dornhuber, fd (Mrs.) Martha Ross, wd	St. UP G
DANVILLE							
WBTM 1930	1330 5,000-LS 1,000-N DA-N	Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350	ABC Hollingsbery	L. N. Dibrell, pd Edward Gardner, asst. m	E. M. Hurd, cm Milton N. Adams, pd Lyle C. Motley, ce	John Parker, n & fd William Howard, sd Vivien Jackson, wd	L-W AP RCA
WETM-FM 1947	Ch. 250 (B) 97.9mc 32kw		LBS			 Fed.
WDVA 1947	1250 5,000-LS 1,000-N DA-N	Virginia-Carolina Bcstg. Corp. American Nat'l. Bank Bldg. 5300	MBS Burn-Smith Clayton	John D. Pruitt, p Emerson J. Pryor, vp & gm Stover J. Morris Jr., cm	Richard Campbell, pd William Sandefur, pmm Rush Sawyers, ce Charles Craig, nd	Frank Raymond, fd Earl Stogner, sd Milli Willeford, wd	Assoc. UP Col.
EMPORIA							
WEVA(FM) (CP)	Ch. 261 (A) 100.1mc 0.79kw	Stone Bcstg. Corp. P. O. Box 588		Marey E. Stone, p & gm	Harris L. Umstead, cm	Elton Short, ce	Thes AP RCA
FALLS CHURCH							
WFAX 1948	1220 250-D	Lamar A. Newcomb P. O. Box L 0900	Metropolitan Forjoe	Lamar A. Newcomb, p & gm Bill Belton, cm	Genevieve Newcomb, pd Ed Case, pmm Emmett Murphy, ce	Richard Fanning, nd Warren Orr, sd Dorine Barbash, wd	Thes. UP G
FARMVILLE							
WFLO 1947	870 1,000-D	Colonial Bcstg. Co. 118 W. Third St. 870	LBS Clark	Carla B. Keys, o & gm Charles R. Maillet, m	John D. Wilson, pd & sd	Charles K. Chrismon, ce	Cap. 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. Box 192 750	MBS	Thomas J. Owens, p Kenneth Gordon, g & cm & sd	Tom Gibson, pd & nd Clinton H. Morse, pmm Claude F. Jones, ce	Davis Ross, fd Mrs. Drayton H. Norcom, wd UP WE
GALAX							
WBOB 1947	1400 250	Carroll-Grayson Bcstg. Poplar Knob Rd.	MBS, KBS	Robert V. Morris, p Joe P. Crockett, g & cm	Muriel M. Bell, pd & wd Edward Boyer, ce	Frank Osborne, nd Herman Reavis, f & sd AP Ray.
HAMPTON							
WVEC 1948	1490 250	Peninsula Bcstg. Corp. P. O. Box 481 6332	KBS, LBS	Thomas P. Chisman, p Harrol A. Brauer Jr., vp & gm James E. Swafford, vp & ce	Charles L. Coker Jr., cm L. W. Kliever, asst. m, pmm, pd & sd J. W. W. Chisman, secy- treas.	Gene Andrews, nd Gene Edwards, fd Joan Granville, wd	Assoc. AP Ray.
HARRISONBURG							
WSVA 1935	550 1,000 DA-N	Shenandoah Valley Bcstg. Corp. Rawley Pike 550	NBC	Frederick L. Allman, p Robert B. Harrington, c & pmm	Richard H. Johnson, pd H. A. Wright, bus. m Warren L. Braun, ce	Charles McGinley, n & sd Homer Quann, fd Virginia Lindamood, wd UP RCA
WSVA-FM 1946	Ch. 264 (B) 100.7mc 7.2 kw					 Fed.
HOPEWELL							
WHAP 1949	1340 250	Hopewell Bcstg. Co., Inc. P. O. Box 621 801	LBS Cooke	Augustus Robbins Jr., p Charles M. Mark, gm	John P. Mercer, pd & sd Robert E. Anthony Jr., ce	Jocelyn Sampson, wd	L-W UP G
LEXINGTON							
WREL 1948	1450 250	Rockbridge Bcstg. Corp 24 S. Main St. 6000	MBS, KBS Cooke	Marshall L. Wilmer, p Milton B. Henson, gm James Coleman, cm	Andrew Peterson, pd James I. Bray Jr., ce Sue Wilson, office m & wd	Bob Bradford, n & fd Jim Benjamin, sd	Cap. AP GE

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LYNCHBURG

WLVA 1930	590 1,000 DA-2	Lynchburg Bcstg. Corp. 925 Church St. 2-1242	ABC Hollingbery	Edward A. Allen, p Philip P. Allen, gm Joseph F. Wright Jr., cm	Warren Uttal, pd, pmm & nd John T. Orth, ce	Eric Lund, fd Wayne Tyler, sd Ann Maxey, wd	L-W AP RCA GE
WLVA-FM 1946	Ch. 248 (B) 97.5mc 3.7kw						
WWOD 1947	1390 1,000 DA-1	Old Dominion Bcstg. Corp. P. O. Box 918 2-3441	MBS Walker	D. H. Dillard, p Jack Weldon, vp & gm Norman T. Simpson, cm & sd	Donald W. Jarvid, pd, pmm & nd	Forest J. Pinkerton, ce Jean Gannaway, traffic m	Thes., Wld. AP, UP Ray. Col.
WWOD-FM 1947	Ch. 261 (A) 100.1mc 0.94kw						

MARION

WMEV 1948	1010 1,000-D	Mountain Empire Bcstg. Park Blvd. 9001	LBS Cooke	L. Preston Collins, p Robert C. Wolfenden, vp, c & pmm	C. C. Lincoln Jr., vp Mrs. Robert C. Wolfenden, pd & wd Edward Surface, ce	Leon D. Veville, secy- treas. Bob Kent, n & fd Tom Browne, sd	Wld. AP WE
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MARTINSVILLE

WMVA 1940	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	Paul E. Zimmerman, mus. & sd Maynard E. Dillaber, nd AP Ray. REL.
WMVA-FM 1950	Ch. 242 (B) 96.3mc 2.7kw						

NEWPORT NEWS

WGH 1928	1310 5,000 DA-1	Hampton Roads Bcstg. Corp. 500 Portlock Bldg., Norfolk 27031	ABC Free & Peters	Raymond B. Bottom, p Edward E. Bishop, gm Edward E. Edgar, cm Robert J. McBride, pd & pmm	Alois Braun, ce William R. Van Buren, secy-treas.	William R. Van Buren Jr., asst. secy-treas. G. Edward Travis, nd William J. Diehl, sd Mildred Alexander, wd AP RCA
WGH-FM 1947	Ch. 243 (B) 96.5mc 36kw						
WHYU 1948	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 3-1631		John Doley, p Frederic F. Clair, sm	Etoyse Patterson, cm Thomas O. Bradshaw Jr., pd	Maurice A. Charles, ce	Cap. UP G

NORFOLK

WCAV 1947	850 1,000 DA-2	Cavalier Bcstg. Corp. Helene Bldg. 23266	LBS Indie	Joe Light, o	Graeme W. Zimmer, gm Robert J. Rodgers, slm	Roy Penner, pd	
WLOW 1947	1400 250	Commonwealth Bcstg. Corp. 21st & Manteo 45878		(See Portsmouth listing)			

Exclusive Coverage of Virginia's Rich Shenandoah Valley



1000 WATTS FULLTIME ON 550

- 50,080 radio homes (BMB, 1949)
- 65% of WSWA loyal listeners listen 6-7 days per week
- 90% listen 3-7 days per week
- No television coverage
- 5½ hours of live programming daily (6AM - 2PM)



HARRISONBURG, VIRGINIA



FRED ALLMAN,
President

Represented Nationally by
DEVNEY & COMPANY

R. B. HARRINGTON,
Commercial Manager

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Exec. vp evp; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
NORFOLK (Cont'd)							
WNOR 1949	1230 250	Norfolk Bcstg. Corp. 1019 Bissevain Ave. 27071	Tobacco Walker	L. H. Peterson, p Earl Harper, g & cm	Jack Black, asst. to gm Howard Sheets, ce	Jack Harris, sd	L-W AP
WRAP (CP) 1948	1050 500-D	Rollins Bcstg. Co. Radford, Va.		C. T. Lucy, gm William R. Preston, pd	S. T. Terry Jr., ce	Robert E. Moody, studio m	L-W, Wld. UP WE
WRVC(FM) 1948	Ch. 273 (B) 102.5mc 8.7kw	Larus & Brothers Co. 2712 Colley Ave. 4-1100	CBS Radio Sales				
WTAR 1923	790 5,000 DA-N	WTAR Radio Corp. 720 Boush St. 56711	NBC Petry	Campbell Arnoux, p & gm John Peffer, g opr. m Robert M. Lambe, cm Joel F. Carlson, pub. rel. & pd	Fred N. Lowe, pmm Richard L. Lindell, ce Gilbert McLeod, nd	Betty B. Reinecke, traffic m Blair Eubanks, sd Alice Brewer White, wd	L-W, AP St. AP RCA
WTAR-FM 1947	Ch. 247 (B) 97.3mc 50kw						
WTAR-TV 1950		WTAR Radio Corp. 720 Boush St.					
(For full information see TELECASTING Yearbook)							
NORTON							
WNVA 1946	1450 250	Blanfox Radio Co., Inc. Progress Bldg. 700	MBS, KBS	R. B. Helms, p J. T. Helms, g & pmm	Bill Holland, cm & pd Gene Thommerdahl, ce	Wally Douglas, n & sd	L-W AP Tem.
ORANGE							
WJMA 1949	1340 250	James Madison Bcstg. Corp. Route 15 7263	MBS	Welford A. Sherman Jr., p	Arthur C. Livick Jr., g & cm Alfred Walthall, asst. gm	Joseph C. Trivette, ce Ann Butler, wd	SES. UP G
PETERSBURG							
WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, p Raymond L. Moss, gm James H. Smith, cm N. W. Andrews, pd	Kirk Anderson, pmm Edward F. Schwarz, ce Donald E. Ruggles, nd Larry W. Travis, fd	Edward Vaughn, sd Katherine M. Nunnally, wd	Cap. AP Tem.
PORTSMOUTH							
WLOW 1947	1400 250	Commonwealth Bcstg. Corp. 21st & Manteo 45678	Forjoe	E. L. Scott, p Robert E. Wasdon, vp W. M. Carpenter, gm Robert Drepper, pd	Jos. B. Matthews, sm Jack Siegel, tech. d & secy.-treas. Ralph Richards, nd	Ralph Wasdon, fd Bill Davis, sd Nancy Penner, wd	Cap. UP Col.
WSAP 1943	1350 5,000 DA-2	Portsmouth Bcstg. Corp. 205 Professional Bldg. 7-3488	MBS Burn-Smith	Tom E. Gilman, p J. L. Norfeet, g & cm	David Nelson, pd Billy Hodges, pmm John C. Brigman, ce	Ray Honaker, nd Art Barrett, fd Pete Glazer, sd	Thes. UP Col.
PULASKI							
WPUV 1946	1230 250	Southwest Bcstg. Corp. Dora Highway 3-3931	MBS, KBS Sears & Ayer	Mason C. Deaver, p & gm Maruma R. Deaver, vp	Howard R. Imboden, secy. Carl A. Shuffebarger, treas. & bus. m	Richard Parker, pd & nd John A. Columbus, ce	Wld. AP Col.
RADFORD							
WRAD 1950	1340 250	Rollins Bcstg., Inc. P. O. Box 1007 2461		John W. Rollins, p O. W. Rollins, vp Wendell H. Siler, g & cm	Alfred L. Mills, pd Fitzgerald McDaniel, ce	Wayne Scott, nd Leslie Esgate, wd	Thes AP GE
RICHLANDS							
WRIC 1951	1050 1,000-D	Clinch Valley Bcstg. Corp. Box 218 450		J. Powell Royall Jr., p Max M. Blakemore, secy- treas. & ce	Jess White, vp Joe J. Webb, c & pmm Douglas E. Smith, pd, n & sd	Dallas P. Boyd, fd June E. Ratcliffe, wd	SES., Thes. G
RICHMOND							
WANT 1951	990 1,000-D	United Bcstg. Co. 513 E. Main St. 3-8368		Richard Eaton, o & p Glenn H. Harmon, g, c & pmm	Ted Austin, pd Silas H. Bell, ce Wilbure Lewis, nd	William A. Gibbon, fd Tom Mitchel, sd Estelle Evans, wd WE
*WBBL 1924	1480 5,000 DA-2 SH	Grace Covenant Presbyterian Church 1627 Monument Ave. 84-2465					
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 Betsey Slon, wd	L-W AP WE
WLEE-FM 1948	Ch. 275 (B) 102.9mc 21.5kw						

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WANT RESULTS

Use **WANT** A UBC Station

RICHMOND'S LEADING INDEPENDENT, 1,000 Watts 990 KC
Average Daily Mail Count: 800 letters

65 new leads for TV sales for one advertiser in 10 days.

More new advertisers in 1951 than other Richmond station.

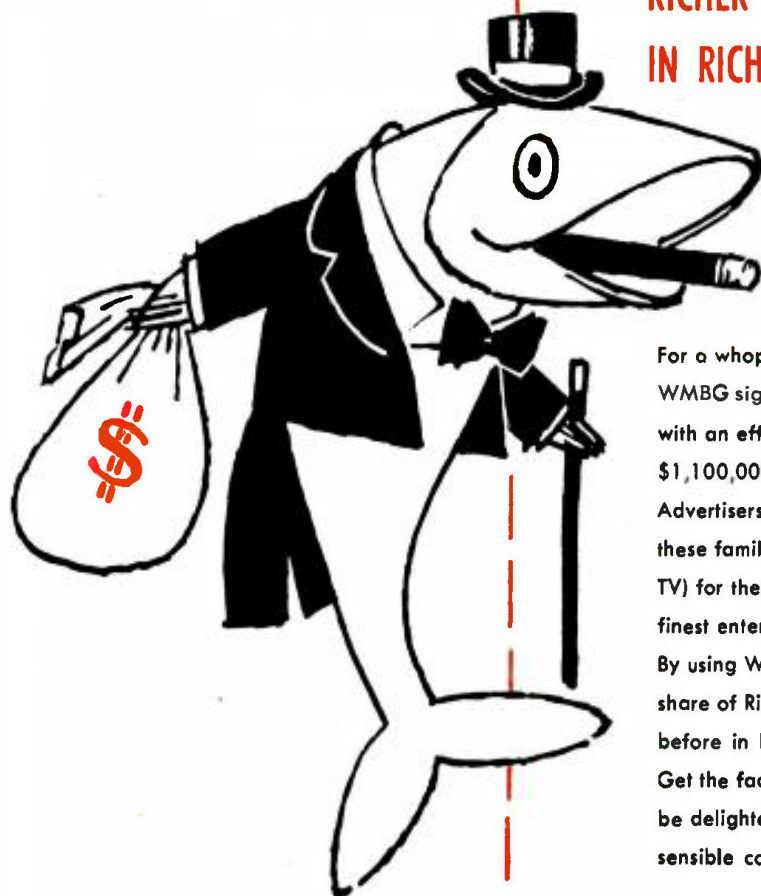
1000 pairs of nylons sold for a leading Richmond Department store with FIVE spots on WANT

WANT WANT!

Ask: HFC, BC Remedy, Stanback, Royal Crown, Gunther's, Old Georgetown, Richbrau, Rayla's, NHA, Manishewitz, Scotts Emulsion.

WANT MORE CALL WANT COLLECT 38368 Richmond, Va.

**FISH IN
RICHER WATERS
IN RICHMOND**



For a whopping big sales catch, be a part of the WMBG signal which booms out to 264,000 families with an effective buying income of nearly \$1,100,000,000.

Advertisers are constantly amazed at the appreciation these families show Havens & Martin stations (AM, FM, and TV) for their pioneering efforts in bringing Richmond the finest entertainment radio and television can provide. By using WMBG, WCOD, WTVR you are assured a larger share of Richmond's vastly expanded buying power than ever before in history.

Get the facts today from your nearest Blair man. You'll be delighted to learn how much you can achieve at sensible cost.

**Havens & Martin Stations are the only
complete broadcasting institution in Richmond.**

WMBG AM
WCOD FM
WTVR TV

FIRST STATIONS OF VIRGINIA


**Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company**

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	Transe. Li- brary, News Service Transmitter
RICHMOND (Cont'd)						
WMBG 1926	1380 5,000 DA-N	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC Blair	Wilbur M. Havens, p & gm Walter A. Bowry Jr., cm	Jack Lewis, pd, n & fd Robert Montgomery, pmm	James Kyle, ce Harry Luke, sd Jerry Lane, wd UP RCA
WCOD(FM) 1946	Ch. 251 (B) 98.1mc 34kw	(WMBG, AM Affiliate)				
WTVR(TV) 1948		Havens & Martin Inc. 3301 W. Broad St.			(For full information see TELECASTING Yearbook)	
WRNL 1926	910 5,000 DA-N	Richmond Newspapers Inc. 111 N. 4th St. 3-3436	ABC Petry	David Tennant Bryan, p E. S. Whitlock, m Joseph H. Sierer, cm Don Martin, pd	Morris Kenig, pmm E. V. Wolstenholme Jr., ce	Ira Hull, fd Howard Hamrick, sd Polly Daffron, wd St. Thes. AP WE
WRNL-FM 1948	Ch. 271 (B) 102.1mc 50kw					
WRVA 1925	1140 50,000 DA-1	Larus & Brother Co., Inc. Hotel Richmond 3-6633 (WRVA, AM affiliate)	CBS Radio Sales	C. T. Lucy, gm Barron Howard, bus. m James Clark, slm	S. S. Carey, prog. service m John L. Stone Jr., pmm D. C. Woods, ce	W. R. Bishop, pub. rel. m George Passage, n & sd L-W, Wld. UP WE
WRVB(FM) 1948	Ch. 233 (B) 94.5mc 25kw					
WXGI 1947	950 1,000-D	Radio Virginia, Inc. 100 W. Franklin St. 7-4684	LBS Indie Sales Burn-Smith	D. H. Robertson, p David Wilburn, g & cm	John Stinson, pd Jack Tucker, pmm	Walter Seidon, ce Lan Singer, sd AP WE
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 Charles A. Bailou, asst. pd	J. Edward Newman, ce John W. Eure, nd Donald F. Murray, sd Wld. AP, UP RCA
WDBJ-FM 1948	Ch. 235 (B) 94.9mc 41kw					
WROV 1946	1240 250	Radio Roanoke, Inc. P.O. Box 1110 3-4444	ABC, MBS Burn-Smith	Leo F. Henebry, p Frank E. Koehler, g & cm	Gordon R. Phillips, asst. m, pd & pmm	Frank A. Hall, ce WE L-W UP WE
WROV-FM 1948	Ch. 279 (B) 103.7mc 0.28kw					
WLSL 1940	610 1,000 DA-2	Roanoke Bcstg. Corp. Shenandoah Bldg. 9227	NBC Avery- Knodel	Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, asst. cm	J. P. Brigg, ce Bill Ashworth, prog. & pmm Ulysses Walsh, ne	Glenwood Howell, fd Harry Wiseman, sd Amy J. Glenn, wd Assoc., L-W, Thes. AP RCA
WLSL-FM 1947	Ch. 256 (B) 99.1mc 4.7kw					

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THE
BEST
BUY
FOR
YOU
IN
'52-
WRNL



....in Richmond, Virginia,
there's More SELL on WRNL!

Here's your sure-fire selling formula for fifty-two!
First, take an outstanding market (Richmond, Va.)—
then pour on some good Radio Advertising—be sure to
get complete coverage (WRNL, of course).
Yes, WRNL gives you a ready-to-buy audience with the WRNL
listening habit!

910 KC 5 KW
ABC AFFILIATE
RICHMOND
VIRGINIA

WRNL

NATIONAL
REPRESENTATIVES
EDWARD PETRY
& COMPANY, INC.

SOUTH BOSTON

WHLF 1400
1947 250

John L. Cole Jr.
Webster St.
2-9988

ABC, KBS

John L. Cole Jr., p, g & cm

John R. Doherty, ce
Ella L. Poindexter, pd,
pmm & wd

Roy Marsh, sd

Cap.
AP

STAUNTON

WTON 1400
1946 250

Charles P. Blackley
Morrison Bldg.
5-5555

ABC

Charles P. Blackley, o & gm

Charles E. Seebeck, cm
Fulton A. King, pd, pmm
& nd

Rex C. Houser, ce
Robert Sterrett, f & sd

Assoc.,
Thes.
AP
WE

SUFFOLK

WLPM 1450
1940 250

Suffolk Bcstg. Corp.
Highway 460
2394

ABC, KBS
Sears & Ayer

Fred L. Hart, p & gm
Earl Handley, cm, pd, n
& fd

Lee Williams, traffic m
Veryl W. Rupp, ce

L. E. Pettyjohn, fd
Helen Buffkin, wd

Thes.
AP
Col.

WLPM-FM Ch. 299 (B)
1947 107.7mc
10.2kw

WARSAW

WNNT 690
1949 250-D

Northern Neck &
Tidewater Bcstg. Co.
Warsaw
690

Grayson Headley, p & gm
William C. Reed, cm

Charles E. Springer, pd

Larry Bittner, ce

St.
UP
G

WAYNESBORO

WAYB 1490
1947 250

Waynesboro Bcstg. Corp.
526 W. Main St.
6066

MBS, KBS
Cooke

Judson T. Phillips, p
N. Wilbur Kidd, g & cm
Richard A. Rhodes, pd

Donald D. Curtis, ce
Albert Charles, sd

(Mrs.) Helen M. Huff-
man, wd

L-W
UP

WILLIAMSBURG

WILB 740
(CP) 500-D

Williamsburg Radio Co.
3805 Dover Rd., Richmond

WINCHESTER

WINC 1400
1941 250

Richard Field Lewis Jr.
Winchester
4855

NBC, KBS

Richard F. Lewis Jr., p
Winslow T. Porter, gm

John Carl Morgan, cm &
pd

Philip B. Whitney, ce
Marion Park, wd

Assoc.
UP
WE

WRFL(FM) Ch. 223 (B)
1946 92.5mc
14kw

Fed.

WYTHEVILLE

WYVE 1280
1949 1,000-D

Wythe County Bcstg. Co.
Grubb Bldg.
840

KBS
Devney

A. M. Gates, o
Arthur M. Gates Jr., gm

Sidney Tear, cm

Luther M. Norris Jr., ce

Cap., L-W
UP
G

WASHINGTON

ABERDEEN

KBKW 1450
1949 250

KBKW, Inc.
701 E. Heron
1015

LBS
McGillvra

Archie Taft Jr., p
Don G. Bennett, gm
Alex Johnson, cm
Harry R. Spence, p
Fred G. Goddard, gm
Roy Johnson, cm

Ralph Peyton, pd
Richard R. Pooley, ce
Charles Crossdill, nd
Stanley Craft, pd & sd
William L. Fox, pmm
Philip S. True, ce

W. W. Willy, fd
Bob Hoonan, sd
Evelyn Rodrigue, wd
William P. Koski, nd
George Curtis, fd
Lois A. Johnson, wd

Assoc., Wid.
AP
Col.
UP
Ray.

KXRO 1320
1927 1,000 DA-N

KXRO, Inc.
207 1/2 E. Market St.
4098

MBS, KBS
Don Lee
Grant,
Keating

BELLINGHAM

KPUG 1170
1948 1,000 DA-1

KPUG, Inc.
Box 655
6-200

MBS, KBS
Don Lee
Cooke

Jessica L. Longston, p
Robert E. Pollock, gm
James Hamstreet, c &
pmm

Verle Jones Jr., pd
Donald R. Pinney, ce
John Di Meo, nd

Ken Jackson, fd
Norrie Adams, sd
Jeanne Smith, wd

L-W
UP
WE

KVOS 790
1927 1,000 DA-1

KVOS, Inc.
1321 Commercial Ave.
790

ABC
Meeker

Rogan Jones, p
Jack Clarke, g, c & pmm
Jim Goodrich, pd

Ernest Harper, ce
Bert Jackson, nd
Hal Reeves, fd

Haines Fay, sd
Elaine Wise, wd

Wid.
UP
WE

BREMERTON

KBRO 1490
1947 250

Bremerton Bcstg. Co.
205 Washington Ave.
3-5095

Keating

Bruce Bartley, p
Loren B. Stone, gm
Gil Jacobsen, cm
G. A. Weyland, p
James Munro, gm

Bob Gleason, pd
Al Stewart, ce
Jack Rogers, nd
Paul Crittenden, ce

Bud Bond, fd
Linc Perry, sd
Edra Boling, wd

Wid.
AP
WE

KGIB 1540
1950 1,000-D

Kitsap G. I. Bcstrs., Inc.
124 N. Callow St.
7-3757

Keating

CENTRALIA-CHEHALIS

KELA 1470
1937 1,000

Central Bcstg. Corp.
P. O. Box 720
6-3321

MBS
Don Lee
Pearson

J. Elroy McCaw, p
Joe Chytil, g & cm
Del Spencer, pd & pmm

John Kellev, ce
Schuyler Hill, office m

Mabel A. Gwinn, secy-
treas.
Bob Cleland, n, f & sd
Mary F. Huffman, wd

Wid.
UP
RCA

COLFAX

KCLX 1450
1950 250

Interstate Radio, Inc.
P. O. Box 710
780

KBS, LBS
Biddick

T. R. Farrier, p
Bert McAllister, gm & pd

W. L. Hopkins, c & pmm

H. D. Young, ce

SES.
AP
RCA

ELLENSBURG

KXLE 1240
1946 250

Central Wash. Bcstrs.,
Inc.
P. O. Box 600
2-1488

LBS

Goodwin Chase Jr., p
Joe Kendall, gm

Darrel Burns, cm & ce
Don Bevilacqua, pd

Ron Forsell, n, f & sd

L-W
UP
RCA

EPHRATA

KULE 730
1950 250-D

Columbia Basin Bcstg.
Co.
Ephrata
730

M. P. Monson, p & m

Elwood E. Eby, ce

St.
UP
RCA

EVERETT

KRKO 1380
1922 1,000 DA-N

Everett Bcstg. Co., Inc.
Everett
Cedar 1144

MBS
Don Lee
McGillvra

William R. Taft, p, g &
cm

Earl Gerdon, pd
Dave Foley, ce

Duane Lehr, nd
Lloyd Rodstrom, sd

Wid.
SES.
UP
GE

GRAND COULEE

KFDR 1400
1950 250

Carl F. Knierim
P. O. Box 1642
515

Carl F. Knierim, p & gm
Lorella W. Henke, cm

Patriciae A. Westerman,
pd

Raymond L. Groff, ce

Mac.
AP

KELSO

KELS 1490
1949 250

Northwest Public
Services Inc.
P. O. Box 90

LBS
Viking

Roscoe Day Jr., p
Clare O. Banks, gm
Martin Welch, slm

Lowell Gibson, pd
Warren Kemper, pmm &
sd

John Holmes, ce
Paul Shoaf, nd
Lacey Peoples, fd

Cap., St.
UP
Ray.

KENNEWICK

KWIE 610
1949 1,000 DA-N

KWIE, Inc.
11 South Cascade St.
6961

Meeker

Harold A. Clark, p & sm

Marvin E. Johnston, pd

C. J. McCredie, ce &
tech. d.

Assoc., Wid.
AP
Col.

KIRKLAND

KRKL 1050
1948 250-D

Eastside Bcstg. Co.
Civic Center
22-1201

W. A. Chamness, co-o
L. N. Ostrander, co-o

Jerry McCumber, gm &
nd
Bert Demers, cm & sd

Frank Ferry, pd
Jack Kerr, ce
Margurite Warburton, wd

Cap.
UP
Ray.

LONGVIEW

KWLK 1400
1938 250

Twin City Bcstg. Corp.
Natl. Bank of Commerce
Bldg.
1500

MBS
Don Lee
Grant

C. O. Chatterton, p & gm
J. F. Carlson, cm

Ellen P. Hammond, pd
Bob L. Moran, pmm & fd

Ralph I. Brown, ce
Art Kulman, n & sd

Wid.
UP
RCA

KWLK-FM Ch. 280 (A)
1948 103.9m
.41kw

GE

WASHINGTON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
MOSES LAKE							
KSEM 1947	1450 250	KSEM Inc. Box 276 234	KBS, LBS Cooke	Jessica Longston, p Allen Miller, g & cm Dorothy Yale, pd & wd	Marge Dudley, pmm & nd Roland Kissler, ce	M. C. "Windy" West, sd Ralph Walton, fd	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 & fd Jack England, cm	Tom Haveman, pd & sd Walter Bjerke, ce	Margaret Lordan, nd Margaret Poynter, wd	Wld. UP WE
OLYMPIA							
KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. 119 N. Washington 6636	MBS Don Lee Grant	Tom Olsen, p & gm Elmer J. Holmberg, cm	Don Jones, pd & pmm Charles A. Roark, ce	Bill Fox, nd Ben K. Weatherwax, sd	Wld., SES. UP WE
OMAK							
KOMW 1947	680 1,000-D	KOMW Inc. Box 151	Keating West Coast	R. L. McNett, p Dean C. Nichols, gm Grover D. Allen, cm	Nola Malone, pd Kirk W. Springer, ce	Nick Cain, ne Burt Cast, sd	Cap., L-W UP WE
PASCO							
KPKW 1945	1340 250	Western Radio Corp. Chase & A Sts. 3337	ABC, LBS Keating	V. B. Kenworthy, p Paul Walden, gm	Ben W. Roscoe, c & pmm, & sd Walter V. Mott pd, & ce	Ken Wright, fd June Edgar, wd	Cap. UP
PORT ANGELES							
KONP 1945	1450 250	Radio Pacific Inc. 313 West First St. 4200	KBS Keating	C. N. Webster, p & gm Keith Patterson, sm	James Frits, cm	Beven P. Roth, ce	Wld. UP WE
PULLMAN							
KBKH 1950	1150 1,000-D	J. Roland Bayton & Maynard F. Hicks P. O. Box 356 1-5251		J. Ronald Bayton, ptrn. & gm Maynard F. Hicks, ptrn.	B. J. Bayton, traffic & pmm & wd John Puckett, cm & sd	Glen R. Southworth, ce Robert F. Concie, pd, n & fd UP G
*KWSC 1922	1250 5,000 ST-KTW	State College of Washington Arts Hall 9021		William A. Pearl, act. p Allen Miller, gm William Ladd, pdm	Burt Harrison, pd & nd Ted DeLay, sp. events d	Robert E. Baird, ce Al Bond, fd Cal Watson, sd	Assoc. St., Wld. AP, UP GE
PUYALLUP							
KPUY 1951	1450 100	Clarence E. Wilson 1510 Linden Drive 5-8502		Clarence E. Wilson, o, g & cm & nd	Pete Hansen, pd, pmm & sd	Robert E. Vey, ce & fd Bonnie May Wilson, wd	Assoc. UP G
RAYMOND							
KAPA 1950	1340 250	Pacific Bcstg. Corp. P. O. Box 288 1010	Pearson	Joe Chytil, p Robert C. Finley, g & cm	Fred Hepner, pd Dwight Smart, pmm	C. B. (Bob) DeLapp, ce AP RCA

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there isn't time to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency time buyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

BROADCASTING • TELECASTING is the only journal that gives everybody concerned with radio and television the fullest coverage of everything new, everything significant, everything affecting radio-TV and the allied arts. And **BROADCASTING • TELECASTING** is covering this beat now for more than 21 years.

This double-duty newsweekly is easy to scan, easier to read. You select the news you want. A separate section for **RADIO**, a TV section all its own.



BROADCASTING • TELECASTING

The Newsweekly of Radio and Television

National Press Bldg., Washington 4, D.C.

Annual subscription rate for 52 weekly issues—\$7.00.

Annual subscription rate including either **BROADCASTING Yearbook** (53rd issue)—\$9.00 or **TELECASTING Yearbook** (54th issue)—\$9.00.

Annual subscription to **BROADCASTING • TELECASTING** including 54 issues—\$11.00.

Yearbook issues \$5.00 each.

RENTON

KXRN 1947	1230 250	Interlake Bcstg. Corp. North 7th & Park Ave. 5-3424		Robert S. McCaw, p & gm Tom Fuller, cm Fred Jensen, pd	Robert Jones, pmm, f & sd Frank Cook, ce	Ray Pounder (Auburn & Kent Studios), m Dolores Weeks, nd Nancy Hawkins, wd	Cole UP RCA
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RICHLAND

KALE 1950	900 1,000-D (CP)-960 1,000 DA-N	Yakima Bcstg. Co. Box 367 4-4600	LBS Pearson	R. S. McCaw, p Arnold G. Sanborn, sm Ralph Nachtmann, cm	Robert Parnell, pd Joseph Muench, ce	Jerry Colkitt, sd Beverly Keller, wd	Cole UP GE
KALE-FM 1950	Ch. 280 103.9mc .58kw						

SEATTLE

KING 1927	1090 50,000 DA-1	King Bcstg. Co. Smith Tower MUtual 1090	Blair	Mrs. A. Scott Bullitt, p Otto P. Brandt, vp & gm Roger D. Rice, cm Harold Davis, pd	Melvin Anderson, pmm Arthur A. Shultz, ce Harry Jordan, nd	Bill O'Mara, sd Elizabeth W. Evans, pub. service d UP GE
KING-FM 1948	Ch. 251 (B) 98.1mc 15kw					 RCA
KING-TV 1948		King Bcstg. Co. Smith Tower		(For full information see TELECASTING Yearbook)			
KIRO 1929	710 50,000 DA-N	Queen City Bcstg. Co. 66 Cobb Bldg. Seneca 1500	CBS Columbia Pacific Free & Peters	Saul Haas, p William F. Tucker, sim	Kenneth E. Yeend, pd Frankie Goodwin, publ. d James B. Hatfield, ce	Maury Rider, nd Pat Hayes, sd Judith Lane, wd	Thes. UP WE
KIRO-FM 1948	Ch. 264 (B) 100.7mc 4.5kw					 RCA
KISW (FM) 1950	Ch. 260 (B) 99.9mc 2.1kw	Ellwood W. Lippincott 9201 Roosevelt Way Plaza 6255		Ellwood W. Lippincott, p & ce	Robert H. Waldron, resi- dent m & pd	David Pennell, cm Ray.
KJR 1922	950 5,000 DA-N	Totem Bcstrs. Inc. Skinner Bldg. Elliott 5890	ABC Avery- Knodel	Marshall Field III, p J. Archie Morton, gm Paul E. Moore, cm	Homer Pope, pd Donald M. Anderson, d Louis S. Bookwalter, d of enrg.	Arthur Gerbel Jr., asst. gm Maitland Jordan, natl. sim Bill Moshier, fd Ann Sterling, wd	Wld. AP RCA
KOL 1922	1300 5,000 DA-1	Seattle Bcstg. Co. Northern Life Tower Main 2312	LBS Forjoe	Archie G. Taft Sr., p Archie G. Taft Jr., gm Arthur Q. Moore, cm	Robert W. Harris, pd Perry C. Lind, ce	Wheeler Smith, nd Rod Belcher, sd Sharon Kane, wd	Cap., Wld. UP RCA
KOMO 1926	1,000 50,000 DA-N	Fisher's Blend Station Inc. 100 Fourth Ave., North Seneca 6000	NBC Petry	O. W. Fisher, p & gm Ray Baker, cm	W. W. Warren, prog. m F. J. Brott, ce Richard E. Green, nat'l sis & sis service m	Millard Ireland, co-nd Merrill Ash, co-nd	Assoc., L-W UP RCA
KOMO-FM 1948	Ch. 225 (B) 98.9mc 14.4kw					
KRSC 1940	1150 1,000	Radio Sales Corp. 2939 Fourth Ave., S. Elliott 2480	Pearson Moore	J. Elroy McCaw, p Harold E. Ridalls, gm	Wm. L. Simpson, cm Theo. B. Bell, d, n & 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

KRSC

SEATTLE'S "CONSUMER-CONSCIOUS" STATION

PROUDLY PRESENTS

KRSC VALUE WEEK!

A 3-dimensional advertising formula applied to over a million potential food-buyers that combines:

1. TAILOR-MADE RADIO SPOT SATURATION
2. DAILY NEWSPAPER TIE-IN!
3. GUARANTEED POINT-OF-SALE DISPLAY AND PROMOTION

(shelf tabs . . . posters . . . aisle displays)

ALL FOR THE PRICE OF

KRSC SPOT-RADIO!

CONTACT

BILL SIMPSON, Sales Manager



EAST:
John E. Pearson Co.

PHONE
ELIOT 2480

KRSC

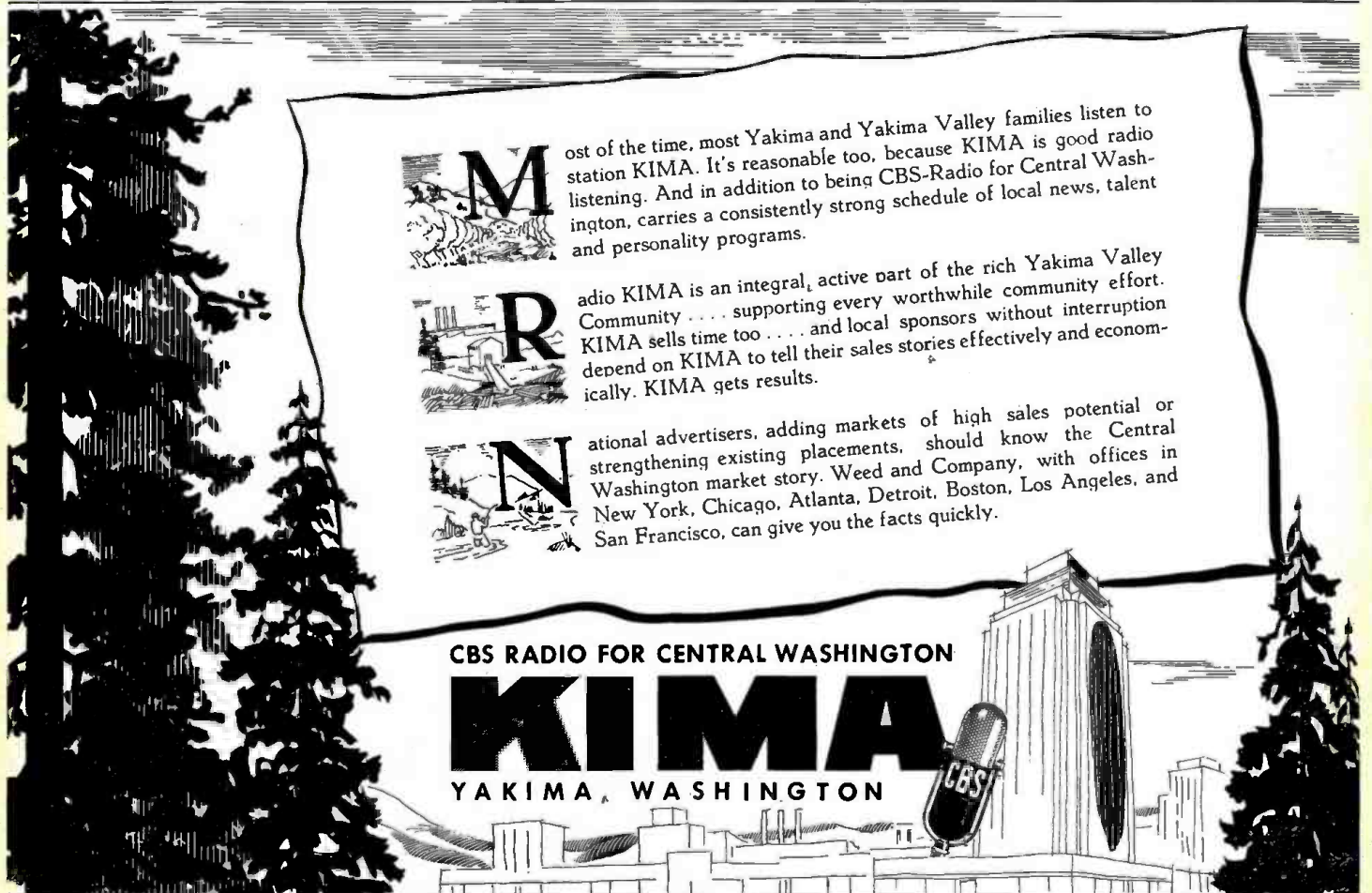
2939 FOURTH AVE. SO.
SEATTLE, 4

WEST:
Western Radio Sales

WASHINGTON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Trans. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Exec. vp Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
SEATTLE (Cont'd)							
KVI 1928	570 5,000	Puget Sound Bestg. Co. Inc. Camlin Hotel Seneca 4848	MBS Don Lee Hollingbery	Laura M. Doernbecher, o Vernice Irwin, p & gm	Earl T. Irwin, cm Harry Long, pd & nd	D. M. McDonough, ce	Thes. AP WE
KXA 1926	770 1,000 L-WJZ	KXA Inc. 312 Bigelow Bldg. Seneca 1000	Rambeau	W. I. Dumm, p Lincoln W. Miller, gm	Patti O'Day, pd R. G. McArdle, natl. slm	John Dubuque, ce Bob Ackerley, p & sd AP
SPOKANE							
KGA 1926	1510 50,000 DA-N	Corp. of Gonzaga U. 600 Radio Central Bldg. Madison 3383	ABC Petry	Rev. Francis E. Corkery, p Harvey Wixson, g & cm Hub Warner, pd	A. G. Sparling, ce Earl S. Trumble, loc. slm John Fahey, nd	Dick Nichols, sd Kay Wilson, wd Del Cody, fd	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	John Walker, ce Milton O. Fritsch, treas., & asst. secy.	Talbott Tripp, nd Glenn Lorang, fd Margaret Smith, wd	Wld. AP Col.
KNEW 1947	790 5,000 DA-2	Inland Empire Bestg. Co. 511 Eagle Bldg.	MBS Hollingbery	Burl C. Hagadone, p & gm C. E. Rodell, sm William C. Rhodes, slm Paul M. Crain, pd & pmm	Marie A. McLaughlin, office m Vincent L. Hoffart, ce	James Agostino, nd Kenneth Hutcheson, fd Al LaCom, sd Gerl Loomis, wd	Assoc., L-W AP RCA
KREM 1947	970 1,000 DA-N	Cole E. Wylie 215 Realty Bldg. Madison 3333	Forjoe	Cole E. Wylie, p & gm Robert H. Temple, cm	William Stevens, pd	William Paterson, ce	Assoc., L-W AP RCA
KSPO 1922	1230 250	Louis Wasmer 526 W. Riverside Riverside 8033	LBS	Louis Wasmer, o & m Gene Williams, cm	Darrel W. Holt, pd Ed Antosyn, ce	Dave Gordon, nd Robert Plummer, sd	SES., Thes. UP RCA
KXLY 1922	920 5,000	Symons Bestg. Co. 315 W. Sprague Madison 1218	CBS Pacific Northwest Walker	E. B. Craney, p & gm Bryan Woolston, cm	Martin Boss, pd Jim Manning, pmm	Geo. Langford, ce AP, UP WE
SUNNYSIDE							
KREW 1950	1230 250	Cole E. Wylie Outlook Road 7-2277	Forjoe	Cole E. Wylie, p C. Nat. Harris, gm	Clifford F. Nelson, cm R. M. Nicholas, ce	Ray Ramsey, nd Bill McCurry, sd	St. AP RCA
TACOMA							
KMO 1926	1360 5,000	Carl E. Haymond 914½ Broadway Main 4144	Branham Scott	Carl E. Haymond, p Jerry Gechan, gm Raymond T. McKenzie, cm	T. R. Knightlinger, pd & pmm John L. Boor, ce	Daniel Seymour, nd Robert H. Robertson, sd	St. Cap. UP G

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Most of the time, most Yakima and Yakima Valley families listen to station KIMA. It's reasonable too, because KIMA is good radio listening. And in addition to being CBS-Radio for Central Washington, carries a consistently strong schedule of local news, talent and personality programs.


Radio KIMA is an integral, active part of the rich Yakima Valley Community . . . supporting every worthwhile community effort. KIMA sells time too . . . and local sponsors without interruption depend on KIMA to tell their sales stories effectively and economically. KIMA gets results.

National advertisers, adding markets of high sales potential or strengthening existing placements, should know the Central Washington market story. Weed and Company, with offices in New York, Chicago, Atlanta, Detroit, Boston, Los Angeles, and San Francisco, can give you the facts quickly.

CBS RADIO FOR CENTRAL WASHINGTON

KIMA

YAKIMA, WASHINGTON



KTBI 1941	850 1,000 DA-N	Tacoma Bcstrs. Inc. 2715 Center St. Broadway 2241	LBS Indie Sales	H. J. Quilliam, p Ed Lovelace, gm	Nate Bridges, pd Dick Velo, ce	Murray Morgan, nd Clay Huntington, sd	Cole, Wld. UP WE
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	Max H. Bice, ce	Burke Ormsby, d of n & sp. events	Assoc., L-W AP GE

VANCOUVER

KVAN 1939	910 1,000 DA-1	Vancouver Radio Corp. 707½ Main St. 3-4717		Sheldon F. Sackett, p Fred F. Chitty, secy. & gm	George W. Conner, pd & nd Edgar R. Means, ce	Chuck Boice, sd Fern Hayes, wd	Wld. UP Ray.
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WALLA WALLA

KUJ 1928	1420 5,000 DA-N	KUJ, Inc. 55 East Main St. 1230	MBS Don Lee Grant Keating	H. E. Studebaker, p & gm Donald A. Wilke, sta. & cm	Martin Tobin, pd, n & sd Milton MacLafferty, ce	La Verne Russell, fd Denise Hart, wd	Thes. UP RCA
KTEL 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	ABC	Jack Keating, p, m, pd & pmm Harold C. Singleton, treas. Don Harris, cm	Tyrus McFadden, ce Wayne E. Murphey, n & fd	Carl Hebenstreit, sd Adaline Bussard, wd	Wld. AP WE

WENATCHEE

KPQ 1930	560 5,000 DA-N	Wescoast Bcstg. Co. 2nd & Columbia 2757	ABC, NBC Meeker	Rogan Jones, p James W. Wallace, vp & gm	Pat O'Halloran, c & pmm Dorothy Lee, pd & wd George Frese, ce	Stuart Maus, nd Win Cannon, fd Bill Denton, sd	Assoc., Cole, Wld. UP WE
KWNW 1948	1340 250	1119 N. Wenatchee Ave. 2468	MBS Biddick	Lawrence Leahy, p Bernard H. Droz, gm & nd	Ron Satterwhite, pd & fd Gil Reeves, ce	Stan Strain, sd Carol Scott	St. AP

YAKIMA

KIMA 1944	1460 1,000-LS 500-N	Cascade Bcstg. Co. Inc. Chinook Hotel 6197	CBS Columbia Pacific Weed	A. W. Talbot, p R. Lee Black, gm Thomas C. Bostic, d of sta. ops. & sd	T. R. Murrow, cm Virginia Schaeffer, pmm M. Dow Lambert, ce	John Knievel, n & fd Beverly Brown, wd	Assoc. AP WE
KIT 1929	1280 5,000-LS 1,000-N	Carl E. Haymond 414½ E. Yakima Ave. 8115	ABC, NBC Branham Hollingbery Keating	Carl E. Haymond, o James A. Murphy, g. c & slm	James W. Nolan Jr., pd William G. Moody, pmm H. B. Murphy, ce	Feder N. Wick, n & fd Ray Litzinger, sd Jacqui Tipton, wd	Cap. UP G
KYAK 1947	1400 250	Yakima Bcstg. Corp. P. O. Box 172 2-7143	MBS Pearson	Robert S. McCaw, p W. W. Boone, gm Irving N. Prell, c & pmm	Gerald K. Webb, pd Donald Gardner, ce Al Bowles, nd	Richard Passage, fd Leroy Desilet, sd Betty Smith, wd	Wld. UP RCA

WEST VIRGINIA

BECKLEY

WJLS 1939	560 1,000-LS 500-N DA-N	Joe L. Smith Jr., Inc. WJLS Bldg. 7311	CBS Weed	Joe L. Smith Jr., p Virginia N. Cooper, sm Willard Jackson, cm	William R. Barrett, pmm, n, f & sd	Al J. Ginkel, ce Sioux H. Greig, wd	Cole UP WE
WJLS-FM 1946	Ch. 258 (B) 99.5mc 34kw					 Fed.
WWNR 1946	620 1,000-LS 500-N DA-N	Rahall Bcstg. Co. 1565 Harper Road 9309	MBS Walker	N. Joe Rahall, p Tom Douds, g & cm Earle Thornton, pmm	Estel H. Wills, ce Sam Scott, nd Dennis Hollandsworth, fd	Gene Morehouse, sd Evelyn Hedrick, wd AP WE

BLUEFIELD

WHIS 1928	1440 5,000 DA-N	Daily Telegraph Printing Co. 623 Commerce St. 7114	NBC Katz	P. T. Flanagan, g & cm & ce	Barnes Nash, pd	Evelyn Ringler, wd	Cole, Wld. AP. Fed.
WKOY 1948	1240 250	WKOY, Inc. West Virginian Hotel 7405	MBS Devney	J. Lindsey Alley, p & gm E. E. Ebersole, pd, n & sd	Roy Hill Yost, ce	Emma Sue Phelps, wd	Assoc. UP Col.

CHARLESTON

WCAW 1947	1400 250	Capitol Bcstg. Corp. P. O. Box 2791 3-7503	LBS McGillvra	Garland F. Wilkinson, p & gm Selma D. Pierson, cm	Al Walker, pd Jack Zeilmann, pmm & sd	W. D. Stone, ce Dave Bailey, nd Norma Kenworthy, wd	L-W UP Col.
WCHS 1927	580 5,000 DA-N	The Tierney Co. 1016 Lee St. Capital 2-8131	CBS Branham	Lewis C. Tierney, p John T. Gelder Jr., vp & gm John L. Sinclair Jr., cm	Morton S. Cohn, pd Frank Annand, asst. pd Harry M. Brawley, pmm William E. Dixon, ce	Ross Edwards, nd Frank Welling, fd Ernie Saunders, sd Jane Ruoss, wd	Assoc. AP, UP G
WGKV 1939	1480 250	Kanawha Valley Bcstg. Co. P. O. Box 953 3-7541	NBC Meeker	R. M. Venable, p Henry V. Diefenbach, gm Charles H. High, cm	C. P. Vogel Jr., pd & nd Hugh McPherson, pmm Harry R. Bowen, ce	Joe Farris, sd Judy Edworthy, wd	Assoc. AP Col.
WGKV-FM 1949	Ch. 253 (B) 98.5mc 5.2kw					 REL

WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transe. Li- brary, 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.			
CHARLESTON (Cont'd)							
WKNA 1946	950 5,000-LS 1,000-N DA-2	Joe L. Smith Jr., Inc. 804½ Kanawha Blvd. 39-971	ABC Weed	Joe L. Smith Jr., p George J. Gray, g & cm Don O. Hays, pd	A. J. Ginkel, ce Gilbert Brooks, nd	Edward Miller, sd Betty Jean Snidow, wd	Wid. AP
WKNA-FM 1949	Ch. 248 (B) 97.5mc 9kw						
WTIP 1946	1240 250	Chemical City Bcstg. Co. Capitol at Fife St. Capital 23-136	MBS ForJoe	Gus Zaharis, p Berton Sonis, g & cm Joseph J. Herget, pd & nd	Robert Bower, pmm & sd Paul Sullivan, ce	Shirley Spradlin Wolfe, wd	Thes. UP RCA
CLARKSBURG							
WBLK 1937	1400 250	Ohio Valley Bcstg. Corp. 444 W. Pike St. 4-7571	NBC Branham	Austin V. Wood, p George Clinton, vp Fred Zimmerman, sm	Carl Loose, pd, pmm & fd Vilah Brooks, ce	Don McWhorter, nd Jean Oliverio, wd	L-W AP Col.
WHAR 1947	1340 250	Mountain State Bcstg. Co. Radio Plaza 4-5525	ABC, MBS, KBS McGillvra	Glaucus G. Merrill, p & gm F. T. Gregg, cm James Harper, pd & sd	Beryl Snyder, ce Emily Sommerville, office m	Bob Leonard, nd Irene Lockard, wd UP G
WPDX 1947	750 1,000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 4-6425		O. L. Billingsley, p R. C. Warden, gm Joseph M. Larosa, c & pmm	Dewitt H. Wyatt, pd, n & fd	R. D. Hough, ce Stephen W. Ison, sd Eleanor Negri, wd	Wid. UP Ray.
WPDX-FM 1948	Ch. 236 (B) 95.1mc 2kw					 WE
EAST RAINELLE							
WERL (CP)	1450 250	Greenbrier Bcstg. Co. c/o Sam Caudill Hash Furniture Co., Beckley, W. Va.					
ELKINS							
WDNE 1948	1240 250	West Virginia Radio Corp. Box 967 1300	MBS West Va. Keller	Agnes J. Reeves Greer, p Ford Billings, gm	Jane Beale, pd & wd Bill Wilson, act. sm, cm & nd	Clarence Rulong, ce Bob Blagg, fd Bus Leake, sd	Wid. UP G
FAIRMONT							
WMMN 1928	920 5,000 DA-N	The Fort Industry Co. 208 Adams St. 3100	CBS Katz	George B. Storer, p Glenn C. Jackson, gm A. Garen Ferrise, cm	Frank Lee, pd & sd Bill Powell, pmm & nd Joseph Strelauski, ce	Francis Lauzau, fd Martha F. Jackson, wd	L-W UP WE
WVVW 1947	1490 250	Fairmont Bcstg. Co. 119 Fairmont Ave. 5000	ABC, MBS	J. Patrick Beacom, o & p Numa Fabre Jr., gm Robert M. Drummond, cm Joseph McQuay, pd	H. Arthur Pearce, pmm Earl Pelkey, ce Charles Phil Braken, nd	Ray Stanford, fd L. C. (Chad) Riley, sd Elaine Hutchinson, wd	SES., Wid. AP G
WJPB(FM) 1950	Ch. 222 (B) 92.3mc 4.8kw	(WVVW, AM Affiliate)				 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. Night.
 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

IT'S A LANDSLIDE FOR WCHS IN CHARLESTON, WEST VIRGINIA

Look at the latest Hooper Radio Audience Index!

WCHS LEADS BY A WIDE MARGIN IN 9 OUT OF 10 RATED TIME PERIODS!

With 5 Stations in town here's the picture:

TIME PERIOD	WCHS AUDIENCE SHARE	SHARE OF NEXT RANKING STATION*
Weekday mornings	42.6	19.4
Weekday afternoons	42.4	19.3
Sunday Evening	43.5	22.1
Monday Evening	56.2	13.9
Tuesday Evening	49.3	21.6
Wednesday Evening	49.7	19.5
Thursday Evening	45.4	18.9
Friday Evening	39.3	29.3
Saturday Evening	39.6	16.8

*represents 3
different stations

On The Total Rated Time
Periods WCHS Leads Its
Nearest Competing Sta-
tion By More Than

2½ to 1

WCHS • 580 kc • 5000 Watts • CBS Radio Network • West Virginia's Number One Station
 Represented by The Branham Company

HUNTINGTON

WHTN 1947	800 1,000-D	Greater Huntington Radio Corp. 1112½ 4th Ave. 33453		A. B. Hyman, p Sol J. Hyman, secy-treas. John S. Phillips, g & cm	Ray Anderson, pd Harold F. Sturm, ce	Karl Broadley, nd Jerry Nagle, sd	Thes. UP RCA
WHTN-FM 1947	Ch. 263 (B) 100.5mc 53kw						
WPLH 1946	1450 250	Huntington Bcstg. Corp. 1105 Fourth Ave. 3-3421	MBS Walker	F. J. Evans, p & gm Charles T. Snowdon, pd & sd	Alvin V. Jayne, 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-N	WSAZ, Inc. 912½ Third Ave. 3-8401	ABC Branham	Col. J. H. Long, p Lawrence H. Rogers, gm C. T. Garten, cm Ted Eiland, pd	Harold W. Shriber, pmm Leroy E. Kilpatrick, ce Evelyn Kelly Branden- burg, traffic m	Nick Basso, nd Bert Shimp, fd Jack Bradley, sd Mary Kercheval, wd	L-W AP Col.
WSAZ-TV 1949		WSAZ, Inc. West Virginia Bldg.		(For full information see TELECASTING Yearbook)			

LOGAN

WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greever P. O. Box 720 540		Clarence H. Frey, co-o Robert O. Greeves, co-o			Wld. UP WE
WLOG-FM 1949	Ch. 277 (B) 103.3mc 2.7kw						
WVOW (CP)	1290 5,000-LS 1,000-N DA-1	Logan Bcstg. Corp. Security Bldg., Charlestown, W. Va.					
WVOW-FM (CP)	Ch. 222 (B) 92.3mc 20kw						

MARTINSBURG

WEPM 1946	1340 250	Martinsburg Bcstg. Co. Peoples Trust Co. Bldg. 5252	LBS McGillvra	C. M. Zinn, ptrnr. C. Leslie Golliday, ptrnr., gm & sd	Amos L. Harper, cm (Mrs.) Joy Edmonds, pd J. Strider Moler, pmm	Sterling Heil, ce Charles Rand, nd	Wld. AP G
WEPM-FM 1948	Ch. 232 (A) 94.3mc 0.81kw						

MATEWAN

WHJC 1951	1360 1,000-D	Three State Bcstg. Co. c/o Fred Morningstar. Merrimac, W. Va.					
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MONTGOMERY

WMON 1946	1340 250	Fayette Associates, Inc. 1028 1st Ave. 620	MBS	Arnold M. Vickers, p Andrew W. Vickers, g, c, & pmm	Ted McKay, pd & nd J. C. Craver, ce John Evans, nd	Bert Kiley, sd Betty Kitchen, wd	Wld. AP Col.
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MOOREFIELD

WEGG (CP)	790 1,000-D	Lost River Bcstg. Corp. Moorefield 15		R. E. Fisher, p			
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MORGANTOWN

WAJR 1940	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS West Va. Keller	Agnes J. Reeves Greer, p Ford Billings, gm John W. Johns, cm	Bos Johnson, pd Steve Berezny, pmm & nd Clarence Rulong, ce	By Williams, fd Jack Fleming, sd Kady Strimbeck, wd	Wld. AP RCA WE
WAJR-FM 1948	Ch. 257 (A) 99.3mc 1kw						

MOUNDSVILLE

WMOD 1950	1470 1,000-D	James D. Sinyard P. O. Box 308 1730	LBS, KBS West Va.	James D. Sinyard, p John T. Taylor, g & pmm Harry Hechesky, cm	Hank Bendel, pd, n & sd Jerry Boles, ce	George W. Wright, fd Hazel Jeffers, wd UP
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OAK HILL

WOAY 1947	860 5,000-D	Robert R. Thomas Jr. Oak Hill 651		Robert R. Thomas Jr., p & gm	Phyllis Stull, cm James Bucy, ce	Jack Moran, nd Charles Balding, n & sd	Cap., Thes. AP Col.
WOAY-FM 1948	Ch. 231 (B) 94.1mc 19kw						

PARKERSBURG

WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 Ninth St. 7-4491	ABC, LBS McGillvra	Joseph M. Handlan, p Aud N. Archer, gm & pd	G. R. Abels, cm William Collins, ce	Jack See, fd	Wld. UP WH
WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211 5th St. 7-5475	CBS Branham	Austin V. Wood, p George H. Clinton, evp, g & cm	Shermin Grimm, pd & nd Vialh G. Brooks, ce Larry Murphy, sis. pmm	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. Box 184 2711	McGillvra	R. D. Bailey Sr., p Jack D. Shipman, evp Van B. Darby, gm & nd	Edward Hawley, cm Theodore W. Wolfe, pd Jack D. Mullens, ce	Gary Young, sd Evelyn Hickman, wd	L-W UP Col.
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PRINCETON

WLOH 1948	1490 250	Mountain Bcstg. Service, Inc. Lilly Grove 2151	KBS, LBS	H. P. Hunnicutt, p Melvin F. Barnett, gm & nd	James M. Angel, cm Al Rich, pd & sd	E. H. Graham, ce Nancy Crotty, wd	L-W UP WE
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RONCEVERTE

WRON 1947	1400 250	Blake Bcstg. Co. Ronceverte 300	NBC, KBS McGillvra	William E. Blake, p & gm Carl E. Lipps, cm Hugh I. Shott II, ce	Clyde M. Hopper, pd, n & sd	Charles Brotman, fd Gladys Livesay, wd	L-W AP
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WEIRTON

WEIR 1950	1430 1,000 DA-2	Tri State Bcstg. Co. 243 N. Fourth St., Steubenville, Ohio Steubenville 2-9721	LBS, Walker West Va.	Thomas E. Millsop, p Frank E. Shaffer, g & cm	Harry Birrell, pd Frank W. Schaffer Jr., ce	Harry Cochran, nd	Assoc., Thes. AP WE
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WELCH

WBRW 1940	1340 250	McDowell Service Co. 10 Riverside Drive 818	MBS, KBS	J. G. Hunt, p	Ellis Landreth, g, c, & pmm	John J. Villani, pd, n & sd	Thes. AP G
WELC 1950	1150 1,000-D	Pocahontas Bcstg. Co. King Coal Bldg. 1150	McGillvra	Tom Hicks, gm			CAP

WESTON

WHAW 1948	1450 250	Lewis Service Corp. Box 431 1555	MBS, KBS Cooke	Harold McWhorter, p & gm	Glenn Short, c & pmm Pat Hoffman, pd	Roscoe J. Bailey, ce UP G
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WHEELING

WHLL 1949	1600 5,000-D	Wheeling Bcstg. Co. P. O. Box 989 6700	Best	Kenneth H. Forney, p & gm	Paul N. Miles, cm William Hausman, pd	Stanley Skoff, ce UP G
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WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
WHEELING (Cont'd)							
WKWK 1941	1400 250	Community Bcstg. Pythian Bldg. 5320	ABC Weed	John B. Reynolds, p & gm Alfred Ihlenfeld, cm Nancy Hilmes Vieweg, pd	Ray Vingl, pmm Fred Baker, ce Dale Schussler, nd	Bob Terry, sd Evelyn Haden, wd	Thes. UP RCA
WKWK-FM 1948	Ch. 247 (B) 97.3mc 16kw					 Fed.
WWVA 1926	1170 50,000 DA-N	The Fort Industry Co. 10th Flr., Hawley Bldg. 5383	CBS Blair	George B. Storer, p William E. Rine, mgng. d Paul J. Miller, asst. mgng. d	Paul A. Myers, pd Howard W. Meagle, pmm Edwin L. Keim, ce	William McGlumphy, asst. ce James K. Whitaker, n & fd Lew Clawson, sd	L-W AP RCA
WWVA-FM 1947	Ch. 254 (B) 98.7mc 15.3kw						
WILLIAMSON							
WBTH 1939	1400 250	Williamson Bcstg. Corp. Williamson 1241	MBS	Clarence Lovitch, co-o Alice Shein, co-o, g & cm	John T. Blair Jr., pd Robert W. Bullio, ce	Chuck Daugherty, sd	Thes. UP Col.
WISCONSIN							
ANTIGO WATK 1948	900 250-D	Antigo Bcstg. Co. 936 Superior St. 33		Artemas F. Berner, p Greg McElrone, gm	Donald Burns, cm	Robert Fowler, ce	L-W UP G
APPLETON WHEY 1925	1230 250	WHBY, Inc. 600 S. Lawe St. 3-6639	MBS Wisconsin Upper Midwest McKinney	Earl H. Huth, g & cm Robert Petrie, pd Richard Moore, pmm	George Merkl, ce Ken Mommaerts, nd Lewis Process, fd	Bob Lloyd, sd Adriana Bolwerk, wd	Wld., L-W AP RCA
ASHLAND WATW 1940	1400 250	Upper Mich.-Wis. Bcstg. Co. 321 2nd St., W. 1680	MBS Walker	William Johnson, p Todd Hogan, sta. & cm & sd	Mary Jean Anno, pd & wd	Arnold Peterson, pmm & nd Otto Link, ce	Wld. G
AUBURNDALE *WLBL 1924	930 5,000-D	Wis. State Radio Council Auburndale 471	Wisconsin	H. B. McCarty, d	R. W. Hanson, ce	
BEAVER DAM WBEV 1951	1430 1,000-D	Beaver Dam Bcstg. Co. Radio Park 4443	Holman	William E. Walker, p Joseph D. Mackin, secy- treas.	Charles R. Dickoff, g & cm Paul Ryan, pub. ser. d	John Saxe, pmm Alister Alexander, ce Bill James, nd Beverly Durance, au, wd	Cap. UP WE

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WCLO.....WGEZ

Janesville *Beloit*

120 MILES OUTSIDE CHICAGO INFLUENCE

**EXCLUSIVE TWIN CITY—NETWORK—FULLTIME OUTLETS
SERVING 355,000 PEOPLE**

**PROOF OF EFFECTIVENESS
Is Volume Patronage at Card Rates**

**239 Area advertisers on long term contracts.
40 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 Mutual Broadcasting System

William G. Rambeau, NATIONAL REPRESENTATIVE

BELOIT

WBEL 1948	1380 1,000-D	Beloit Bcstrs., Inc. 335 E. Grand Ave. College 1380	L. O. Fitzgibbons, co- & gm Joe Moen, cm & sd	Robert LaMere, pd Leo Wilson, ce John Rhodes, nd	Bob Scholz, fd Christie Thomsen, wd	AP Ray.
WGEZ 1948	1490 250	Beloit Bcstg. Co. Hotel Hilton College 6024	MBS Wisconsin Rambeau	Sidney H. Bliss, o & p John H. Rhodes, gm	Philip F. Kane, pd & pmm Stanley Holmes, ce	Wld. AP WE

EAU CLAIRE

WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron St. 5111	MBS Lawson	James J. Conroy, p Stan Torgerson, gm & sd	Curt Hanson, cm Bob Benson, pd	Russ Holmes, ce Patricia Hartel, wd	UP RCA
WEAU 1937	790 5,000 DA-N	Central Bcstg. Co. 203 S. Barstow St. 6149	NBC Arrowhead Hollingbery	W. C. Bridges, p Harry S. Hyett, g & cm	Robert E. Nelson, pd & pmm T. O. Jorgenson, ce	Al Henry, nd Carl Johnson, fd Morrie Gordon, sd	Wld., L-W UP
WEAU-FM 1948	Ch. 231 (B) 94.1mc 60kw			Walter C. Bridges, p & gm Harry Hyett, cm	Zora E. Guenard, pd		AP GE
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & Television Corp. Rudolph Rd. 21629	Forjoe	Thomas K. Werner, p Jack Kelly, gm R. K. Werner, c & pmm	Robert G. Froemming, pd Oscar Sielaff, ce Barbara Werner, mus. d	Jack Kelly, nd & fd Ralph Gooding, sd	Cap. AP G

FOND DU LAC

KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. 1st St. 356	MBS Wisconsin Holman	Emery W. Martin, exec. vp Lynn Fairbanks, gm	Lucille Fairbanks, pd Wendell S. Megers, ce Bob Nelson, nd	Ron Bothe, fd Joe Goeser, sd	Wld. PN WE
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GREEN BAY

WBAY 1925	1360 5,000 DA-N	Norbertine Fathers Bellin Bldg. Adams 1	CBS Weed	Rev. M. J. Beemster, mgng, d Haydn R. Evans, gm	Lee Stinson, cm Clair Stone, pd & sd Hal O'Halloran, pmm	Wallace Stangel, ce Michael Griffin, nd Eddy Jason, fd	AP RCA
WDUZ 1947	1400 250	Green Bay Bcstg. Co. Nicolet Bldg. Howard 6300	ABC Badger Pearson	Ben A. Laird, p & gm Robert Vandersteen, cm Don Arthur, pd & sd	Robert Nelson, s & pmm Leo Westerman, ce	Robert Houle, nd Janet O'Connell, wd	L-W, Wld. UP G
WJPG 1947	1440 1,000-LS 500-N DA-2	Green Bay Newspaper Co. Box 620 Howard 6400	Wisconsin McGillvra	A. B. Turnbull, p John M. Walter, sm Glen R. Holznecht, cm Les Sturmer, pd	Mary Ann Wudlick, pmm Elmo Reed, ce James Bartelt, nd	Vern Lotz, fd Tony Flynn, sd Mary A. Chamberlain, wd	St., Thes. AP RCA
WJPG-FM 1947	Ch. 266 (B) 101.1mc 14.4kw						

THE LITTLE STATION
WITH THE

BIG WALLOP!



N B C

WMAM

MARINETTE, WISCONSIN
MENOMINEE, MICHIGAN

IMPORTANT WMAM AUDIENCE FACTS					
WIS.	Total Population	Urban	Rural	Service Sales \$81,130.00 (in millions)	Radio Homes 68,778
MICH.	Total Population	Urban	Rural	Service Sales \$51,174.05 (in millions)	Radio Homes 43,812
Totals	428,868	213,135	222,733	\$132,304.05	112,590

Represented Nationally by Robert Meeker Associates

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Exec. up evp; Prog. Dir. pd; Chief Eng. ce;	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
HARTFORD							
WTKM 1951	1540 500-D	Kettle Moraine Bcstg. Co. Hartford 61		Sherman C. Carr, gm & ce	Walter Zastrow, c & Gregg Hall, nd	Tom Lambert, fd Robert Ehle, sd	SES. UP
JANESVILLE							
WCLO 1930	1230 250	Southern Wis. Radio, Inc. 200 E. Milwaukee St. 3316	MBS Wisconsin Rambeau	Sidney H. Bliss, p Vern W. Williams, gm & nd	Bill Bessire, cm Ralph Schroeder, pd & pmm	Wayne Clay, ce Don Boyd, sd Evelyn Cloutier, wd	Wid. AP RCA
WCLO-FM 1947	Ch. 260 (B) 99.9mc 15.5kw	Gazette Printing Co. 200 E. Milwaukee St. 3316					
KENOSHA							
WLIP 1947	1050 250-D	William L. Lipman 625 57th St. 6162	McKinney	William L. Kipman, o & gm Hugh L. Gately sta. & cm	Gerald Golden, pd Edna R. Kloep, office m C. J. Lubinski, ce	V. Taylor, co-nd E. McNeil, co-nd Irene Nelson, wd	Wid. UP Ray.
LA CROSSE							
WKBH 1923	1410 5,000 DA-N	WKBH, Inc. 409 Main St. 2-4678	NBC Taylor	Howard Dahl, p & gm Bernice Callaway, pd Paul Ziener, pmm & nd	Leonard Anderson, pdm	Alvin Leeman, ce Jack Martin, sd	Wid. AP RCA
WKTY 1948	580 1,000 DA-1	La Crosse Bcstg. Co. 112 N. 4th 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
WLCK 1947	1490 250	Bermac Radio, Inc. State Bank Bldg. 4-4521	MBS Upper Mid-West	James J. Conroy, p Milo G. Knutson, gm Jack Fry, cm	Rosemary Castor, pd & pmm Elphin Rinn, ce	Don Knutson, nd Clifford Lue, f & wd Jerry Stevens, sd	UP Col.
LADYSMITH							
WLDY 1948	1340 250	Flambeau Bcstg. Co. Ladysmith 584	LBS Upper Mid-West Lawson	O. J. Falge, p A. T. Shields, g & cm Joseph Dahlvig, pd	Corinne Kopp, pmm Jeff Evans, ce & nd Orrin Garwood, fd	Tom Anderson, sd Agnes Foster, wd	Wid. UP GE
MADISON							
WFOV(FM) 1948	Ch. 285 (A) 104.9mc 7.5kw	Earl W. Fessler 2047 Winnebago St. 4-2847		Earl W. Fessler, p & gm Wilburt Leppien, cm	Audrey Powers, pd Elmer Weisensel, ce	Rod Gallagher, sd	UP Col.
WHA 1922	970 5,000-D	University of Wis. Radio Hall. 5-2988	Wisconsin	H. B. McCarty, d William Harley, pd Harold A. Engel, pub. rel.	John H. Stiehl, ce Raymond J. Stanley, prod. d	Roy Vogelmann, nd Maurice White, fd (Mrs.) Aline Hazard, wd	UP WH
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, cm	Robert N. Dick, pd Norman Hahn, ce	Jack Newman, nd Fred Gaget, sd	Thes. AP WE
WIBA-FM 1948	Ch. 268 (B) 101.5mc 45kw						

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WIBA *delivers the Madison market*

NBC in MADISON

WIBA dominates listening!

It's true! WIBA delivers the largest share of the daily audience, mornings, afternoons, and evenings among all Madison commercial stations! (Based on October, 1951, Hooper Index).

Write for BMB Coverage maps
County-by-county—Day and night

AM

WIBA

FM

26 YEARS IN RADIO

The Badger Broadcasting Co., Radio Park, Madison 5, Wis.

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.



**A RICH
RADIO AUDIENCE
IN WIBA'S 20-COUNTY
DAYTIME COVERAGE
AREA:**

189,980 Families have radios.*
87,020 families listen to WIBA
daytimes through the week.*
61,700 families listen to WIBA
regularly 6 or 7 days a week.*
62,610 farm families earn \$373,-
336,000—averaging over \$5,900
each.**

Retail sales total \$653,013,-
000.***

*BMB, Spring 1949
**SRDS Consumer Markets, 1950-1951
***1948 U. S. Bureau of Census

WISC 1948	1480 1,000 DA-1	Radio WISconsin, Inc. Commercial State Bank Bldg. 7-2588	ABC, MBS Arrowhead Hollingbery	Morgan Murphy, p W. C. Bridges, exec. d Raiph O'Connor, gm Richard S. Nickeson, cm	Morton J. Wagner, pd Beverly White, pmm W. M. Greely, ce Clifford Conohan, nd	Henry Buslee, fd John McGeehan, sd Barbara Lane, wd	Wld. UP
WISC-FM 1948	Ch. 251 (B) 98.1mc 1kw						GE
WKOW 1948	1070 10,000-LS 5,000-N DA-2	Monona Bcstg. Co. 215 W. Washington Ave. 7-2681	CBS Headley- Reed	Stewart Watson, p Michael Henry, g & cm Audrey Johnson, pd	Pat Hernon, prod. & sd V. A. Vanderheiden, ce Jack Davis, nd	Roy Gumtow, fd Luella Mortenson, wd	Cap. UP RCA
MANITOWOC							
WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS Wisconsin Ra-Tel	Francis M. Kadow, p & gm John M. Kadow Jr., cm	Geo. H. Erdman, pd, n & fd L. J. Splitt, pmm W. F. Duben, ce	G. F. Todd, sd Donna Wodak, wd	Wld. UP
WWOC (CP)	980 500-D	Manitowoc Bcstg. Co. P. O. Box 101		Edward Allen Jr., m			
MARINETTE							
WMAM 1939	570 250-LS 100-N	M & M Bcstg. Co. Inc. Radio Park 2-8631	NBC Holman	William E. Walker, p Joseph D. Mackin, gm Howard L. Emich, cm	Patrick Kehoe, pd & pmm A. L. Stewart, ce Don Metzger, n & sd	John Bell, fd Ruthe Mensing, wd	Cap. UP RCA
MARSHFIELD							
WDLB 1947	1450 250	Dairyland's Bcstg. Service, Inc. 1710 N. Central Ave. 1450	KBS	Lloyd L. Felker, p R. W. Behling, gm R. K. Hansen, cm Larry Sundquist, pd	Roger Thomsen, pmm Robert Grosbier, bus. m Gerald Boos, ce	Mercedes Ironside, n & wd Irv Miller, fd Chuck Nienas, sd	Cap., SES. UP Ray. GE
WDLB-FM 1948	Ch. 280 (A) 103.9mc 0.25kw						
MEDFORD							
WIGM 1941	1490 250	George F. Meyer Medford 5147	MBS, KBS Continental	George F. Meyer, o, g, c & pmm	Irma Meyer, pd & wd	Raymond R. Bohnert, ce	SES. UP RCA



**only WKOW-CBS gives you ALL THE CREAM
of America's Rich Dairyland**

**WISCONSIN'S
MOST POWERFUL
RADIO STATION**

WKOW

10,000 WATTS • 1070 ON YOUR DIAL

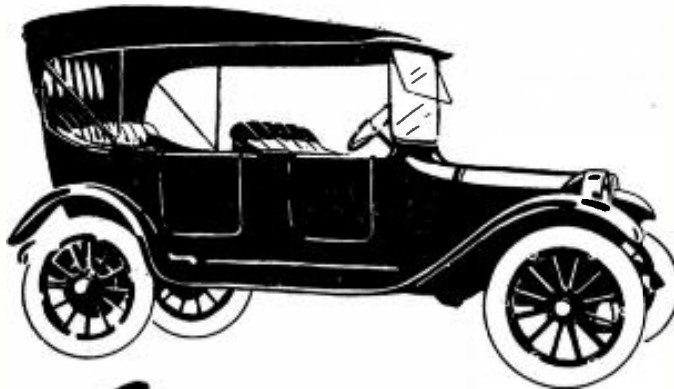
MONONA BROADCASTING COMPANY, MADISON, WIS. • Represented by HEADLEY-REED COMPANY



WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
MENOMONIE							
WMNE 1951	1360 500-D	Capitol City Bcstg. Co. Box 88 1156	Power-John	Wm. F. Johns Jr., p Barry Stewart, gm & sd James Bailey, c & pmm	Douglas Weikley, pd & nd Robert Simondet, ce	Archie Johnson, fd Margaret Brandenberg, wd	L-W UP Col.
MERRILL							
WLIN 1948	550 1,000 DA-N	Alvin E. O'Konski Lake Rd. 1444	MBS, KBS Rambeau	Alvin E. O'Konski, p & gm Leon Gabriel, cm Jack Larkin, pd & nd	Dan Turner, pmm Chris Zercher, ce Miriam Semling, bus. m	Chuck Summers, sd Faye Christiansen, wd	Cap., Coie AP, UP Col.
WLIN-FM 1947	Ch. 264 (B) 100.7mc 10.2kw						
MILWAUKEE							
WEMP 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Ave. Marquette 8-7722	Headley- Reed	Glenn D. Roberts, p Hugh K. Boice Jr., gm John Gagliano, cm	Tom Shanahan, pd Ellis Saxton, pmm Rolland Paske, ce	Tom Dyson, pub. service d Don O'Connor, nd Earl Gillespie, sd UP RCA WE AP WE
WEMP-FM 1948	Ch. 231 (B) 94.1mc 35kw						
WFOX 1946	860 250-D	Wisconsin Bcstg. System, Inc. 208 E. Wisconsin Ave. Broadway 2-1272	Pearson	Charles J. Lanphier, p, g & cm John Van Osch, pd	Charles LaForce, pmm George Dodge, ce Sammy Madden, mus. d	Arthur Jones, nd Neil Searles, sd AP WE

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You're too smart...

... to pay \$3,000 for a 1914 automobile. Yet once upon a time some models did cost that much . . . and they were worth it — then!

Radio time buying, too, is a new science today — at least in Milwaukee. Rates have changed and audiences, too. Be sure you are getting a modern value in the Milwaukee market. Buy WEMP!

For \$50, \$75, \$100, \$150 or more you can buy
2 times the audience of Network Station #1
2½ times the audience of Network Station #2

	NUMBER	COST PER WEEK	TOT. WEEKLY HOOPER
WEMP	14-1 Min. Spots	\$108.00	57.3
Net Station #1	5 100-Word Spots	\$122.50	33.0
Net Station #2	5 100-Word Spots	\$116.20	24.0

Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation's strongest independent stations!

*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.

WEMP MILWAUKEE 3, WIS.
1340 ON YOUR DIAL
WEMP-FM CHANNEL 231

24 HOURS OF MUSIC, NEWS AND SPORTS
Hugh Boice, Gen. Mgr. HEADLEY REED, Nat. Rep.

In Milwaukee and

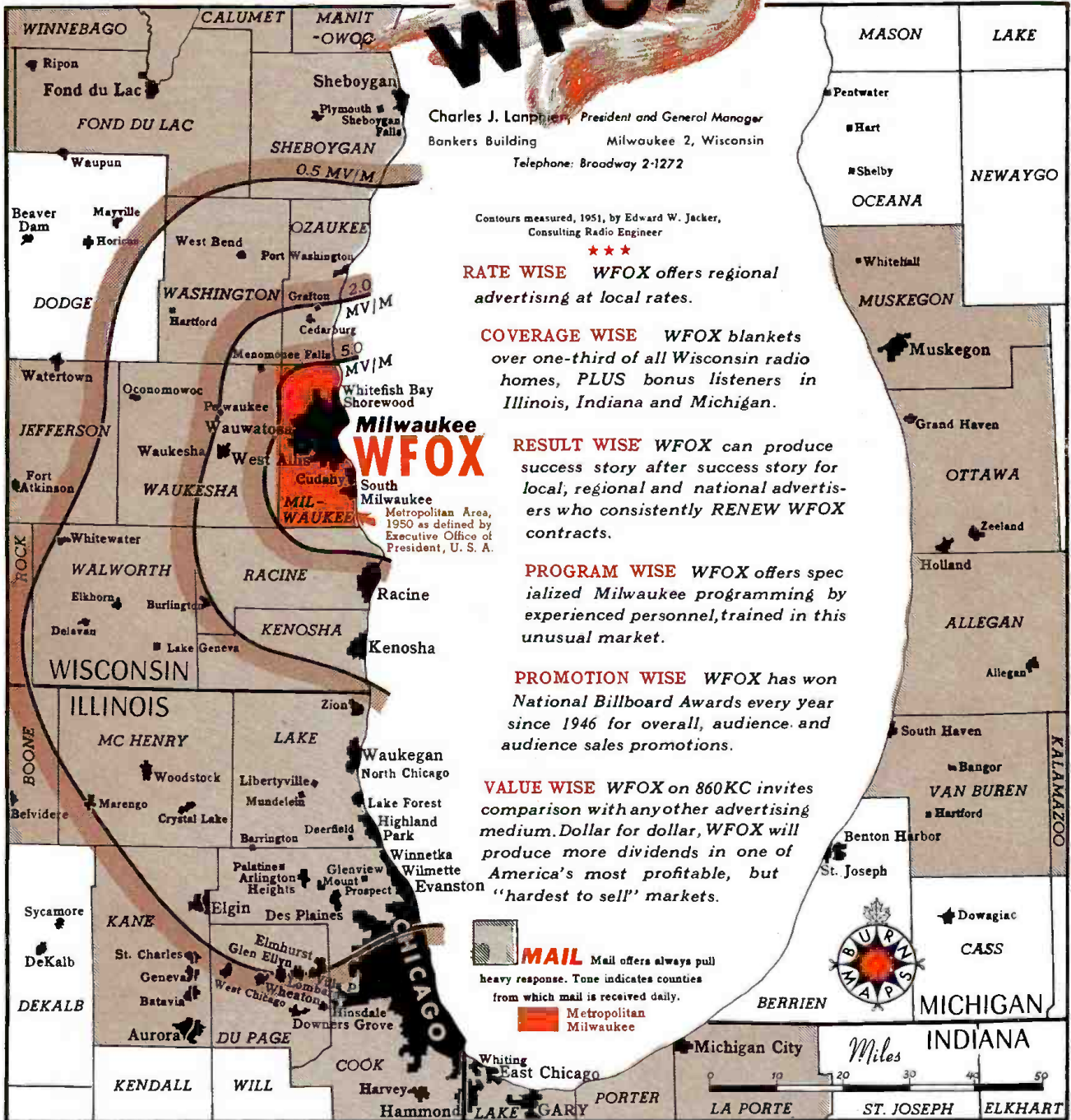
Center of Entertainment

it's

Wisconsin's Richest Market

860 KC

Center of the Dial



Charles J. Lanphier, President and General Manager
Bankers Building Milwaukee 2, Wisconsin
Telephone: Broadway 2-1272

Contours measured, 1951, by Edward W. Jaeger,
Consulting Radio Engineer

RATE WISE WFOX offers regional advertising at local rates.

COVERAGE WISE WFOX blankets over one-third of all Wisconsin radio homes, PLUS bonus listeners in Illinois, Indiana and Michigan.

RESULT WISE WFOX can produce success story after success story for local, regional and national advertisers who consistently RENEW WFOX contracts.

PROGRAM WISE WFOX offers specialized Milwaukee programming by experienced personnel, trained in this unusual market.

PROMOTION WISE WFOX has won National Billboard Awards every year since 1946 for overall, audience and audience sales promotions.

VALUE WISE WFOX on 860KC invites comparison with any other advertising medium. Dollar for dollar, WFOX will produce more dividends in one of America's most profitable, but "hardest to sell" markets.

MAIL Mail offers always pull heavy response. Tone indicates counties from which mail is received daily.
Metropolitan Milwaukee

City over 25,000 Population
City 10,000 to 25,000.

1951 DATA

City 5,000 to 10,000
City or Village 2,500 to 5,000
COUNTY

	Metropolitan Milwaukee	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Daily Mail Counties		Metropolitan Milwaukee	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Daily Mail Counties
AUDIENCE, 1951					RETAIL MARKET * 1950				
Population	881,000	1,115,000	1,755,000	7,955,000	Food Stores	211,000	267,300	407,000	1,809,600
In Communities	874,890	1,076,350	1,638,100	7,632,000	General Merchandise Stores	164,000	179,700	222,000	1,490,000
On Farms	6,110	38,650	116,900	343,000	Apparel Stores	75,200	88,300	113,500	676,000
Households	260,200	336,000	532,000	2,406,000	Home Furnishings Stores	53,200	66,600	89,100	441,000
In Communities	258,670	326,470	502,800	2,319,300	Automotive Outlets	211,700	263,000	394,000	1,648,000
On Farms	1,530	9,530	29,200	86,700	Filling Stations	34,780	45,900	81,400	325,000
Radio Homes	257,300	331,500	526,000	2,366,000	Building Mtl.-Hardware	39,670	72,200	156,200	515,000
In Communities	255,830	322,360	498,000	2,282,700	Eating-Drinking Places	83,600	105,000	155,500	722,000
On Farms	1,470	9,140	28,000	83,300	Drug Stores	26,520	32,600	47,600	249,000
FARM MARKET, 1950					TOTAL RETAIL SALES				
Number of Farms	1,480	8,810	26,400	79,800		989,030	1,237,200	1,833,900	8,694,600
Automotive Vehicles	4,950	28,900	82,300	225,000	* by store classes, expressed in thousands of dollars \$000				
Cost of Feed Purchased \$000	1,020	12,900	36,900	92,000	Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agriculture),				
Value of Products \$000	9,960	70,100	229,000	612,000	BMB Radio Families, SRC'S Consumer Markets, coordination to 1950-1951 on basis of Federal estimates by WALTER F. BURN, Middlebury, Vermont				

WISCONSIN—(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
MILWAUKEE (Cont'd)					
WISN 1922	1150 5,000 DA-1	Hearst Corp. 540 N. Plankinton Division 2-3000	CBS Katz	G. W. Grignon, g & cm Jack Raymond, pd, n & sd Richard E. Shireman, Nat'l. slm George DeGrace, pmm Donald A. Weller, ce	F. X. Haggerty, fd Mary Ann LeMay, wd Wld. UP, INS RCA
WISN-FM 1948	Ch. 275 (B) 102.9mc 55kw				
WMAW 1948	1250 5,000 DA-2	Midwest Bcstg. Co. 723 N. 3rd St. Daly 8-2154	ABC Bolling	Clifford Randall, p Jack Bundy, gm LeRoy Ragsdale, cm Gene Posner, p	Donald McClellan, pd Janet M. Trudel, pmm Ray H. Host, ce Hal Walker, prod. & sd Elliot Douck, nd SES. UP Col. Cole, SES. UP Col.
WMIL 1947	1290 1,000-D	Cream City Bcstg. Co. Inc. 2625 W. Wisconsin Ave. West 3-1290	Forjoe		Jerome Sill, g & cm & pd Gino Monaco, ce
WOKY 1950	920 1,000 DA-1 (CP) 5,000-D 1,000-N	Bartell Bcstrs., Inc. Empire Bldg. Broadway 1-8428	LBS	Gerald A. Bartell, p	John A. Reddy, pd Ralph E. Evans, ce UP Ray.
WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capitol Dr. Marquette 8-6000	NBC Petry	Walter J. Damm, vp & gm (The Journal Co.) L. W. Herzog, asst. gm R. G. Winnie, sm Neale V. Bakke, slm	George Comte, asst. m George Nicoud, asst. m Frank Bignell, traffic m Phillip B. Laeser, radio & TV engng. m Bruce Wallace, pub. service bcsts. & pmm Jack Krueger, nd Esther Hotton, wd SES. AP WE
WTMJ-TV 1947		The Journal Co. 720 E. Capitol Dr.		(For full information see TELECASTING Yearbook)	
MONROE					
WEKZ 1951	1260 500-D	Green County Bcstg. Co. Inc. Box 460 1260		Kenneth Stuart, p Willard Schuetze, vp Edwin Schuetze, secy. Doran Zwygart, treas.	Grant Ritter, gm & fd Joseph Urban, asst. m Stan Neuberger, pd Rex Eyler, ce Charles Booth, nd George McKeown, sd Dorothy Kundert, wd AP G
NEENAH-MENASHA					
WNAM 1947	1280 1,000 DA-N	Neenah-Menasha Bcstg. Co. 101 E. Wisconsin Ave. 2-2871	LBS	Don C. Wirth, vp, g & prog. m & nd Fred W. Sample, slm	James Lindsey, sls. & pmm E. W. Fliegel, ce Gregg Dunn, fd Bob Cole, sd Assoc. UP RCA WE
WNAM-FM 1947	Ch. 253 (B) 98.5mc 3.1kw				

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IF YOU'RE INTERESTED IN SPOTS...

WISN IS YOUR BEST BUY IN THE ENTIRE MILWAUKEE MARKET!

WHY? . . . Because WISN Has the Best Local and Network (CBS) Programs.

Call Your KATZ MAN for Results!

IN MILWAUKEE THEY LIS'N TO

WISN CBS

5000 WATTS

Represented by KATZ Agency

OSHKOSH

WOSH 1941	1490 250	Oshkosh Bcstg. Co. 1235 Bowen Stanley 4580	ABC Pearson	William F. Johns Jr., p & pd Allen H. Embury, g & cm	Ozzie Oren, ce Lloyd Wasser, nd Al Mayer, fd	William McDonald, sd Polly Zimmerman, wd	Cap. UP RCA
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POYNETTE

WIBU 1925	1240 250	William C. Forrest Poynette 98	Wisconsin Burn-Smith	William C. Forrest, o			
WWCF(FM) 1947	Ch. 235 (B) 94.9mc 37kw	(WIBU, AM affiliate)					

PRAIRIE DU CHIEN

WPRE (CP)	1280 500-D	Prairie Bcstg. Co. 8440 N. Fox Croft Lane Milwaukee, Wis.					
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RACINE

WRAC 1950	1460 500-D	Belle City Bcstg. Co. 423 Main St. 2-1627	Cooke	Jerome Sill, p Gene Posner, secy.-treas.	Gordon Lewis, g & cm Henry E. Duling, pd, pmm & sd	Howard Immekus, ce Rick Edwards, nd	UP GE
WRJN 1926	1400 250	Racine Bcstg. Corp. 441 Main St. 4-3311	ABC Walker	Harry R. LePoidevin, gm Harold J. Newcomb, sm	Gerald D. Nelson, cm Lyman Merens, pd & nd Amelia A. French, pmm	F. Lee Dechant, ce Bill Gumm, sd Marjorie Allen, wd	AP RCA
WRJN-FM 1948	Ch. 264 (B) 100.7mc 15kw						

RHINELANDER

WOBT 1947	1240 250	Oneida Bcstg. Co. Rhineland 1240	MBS, KBS Cooke	John Tomek, p Don Mortwedt, g & cm & nd	Bartley Curran, pd & sd Charlie Bresette, ce	Lee Zimmer, wd	Wid. UP G
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RICE LAKE

WJMC 1938	1240 250	WJMC, Inc. 1615 S. Main 550	MBS Arrowhead Northwest Hollingbery	W. C. Bridges, p Russell J. Brown, cm	Robert Topinka, pd, pmm, n & sd	Robert Kolsky, ce Colleen Vine, wd	SES., Wid. UP RCA
WJMC-FM 1947	Ch. 242 (A) 96.3mc 4.4kw						

RICHLAND CENTER

WRCO 1949	1450 250	Richland Bcstg. Corp. P. O. Box 192 20		Arthur Overgaard, p Thomas R. Kelley, g & cm	Robert J. Bodden, pd & pmm	Donald Northrop, ce Joseph Koelsch, nd	L-W, SES. UP RCA
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SHAWANO

WTCH 1948	960 1,000-D (CP) 1,000 DA-N	Shawano Co. Leader Pub. Co. 107 E. Green Bay St. 666	Lawson Schepp- Reiner	J. P. Heal, gm	D. W. Hodgins, sm		Cap. UP
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SHEBOYGAN

WHEB 1924	1330 1,000-LS 250-N	WHEB, Inc. Sheboygan 4844	ABC Wisconsin Taylor	A. Matt Werner, p G. P. Richards, g & cm	Glen James, pd & nd Doris Donnie, pmm	Herbert J. Mayer, ce Hal O'Halloran, sd	Assoc. AP RCA
WHEB-FM 1948	Ch. 262 (B) 100.3mc 15kw						

SPARTA

WKLJ 1951	990 250-D	Victor J. Tedesco 124 Water St. 3307		Jon F. Lohmer, p & gm	Marvin Moberly, ce		SES. UP G
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STEVENS POINT

WSPT 1948	1010 250-D	Stevens Point Bcstg. Co. 414½ Main St. 2744	Holman	L. Larry Zurawski, g, c & pmm	Charles Gossett, pd, n & fd Donald Zuehlke, ce	Jerry Bartosz, sd Doris Bell, wd	SES. UP G
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STURGEON BAY

WDOR 1951	910 500-D	Door County Bcstg. Co., Inc. 15th & Utah 593		Edward Allen Jr., p & gm Jack Baker, cm	Dolores Allen, pd & wd L. J. Lorenzen, ce	Richard Haislet, n & fd Fritz Van Duyse, sd	Thes. AP Ray.
WOKW 1951	1050 250-D	Door County Radio Co. Rhode Island St. 1050		Sumner Harris, p	Herbert H. Graefe, gm	Carl Raasch, ce	Cap. UP

SUPERIOR

WDSM 1939	710 5,000 DA-N	Ridson, Inc. 921 Tower Ave. 4451	ABC Free & Peters	Robert B. Ridder, p Rodney A. Quick, gm	William Lukoskie, cm & sd Lewis D. Martin, pd	J. Melvin Laskey, ce James Payton, nd	St. UP
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TWO RIVERS

WTRW 1951	1590 500-D	Two Rivers Bcstg. Co. 1817 Washington 324		John H. Markel, p Norman C. Haagenson, g & cm	Meredith Greene, pd Elmer Johnson, ce	Mike Meehan, sd	Cap. UP G
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WATERTOWN

WTTN 1950	1580 250-D	Watertown Radio Inc. 104 W. Main St. 2215	KBS	Albert B. Gale, p & gm, Carl V. Kolata, vp & pd	Leonard E. Benson, ce	Willard James, nd	Cap. UP G
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WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
WAUKESHA							
WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main 6619	Ra-Tel	Carl Taylor, p M. Figl, gm Charles Williams, cm	Don Froehlich, pd Adin Randall, ce Paul Clifford, nd	Clarence Smith, fd Gordon Kole, sd Mary Miles, wd	Thes. AP G
WAUSAU							
WSAU 1937	1400 250	WSAU Inc. 714 5th St. 6521	NBC Meeker	Ben F. Hovel, m George Bundner, pd	R. W. Richardt, ce	Keith Jacobs, nd	Thes. AP GE
WHVF (CP)	1230 250	Lakeland Bcstg. Corp. 1021 Broadway 7-7155		Hilding V. Foreen, p, gm & ce Mrs. L. Rosalind Foreen, wd			
WEST BEND							
WBKV 1950	1470 500-D	West Bend Bcstg. Co. West Bend 1640		Wendell Ciganek, p August C. Berkholtz, gm Don Frazier, pd	Paul Ripple, ce Carl Rohde, treas.	Ken Daum, nd Ray Kessenich, sd	RCA UP G
WISCONSIN RAPIDS							
WFHR 1940	1340 250	Wm. F. Huffman Radio, Inc. 141 W. Grand Ave. 1340	MBS Wisconsin Devney	(Mrs.) Louise F. Huff- man, p George T. Frechette, vp, g & pmm	Bruce G. Beichl, cm James S. Tighe, pd & nd Gordon Miller, ce	Arnie Strope, fd Ed Hanson, sd Peggy Engel, wd	Wld. AP Col.
WFHR-FM 1948	Ch. 277 (B) 103.3mc 2.1kw					 GE
CASPER							
KSPR 1930	1470 1,000	Donald Lewis Hathaway Box 930 407	MBS, KBS Inter- mountain Sears & Ayer ABC	Donald Lewis Hathaway, p & gm Frederic Hufsmith, cm	Marcus R. Nichols, pd James Wade, pmm Duane W. Simons, ce	Jean Ann Dunn, nd William F. Shutts, sd Frances Martin, wd	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	Eugene Larrieux, pd & pmm John W. Mursu, ce	William Seaman, n & fd Rhea Hill, 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 Wm. C. Grove, gm Frank Flynn, cm	Dale Sunderland, pd Dave Young, pmm Robert Pfannenschmid, ce	Larry Birleffi, sd Margie O'Brien, wd UP RCA
KVWO (CP)	1370 1,000	Great West Co. 323 Majestic Bldg. 2-7660	MBS Inter- mountain Avery- Knodel	William T. Kemp, p & gm W. J. Harpole, vp	Arthur Line, secy-treas. Martha Arney, pd & wd	William Charles, ce	L-W AP G

WYOMING

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KVWO

Cheyenne Wyoming

1370 KC

MUTUAL INTERMOUNTAIN

Covering Wyoming's Capitol and the Tri-State Area
with the Greatest Power **1,000 Watts**

Represented Nationally by Avery-Knodel, Inc.
San Francisco, New York, Chicago, Los Angeles,
Dallas, Atlanta

Intermountain Network
Lynn Meyer
National Sales Manager
146 South Main
Salt Lake City, Utah

WILLIAM T. KEMP, President

CODY							
KODI 1947	1400 250	Absaroka Bcstg. Co. 815 Rumsey Ave. 750		A. J. Richard, gm	Phillip H. Barnhart, ce		L-W, Wld. AP RCA
LANDER							
KOVE 1948	1230 250	Edward J. Breece Highway 287 488	MBS, KBS Inter- mountain Continental	Edward J. Breece, p Frank Toomey, gm & ce Maurice Fitzgerald, cm	Jack Breece, pd & pmm Gary Fehlauer, n & fd	Ralph Williams, sd (Mrs.) Del McOmie, wd UP Col.
LARAMIE							
KOWB 1948	1340 250	Snowy Range Bcstg. Co. Box 972 4888	MBS Inter- mountain	F. O. Rice, p Richard F. Connor, gm Wm. Britt Davis, cm	Lynn O. Smith, pd John C. Steele, pmm & sd Kenneth F. Smith, ce	Vandi Moore, nd Edward C. Lenaway, fd Florence Travis, wd	St. AP Col.
POWELL							
KPOW 1941	1260 1,000 DA-N	Albert J. Meyer Box 879 222	MBS, KBS Inter- mountain Avery- Knodel	Albert J. Meyer, p, gm & sd	Mel Whitmire, cm		Cole, As- soc., SES. UP G
RAWLINS							
KRAL 1947	1240 250	Rawlins Bcstg. Co. Box 385 1003	ABC McGillvra	Wm. C. Grove, p Jack C. Wagner, g, c & pmm & sd	Anita Phisterer, pd & wd Gordon Clark, ce	Gene McMillan, nd AP RCA
RIVERTON							
KWRL 1948	1450 250	Joseph P. Ernst Riverton 789		Joseph P. Ernst, p, g & cm, pd, pmm, ce, n, f, s & wd		 AP Col.
ROCK SPRINGS							
KVRS 1938	1360 1,000-LS 500-N DA	Wyoming Bcstg. Co. Rock Springs 93	MBS Inter- mountain	D. G. Richardson, p & gm Mike Reid, cm & sd	Imogene Parr, pd & pmm Glade Montgomery, ce	Roland DuBois, nd AP Col.
SHERIDAN							
KWYO 1934	1410 1,000-LS 500-N	Bighorn Bcstg. Co. 21 N. Main 601	MBS, KBS Inter- mountain Avery- Knodel	Jim Carroll, p & gm Don Tannehill, cm	Bob Wilson, pd & nd Bob Crosthwaite, ce	Lew Shank, sd Helen Erickson, wd	L-W UP RCA
TORRINGTON							
KGOS 1950	1490 250	Joseph P. Ernst Box 271 567		J. P. Ernst, p, g & cm, pd, pmm, ce, n, f, s & wd		 UP Col.
WORLAND							
KWOR 1946	1490 250	Joseph P. Ernst Box 409 733		Joseph P. Ernst, p Mildred V. Ernst, g & cm	Celesta Robinson, pd Joe Henry, ce	Stan Shuster, n & sd J. Cameron Shuster, wd AP Col.

Directory of BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

(Data corrected to December 6, 1951)

ALASKA

ANCHORAGE							
KBYR 1948	1240 250	Aleutian Bcstrs. Box 1960 3-4433		Cooke Keith Copper, gm	Jack Borges, d		Cap., Mac. UP
KENI 1948	550 5,000	Midnight Sun Bcstg. Co. Box 879 20301	ABC, MBS, NBC Don Lee Young Wellington	Miriam Dickey, p A. G. Hiebert, gm Wm. Stewart, cm	Harold B. Knutson, pd Charles Conner, pmm Jack M. Walden, ce	Wm. Murray, sd Ruth Briggs, wd	Assoc. AP, UP RCA
KFQD 1924	600 5,000	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Juanita Underwood, cm	Gerald Mathis, pd Chas. Mohler, ce	Bob Lowrie, sd Genevieve Henning, wd	L-W AP RCA
FAIRBANKS							
KFAR 1939	660 10,000	Midnight Sun Bcstg. Co. Lathrop Bldg. 2125	ABC, MBS, NBC Don Lee Young	Miriam L. Dickey, p Alvin O. Bramstedt, gm Arvid Erickson, cm	Richard Greuel, pd Val Forth, pmm Jorgen Tweiten, ce	Del Day, s & nd Frances Aley, wd AP, UP RCA
KFRB 1948	1290 5,000 (CP) 790	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Joel Buffington, cm	Graham Kleckner, pd Richard Schoup, ce	Patricia Hargrave, wd	L-W AP RCA
JUNEAU							
KINY 1935	1460 5,000	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o & p Richard Peter, gm	Norma Weeks, pd & wd	Charles Gray, ce	L-W AP
KJNO (CP)	630 1,000-LS 500-N	Aurora Bcstrs. Box 1211					
KETCHIKAN							
KABI (CP)	580 1,000-LS 500-N	Aurora Bcstrs. Box 1211					
KTKN 1942	930 1,000	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Dorothy Jacobson, act. gm & wd	Ed Mack, pd	Charles Gray, ce	L-W AP Col.

ALASKA—(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.			
SEWARD							
KIBH 1948	1340 250	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Lee Norton, cm	David Hassinger, pd	Chas. Mohler, ce	L-W AP RCA
SITKA							
KALA 1950	1400 250	Baranof Enterprises Inc.					
KIFW 1949	1230 250-SH	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm	Wm. Maynard, cm & pd Charles Gray, ce	Muriel Meredith, wd	L-W AP RCA

HAWAII

HILO							
KHBC 1938	970 1,000	Hawaiian Bcstg. System Ltd. P. O. Box 1476 4616	CBS Free & Peters	J. Howard Worrall, p C. T. Thrumston, sm	Roger Coryell, cm	R. W. Moore, ce	St. Wid. AP RCA
KILA 1951	850 1,000	Island Bcstg. Co. Nanihoa Hotel 5313	MBS Hollingbery	J. Elroy McCaw, co-o John Keating, co-o	James E. Jaeger, gm & ce Fin Hollinger, net. m	Frank Valenti, sd UP Col.
KIPA 1947	1110 1,000	Big Island Bcstg. Co. Ltd. 140 Ialii St. 2177	Aloha Grant	A. H. Green, p & m			
HONOLULU							
KAHU 1950	920 1,000	KAHU-Rural Bcstg. Co. 1639 Kapiolani Blvd. 993185	Devney Biddick	Arthur M. Sedgwick, evp & cm	Curtis L. Butler, asst. sm & nd Edward Marion, pd	Harry En. Chu, treas. Louis Fuffa, sd	Cap. AP RCA
KGMB 1930	580 5,000	Hawaiian Bcstg. System Ltd. 1534 Kadiolani Blvd. 90914	CBS Free & Peters	J. Howard Worrall, p E. Fitz Donnell, gm Louis T. Dwyer, pd	Ernest G. Lindermann, ce Wayne Collins, nd	Joseph Anzivino, sd Betty Smyser, wd	St. Wid. UP RCA
KGU 1922	760 2500 L-WJR	Advertiser Pub. Co. Ltd. P. O. Box 3110 5400	NBC Katz	Lorin P. Thurston (Ad- vertiser Pub. Co. Ltd.), p & gm Marion A. Mulrony, m & ce	William O. Paine, asst. m Owen Cunningham, prog. m	William Knowles, nat'l adv. m Pete Simmons, sd Jane Allen, wd	Thes. UP
KHON 1946	1380 5,000	Aloha Bcstg. Co. P. O. Box 1380 95295	Aloaha Grant	R. M. Fitkin, p Ira G. Mercer, gm & ce	Sam Styles, cm Wm. Whedbee, pd	Rex Willis, nd Joe Rose, sd UP RCA
KIKI 1950	860 250	KIKI, Ltd. 320 Ward Ave. 6-3456	Moore Western Rad Sales	Royal V. Howard, p, gm & ce William B. Meyers, vp	E. D. Howard, secy-treas. Marcel Cailliet, cm	Clair A. Weidenaar, pd Gordon Gray, n & sd	L-W AP, INS GE
KPOA 1946	630 5,000	John D. Keating & J. Elroy McCaw 575 Kamoku St. 95236	MBS Hollingbery	John D. Keating, co-o J. Elroy McCaw, co-o Fin Hollinger, g & cm	William B. Murphy, pd & nd John Sanders, ce	Frank Valenti, sd Christmas Early, wd UP WE
KULA 1947	690 10,000	Pacific Frontier Bcstg. Co., Ltd. P. O. Box 1479 71933	ABC Young	Jack A. Burnett, p & gm Irving C. Phillips, (loc.) slm	Ted Scott, pd Vern Bruggeman, pmm C. W. Evans, ce	Arthur Gaeth, nd Gordon Burke, sd Coco Schellhaus, wd RCA

LIHUE, KAUAI

KTOH 1940	1490 250	Garden Island Pub. Co. P. O. Box 1748 361	Grant Aloaha	Charles J. Fern, p & gm Dwight Mossman, cm Clarence M. Ashman, sm	Raymond Sasaki, pd Katashi Nose, ce Barlow Hardy, nd	Mike Fern, fd Charles Cherry, sd Yuriko Nakamura, wd	St. UP Col.
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WAILUKU, MAUI

KMVI 1947	550 1,000	Maui Pub. Co., Ltd. Box 374 981	Grant Aloaha	J. Walter Cameron, p Ezra J. Crane, gm	Frank R. Kovacic, cm Richard E. Mawson, sm & sd	Ronald Miyahira, ce	Cole, St. UP RCA
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PUERTO RICO

AQUADILLA

WABA 1951	1240 250	Hector. Reichard		Hector Reichard, o			
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ARECIBO

WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. Arecibo 589	Kresto-Denia Chesterfield Astra	Aristides Santoni, p Nabal Barreto, gm	Francisco Lopez Oronoz, cm	Digna Olivero Barrios, pd Jose Soler, ce Ray.
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Radio Cadena Puerto Rico



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Peet	National Belles Hess
Don Q Rum	Esso
International	Studebaker
Harvester	Dole Pineapple
Hinds Cream	British W. I. Airways
Buick	Pennzoil
Chevrolet	Pan American
Cadillac	Airways
Borden Company	Hotpoint
Heinz	India Beer
Alka Seltzer	Caribbean At.
Lipton Soups	Airlines
Lever Brothers	Puerto Rico Cement
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NEW YORK, NEW YORK Circle 7-0624

*Exclusive Advertising Representatives
in the United States and Canada*

PUERTO RICO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp. e.v.p.; 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
BAYAMON						
WENA 1947	1560 250	Bayamon Bcstg. Corp. Bayamon 161		Dr. A. Diaz Atiles, p	D. Diaz Alejandro, gm Natalio Pabellon, ce	G
CAGUAS						
WJFR (CP) 1947	1240 250	Jorama—Fer Radio Corp.				
WRIA 1947	1450 250	Inter American Radio Corp. Caguas 678		Edwardo Blascoechea, gm & ce	Charles Miner, cm J. G. Morales, pd & pmm	Agustina Velez, sm RCA
WVJP 1947	1110 250	Borinquen Bcstg. Co. Box 207 789		Hector Pereira Buonomo, gm Jorge Luis Arzuaga, cm Ramon Mojica Sola, pd	Lcdo. Federico E. Virella, pmm Pedro L. Jimenez, ce	William Valentine Rico, n & sd Freddy Percy, fd Priscila Flores, wd RCA
FAJARDO						
WMDD 1947	1490 250	Madrado & Diaz P. O. Box 167 132	PRN	Augustin R. Camunas, gm		
GUAYAMA						
WXRF 1948	1590 1,000	Rafael Fuster Hostos #42 243	PRN	Rafael Fuster, p Charles Cordero, gm	Jose Colon Melendez, pd	Julius H. Conesa, ce G
MAYAGUEZ						
WAEL 1948	1400 250	Mario Acosta Iglesia No. 12 789		Mario Acosta, o & gm		
WKJB 1946	710 1,000-LS 500-N	Jose A. Bechara Jr. Minerva St. 54 983	Inter-American	Jose A. Bechara Jr., p Arturo Cortes, gm Jaime Sanjurjo, cm A. Basora, pd	R. Colon Diaz, pmm Henry Fischback, ce Luis Lamour, nd	Bonny Rodriguez, fd B. Cole, sd Diega R. Garcia, wd RCA
WORA 1947	1150 1,000	Radio Americas Corp. P. O. Box 43 1150	PRN Guzman	Alfredo R. De Arellano Jr., p Reinaldo Maldonado Dupont, asst. m	(Mrs.) Maria A. DeMoran, cm Angel Rivera Graciani, pd	(Mrs.) Blanca L. DeMartinez, pmm Marcos A. Vega, ce Francisco A. Ortiz, nd AP GE

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WORA

MAYAGUEZ, PUERTO RICO

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RADIO AMERICAS CORPORATION
 Mayaguez, Puerto Rico

*Exclusive Advertising Representatives
 in the United States and Canada*

A	1190 250-D 990 10,000 DA-1	Jose Ramon Quinones Box 4563, San Juan Puerto Rico Advertising Co. Inc. P. O. Box 869 869		Andres Camara, p & gm Virginia Di Cristina, cm	Ismael Torrellas, pd Esteban Rosado Baez, pmm & nd	Tommy Acevedo, sd Aristides Zapata, ce Santiago Llorens, sd Natty Lopez, wd G
WTIL 1950	1300 1,000	Mayaguez Radio Corp. Box 1346 1290		Alberto Sanabria, p Patricio R. Ferminntt, secy.	Gilbert Mamary, treas. & pd Rafael Rodriguez Santiago, ce	Gabriel Castro, sd Alida Rivera, wd G
PONCE							
WPAB 1940	550 5,000-LS 1,000-N	Portorican American Bcstg. Co. Inc. P. O. Box 786 783	Inter- American	A. Gimenez Aguayo, p & gm	Radames Mayoral, cm & sd Eliseo Borrero, pd	Pedro E. Conesa Jr., ce Nellie A. Clavell, wd AP RCA
WPRP 1936	910 5,000 DA-1	Voice of Porto Rico, Inc. Salud St. Corner to Guadalupe 1752	PRN Guzman	Guillermo Marquez, p Francisco M. Susoni Jr., gm	Antonino Miro, c & pmm Rogelio Ramos Rivas, pd A. Jose Arsuaga, ce	Pedro Juan Garcia T., nd Luis Visot Conner, sd Hilda Gonzalez, wd	L-W UP G
RIO PIEDRAS							
WRIO 1949	1320 1,000	Master Bcstg. Corp. P. O. Box 335—Hato Rey 1096		Isidro Quinones Vidal, p Julio Morales Ortiz, vp, treas. & ce	Manuel Rivera Morales, asst. to vp Jose R. Camache Rabelo, asst. to vp & nd	Ramon Vizcarronlo, pd Carlos de Jesus, sd Alicia Moreda Tuya, wd Col.
WVWW 1949	1520 250	Frank A. Gandia Box 935 1098		Frank A. Gandia, o			
SAN JUAN							
WAPA 1947	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 3-0100	PRN	Jose Ramon Quinones, p Harwood Hull Jr., gm Segismundo Quinones, cm	Emilio Medrano, pd Jose A. Fernandez, ce Jose Arnaldo Meyners, nd Guillermo Atilas, fd	Pedro Vazquez, sl Delia Quinones de Arnaldo Meyners, wd	Thes. RCA
WITA 1947	1400 250	Electronic Enterprises Inc. P. O. Box 3726		Farmin H. Bonni, studio d William H. Montaivo, cm			Assoc.
WKAQ 1922	580 5,000	El Mundo Bcstg. Corp. P. O. Box 9007 2-2023		Angel Ramos, gm	Santiago Garcia, pd		
WKVM 1946	1070 25,000 DA-1	American Colonial Bcstg. Corp.					
WNEL 1934	860 5,000 DA-1	WNEL Inc. 960 Ponce de Leon Ave.		A. Ramos, p & gm Santiago Garcia pd	Rafael J. Acosta, ce		Assoc. UP RCA
SANTURCE							
WIAC 1947	740 10,000 DA-1	WIAC Inc. P. O. Box 4809 2-1558		Tomas Muniz, gm			St.
WIPR 1949	940 10,000 DA-1	Department of Educa- tion Ponce de Leon 1314 2-3218		Mariano Villaronga, comr. of education Jose A. Buitrago, sta. d	Oiga Gomez, adm. asst. Francisco Arrivi, pd Pedro Luis Jimenez, ce Wilfredo Braschi, nd	Ismael Gonzalez, fd Jose Seda, sd Isabel Cortes, wd Luis A. Ramirez, music d.	Wld. WH

VIRGIN ISLANDS

CHARLOTTE AMALIE (St. Thomas)

WIVI (CP)	1230 250	Radio American West Incies	Pan- American	Edward M. Vickers, gm & treas.	Hazel M. Vickers, pd & wd	Ray E. Higdon, ce	St. UP Col.
WSTA (CP)	1340 250	William N. Greer Box 538 489					
WSTB (CP)	1090 250	John W. Boler					

Directory of BROADCASTING STATIONS IN CANADA

(Data corrected to December 6, 1951)

ALBERTA

CALGARY

CFAC 1922	960 5,000 DA-N	Calgary Bcstg. Co. Greyhound Bldg. 61036	CBC Trans- Canada All-Canada Weed	H. R. Carson, gm A. M. Cairns, m Don H. Hartford, cm Donald J. MacMillan, pdm	R. J. Tregillus, pmm Earle Connor, ce M. Walsh, adv. service m	Larry Heywood, nd Joe Marks, sd Shirley Shea, wd	Assoc. Thes. Wld., PN, BUP RCA
CFCN 1922	1060 10,000 DA-N	The Voice of the Prairies Ltd. Toronto General Trusts Bldg. 21161	CBC Dominion Radio Reps. Young	H. G. Love, o, p & gm E. H. McGuire, cm Jas. A. Love, pd	Robt. Lamb, ce John Stout, nd	Henry Viney, sd Dora Dibney, wd	Cap., L-W St. PN, BUP RCA
CKXL 1950	1140 1,000	CKXL Ltd. 210 - 9th Ave. West 63026	Cooke Nat'l. Broad- cast Sales Stovin	G. M. Bell, p Frederick R. Shaw, gm Bruce D. Alloway, cm	John R. Stewart, pd Francis R. Turner, pmm Ross L. Craig, ce	Earl K. Elton, loc. slm Guy Vaughan, ne Ken Foss, sd	PN, BUP RCA

EDMONTON

CBX 1948	1010 50,000	CBC Macdonald Hotel	CBC	Dr. Augustine Frigon, (CBC) gm Dan E. Cameron, (CBC Al- berta) m	W. E. Powell (CBC Toronto), cm C. E. L'Ami, (CBC) press & info. rep.	R. D. Cahoon, (CBC) reg. engr. CP PN, BUP R
CFRN 1934	1260 5,000	G. R. A. Rice 109 CPR Bldg. 22101	Dominion CBC Radio Reps. Young	G. R. A. Rice, p & gm A. J. Hopps, cm George Duffield, pd Isobel McDonald, pmm	Frank Makepeace, ce D. Atkinson, secy-treas. Gordon Williamson, nd	MacDonald Holmes, fd Bart Gibb, sd Eve Henderson, wd	L-W PN, BUP RCA
CHFA 1949	680 5,000 DA-1	Radio Edmonton, Ltd. 10012 - 109th St. 42157	Renaud	Dr. L. O. Beauchemin, p J. A. Gallant, gm	Romain LeClair, cm Leo Remillard, pd, asst. m. & sd	Gordon L. Sadler, ce T. Forestier, nd BUP RCA

ALBERTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represent- ative	Executive Abbreviations			Tra. Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. up evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
EDMONTON (Cont'd)							
CJCA 1921	930 5,000-N	Edmonton Bestg. Co. Birks Bldg. 26131	All-Canada Weed	Walter A. MacDonald, p Gerry Gaetz, gm Joe McKenzie, cm	Dalt Elton, pd Win Sutton, pmm Frank Hollingworth, ce Rolfe Barnes, asst. m	Russ Sheppard, nd Don Clayton, fd Joe Carbury, sd	Thes. St. PN, BUP Marc.
CJCA-FM 1949	Ch. 258 (A) 99.5mc .02kw						
*CKUA 1927	580 1,000	University of Alberta 100A St. & 101A Ave. 22191		John Langdon, gm D. I. Roberts, pd	W. Pinko, ce R. G. Nightingale, nd	A. F. Biamonte, fd A. A. Ward, sd	Assoc. BUP RCA
CKUA-FM 1948	Ch. 251 (A) 98.1mc 0.35kw						
GRANDE PRAIRIE							
CFGP 1937	1050 1,000	Northern Bestg. Corp. Grande Prairie Alberta 611	CBC Trans- Canada Weed All-Canada	A. J. Balfour, gm J. Soars, cm J. Wilson, pd	G. Ross, pmm J. deRoaldes, ce G. L. Pearcy, nd	Ken Dunstan, fd Bill Dunbeck, sd	SES, Wld. PN Marc.
LETHBRIDGE							
CJOC 1926	1220 5,000	Lethbridge Bestg. Ltd. 1015 Third Ave., S. 3161	Trans- Canada Weed All-Canada	H. R. Carson, p William Guild, gm Cameron A. Perry, cm	George A. Brown, pd R. A. Reagh, ce William Skelton, nd	Omar Broughton, fd Ed. Whalen, sd Anne Graham, wd	Assoc., L-W, Thes. PN, BUP Marc.
MEDICINE HAT							
CHAT 1946	1270 1,000 DA-2	Monarch Bestg. Co. 520 First St. 2821	CBC Dominion Weed All-Canada	J. H. Yuill, p R. J. Buss, gm	O. Kope, cm Eva Biel, pmm	Ian Carson, ce Don Carter, sd	St. PN, BUP RCA
RED DEER							
CKRD 1949	1230 250	Central Alberta Bestg. Co. Ltd. Poster Block 2083	CBC Dominion Radio Reprs. Young	G. S. Henry, p I. Kaila, cm N. B. Corrigan, pd & sd	J. Younie, pmm A. I. Booker, ce	Cliff R. Bowers, nd P. L. Lundie, wd	Cap. BUP G
BRITISH COLUMBIA							
CHILLIWACK							
CHWK 1927	1270 1,000 DA	Fraser Valley Bcstrs. Ltd. 50 Yale Rd. E. 7511	CBC Dominion Trans- Canada All-Canada Weed	C. Casey Wells, p Jack Pilling, mgng. d & ce	W. G. Teetzel, c & pmm J. M. MacLachlan, pd, f & sd	Wally, Clarke, nd Jacqueline Schofield, wd	Cole BUP GE

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Are Sales Problems Tying Your Hands in any of these 29 Key Markets?

CHWK Chiliwack	CFAC Calgary	CKRC Winnipeg	CKLW Windsor
CFJC Kamloops	CJCA Edmonton	CFPL London	CFCF Montreal
CKOV Kelowna	CFGP Grande Prairie	CFRA Ottawa	CFCY Charlottetown
CKPG Prince George	CJOC Lethbridge	CFRB Toronto	CFNB Fredericton
CJAT Trail	CHAT Medicine Hat	CJCS Stratford	CHNS Halifax
CKWX Vancouver	CKBI Prince Albert	CKOC Hamilton	CJCB Sydney
CJVI Victoria	CKCK Regina	CKSO Sudbury	CJLS Yarmouth
			CJON St. John's Nfld.

SELECTIVE RADIO PROVIDES THE ANSWER FOR MASS SELLING IN ANY MARKET

MARKETS . . . You broadcast only where it will do the most good—eliminate waste circulation — turn blanket coverage into bull's eye concentration!

STATIONS . . . You pick the key station in every market area . . . capitalizing on local listening habits and audience building agencies.

TIMES . . . You broadcast only when your audience is there—everywhere—regardless of time zones!

VEHICLES . . . You showcase your selling message with programs and announcements, "live" or transcribed. Regionally or nationally, SELECTIVE RADIO lets you pick the type of campaign that matches your product and fits your budget.

AUDIENCE . . . You aim your advertising to reach an urban or rural audience—or both. Selective Radio takes your sales message home, in the most isolated areas and in densely populated urban centers!

Call the All-Canada Man Today!

ONLY SELECTIVE RADIO GIVES YOU COMPLETE CAMPAIGN CONTROL

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

NEW CREEK							
	1350 1,000	Radio Station CJDC Ltd. 310 Ave. & 9th St. 216	CBC Trans- Canada Radio Rep. Cooke	W. B. Michaud, p Lewis R. Roskin, gm & sd	Michael Laverne, pd Roy Darling, pmm & nd	William Gordon, ce Mrs. H. Velandier, fd Able Craig, wd	Assoc. PN Marc.
KAMLOOPS							
CFJC 1926	910 1,000	Interior Bcstrs 310 St. Paul St. 1021	Trans- Canada All-Canada Weed	Ian G. Clark, gm Robert J. Innes, c & pmm	Walter Harwood, pd & fd George Henderson, ce	Lundy Sanderson, n & sd Min Evans, wd	Wid. PN WE
KELOWNA							
CKOV 1931	630 1,000	Okanagan Bcstrs. Ltd. Radio Bldg. 1331	CBC All-Canada Weed	J. W. B. Browne, p J. H. Browne, gm Dennis Reid, cm & sd	J. C. Thompson, pd Freda Woodhouse, pmm & wd	J. Fred Weber, ce Jack D. Bews, nd	L-W, Thes. SES. PN NE
NANAIMO							
CHUB 1949	1570 1,000	Mr. George Randall Malaspina Hotel 1610	Radio Rep. Hunt Cooke	George Randall, p (Mrs.) Mary Sutherland, gm	C. A. Brian Scharf, cm R. Hartman, pd T. S. Walsh, ce	Peter Elkington, nd James M. Boygo, sd (Mrs.) Nancy Heath, wd	Wid. PN GE
NELSON							
CKLN 1939	1240 250	News Pub. Co., Ltd. 266 Baker St., 19	CBC Young Stovin	Alan R. Ramsden, gm	T. K. Oliver, nd	M. Furiak, wd	PN RCA
NEW WESTMINSTER							
CKNW 1944	1320 1,000 DA-N	William Rea Jr. 227 Columbia St. 3000	Nat'l Broad- cast Sales Forjoe	William Rea Jr., p & gm Jim Scott, cm Hal Davis, pd	Phil Baldwin, asst. m Rolly Ford, pmm Bill Collins, ce	Les White, co-nd Earl Toppings, co-nd Jim Cox, sd	Assoc., Cole Wid., UP, PN, BUP RCA
PENTICTON							
CKOK 1948	800 1,000-LS 500-N	CKOK Ltd. 125 W. Nanimo Ave. 800	Radio Reprs. Cooke	Maurice P. Finnerty, mgng. d Roy G. Chapman, sm Fred McDowell, nat'l slm	Vince A. Duggan, pdm & nd Bruce A. Howard, (loc.) slm	Harry O. Watts, traffic m James A. English, ce Dave Roegele, sd Patricia Hanlon, wd	St. PN GE
PORT ALBERNI							
CJAV 1946	1240 250	CJAV Ltd. 735 3rd Ave., N. 603	Nat'l Broad- cast Sales Hunt	Charles J. Rudd, mgng. d Kenneth Hutcheson, cm	Thomas A. Rannie, pd H. Hollway, ce	Robert Hall, n & sd (Mrs.) L. R. Switzer, wd	Cole Cap., L-W, UP, BUP NE
PRINCE GEORGE							
CKPG 1946	550 250	Radio Station CKPG Ltd. Lyon Bldg. 140	CBS Trans- Canada All-Canada Weed	Frank H. Elphicke, p Cecil G. Elphicke, mgng. d Charles Cawdell, cm	Bob Leckie, pd Jeff Bridges, pmm	Cliff Steele, ce Jack E. Carbutt, sm	NE
PRINCE RUPERT							
CFPR 1938	1240 250	Northwest Bcstg. & Service (CBC lessee) 336 2nd Ave. 863	CBC Trans- Canada	Dr. Augustin Frigon, (CBC lessee)	C. H. Insulander, m		
TRAIL							
CJAT 1931	610 1,000	Kootenay Bcstg. Co., Ltd. 815 Victoria St. 1840	CBC Trans- Canada All-Canada Weed	E. W. Hazlewood, p J. W. Loader, m	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 Kenneth Caple, reg. rep.	W. E. Powell (CBC To- ronto), cm Douglas Nixon, pd	W. G. Clark (CBC), press & info. rep. A. Hilton, reg. engr.	CP
CBR-FM	Ch. 289 105.7mc 1.4kw						
CJOR 1926	600 5,000 DA-1	CJOR Ltd. 846 Howe St. Marine 6464	Dominion Stovin Young	G. C. Chandler, p F. W. Wellwood, exec. asst. D. E. Laws, cm	R. Mortimer, pd K. V. Cronin, pmm A. H. Chandler, ce	D. R. Baird, pdm K. Cutler, nd L. Watkis, wd	Mac. Thes. PN, BUP NE
CKMO 1925	1000 1,000	B. C. Bcstg. System 812 Roken St. Marine 1271	Cooke	Mrs. R. J. Sprott, p (Mrs.) Kay M. Willis, mgng d & wd	Dick Thompson, cm Norman Pringle, pdm R. McKenzie, ce	C. Stackhense, secy. & traffic d Roy Jacques, nd Fin Anthony, sd	Assoc., St., SES. RCA
CKWX 1923	980 5,000 DA-1	Western Bcstg. Co., Ltd. 543 Seymour St. Tatlow 5131	MBS All-Canada Weed	F. H. Elphicke, vp & gm Sam Ross, asst. m Jack Sayers, slm	Laurie Irving, prog. m Ken Hughes, pmm Charles Smith, ce	Bert Cannings, nd Al Jordon, sd Nina Anthony, wd	L-W, Wld. PN, BUP RCA
VERNON							
CJVB 1947	940 1,000	Interior Bcstrs. Ltd. 3330 Barnard Ave. 900	Dominion Radio Reprs. Cooke	Howard Thompson, m			Assoc.
VICTORIA							
CJVI 1940	900 1,000 DA-N	Island Bcstg. Co. 520 View St., Garden 2014	CBC Dominion All-Canada Weed	Tim Matson, p Morris V. Chesnut, gm Lee F. Hallberg, cm	Richard T. Batey, pd James S. Crawford, pmm Joseph Sommers, ce	Bruce Lowther, nd Ted Reynolds, sd Barbara Shaw, wd	Thes. PN RCA
CKDA 1950	1340 250	Capital Bcstg. System Hotel Douglas Garden 9311	Radio Reprs. Hunt Forjoe	David M. Armstrong, o & m Gordon M. Reid, asst. & cm	C. Edward Farey, pd David G. Hill, pdm Norman E. Bergquist, ce	Don Wilson, nd Bill Stephenson, sd	St. BUP GE

MANITOBA

BRANDON							
CKX 1928	1150 1,000	Western Manitoba Bcstrs. Ltd. 8th St. & Princess Ave. 4532	CBC Dominion Radio Reprs. Cooke	John B. Craig, mgng. d & gm Ernie D. Holland, cm	Eric Davies, pd A. W. Olson, pmm E. Humphrey Davies, ce	Ken. Milton, sd Beth Larson, wd	Thes., Wid. PN NE
DAUPHIN							
(CP)	1230 250	Dauphin Bcstg. Co., Ltd.					
FLIN FLON							
CFAR 1937	590 1,000	Arctic Radio Corp. Ltd. 75 Hill St. 590	Trans- Canada	C. H. Whitney, gm J. Thiele, cm	T. Nelson, pd G. Woodward, ce	E. Smallwood, nd	PN

MANITOBA—(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	Tran. Library, News Service Transmitter	
ST. BONIFACE							
CKSB 1946	1250 1,000	Radio-Saint-Boniface Ltd. 607 Langevin St. 203-949	Renaud McGillvra	Dr. Paul L'Heureux, p Roland Couture, g & cm Rene Dussault, pd	D. R. Thomson, ce Norbert Prefontaine, nd	Etienne Bohemier, sd Rosemarie Bissonnette, wd	Wld. BUP
WINNIPEG							
CBW 1948	890 50,000	Canadian Bcstg. Corp. 300 Manitoba Telephone Bldg. 922191	CBC	Dr. Augustin Frigon, (CBC) gm J. R. Finlay (CBC Prairie) reg. rep.	W. E. Powell (CBC To- ronto), cm Nairn Mogridge, sm	C. E. L'Ami (CBC), press & info. rep. R. D. Cahoon, reg. engr. CP, PN, BUP, R
CJOB 1946	1340 250	Blick Bcstg. Ltd. Lindsay Bldg. 926-374	Radio Reps. Young Cooke	J. O. Blick, p A. J. Messner, cm G. C. Davies, pd	J. Gibson, pmm R. V. Durie, ce	Alan Bready, nd George McCloy, sd	Assoc., L-W, St., Thes., Wld. AP, UP PN, BUP NE
CJOB-FM 1948	Ch. 276 103.1mc 0.25kw						GE
CKRC 1934	630 5,000 DA-N	Trans-Canada Communications Free Press Bldg. 922-266	CBC All-Canada Weed	V. Sifton, p W. A. Speers, gm B. M. Pirie, cm	Jack M. Hill, pd F. Maurice Desourdy, pmm	A. W. Hooper, ce Ev Dutton, nd	L-W, St. CP, BUP RCA
CKY 1950	580 5,000	Lloyd Moffat 432 Main St. 931531	Stovin Cooke	Lloyd Moffat, p A. R. MacKenzie, gm	M. Ellis, cm W. Collier, prog. m	H. Munro, pmm	Cap., SES, UP, PN, BUP NE

NEW BRUNSWICK

CAMPBELLTON							
CKNB 1939	950 1,000	Restigouche Bcstg. Co. Ltd. P. O. Drawer 226 8	CBC Hardy Weed	J. W. MacDonald, p Dr. Chas. H. Houde, gm C. S. Chapman, sm	Robt. Richards, pd Bill Harper, pmm L. P. Paquet, ce	John Allingham, sd Margaret Taylor, wd NE
EDMUNDSTON							
CJEM 1944	1230 250	Edmundston Radio Ltd. 91 Canada Road 880	CBC Young Stovin	Georges Michaud, p Maurice Lacasse, m, pd, & pmm	Georges Guerrette, cm Yvon Roy, chief tech. Reynald Teasdale, nd	Leopold Bedard, fd Hermel Dumont, sd Jean-Marie Carney, wd	Wld. NE
FREDERICTON							
CFNB 1922	550 5,000 DA-N	James S. Neill & Sons Ltd. York St. 5501	CBC Trans- Canada Weed All-Canada	J. Stewart Neill, p D. Malcolm Neill, gm	H. L. McFee, sls & pmm J. T. H. Fenety, pd & sd	Glenn Love, ce Claude Cain, nd	St., Thes. BUP RP Marc.
MONCTON							
CKCW 1934	1220 5,000 DA-N	Moncton Bcstg. Ltd. K of P Bldg. 9111	Dominion Stovin Young	F. A. Lynds, p & gm Michael Wood, pd Hubert Button, pmm	James White, ce W. M. Brown, office m J. Irving, nd	Robert Reid, fd Earl Ross, sd Joan Nelson, wd	Wld. BUP RP RCA
NEWCASTLE							
CKMR 1949	1240 250	Miramichie Bcstg. Co. Ltd. Castle St. 690					
SACKVILLE							
CBA 1939	1070 50,000	Canadian Bcstg. Corp. 100 Sackville St., Halifax, N. S. 3-6188	CBC Trans- Canada	Dr. Augustin Frigon, (CBC) gm W. E. S. Briggs (Marl- time reg. rep.)	W. E. Powell (CBC Toronto) cm	H. M. Smith (Maritime reg. engr. CP, PN BUP
SAINT JOHN							
CFBC 1946	930 5,000 DA-N	Fundy Bcstg. Co. Ltd. 4 Carleton St. 3-2421	CBC Dominion Alexander Hunt Weed	Dr. A. M. A. McLean, p Robert T. Bowman, gm & fd C. F. Bedford, cm	Richard J. Gallagher, pmm Harold M. Stout, ce	David Rogers, nd R. Gordon Smith, sd Margaret E. Williams, wd	St. BUP RP RCA
CHSJ 1934	1150 5,000 DA-N	New Brunswick Bcstg. Co. Ltd. 14 Church St. 3-3304	Trans- Canada Young Stovin	George A. Cromwell, gm Herman Covey, cm Cleve G. Stillwell, pd	J. G. Bishop, ce L. C. Rudolf, fd	Fred Blizzard, sd Jene Wood, wd	Assoc., I-W, Wld., PN NE GE
CHSJ-FM 1947	Ch. 263 100.5mc 0.32kw						

NEWFOUNDLAND

CORNER BROOK							
CBY 1948	790 1,000	Canadian Bcstg. Corp. Corner Brook	CBC Trans- Canada	Dr. Augustin Frigon (CBC) gm W. E. Powell (CBC Toronto), cm	William F. Galgay, reg. rep.	Ron C. Fraser (CBC Toronto) d press & info service C. V. Hierlihy, sm CP, PN, BUP, R
GANDER							
CBG 1949	1450 250	Canadian Bcstg. Corp. Gander	CBC Trans- Canada	Dr. Augustin Frigon (CBC) gm William F. Galgay, reg. rep.	W. E. Powell (CBC Toronto), cm A. Barrett, sm	Ron C. Fraser (CBC Toronto) d press & info service CP, PN, BUP, R
GOOSE BAY							
*CGB	1350 250	Royal Canadian Air Force Goose Bay					

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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. Night,
 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

FALLS

1350
1,000

Canadian Bcstg. Corp.
Grand Falls

CBC
Trans-Canada

Dr. Augustin Frigon
(CBC) gm
William F. Galgay, reg.
rep.

W. E. Powell (CBC
Toronto). cm
John J. Grace. sm

Ron C. Fraser (CBC
Toronto) d press & info
service

CP, PN,
BUP, R

HARMON FIELD

*VOHF
1945
50

U. S. Air Force
Harmon Field

ST. JOHN'S

CBN
1949
640
10,000

Canadian Bcstg. Corp.
St. John's

CBC
Trans-Canada

Dr. Augustin Frigon
(CBC) gm
William F. Galgay, reg.
rep.

W. E. Powell (CBC
Toronto). cm

Ron C. Fraser (CBC
Toronto), pmm

CP, PN,
BUP, R

CJON
1951
930
5,000 DA-N

Radio Station CJON

Geoff Stirling, p & m
Don Jamieson, pdm

*VOAR
1931
1230
100-D

Seventh-Day Adventists
106 Freshwater Rd.,
Box 574
6760

Philip Moores, gm & pd

George Rabbits, ce

Mrs. Philip Moores,
secy. & wd

G

VOCM
1936
590
1,000

Colonial Bcstg. System
Pope Bldg.
3148

Stovin
Weed

J. L. Butler, p
M. Shulman, cm

J. M. Murdoch, pd
W. B. Williams, ce

H. Brown, sd
J. Horwood, wd

Thes., Wld.
RCA

*VOWR
700
500-SH

Wesley Radio Board
Patrick St.

NOVA SCOTIA

ANTIGONISH

CJFX
1943
580
5,000 DA-1

Atlantic Bcstrs. Ltd.
Broadcasting Bldg.

Dominion
Natl. Bcst.
Sales
Young

J. Clyde Nunn, mgngd

James Borroughs, slm

L-W
PN

BRIDGEWATER

CKBW
1947
1000
1,000 DA-N

Acadia Bcstg. Co., Ltd.
399 King St.
445

CBC
Radio Reps.
Cooke

C. J. Morrow, p
John F. Hirtle, gm
Howard E. MacLean. cm

James A. MacLeod, pd &
sm & nd
Bruce Rafuse, pmm
Douglas Hirtle, ce

Lester L. Rogers, slm
Clary Hunter, id
Bruce Rafuse, sd
Dorothy Oakes, wd

RCA

HALIFAX

CBH
1944
1330
100

Canadian Bcstg. Corp.
100 Sackville St.
3-6188

CBC

Dr. Augustin Frigon
(CBC), gm
W. E. S. Briggs, Maritime
reg. rep.

W. E. Powell (CBC
Toronto), cm

S. R. Kennedy, sm
Ron Fraser, d of press &
info service

CP, PN,
BUP, R

CHNS
1926
960
5,000

Maritime Bcstg. Co.
P. O. Box 400
3-8318

CBC
All-Canada
Weed

Andrew W. Robb, p
William Coates Borrett,
vp

Douglas A. Grant, bus. m
Gerald J. Redmond, sm

Arthur W. Greig, ce

Thes., L-W
PN, BUP
NE

CHNS-FM
1949
Ch. 241
96.1mc
0.25kw

Chronicle Co., Ltd.
Lord Nelson Hotel
3-7311

Mulvihill
Young

E. Finlay MacDonald, m
Clair L. Chambers, slm
Clint V. Godwin, pd &
nd

Maurice Foisy, pmm
A. R. MacWilliams, ce
Howard E. Gerard, off. m

Daniel L. Gallivan, sd
(Mrs.) Abbie Lane, wd

RCA
Assoc., St.
PN, CP
NE

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13 MILLION CANADIANS CAN'T BE WRONG!

THOSE 13 million are the Canadians who listen to the radio, over 93% of all Canadian homes. They do more than listen to the radio . . . They spend money, lots of it. Over 9 billion dollars last year is the latest estimate for retail sales. And with an oil boom in Alberta, uranium in Saskatchewan, and new heavy industry in Quebec there's going to be lots more spent in '51-'52!

This is a rich market. But Canada is a vast country, stretching 4,280 miles from St. John's to Vancouver, nearly 4 million square miles in area. Your problem is: How to cover this area, both urban and rural, with a maximum number of sales messages for every advertising dollar expended. It's no secret: Use radio. Every week effective sales messages go by radio into millions of Canadian homes; and every week those same homes buy the products advertised. It's as simple as that!

With radio you cover the cities, the farms, and those isolated areas where there's lots of money and no medium other than radio giving complete coverage. The independent radio stations of Canada have done a big job in Public Service, and now it's paying off. Radio has the respect of the public—the hold on the public—the sales punch that delivers the dollars. So, just figure out how much of that nine billion dollars could be yours and remember . . .

"IN CANADA YOU SELL 'EM WHEN YOU TELL 'EM!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.



Canadian Association of Broadcasters

108 SPARKS ST.,
OTTAWA.

37 BLOOR ST., WEST,
TORONTO.

NOVA SCOTIA—(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	Tran sbary, New- Service Transmitter	
KENTVILLE							
CKEN 1948	1490 250	Evangeline Bcstg. Co., Ltd. Radio Center 400	Alexander	A. M. Bishop, p & ce J. A. C. Lewis, gm	Mrs. E. MacMillan, cm W. A. Bishop, pd & nd	Bernard Butler-Grey, pmm R. W. Higgins, sd	Mac. PN GE
SYDNEY							
CBI 1948	1570 1,000	Canadian Bcstg. Corp. 247 Charlotte St.	CBC	Dr. Augustin Frigon (CBC), gm W. E. S. Briggs, Maritime reg. rep.	W. E. Powell (CBC Toronto), cm Barry MacDonald, sm	Ron Fraser (Toronto), d of press & info. service	CP, PN, 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. Veronon, 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							
CKLC 1947	1400 250	Colchester Bcstg. Co. Ltd. 7 Pleasant St. 491	Renaud	J. A. Manning, p & gm Alex Thomson, cm Jim Regan, pd	E. S. Bernasconi, ce Graham Galloway, n & fd	Wyn Langille, sd Helen MacLellan, wd	Assoc. BUP, Radio Press NE
WINDSOR							
CFAB 1946	1450 250	Evangeline Bcstg. Co. Ltd. Radio Center, Kentville 400	Alexander	A. M. Bishop, p & ce J. A. C. Lewis, gm	Mrs. E. MacMillan, cm W. A. Bishop, pd & nd	Bernard Butler-Grey, pmm R. W. Huggins, sd	Mac. NE
YARMOUTH							
CJLS 1934	1340 250	Gateway Bcstg. Co., Ltd. 222 Main St. 500					
ONTARIO							
BARRIE							
CKBB 1949	1230 250	Ralph T. Snelgrove 26 Elizabeth St. 5585	Young Mulvihill Radio Time Sales	Ralph Snelgrove, p & gm H. J. Snelgrove, ass. m Arthur C. Harrison, cm	Richard Mungham, pd, pmm & nd Bill Maynard, fd	Jack Mattenley, ce Dave Wright, sd	AP RCA
BELLEVILLE							
CJBQ 1946	1230 250	Quinte Bcstg. Co. 11 Victoria Ave. 3200	Stovin Young	A. M. Haig, p W. H. Stovin, gm J. H. MacDonald, cm	Scott Hannah, pd Don Rose, pmm J. Buchanan, ce	Phil Flagler, fd Jack Devine, sd Marcia MacLaren, wd	Wld., Thes. NE
BRANTFORD							
CKPC 1923	1380 1,000 DA-N	Telephone City Broadcast 525 Colborne St. 3-2664	CBC Alexander	(Mrs.) Florence Buchan- an, p & gm Hugh Bremner, cm	Jack Church, ce Frank Kovacs, nd Michael Warren, fd	Bill Pring, sd Maidie Frowe, wd	Wld. BUP WE
	PM Ch. 234 96.4mc 0.25kw						GE
BROCKVILLE							
CFJR 1943	1450 250	Jack R. Radford 7 King St., W.	CBC Trans- Canada Stovin Young	Jack R. Radford, p, g & cm, nd Al Hunter, pd	Keith McKay, pmm John G. Brasford, ce Edgar Clow, fd	Tom Statham, sd Helen Everetts, wd	BUP RCA
CHATHAM							
CFCO 1926	930 1,000 DA-N	John Beardall 42 King St., W. 2626	CBC	John Beardall, p & gm P. A. Kirkey, coml. d & pmm	Lee Sheltus, pd Gordon D. Brooks, ce	Eunice Gardiner, n & wd	Cole, Cap. BUP NE
CORNWALL							
CKSF 1945	1230 250	Daily Standard- Freeholder 38 Pitt St. 4800	CBC Stovin McGillvra	Fred H. Pemberton, gm Carl Fisher, prod. d & sd	Mahlon Clark, ce Jack Reid, nd	K. E. Lantz, fd Ruth Welsh, wd	Thes. AP
CKSF-FM 1948	Ch. 284 104.3mc 0.6kw						
FORT FRANCES							
CKFI 1944	800 1,000-LS 500-N	Bcstg. Station CKFI Ltd. 240 Scott St. 200	KBS, CBC Alexander Bcst. Reprs. Hunt	J. G. McLaren, p & pmm, nd W. H. McLellan, secy- treas & cm	Charles Renaud, pd & sd Dick Endseth, ce	Georgina McDonald, traf- fic sup. Gordon McBride, fd Joyce Taylor, wd	PN NE
FORT WILLIAM							
CKPR 1931	580 1,000	H. F. Dougall Co. Ltd. Radio Hall, Victoria Ave 3-3477	CBC Radio Reprs. Stovin All-Canada Young	H. F. Dougall, p & gm G. D. Jeffrey, cm	J. P. Friesen, pd & nd W. T. Ross, ce	Paul Hack, sd August Frauenfeld, pmm	Thes., Mac. PN RCA
CKPR-FM 1948	Ch. 232 93.4mc 0.25kw						
GUELPH							
CJOY 1948	1450 250	CJOY Ltd. Bond Bldg. 555	Radio Rep. Cooke	Wallace Slatter, p & sm Frederick T. Metcalf, vp, secy-treas, cm Donald LeBlanc, pd	Barbara Kitchen, office m D. A. Page, ce Cameron Langford, nd	Carl Banas, fd Hugh Bowman, sd Kaye Knights, wd	PN RCA

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 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

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CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

Toronto 5, Ontario

1425 Dorchester Street West, Montreal 25, Quebec

ONTARIO—(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. Li- brary, News Service Transmitter		
HAMILTON							
CHML 1927	900 5,000 DA-N	Maple Leaf Bcstg. Co. Ltd. 848 Main St., E. 9-2411	CBC Young Nat'l Bcst. Sls.	Kenneth D. Soble, p Tom E. Darling, m W. D. Whitaker, cm	Russ J. Eastcott, prog. m Daryl F. Wells, pmm Phil Tahany, co-ce	Hugh Potter, co-ce Ray Hill, nd Norm Marshall, sd	Assoc. St. PN RCA
CHML-FM 1948	Ch. 234 94.1mc 0.36kw						
CJXH(FM) 1949	Ch. 275 102.9mc 9.2kw	Hamilton Spectator 163 Jackson St., W. 7-1141					
CKOC 1922	1150 5,000	Wentworth Radio Bcstg. Co. Ltd. 32 John St., N. 7-4483	CBC All-Canada Weed	H. R. Carson, p W. T. Cranston, gm J. L. Potts, asst. m L. A. Westmoreland, cm	Keith M. Lockhart, pd W. H. Edge, pmm Leslie Horton, ce Hal Gibson, sup. of pub.	Gordon Morris, nd Bob Dorsey, fd Perc Allen, sd Joan Pritchard, wd	Thes. Wld. PN Marc.
KENORA							
CJRL 1938	1220 1,000	Carl Johnson Johnson Block 6212	CBC Stovin Cooke	Carl Johnson, p George A. McLean, sm & cm	J. Thom, pd J. Pierce, pmm J. Edwards, ce	John Hodges, nd Keith MacKenzie, sd Mrs. E. L. Holmes, wd	Thes. Canadian Press NE
KINGSTON							
*CFRC	1490 100	Queen's U. Flerning Hall					
CKWS 1942	960 5,000 DA-1	The Brookland Co. 308 King St. 4401	Trans- Canada Nat'l Bcst. Sls.	Senator W. R. Davies, p Roy W. Hofstetter, sm	El Jones, cm J. Pollic, 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	Roy H. Thomson Government Rd., Wool- worth Bldg. 27	CBC Nat'l Bcst. Sls. Cooke	Roy H. Thomson, p J. M. Davidson, gm D. R. Lawrie, sm Doug Scanlan, cm	Don Nairn, pd Leicester Oliver, ce Al Brooks, nd	Bob Redmond, fd Don Hamilton, sd Doreen Haddow, wd	L-W, Thes. PN RCA
CJKL-FM 1948	Ch. 229 93.7mc 0.25kw						
KITCHENER							
CFCA(FM) 1949	Ch. 291 106.1mc 10kw	Pollock Enterprises Ltd. 47 King St., W.		Carl A. Pollock, p & gm	E. Chris Fairley, cm & pd	Robert Munn, ce	Wld. Canadian Press GE
CKCR 1929	1490 250	Kitchener-Waterloo Bcstg. Co. Ltd. 125 King St., W. 3-3628	CBC Renaud Young	Gilbert Liddle, p & gm James C. Mitchell, cm & co-sd	Mrs. W. C. Mitchell, vp Donald Martz, pd & co-sd Bill Marchand, ce	Terry O'Connell, nd Marianne Tonkin, wd	Assoc. PN RCA
CKCR-FM 1948	Ch. 244 96.7mc 0.36kw						
LONDON							
CFPL 1933	980 5,000 DA-2	London Free Printing Co. Ltd. 442 Richmond St. 4-2121	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 J. N. Illman, prod. m	J. V. Trethewey, nd Roy Jewell, fd K. F. Ellis, sd (Mrs.) Mary Ashwell, wd	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 & gm R. H. Hamilton, adv. m	A. W. Blakely, prod. d O. O. Bingleman, ce Bill Killough, n & fd	Bill Cudahy, sd Ruth Chantrey, wd	Thes. BUP WE
NORTH BAY							
CFCH 1931	600 1,000	Northern Bcstg. Co. Ltd. Fraser St. 2400	CBC Trans- Canada Nat'l Bcst. Sls.	R. H. Thomson, p J. Davidson, gm K. Packer, sm	G. Burnett, cm P. Clayton, pd J. Barnaby, ce	A. Couples, fd G. Vale, sd Jeri DeMarco, wd	St. L-W PN RCA
CFCH-FM 1949	Ch. 292 106.3mc 0.25kw						
ORILLIA							
CFOR 1945	1570 1,000	Gordon E. Smith 101 Mississaga St., E. 3511	CBC Stovin	Gordon E. Smith, p & gm Alex C. Gilmour, cm Pete McGarvey, pd & fd	R. E. Waters, pmm George Slinn, ce Harv. Johnstone, nd	Jim Sullivan, sd Nora North, wd	Cole BUP RCA
OSHAWA							
CKLB 1946	1240 250	Lakeland Bcstg. Co. Ltd. 16 Centre St. 3-3415	CBC Alexander McGillvra	A. H. Collins, p & gm Doug. (Tug) Wilson, cm Gus Habberfield, pd	L. Solway, sm & fd Donald Ockendon, ce John Wacko, nd	Ross Drew, sd Mary Vollmer, wd	Wld. PN RCA
OTTAWA							
CBO 1924	910 1,000	CBC Chateau Laurier	CBC	Dr. A. Frigon, (CBC) gm Charles Wright, sm	W. E. Powell, cm Ron Fraser, pmm (CBC Toronto)	J. A. Ouimet, ce (CBC Montreal) Canadian Press BUP Reuters
CBO-FM 1948	Ch. 380 103.3mc 0.38kw						
CFRA 1947	560 1,000 DA-2	Radio Station CFRA Catherine St. 3-6241	All-Canada Weed	Frank Ryan, p & gm	E. W. Atkinson, asst. m	George Gowling, cm	

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CFRA-FM 1948	Ch. 230 93.8mc 0.25kw							
CKOY 1949	1310 5,000-LS 1,000-N-DA	CKOY Ltd. 272 Somerset St., W. 3-5658	CBC Nat'l Bcst. Sls. Cooke	Duncan McTavish, p Dan V. Carr, gm Keith Sterling, pd	Donna Hayley, pmm Jack Pond, ce Brian Brown, traffic m	Jack Alexander, nd Jack Daly, sd	Assoc., L-W PN BUP	
OWEN SOUND								
CFOS 1940	1470 1,000	Grey & Bruce Bcstg. Co. Ltd. 270 9th St. E. 1940	CBC Stovin Young	Howard Fleming, p Wm. N. Hawkins, gm D. Ferry, cm	E. Smith, pd Wm. Fulton, pmm & nd R. Turnpenny, ce	Wm. McKenzie, fd Wm. Danl, sd I. Doyle, wd	Wid. PN RCA	
PEMBROKE								
CHOV 1942	1350 1,000 DA-1	The Ottawa Valley Bcstg. Co. Ltd. 197 Albert St. 1350	CBC Stovin Young	E. Gordon Archibald, p. gm & fd	Ramsey F. Garrow, c & pmm William K. Kutschke, pd. n & sd	W. Edwin Schmidt, ce Betty Miller, wd	Thes., SES. BUP RCA	
PETERBOROUGH								
CHEX 1942	1430 1,000 DA-2	Brookland Co. Hunter St. 20451	CBC Nat'l Bcst. Sls. Cooke	W. Rupert Davies, p Russ Baer, m	Douglas Burrows, pd A. E. (Bert) Crump, ce Paul Reid, nd	Doug Whalen, fd George Ludgate, sd	St., L-W 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 Bcst. Reps.	Ralph H. Parker, p & gm	R. P. MacGowan, cm	Al Davidson, pd	St. PN RCA	
ST. CATHARINES								
CKTB 1933	620 1,000	Niagara District Bcstg. Co. Ltd. 12 Yates St. Mutual 5-7351	CBC Mulvihill Radio Time Sales McGillvra	W. B. Burgoyne, p W. C. Wingrove, g & pmm V. A. Lococo, cm	J. Dawson, pd W. H. Allen, ce J. Morrison, nd	C. McKnight, fd Rex Stimers, sd E. Flintoft, wd	Thes. PN	
CKTB-FM 1933	Ch. 249 97.7mc 0.25kw							
ST. THOMAS								
CHLO 1948	690 1,000 DA-1	Radio Station CHLO Ltd. 133 Curtis St. 3696	CBC Radio Rep. Cooke	G. Clarence Nichols, p	John C. Warder, gm & ce	L. C. Evans, pd & sd	L-W, Assoc. PN NE	
SARNIA								
CHOK 1946	1070 5,000-LS 1,000-N DA	Sarnia Bcstg. Co., Ltd. 148½ North Front St. Digby 1121		Claude R. Irvine, p Karl E. Monk, sm Arthur H. J. O'Hagan, cm Frank P. Stalley, pd	(Mrs.) Evelyn Wallace, pmm Robert F. Cooke, ce	Elaine MacDonald, traffic m & wd Gil Christy, sd	L-W, St. PN RCA	
CHOK-FM 1947	Ch. 248(A) 97.5mc 0.25kw							

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ALL-CANADA RADIO FACILITIES
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Concrete evidence of the effectiveness of radio in Canada, in this successful campaign planned by Ruthrauff & Ryan agency of Toronto for Lever Brothers.

ONTARIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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.			
SAULT STE. MARIE							
CJIC 1934	1490 250	J. G. Hyland P. O. Box 218 Algoma 3-1121	CBC Alexander McGillvra	J. G. Hyland, p & gm E. G. Vance, cm J. B. Scully, pd & pmm	D. N. Irwin, ce Lionel McAuley, nd	John Mislan, sd Helen Johnston, wd	Wld. PN RCA
CJIC-FM 1949	Ch. 263 (A) 100.5mc 0.25kw						
STRATFORD							
CJCS 1935	1240 250	F. M. Squires 125 Ontario St. 1675	CBC All-Canada Weed	Frank M. Squires, p & gm Stanley E. Tapley, cm	Alex L. Smith, pd & pmm John Grigg, ce	Charles Trethewey, nd Bill Inkol, sd	Wld. BUP G
SUDBURY							
CHNO 1947	1440 1,000 DA-N	The Sudbury Bcstg. Co. Ltd. 166 Elm St., W. 6-6416	CBC Renaud Young Hunt	F. Baxter Ricard, p & gm Rene Riel, c & sm Wilf Davidson, pd	John Anthony, pmm Wallace Robert, ce Gordon Sweetman, slm	Wilfrid Hayden, n & sd Jean Beaudry, fd Claire Laberge, wd	Assoc. PN RCA
CKSO 1934	790 5,000 DA-N	CKSO Radio Ltd. 21 Elgin St., N. 7-7505	Trans- Canada Weed All-Canada	G. M. Miller, p W. J. Woodhill, gm	Kenneth Dobson, cm Robert Alexander, pd	Bonnie Swain, pmm James McRae, ce	Thes. PN Marc.
TIMMINS							
CKGB 1933	680 5,000 DA-N	Northern Bcstg. Co. Ltd. Thomson Bldg. 1500	CBC Cooke Nat'l Bcst. Sls.	Roy H. Thomson, p Jack Davidson, gm H. C. Freeman, sm Douglas Manning, cm	Jesse French, pd Bill Nadeau, pmm E. D. Mott, ce	Torben Wittrup, nd Fred Sherratt, sd Anne Valentich, wd	St., L-W PN RCA
CKGB-FM 1948	Ch. 233 (A) 94.5mc 0.25kw					 GE
TORONTO							
CBL 1927	740 50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	CBC	Dr. A. Frigon (CBC), gm Ernest L. Bushnell, gen pd	W. E. Powell, cm Harry J. Boyle, pd	Ron C. Fraser, pmm J. A. Ouimet, ce PN, PUP, CP
CBL-FM 1949	Ch. 256 99.1mc 5.58kw						
CFRB 1927	1010 50,000	Rogers Radio Bcstg. Co. 37 Bloor St., W. Princes 5711	CBS All-Canada Young	Harry Sedgwick, p Lloyd Moore, sm Waldo Holden, cm	Wes McKnight, pd & sd Ken Marsden, pmm Clive Eastwood, ce	Wishart Campbell, mus. d Rex Frost, fd	Thes., Wld. PN, BUP RCA
CFRB-FM 1949	Ch. 260 (A) 99.9mc 0.2kw						
CHUM 1945	1050 1,000	York Bcstrs. 225 Mutual St. Empire 4-4271	McGillvra Alexander	John Q. Part, p Robert L. Lee, g & cm	Leigh Stubbs, pd & wd Aurele Boisvert, ce	Phil Stone, sd	Cap., L-W PN WE
CJEC 1936	860 50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	CBC	Dr. Augustin Frigon (CBC), gm	W. E. Powell, cm H. G. Walker, pd	Ron C. Fraser, pmm J. A. Ouimet, ce CP, PN, BUP, R
*CJRT(FM) 1949	Ch. 233 91.1mc 9.3kw	Byerson Inst. of Tech. 50 Gould St. Waverley 2631	CBC	E. L. Patin, gm	Wallace Ford, pd	A. Kufuk, ce	Assoc. BUP GE
CKEY 1944	580 5,000-LS 1,000-N DA-2	Toronto Bcstg. Co. 444 University Ave. Waverley 3881	Nat'l Bcst. Sales Cooke	Jack Kent Cooke, p & gm H. E. Cooke, sm Jack Turrall Donald W. Inswgy, pd Jack C. Ross, publ. d	Ernest O. Swan, ce Ed H. Houston, mus. d Kendrick Crossley, traffic m	Harry Rasky, nd Joe Crysdale, sd	Assoc., St., Wld. PN, BUP Marc.
CKFH 1951	1400 250 DA-1	Foster Hewitt Bcstg. Ltd. 1 Grenville St. Princess 1421	Radio Reps.	Foster W. Hewitt, p Howard C. Caine, sm	W. L. Smith, cm W. D. McGregor, ce	D. Robert Pugh, nd Bill Hewitt, sd	Thes. PN RCA
WINDSOR							
CBE 1950	1550 10,000-D	Canadian Bcstg. Corp. Security Bldg.	CBC	Dr. Augustin Frigon (CBC) gm M. L. Poole, sm	W. E. Powell (Toronto), cm Ron C. Fraser (Toronto), pmm	J. A. Ouimet (Montreal), ce CP, PN, BUP, R
WINDSOR (Detroit)							
CKLW 1932	800 50,000 DA-1	Western Ont. Bcstg. Co. Ltd. 3300 Guardian Bldg. Woodward 1-7200	MBS Young All-Canada	J. Edward Campeau, p & gm E. Wilson Wardell, cm S. Campbell Ritchie, pd Art Gloster, pmm	William J. Carter, ce E. M. Saunders, d of pub. rel. W. H. Gatfield, treas. M. R. Pratt, traffic d	Val Clare, nd Austin Grant, fd Art Laing, sd Myrtle Labbitt, co-wd Mary Morgan, co-wd	St., Wld. UP, INS RCA
CKLW-FM 1949	Ch. 230 (A) 93.9mc 0.25kw						
WINGHAM							
CKNX 1926	920 1,000	Radio Station CKNX Ltd. Josephine St. 158	CBC Alexander Young	W. T. Cruickshank, p & gm John J. Cruickshank, sm	Vincent Dittmer, pmm Scott Reid, ce John S. Strong, nd	Robert Carbert, fd M. L. (Tory) Gregg, sd Margaret Brophy, wd	Cole, L-W, St., Wld. BUP RCA
WOODSTOCK							
CKOX 1947	1340 250	Oxford Bcstg. Co., Ltd. P. O. Box 100 2400	Renaud	M. J. Werry, p & gm Geoffery Lewis, cm	William Whiting, pd T. Little, ce	Paul Freeman, nd	L-W, Wld. BUP RCA
CKOX-FM 1948	Ch. 295 106.9mc 0.26kw						
QUEBEC							
AMOS							
CHAD 1942	1340 250	Northern Radio Inc. Rouyn					
CHICOUTIMI							
CBJ 1933	1580 10,000	Canadian Bcstg. Corp. 286A rue Racine 155	CBC	Dr. Augustin Frigon (CBC), gm Vilmond Fortin, sm	M. Valiquette, cm Marcel Ouimet, d of French Net.	J. Saint-Georges, pmm J. A. Ouimet, (Montreal) ce CP, PN, BUP, R

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GRANBY

CHEF 1450 Granby Bestg. Co., Ltd.
1945 250 7 Johnson St.
353

HULL

CKCH 970 1933 1,000	La Cie Radiodiffusion CKCH 121 Notre Dame 77-2771	CBC Renaud McGillvra	Jean-Paul Lemire, cm Henri Bergeron, pd Henri Allard, pmm	Max Gebhardt, ce Georges Huard, nd	Jacques Moussette, sd Madeleine Duhamel, wd BUP
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JONQUIERE

CKRS 1240 1947 250	Radio Saguenay Ltd. 359 Rue St. Dominique 720	Trans- Quebec Hardy Young	Henri Lepage, p Thomas H. Burham, s & cm	Paul H. Bouchard, pd & & pmm Paul Fortier, ce	Raymond Maynard, traffic m & nd	Wid. BUP G
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LA SARRE

CKLS 1240
1950 250 Radio La Sarre Inc.

MATANE

CKBL 1250
1949 1,000 DA-1 La Cie de Radiodiffusion
144 St. Jerome Ave.
355

MONTREAL

CBF 690 1937 50,000	Canadian Bestg. Corp. Radio Canada Bldg. University 62571	CBC	Dr. A. Frigon (CBC) gm Marcel Ouimet, d of French Net.	M. Valiquette, cm J. Saint-Georges, pmm	J. A. Ouimet, ce CP, PN, BUP, R
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CBF-FM Ch 236
1947 95.1mc
10kw

CBM 940 1937 50,000	Canadian Bestg. Corp. Radio Canada Bldg. University 62571	CBC	Dr. A. Frigon (CBC), gm W. E. Powell, cm	Ron Fraser, d, press & info. services	J. A. Ouimet, ce CP, PN, BUP, R
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CBM-FM Ch 299
1947 100.7mc
4.51kw

CFCF 600 1919 5,000	Canadian Marconi Co. 1231 St. Catherine St., W Plateau 2575	ABC CBC Weed All-Canada	J. A. Hammond, sm T. J. Quigley, cm R. Thompson, prog. m S. O'Connell, pmm	A. B. Clapp, studio sup. D. Dooner, traffic m. J. Howlett, prod. sup.	S. Harrison, asst. prod. sup. Gordon Sinclair, nd Keith Dancy, sd	St. BUP Marc.
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CFCF-FM Ch 293
1947 106.5mc
7.5kw

CHLP 1410 1933 1,000 DA-1	La Patrie Publication Co., Ltd. Sun Life Bldg. University 6-6611	Alexander Hunt McGillvra	Sen. P. R. duTremblay, p Flavius M. Daniel, g & cm Marcel Marineau, pd	Alphonse Cloutier, ce Armand Goulet, nd	Roland Giguere, sd Hughette Proulx, wd	Assoc. PN, BUP GE
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CJAD 800 1945 5,000	CJAD Ltd. 1191 Mountain St. University 6-6821	CBS	J. Arthur Dupont, p & gm R. L. Laurion, c & pmm	E. W. McGibbon, prog. sup. Allan K. Taylor, ce	Hamilton Grant, n & sd Grace Bartholomew, wd	Assoc. Cap., L-W, Thes., Wid., PN, BUP NE
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LOOK to Canada



LOOK to its biggest city



LOOK to its pioneer station

See for yourself how effective radio can be when you choose

CFCF MONTREAL

Canada's First

QUEBEC—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, 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, wa.			
Montreal (Cont'd)							
CKAC 1922	730 10,000-LS 5,000-N	La Compagnie De Publi- cation De La Presse Ltd. 980 St. Catherine St., W. University 6-7301	CBS CBC Trans- Quebec Young Renaud	Hon. P. R. duTremblay, p Phil Lalonde, gm George Bourassa, cm Roy Malouin, asst. m	Berdinand Biondi, pd Paul Gelin, pmm Len Spencer, ce Gabriel LaSalle, nd	Jaques Boisjoli, fd Andre Robert, sd Rejane DesRameaux, wd	Assoc. Wld. PN, BUP RCA
NEW CARLISLE							
CHNC 1933	610 5,000 DA-N	Gaspesia Radio Bcstg. Co., Ltd. New Carlisle 64	CBC Trans- Quebec Hardy Young	Dr. Charles E. Dumont, p Viateur Bernard, cm	Dr. Charles H. Houde, gm Gordon S. Coleman, ce	Raoul St-Julien, sd Odette Arsenault, wd BUP NE
QUÉBEC							
CBV 1939	980 1,000	Canadian Bcstg. Corp. Palais Montcalm 5-8155	CBC	Dr. Augustin Frigon (CBC), gm Guy Dumais, sm	Maurice Valquette (CBC) Montreal, cm	Jean Saint-Georges (Montreal), sup. of press & info. CP, PN, BUP, R
CHRC 1926	800 5,000	CHRC Ltd. 39 St. John St. 2-8177	Trans- Quebec Hardy Young	Herve Baribeau, p Henri Lepage, gm Aurele Pelletier, cm	Magella Alain, pd Arsene Nadeau, ce Leon Delisle, secy-treas.	Maurice Descarreaux, n & sd	L-W PN, BUP Marc
CHRC-FM 1949	Ch. 251 98.1mc 0.59kw						
CJNT 1949	1340 250	Goodwill Bcstrs. Co. of Quebec Inc. 405 Blvd. Hamel 5-6119					
KKCV 1926	1280 1,000	CKCV Ltd. 142 St. John St. 2-1585	CBC Weed Renaud	Gaston Pratte, p Paul Lepage, g & cm Marcel Leboeuf, pd	Norman Maltais, pmm Marie Paule Vachon, asst. m Albert Duberger, ce	Roger Bruneau, nd Rene Collard, sd Madeleine Lachance, wd	Wld. PN Marc.
RIMOUSKI							
CJBR 1937	900 5,000	The Central Public Service Corp. 1 St. John St. 2217	CBC Stovin Young	Hon. J. A. Brilliant, p Jacques Brilliant, asst. to p Andre Lecomte, gm	Antonio Pineault, cm Guy Ross, pd François Raymond, pmm F. C. Doak, ce	Jean Tetreault, nd Arthur Rioux, fd Bernard Langlois, sd Pauline Lepage, wd	St. PN NE
CJBR-FM 1947	Ch. 266 101.5mc 0.57 kw					 WE
RIVIERE DU LOUP							
CJFP 1947	1400 250	Radio-Temisouata Ltd. 322 Lafontaine St. 2727	CBC Renaud Young	Armand Belle, p Henri Bourdeau, g & pmm & nd Yves Marchand, cm	Lucien Edmond., pd Rene Viel, account exec. Raymond Lavoie, ce Luc Simard, loc. rep.	Adrien Martin, fd Raoul Savard, sd Odette Dionne, wd BUP RCA
ROBERVAL							
CHRL 1942	1340 250	Radio Roberval Inc. Hotel Maison Blanche					
ROUYN							
CKRN 1939	1400 250	Northern Radio Inc. Reilly Block					
STE. ANNE DE LA POCATIERE							
CHGB 1938	570 1,000 DA-N	G. Thomas Desjardins Main St. 101					
SHAWINIGAN FALLS							
CKSM 1951	1220 1,000	Shawinigan Falls Bcstg. Co. City Hall Bldg. 4494	CBC Cooke Renaud	Allen Rogerson, g, c & pmm	Gaston Tessier, pd Ernest Brunelle, ce	Phil Fissette, nd Giles Trudel, sd	Thes. BUP GE
SHERBROOKE							
CHLT 1937	900 1,000	La Tribune Ltd. 1 Marquette St. 3-2525	CBC Hardy Young	Hon. Jacob Nicol, p Alphee Gauthier, g & cm John L. Gauthier, pd & pmm	Jeanne Tremblay, secy & wd R. Paquette, ce	Paul Bernier, nd J. A. Ste. Marie, fd Mike Laine, sd	L-W, Thes. PN Marc.
CKTS 1946	1240 250	Telegram Printing & Pub. Co. Marquette St. 3-2525	CBC Hardy Young	Hon. Chas. B. Howard, p Alphee Gauthier, g & cm John Gauthier, pd & pmm	Romeo Paquette, ce Bob Butler, nd D. W. McDougall, fd	J. P. Lassonde, sd Mary Hall, wd	L-W, Thes. Marc.
SOREL							
CJSO 1945	1320 1,000	Radio Richelieu Ltd. 72 du Roi St. 3318		Henri Olivier, vp Maurice Boulianne, g & cm & nd	Marcel Villemaire, pd Lorenzo Brouillard, pmm	Joseph Cardin, ce Gaston Auclair, sd BUP G
THREE RIVERS							
CHLN 1937	550 1,000 DA-2	La Nouvelliste Ltd. Chateau de Biols Hotel 4500					
VAL d'OR							
CKVD 1939	1230 100	Northern Radio Inc. 437 St. James St. Rouyn		David A. Gourd, p			
VERDUN							
CKVL 1946	880 1,000	Jack Tietolman 211 Gordon Ave Trenmore 2525	Cooke	Jack Tietolman, p Corey Thomson, gm Judah Tietolman, cm Omer Duranceau, (French) pd	Hal Stubbs (English), pd Marcel Provost, pmm J. C. Charlebois, ce Marcel Beauregard, nd	Gaston Voyer, fd Roland Bayeur, sd Pierrette Champoux, co-wd June Warren, co-wd AP, PN, BUP Col.
VICTORIAVILLE							
..... (CP)	1380 1,000 DA-N	Pierre Brisson Victoriaville					

Data corrected to Dec. 6, 1951. If executives or services for FM 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. Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

NORTHWEST TERRITORY

HAY RIVER

CFHR 1490
(CP) 100

NORMAN WELLS

CFNW 1240
(CP) 100

YELLOW KNIFE

*CFYP 1450
1949 150

Department of Nat'l
Defense
Yellowknife
94

Rev. Judson Stade,
chmn. of bd.

Gorden Betts, pd

YUKON TERRITORY

DAWSON CITY

CFYT 1400
100

SASKATCHEWAN

MOOSE JAW

CHAB 800
1922 5,000 DA-N

Radio Station CHAB
Ltd.
127 Main St., N.
6464

Stovin
Weed

J. E. Slight, p
J. S. Boyling, gm
N. S. Skingle, asst. & cm

W. G. Price, pd
J. S. Purvis, pmm
M. Pickford, ce

J. E. Johnson, bus. m
E. E. Barnholden, nd
H. N. Lilloco, sd

BUP
Marc.

NORTH BATTLEFORD

CJNB 1460
1947 1,000

Northwestern Bcstg. Co. Stovin
Ltd.
66 E. 1st Ave.
2373

Hume A. Lethbridge, g &
cm

William Liska, pd
A. C. Nichol, ce

Arthur J. Kennard, nd
Arlene J. Blackwell, wd

Assoc.
BUP
NE

PRINCE ALBERT

CKBI 900
1934 5,000

Central Bcstg. Co., Ltd.
Sanderson Bldg.
2621

CBC
All-Canada
Weed

E. A. Rawlinson, p & gm
F. F. Rawlinson, asst. m
G. M. Prest, c & pmm

J. J. Cennon, pd
T. Van Nes, ce
Francis Church, nd

Benny Blacklock, fd
Nick Roche, sd
Marion Sherman, wd

Thes.
PN
NE

REGINA

CKCK 620
1922 5,000 DA-N

The Leader Post Ltd.
1853 Hamilton St.
8525

CBC
All-Canada
Weed

Victor M. Sifton, p
Harold A. Crittenden, gm
A. Gilbert Seabrook, cm

Donald R. Dawson, pd
Allan Edwardson, pmm
Ernest A. Strong, ce

Jim McLeod, nd
Jim Grisenthwaite, fd
Lloyd Saunders, sd

Wld.
PN, BUP
RCA

CKRM 980
1926 5,000 DA-N

Western Communica-
tions Ltd.
1819 Cornwall St.
7631

CBC
Radio Reps.
Young

N. Botterill, sm
D. Oaks, cm
F. Laight, pd

W. Rees, pmm
W. McDonald, ce
Don MacDonald, nd

Bob Bye, fd
John Esaw, sd
Rita Spicer, wd

L-W
PN, BUP
RCA

SASKATOON

CFQC 600
1923 5,000 DA-N

A. A. Murphy & Sons
Ltd.
216 First Ave., N.
7917

CBC
Radio Reps.
Young

A. A. Murphy, p
Vernon Dallin, gm
G. B. Nelson, cm

W. Arnold, pd
Connie Helme, pmm
Lyn Hoskins, ce

Godfrey Hudson, nd
W. Cameron, fd
Arnold Stilling, sd

PN, BUP
Marc.

WATROUS

CBK 540
1939 50,000

Canadian Bcstg. Corp.
300 Manitoba Telephone
Bldg.

CBC

Dr. Augustin Frigon
(CBC), gm
James R. Finlay, Prairie
reg. rep.

W. E. Powell (Toronto),
cm
Nairn Mogridge, sm

C. E. L'Ami, press & info.
rep.
R. D. Cahoon, reg. engrg.

CP, PN,
BUP, R

YORKTON

CJGW 940
1927 1,000

Yorktown Bcstg. Co. Ltd.
Yorkton
258

CBC
Stovin

Dawson Richardson, p
Arthur Mills, gm
F. K. Tully, vp

J. Shortreed, cm
N. Runtz, pd & pmm
Arthur Mills, ce

M. Phillips, nd
Bill Henley, fd

L-W, Wld.
CP
Marc.

PRINCE EDWARD ISLAND

CHARLOTTETOWN

CFCY 630
1924 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, s & cm

W. MacMillan, traffic sup.
C. H. Cooper, prom. & fd
fd
A. L. Finley, tech. sup.

M. E. Large, wd
W. K. Rogers, mus. d
A. S. Dickson, nd
L. MacAulay, sd

Assoc.
PN
GE

SUMMERSIDE

CJRW 1240
1948 250

Gulf Bcstg. Co.
Water St.
2201

Radio Reps.
Ltd.

J. K. Curran, p
F. A. Bestall, gm
Ned Conlon, prod. m

R. C. Schurman, asst. m &
sd
John Harris, ce

Fred Butland, nd
Albert Nicholson, fd
Roy Turner, wd

Wld.
BUP
G

RADIO HIGHLIGHTS OF 1951

As Reported In BROADCASTING • TELECASTING

Jan. 1—Total radio time sales in 1950 (after trade deductions but before agency commission deductions) were \$448,198,000, up 5.4% over sales in 1949, Dr. Kenneth H. Baker, NAB research director, estimates. But operating costs were \$376.8 million in 1950, also up 5.4% over 1949.

Jan. 1—NBC decides to shelve proposal to reduce nighttime radio rates in TV markets, after majority of affiliates express opposition.

Jan. 1—Pulse Inc. survey for Free & Peters finds radio is America's principal news source.

Jan. 1—FCC announces new antenna construction and marking rules, effective Feb. 15, to reduce alleged hazards to air traffic.

Jan. 4—William B. Ryan, NAB general manager, elected president of Broadcast Advertising Bureau at \$36,000 salary first year, \$40,000 the second and \$50,000 the third.

Jan. 15—Upsurge of new business on major radio networks accounts for sales of 15 hours and 35 minutes per week of regular schedules plus 10½ hours of short-term campaigns.

Jan. 15—FCC orders all stations to fill out detailed questionnaire on horse race information they broadcast.

Jan. 22—BROADCASTING • TELECASTING YEARBOOK estimates 1950 radio time sales at \$453.6 million, compared with \$425.4 million in 1949.

Jan. 22—William S. Paley, CBS chairman of board, named chairman of government Materials Policy Commission.

Jan. 22—Musicians union presents demands to key stations of radio networks that include ban on all recorded music between 8 a. m. and midnight, 50% pay increase.

Jan. 23—New McFarland bill (S 658) to streamline FCC procedures introduced in Senate.

Feb. 5—NAB structure overhauled, becomes National Assn. of Radio and Television Broadcasters, names Justin combined board composed of autonomous 25-man radio and 13-man TV boards.

Feb. 16—Glen McDaniel, vice president of RCA, elected president of Radio-Television Manufacturers Assn.

Feb. 26—Procter & Gamble first among radio network advertisers for 1950, spending \$15.5 million; Miles Labs second with \$7.89 million; General Mills third with \$7.82 million, according to B•T analysis of Publishers Information Bureau reports.

Mar. 1—Edgar Kobak elected chairman of board of Broadcast Advertising Bureau.

Mar. 5—NBC's gross income in 1950 was \$92 million, 27% bigger than year before; the increase entirely due to TV.

Mar. 10—Alfred I. duPont Memorial Awards go to NBC-TV Commentator John Cameron Swayze, WFIL-TV Philadelphia and WAVZ New Haven.

Mar. 19—Assn. of National Advertisers issues second report claiming TV has cut into radio evening time values by as much as 80%.

Mar. 26—CBS gross radio network billings in 1950 were \$70.7 million, up 12% over 1949, according to CBS annual report.

Apr. 2—Harold Fellows, manager of WEEI Boston, elected president of NARTB.

Apr. 12—CBS, in stock exchange, acquires Hytron Radio & Electronics Corp., which makes radio and TV sets, subject to stockholder approval.

Apr. 13—CBS, in surprise move, announces reductions of 10-15% in radio network rates effective July 1.

Apr. 16-19—CBS rate reduction and probable repercussions dominate discussion at annual NARTB meeting at Chicago's Stevens Hotel, although subject isn't on agenda.

Apr. 18—Some 700 officials of network-affiliated stations, all in Chicago for annual NARTB convention, hold spontaneous meeting to protest CBS rate cut and urge other networks not to follow suit. Meeting ends with election of Paul W. Morency, WVIC Hartford, as chairman of Affiliates Committee charged with staving off further rate cuts and with restoring equilibrium to radio.

May 3—NBC announces it will cut its radio network rates 10-15%, following CBS pattern.

May 18—ABC announces it will cut its radio network rates 15% between 1 p. m. and 10:30 p. m.

May 22—President Truman reappoints Wayne Coy to seven-year term on FCC.

May 23—ABC and United Paramount Theatres enter merger agreement, subject to FCC approval, in \$25 million deal. As part of transaction, CBS would acquire UPT's WBKB (TV) Chicago for \$6 million.

May 28—George A. Richards, chairman of board of WJR Detroit, WGAR Cleveland, KMPC Los Angeles, dies in Detroit.

May 29—Mutual completes round of radio network rate cuts by announcing extra 10% discount on afternoon and evening time, plus cut in Sunday afternoon rate.

May 31—Sen. William Benton introduces bill to set up National Citizens Advisory Board for Radio and Television, to "advise" FCC on program standards.

June 1—U. S. Court of Appeals rules that Transicasting deprives bus and street car passengers of liberty without due process of law.

June 10—U. S. Census Bureau reports 40,093,000 of the 42,520,000 U. S. homes have radios—95.6% saturation.

June 11—President Truman nominates FCC Comr. Frieda B. Hennock to New York federal judgeship.

June 22—ABC reorganized into four divisions—ABC Radio Network, ABC Television Network, ABC Owned Radio Stations and ABC Owned Television Stations, each headed by vice president.

June 22—NBC announces new code of radio and television broadcast standards, specifying, among other things, limits on commercial messages.

July 12—ABC-United Paramount Theatres merger approval asked of FCC.

July 16—CBS reorganized into six divisions, with presidents heading each: CBS Radio Division, Howard S. Meighan; CBS Television Division, J. L. Van Volkenburg; CBS Laboratories Division, Adrian Murphy; CBS-Columbia Inc., David H. Cogan; Columbia Records Inc., James B. Conkling; Hytron Radio & Electronics Corp., Bruce A. Coffin.

July 30—B•T TRENDS survey finds local spot radio volume hitting new highs; on the average it was 14.1% bigger in May, 1951, than in May, 1950.

Aug. 6—Ford Foundation creates Television-Radio Workshop, financed by \$1.2 million grant, to produce cultural-educational programs for broadcast on commercial stations.

Aug. 23-24—First NARTB district meeting of 1951 (District 4) at Roanoke, Va., protests network rate cuts.

Aug. 24—NARTB analysis shows 75% of all radio stations made profit in 1950, as compared with 67% year before.

Aug. 27—Special A. C. Nielsen study done for BT shows morning radio listening in 1951 is bigger than ever.

Aug. 27—FCC sets ABC-United Paramount Theatres merger application for consolidated hearing with Paramount Pictures-DuMont license renewals at unscheduled date, apparently intending to explore whole question of movie interests in broadcasting.

Sept. 17—B•T Trends survey reports business volume on radio stations will be 14.53% bigger in fall of 1951 than in fall of 1950.

Sept. 24—New Jersey Superior Court issues precedent-setting opinion that the Bill of Rights provisions protecting freedom of speech and press apply to broadcasting.

Oct. 5—NBC announces new radio Economic Plan, including rate revisions, realignment of basic stations, freedom of choice for advertiser in how many (or how few) markets to use.

Oct. 8—U. S. Dept. of Commerce reports average income of radio-TV employes is highest in all U. S. industry.

Oct. 15—Radio-TV properties of General Tire & Rubber Co. and R. H. Macy & Co. will merge. Radio properties: WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KHJ Los Angeles, KPFC San Francisco and KGB San Diego. TV properties: WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles.

Oct. 31—After Senate Judiciary Committee pigeonholes her nomination as federal judge, FCC Comr. Frieda B. Hennock announces she will stay on FCC, declines offer of interim appointment by President.

Nov. 8—Affiliates Committee criticizes NBC Economic Plan, says it will turn its guns on any similar plan that crops up.

Nov. 15—NBC marks 25th anniversary.

Nov. 19—NBC announces it will guarantee circulation of some programs, with money back to advertisers if promised number of advertising impressions not delivered.

Nov. 26—CBS Radio President Howard S. Meighan says re-evaluation of network radio rates is premature and "dependent on obsolete data."

Nov. 29—FCC renews licenses of Richards stations, WJR Detroit, WGAR Cleveland, KMPC Los Angeles, ending three-year case that started when stations were charged with slanting news.

Nov. 30—NBC Affiliates at annual convention vote 3-1 urging network to delay putting new rate formula into effect until question thoroughly researched.

Dec. 10—CBS Radio announces new radio network selling policies; will let sponsors use reasonable minimum of affiliates provided programs made available in other markets for sale to non-competitive advertisers; substitutes dollar volume discounts for station hour discounts.

Dec. 11—Louis G. Caldwell, dean of radio law, dies in Washington at 60.

Dec. 17—B•T reports the FCC is looking into network radio rate plans to see whether the networks are building up TV at radio's expense.

Dec. 24—A B•T special year-end survey finds radio business prospects for 1952 are best in history. AM stations believe total billings in first quarter of 1952 will be 12.65% bigger than in first quarter of 1951.

Dec. 31—A projection of new U.S. Census Bureau figures shows 42,427,000 radio homes in the U.S. as of Jan. 1, 1952.

RADIO, PROGRAM PRODUCTION & TRANSCRIPTION SERVICES

Including Recording, Talent and Script Writing Firms

For TV Film and Television Production see Telecasting Yearbook

A

JOHN ADASKIN PRODUCTIONS
314-15 67 Yonge St., Toronto, Ont., Canada; Tel.: Empire 4-9296; John Adaskin, owner.
Services: Program production.

ADVERTISERS RECORDING SERVICE
113 W. 57th St., New York 19, N. Y., Tel.: Circle 6-0141; James A. Miller, president.
Services: Recording.

AFFILIATED ARTISTS REPRESENTATIVES
20 E. 53d St., New York 22, N. Y., Tel.: Plaza 3-1862; Lee Wallace, Robert Mayberry, Irene Etkin, partners.
Services: Package shows, talent.

AFFILIATED PROGRAM SERVICE INC.
535 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-1881; Paul F. Adler, president.
Services: Transcribed programs and script library, syndicated transcriptions, package programs.

NICHOLAS T. AGNETA
RKO Bldg., New York 19, N. Y., Tel.: Columbus 5-0232; Nicholas T. Agneta, manager.
Services: Recording, production, scripts, talent.

AIR FEATURES INC.
347 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 9-5900; H. Heyman, office manager.
Services: Program production.

ALTON ALEXANDER RADIO-TELEVISION PRODUCTIONS
825 W. 187th St., New York 33, N. Y., Tel.: Lorraine 8-3100; Lottie Ritter, manager.
Services: Recording, scripts, package programs, production.

ALLIED RECORD MFG. CO. INC.
1041 N. Las Palmas Ave., Hollywood 38, Calif.; Tel.: Hollywood 9-5107; D. K. Broadhead, president and Hal G. Neely, sales manager.
Services: Processing and pressing of transcriptions and phonograph records, recording, program production, syndicated transcriptions, Microgroove and 45 rpm facilities.

ALTON ALEXANDER RADIO-TELEVISION PRODUCTIONS
825 W. 187th St., New York 33, N. Y., Tel.: Lorraine 8-3100; Lottie Ritter, manager.
Services: Recording, scripts, package programs, production.

AMERICAN FOUNDATION FOR THE BLIND
15 W. 16th St., New York 11, N. Y., Tel.: Watkins 4-0420; M. Robert Barnett, executive director.
Services: Talking book records for the blind (under direction of U. S. Library of Congress).

AMERICAN INSTITUTE OF FOOD PRODUCTS (BORIES ORGANIZATION INC.)
19 W. 44th St., New York 18, N. Y., Tel.: Murray Hill 2-4944; Robert A. Bories, general manager.
Services: Production, scripts, talent for food merchandising.

AMERICAN JEWISH BROADCASTING CO. INC.
150 Broadway, New York 7, N. Y., Tel.: Worth 2-3322; Herman Younglieb, manager.
Services: Jewish programs.

APEX RECORDING STUDIOS INC.
119 W. 57th St., New York 19, N. Y., Tel.: Plaza 7-7067; Robert E. Scheuing, president.
Services: Recording.

ARIZONA RECORDING PRODUCTIONS
834 N. 7th Ave., Phoenix, Ariz.; Tel.: 2-2016; Raymond A. Boley, owner-manager.
Services: Transcribed spot announcements, program production, recording, air-checks, listener surveys.

ARTISTS RECORDING STUDIOS
15 W. 10th St., Kansas City 6, Mo.; Tel.: Harrison 6109; Bill L. Godden, owner.
Services: Recording, phonograph record masters, talent, scripts, transcription production, program production, package programs.

ASSOCIATED BROADCASTING CO. LTD.
1139 Bay St., Toronto, Canada; Tel.: Princess Hill 1111; Gordon Allen, radio director.
Services: Program production, script, and commercial copy, package programs.

ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y.; Tel.: Plaza 7-1111; Oliver Gramling, assistant general manager.
Services: Daily specialized Teletcripts.

ASSOCIATED PROGRAM SERVICE
151 W. 46th St., New York 19, N. Y.; Tel.: Plaza 7-7710; Maurice B. Mitchell, vice president and general manager.
Services: Transcription libraries (basic, specialized, school, workshop). Atlanta—87½ Fairlie St., N.W.

AUDIO-VISUAL ENGINEERING CO. (AVEC PRODUCTIONS)
232 E. Erie St., Chicago 11, Ill.; Tel.: Mohawk 4-4435; Alfred M. Zemlo.
Services: Sound recording, package programs.

GENE AUTRY PRODUCTIONS
6920 Sunset Blvd., Hollywood 28, Calif.; Leslie Citucas, vice president.
Services: Program production, package programs, talent.

B

CLAUDE BARRERE (Sales Representative)
3948 Grand Central Terminal, New York 17, N. Y.; Tel.: Murray Hill 6-0238; Claude Barrere, owner.
Services: (for) Transcribed syndicated, live package programs.

GERALD BARTELL ASSOC.
710 N. Plankton Ave., Milwaukee 3, Wis.; Tel.: Broadway 1-8428; Gerald A. Bartell, president.
Services: Syndicated transcriptions.

BARRY & ENRIGHT PRODUCTIONS INC.
104 E. 40th St., New York, N. Y.; Tel.: Oregon 9-3118; Jack Barry, president.
Services: Live and transcribed radio shows, recording, program production, scripts, talent.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45th St., New York 17, N. Y.; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., partner.
Services: Program production, syndicated transcriptions, package programs, live and transcribed programs, musical commercials.

V. S. BECKER PRODUCTIONS
562 5th Ave., New York 36, N. Y.; Tel.: Luxemburg 2-1040; Viola S. Becker, president.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent, casting and booking talent, commercials.

BELTONE RECORDING CORP.
709 8th Ave., New York City, Tel.: Luxemburg 2-2920; Leslie C. Cahan, president.
Services: Recording.

GEORGE R. BENTEL & ASSOC.
8606 Sunset Blvd., Hollywood 28, Calif.; Tel.: Granite 8808; George R. Bentel, president.
Services: Productions, scripts, package programs.

BERMAN & BETTENBENDER
410 S. Michigan Ave., Chicago 5, Ill.; Tel.: Wabash 2-7488; Bernard S. Berman, partner.
Services: Program production, scripts, package programs, talent, commercials.

BEVERLY TELEVISION
1803-05 W. 95th St., Chicago, Ill.; Tel.: Cedarcrest 3-4677; Roy Young, manager.
Services: Recording.

WALTER BIDDICK CO.
1151 S. Broadway, Los Angeles 15, Calif.; Tel.: Richmond 6184; Guy Biddick, president.
Services: Recording, program production, syndicated transcriptions, package programs, commercial spot announcements, weather and time signals.

FRITZ BLOCKI PRODUCTIONS
7256½ Fountain Ave., Hollywood 46, Calif.; Tel.: Hudson 2-8971; Fritz Blocki.
Services: Live radio programs.

FORD BOND RADIO PRODUCTIONS INC.
810 RCA Bldg., New York 20, N. Y.; Tel.: Circle 7-2236; Ford Bond, president.
Services: Program production, syndicated transcriptions (open end), scripts, package programs, consultation.

BOYD ENTERPRISES
Box 1844, Fort Worth, Texas; Harvey Boyd, owner.
Services: Recording, program production, syndicated transcription, scripts, package programs, talent.

BRACKEN RADIO & TELEVISION PRODUCTIONS INC.
8259 Beverly Blvd., Los Angeles 48, Calif.; Tel.: Webster 8-6196; Eddie Bracken, president.
Services: Program Production, scripts, package programs, talent.

BRINKLEY RECORDING CO.
232 E. Erie St., Chicago 11, Ill.; Tel.: Delaware 7-4786; Jack Brinkley, owner.
Services: Tape and disc recording, phonograph records.

BRITISH INFORMATION SERVICES
30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle 6-5100; Jack Airston, radio officer; Lester Schoenfeld, distribution manager.

BROADCAST PRODUCTIONS CORP.
25 E. Jackson Blvd., Chicago 4, Ill.; Tel.: Wabash 2-0711; John Stamford, president.
Services: Recording, production, package programs, talent.

BROADCAST PRODUCTIONS INC.
350 Madison, Detroit 26, Mich.; Tel.: Woodward 5-0909; Lois Michels, president, and J. Hall Smith, production manager.
Services: Program production, scripts, package programs, talent, spot announcements, promotion service.

BROADCASTING & FILM COMMISSION OF THE NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE USA
220 5th Ave., New York 1, N. Y.; Tel.: Oregon 9-2968; Ronald Bridges, executive director.
Services: Program production network and transcribed religious programs for Protestant churches, educational activities for training of religious broadcasters.
Hollywood 28—5746 Sunset Blvd.; Tel.: Hillside 7464; Oren W. Evans.

BROADCASTING PROGRAM SERVICE
341 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 3-3881; Herbert Rosen, president.
Services: Package programs, production, syndicated transcriptions, sound effects records.

CHAMBERLAIN BROWN
145 W. 45th St., New York 19, N. Y., Tel.: Luxemburg 2-2207; Chamberlain Brown, manager.
Services: Production, scripts, talent.

BUCKEYE MOTION PICTURE PRODUCERS INC.
(Division of Char-Ev Production Co.)
1908 Lea Crest Drive, Dallas, Texas; Tel.: Drexel 4-3754, Charles H. Edwards, president.
Services: Recording, program production, scripts, package programs, talent.
Newark, Ohio—Arcade Annex #2; Tel.: 4-5584; C. Dean Cullison, treasurer.
Wilmore, Ky.—112 Main St.; Tel.: 4754; Don Jewell, sales manager.

AL BUFFINGTON PRODUCTIONS
6711 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-8367; Al Buffington, president.
Services: Recording, program production, package programs, commercial announcements.

BYRON PRODUCTIONS CO.
730 5th Ave., New York 19, N. Y., Tel.: Circle 8-2677; Edward A. Byron, president.
Services: Package programs.

C

S. W. CALDWELL LTD.
Simcoe House, 150 Simcoe St., Toronto, Ont.; Tel.: Plaza 8727; S. W. Caldwell, president.
Services: Recording, syndicated transcriptions, package programs and library services.
Toronto—2100 Victory Bldg.; Tel.: Plaza 8720; G. Norris MacKenzie, sales manager.

CAMERA CRAFT
6764 Lexington Ave., Hollywood 38, Calif.; Tel.: Hempstead 6856; Robert Crawford, owner.
Services: Recordings, equipment rental.

CAPITAL FILM SERVICE
224 Abbott Road, East Lansing, Mich.; Tel.: 8-3544; J. R. Hunter, owner.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

CAPITOL RECORDS INC. (Broadcast Div.)
Sunset & Vine, Hollywood 28, Calif.; Tel.: Hollywood 9-8171; Clifford E. Ogden, manager.
Services: Custom Transcription Library Service.
New York 19—250 W. 57th St.; Tel.: Circle 5-5725; Alvin King.

Atlanta—535 Courtland St. N.E.; Tel.: Atwood 4433; Jack Barton, Chicago 5—1449 S. Michigan Ave.; Tel.: Harrison 7-3500; Alvin King. Dallas—1801 N. Industrial; Tel.: Randolph 8188; Jack Barton.

CAPITOL RECORDS INC. (STUDIO & RECORDING SERVICES DIV.)
5515 Melrose Ave., Los Angeles 5, Calif.; Tel.: Hempstead 7114; Jack Richardson, manager.
Services: Phonograph, studio recording.

PHILLIPS CARLIN
RKO Bldg., New York 20, N. Y.; Tel.: Judson 6-5534; Phillips Carlin.
Services: Recording, program production, package programs, agency representative, station and agency consultant.

CARSON-STEMPEL ENTERPRISES
717 N. LaCienega Blvd., Los Angeles 46, Calif.; Tel.: Crestview 1-7141; Frank Stempel, partner.
Services: Scripts, talent, package programs.

GARRY CARTER INC.
10 E. 49th St., New York 17, N. Y.; Tel.: Plaza 9-2890; Garry J. Carter, president.
Services: Program production, syndicated transcriptions.
Toronto—50 Avenue Road; Tel.: Princess 2505; Bob Howe.

CATHOLIC BROADCASTING SERVICE
P. O. Box 16, Long Island City 3, N. Y.; Tel.: Astoria 8-2474; M. E. O'Brien, general manager.
Services: Special recordings (of the rosary), program production.

CAVALCADE PICTURES INC.
919 Seward St., Hollywood 38, Calif.; Tel.: Hollywood 9-5458; Harvey Pergament, president.

BRUCE CHAPMAN CO.
55 W. 42d St., New York 36, N. Y.; Tel.: Wisconsin 7-9244 Bruce Chapman, president.
Services: Package programs.
Hollywood 28—6711 Sunset Blvd.; Tel.: Gladstone 6342; Joseph Mansfield, manager.

Paris 2—30 Rue de Gramont; Tel.: Richelieu 80-04; Dan Morley, manager.
London 1—22 Davies St., Tel.: Mayfair 1037; Frank Byers, manager.
Berlin, Schonoberg—Germany am Park 9-10; Tel.: 71-64-69; Rolf Brede, manager.


Vienna—Sieveringerstrasse 25; Tel.: B-16550; Victor Reingruber, manager.
(Continued on page 332)

Half-hour  Documentary

"I WAS A COMMUNIST FOR THE F. B. I."

starring
DANA ANDREWS

A thrill-packed look into Communist activities. Based on the actual experiences of MATT CVETIC. A public service opportunity offering sponsors sales—plus prestige!

Half-hour  Comedy-Adventure

IRENE DUNNE - FRED MacMURRAY

co-starring in
"BRIGHT STAR"

A boss-hating reporter and a reporter-hating lady editor brighten your profit story with a riot of feudin', fuss'n and fun—week after week!

Half-hour  Adventure

HUMPHREY BOGART LAUREN BACALL

co-starring in
"BOLD VENTURE"

Radio drama at its exciting best. Action—mystery—intrigue in the South Seas. A terrific series, cleverly planned to make sales zoom!

Quarter-hour  Topical

"MEET THE MENJOUS"

co-starring
**ADOLPH MENJOU
VEREE TEASDALE**

Radio's most entertaining 5-a-week show . . . at a surprisingly low price. Scintillating husband and wife discussions that have sewed up top audiences everywhere!

Half-hour  Detective

"BOSTON BLACKIE"

Enemy to those who make him enemy.
Friend to those who have no friend.

Radio's number one Adventure-Detective show. Consistently tops all shows in the "top-audience" mystery field. Filmdom's most lovable sleuth pulls in volume sales regularly!

Half-hour  Mystery

"PHILO VANCE"

Sleuthing at its Scientific Best

S. S. Van Dine's famous scientific sleuth stars in a series of the mystery fans' favorite stories. A mystery series that adds prestige as well as sales!

Quarter-hour  Music

"THE BARRY WOOD SHOW"

with
MARGARET WHITING

Top singing stars accompanied by talented Henry Sylvern and his orchestra. Smooth — popular and commercial. Consistently high ratings. Boosts sales in a hurry!

Quarter-hour  Variety

"SHOWTIME FROM HOLLYWOOD"

starring
FREDDY MARTIN

A glamorous musical-variety show. Excitingly different. A galaxy of stars join this master of modern music in an ever-changing presentation of musical contrast.

Half-hour  Western

"LIGHTNING JIM"

The Greatest U. S. Marshall of Them All!

A truly exciting Western series that captures and holds "kid" audiences. The type of entertainment that wins the approval of mothers and teachers.

5 min. or  15 min. Sports

"ONE FOR THE BOOK"

starring
SAM BALTER

Unusual stories from the world of sports. Told by America's number one sports commentator. Fast-moving vehicle boosts sales to men. Taps in sport shows!

Quarter-hour  Comedy

"EASY ACES"

America's Funniest Husband and Wife

Friendly — warm and sensationally popular. The rare type of domestic comedy that has universal appeal. Assures tremendous audiences for all types of products.

Quarter-hour  Serial

"FORBIDDEN DIARY"

The Shadow of Her Past Menaced the Lives of 4 People

A human—"down-to-earth" show that is tremendously successful in all markets. Has all the elements needed to attract a "woman's audience."

Quarter-hour  Serial

"DEAREST MOTHER"

A Thrilling Day to Day Drama

Heart-stirring romance . . . pulse-quickening action. A top-drawer daytime serial that consistently proves itself to be the most effective way to sell the housewife.

WINNING
FOR AGENCIES, STATIONS

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Shows
LOWER COST
STEADY RENEWALS!

RADIO
ADVERTISERS

ZIV
BEST BUY

It's YOUR MOVE! Send for "ZIV - PROVED" Selling Aids...

Half-hour  Western

"THE CISCO KID" O. Henry's Famous Robin Hood of the Range

Fast-moving Western action with the kids' favorite actors. Has higher ratings than any show primarily designed for children — and holds a large adult audience, too!

Half-hour  Drama

"FAVORITE STORY" with RONALD COLMAN

Features the favorite stories of famous people. A show-case of the entertainment world—with inspired performances in vital roles. Big audiences—and sales!

Half-hour  Music

"THE GUY LOMBARDO SHOW" Narrated by DAVID ROSS

The famous "Royal Canadians" capture the hearts—and ears of millions of Americans with "The Sweetest Music This Side of Heaven." A family show that sells and sells.

Half-hour  Music

"THE WAYNE KING SHOW" Narrated by FRANKLIN MacCORMACK

Fabulous showmanship and brilliant direction hold an enormous audience week after week. Glorious singing and soothing music put record-breaking audiences in the mood to listen—and buy!



Quarter-hour  Music

"SONGS OF GOOD CHEER" Music Everyone Loves

Outstanding vocal and instrumental stars. Features a rich, a cappella choir—vibrant guest soloists and perfect instrumental accompaniment. Presents music of both classical and popular masters.

Quarter-hour  Music


"KORN KOBBLERS" Radio's Funniest Musical

Zany entertainment by the band of a thousand gadgets and a million gags. Fun and furor with plenty of sales-making appeal for all!

Quarter-hour  Music

"Sincerely - KENNY BAKER" America's Favorite Tenor

This famous star of stage, screen and radio presents a parade of melody and comedy that attracts and maintains big audiences from coast to coast.

1/4 or 1/2 hour  Music

"PLEASURE PARADE" with VINCENT LOPEZ

Crammed with talent. This musical extravaganza features Vincent Lopez, The Modernaires, Bob Kennedy, Paula Kelly, Dick Brown, Lillian Cornell — plus guests from Broadway hits!

Quarter-hour  Western

"OLD CORRAL" starring PAPPY CHESHIRE

Western stories and music. Its outstanding record proves it's sure-fire for all age groups. This fine Western show builds top audiences and sales!

Quarter-hour  Mystery

"MANHUNT" Mystery -- Romance Adventure

Exciting mystery thrillers that get and hold big audiences. Top-flight talent—production and popularity.

Quarter-hour  Serial

"THE CAREER OF ALICE BLAIR" A Story of Life in New York

The small-town girl alone in the big city. This theme sells with regularity. Here's a top "soap-opera" — augmented by a fine a cappella choir.

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Los Angeles: 8723 Alden Drive,
BRadshaw 2-5411

Chicago: Wrigley Building,
410 N. Michigan Avenue
WHitehall 4-6000

12" . . . 25 MINUTES PER SIDE

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 329)

MARY D. CHASE PRODUCTIONS
25 W. 45th St., New York 19, N. Y.;
Tel.: Plaza 7-0100; Mary Chase.
Services: Production, talent, package
programs.

CHESHIRE & ASSOC.
6533 Hollywood Blvd., Hollywood 28,
Calif.; Tel.: Hollywood 9-4580; Bob
Reichenbach, general manager.
Services: Program production, syndi-
cated transcriptions, package pro-
grams, singing commercials.

**CHICAGO TRIBUNE-NEW YORK
NEWS SYNDICATE INC.**
220 E. 42d St., New York 17, N. Y.;
Tel.: Murray Hill 2-1234; Mollie Slott,
manager.
Services: Newspaper features adaptable
to broadcasting.

CHRISTIAN FILMS
625 N. Mansfield Ave., Hollywood 36,
Calif.; Tel.: York 1783; Rev. H. K.
Rasbach, manager.
Services: Radio production, special re-
cordings.

CHRISTIE PRODUCTIONS
1550 Crossroads of the World, Holly-
wood 28, Calif.; Tel.: Hempstead 3174;
Christie Jensen, owner-producer.
Services: Recording, program produc-
tion, package programs, talent.

FRANK CHRISTL & ASSOC.
521 N. La Cienega Blvd., Los Angeles
49, Calif.; Tel.: Crestview 1-8452;
Frank Christl, manager.
Services: Packaging & producing radio
shows, scripts, talent.

ARTHUR B. CHURCH PRODUCTIONS
KMBC Bldg., 222 W. 11th St., Kansas
City 8, Mo.; Tel.: Harrison 2850;
George E. Halley, manager.
Services: Library tape service, syndi-
cated transcriptions, scripts, package
programs.

CINEMART INC.
101 Park Ave., New York 17, N. Y.;
Tel.: Murray Hill 4-1562; Varian Fry,
president.
Services: Recording, processing, press-
ings, spot production.

COASTAL RECORDING CO. INC.
136 W. 52d St., New York 19, N. Y.;
Tel.: Circle 6-3900; Arthur Shaer,
managing director.
Services: Recording, program produc-
tion, syndicated transcriptions,
script, package programs, talent.
(Equipped for foreign language
transcriptions, including continuity,
production and talent.)

COLE CORP.
823 S. Wabash Ave., Chicago 5, Ill.;
Tel.: Harrison 7-7461; M. M. Cole,
president.
Services: Transcription library.

TED COLLINS CORP.
1819 Broadway, New York 23, N. Y.;
Tel.: Circle 7-0094; Ted Collins, man-
ager.
Services: Talent, production.

COLSON & CO. INC.
Jefferson Tower, Dallas, Texas; Tel.:
Yale 5510; Harrison Colson, president.
Services: Recording, program produc-
tion, syndicated transcriptions, pack-
age programs, talent.

**COLUMBIA ARTISTS MANAGEMENT
INC.**
113 W. 57th St., New York 19, N. Y.;
Tel.: Circle 7-8900; Frederick Schang
Jr., president; Ward French, chair-
man of board.
Services: Talent.
Chicago—406 Wrigley Bldg.; Tel.: Su-
perior 7-2542.
Los Angeles—427 W. 5th St.; David Fer-
guson, manager.
San Francisco—35 Grove St.; Tel.:
Hemlock 1-7496; Paul Posz, manager.

COLUMBIA TRANSCRIPTIONS
(Div. of Columbia Records)
799 7th Ave., New York 19, N. Y.; Tel.:
Circle 5-7300; Robert J. Clarkson,
general manager.

Services: Recording (disc and tape),
program production, scripts, package
programs, talent, commercial and in-
dustrial records, Microgroove records.
Chicago—410 Michigan Ave.; Tel.:
Whitehall 4-6000; Girard D. Ellis,
manager.

Los Angeles—8723 Aiden Drive; Tel.:
Crestview 8-1034; Andrew J. Schrade.

**COMMODORE PRODUCTIONS &
ARTISTS INC.**
1350 N. Highland Ave., Hollywood 28,
Calif.; Tel.: Hollywood 9-8229; Walter
White Jr., president.
Services: Package production, syndi-
cated transcriptions, package pro-
grams.

COMPO CO. LTD.
2377 Remembrance St., Lachine 32,
Quebec; Tel.: Walnut 5653; S. D.
Roberts, sales manager.
Services: Processing and pressing of
electrical transcriptions.

FRANK COOPER ASSOCIATES
521 5th Ave., New York 17, N. Y.;
Tel.: Vanderbilt 6-5661; Sy Fischer,
manager.
Services: Talent, production, personal
managers, writers' agent.

Hollywood — 7225 Hollywood Blvd.;
Tel.: Hollywood 9-3737; Frank Cooper,
owner.

COURNEYA PRODUCTIONS
418 S. Robertson Blvd., Beverly Hills,
Calif.; Tel.: Crestview 6-8636; Jerry
Courneya, president.
Services: Package programs, scripts,
talent.

LOUIS G. COWAN INC.
575 Madison Ave., New York 22, N. Y.;
Tel.: Plaza 9-3700; Alfred L. Hol-
lender, vice president.
Services: Package programs, consulting
service.

Chicago 3—8 S. Michigan Ave.; Tel.:
Randolph 6-2022; John Lewellen, vice
president.

**LEIGH CROSBY (FORMERLY CROSBY
& FOGLE RADIO PRODUCT.)**
6365 Selma Ave., Hollywood 28, Calif.;
Tel.: Granite 3171; Leigh Crosby.
Services: Radio production, transcrip-
tions.

CROSLY BROADCASTING CORP.
140 W. 9th St., Cincinnati 2, Ohio; Tel.:
Cherry 1822; R. E. Dunville, president.
Services: Program production, scripts,
package programs, talent.
New York 20—630 5th Ave.; Tel.: Circle
6-1618; Bernard Musnik.
Chicago 1—360 N. Michigan Ave.; Tel.:
State 2-6693; Harry Albrecht.
Hollywood 28—6381 Hollywood Blvd.;
Tel.: Hollywood 9-5408; Tracy Moore.
San Francisco 4—Tel.: Exbrook 2-8033;
Tracy Moore.

D

HENRY H. DAGAND
30 Rockefeller Plaza, New York 20,
N. Y.; Tel.: Circle 6-4224; Henry
Dagand, general manager.
Services: Package shows, talent.

RONALD DAWSON ASSOC.
545 5th Ave., New York 17, N. Y.; Tel.:
Murray Hill 7-6865; Ronald Dawson,
owner.
Services: Program production, scripts,
package programs.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16, N. Y.;
Tel.: Oregon 9-3595; Gordon M. Day.
Services: Package programs, scripts,
spots and jingles (writing and pro-
duction).

D. C. PRODUCTIONS
408 Seward Square, Washington 3,
D. C.; Tel.: Franklin 5109; Dale
Crowley, manager.
Services: Syndicated transcriptions,
package programs and production.

DECCA RECORDS INC.
50 W. 57th St., New York 19, N. Y.;
Tel.: Columbus 5-2300; Edward R.
Strauss, manager, special service.
Services: Records, transcriptions.

(Continued on page 334)

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*Studio and
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● Here, at last, are Custom Recording facilities superlative in technical excellence and personnel... complete in the finest and latest equipment... luxurious in spacious studios and lounges and, wonderfully convenient!

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COMPANY _____

ADDRESS _____

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 332)

De FRENES CO.
1909 Buttonwood St., Philadelphia 30, Pa.; Tel.: Rittenhouse 6-1686; Joseph De Frenes, president.
Services: Transcriptions, program production. (Equipped with facilities for sound stage, disc recorders, etc.)

JERRY DEVINE PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hudson 2-1228; Jerry Devine, producer.
Services: Package programs.

ALFRED DIXON PRODUCTIONS
109 E. 39th St., New York City; Tel.: Murray Hill 5-6415; Alfred Dixon, president.
Services: Program production, scripts, package programs, talent.

WILLIAM B. DOLPH RADIO PRODUCTIONS
910 17th St., N. W., Washington 6, D. C.; Tel.: District 2717; William B. Dolph, president.
Services: Talent management.

DOMINION BROADCASTING CO.
5 Albert St., Toronto, Ont.; Tel.: Empire 3-3383; Hal B. Williams, manager.
Services: Bosworth Music Library, recording, program production, syndicated transcriptions, scripts, talent.

SHERMAN H. DRYER PRODUCTIONS
667 Madison Ave., New York 22, N. Y.; Tel.: Templeton 8-7827; Sherman H. Dryer, president.
Services: Package programs, recording, talent, scripts.

HARVEY S. DUBE
10 Rockefeller Plaza, New York 20, N. Y.; Tel.: Columbus 5-7035; J. Knight, manager.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

E

ECCLES RECORDINGS INC.
6233 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hillside 8351; Robert P. Newman, president.
Services: Recording.

CHARLES ECKART CO.
4890 Santa Monica Blvd., Los Angeles 29, Calif.; Tel.: Olympic 2901; Charles Eckhart, owner.
Services: Phonograph record matrix processing.

BRUCE EELLS & ASSOC. (BROADCASTERS PROGRAM SYNDICATE)
2217 Maravilla Dr., Hollywood 28, Calif.;

Tel.: Hollywood 9-5869; Bruce G. Eells, president.
Services: Transcribed dramatic program library.

ELECTRO-VOX RECORDING STUDIOS
5546 Melrose Ave., Los Angeles 38, Calif.; Tel.: Gladstone 2189; Bert B. Gottschalk, manager and owner.
Services: Electrical transcriptions, recording, spot announcements, Air-Chek Service.

W. M. ELLSWORTH
75 E. Wacker Drive, Chicago 1, Ill.; Tel.: Central 6-0942; W. M. Ellsworth, owner.
Services: Program production and packages, talent.

EMPIRE BROADCASTING CORP.
480 Lexington Ave., New York 17, N. Y.; Tel.: Plaza 9-4500; Helen D. Kelleher, president and treasurer.
Services: Recording, program production and packages, talent.

LAWRENCE EVANS AND WEINHOLD INC.
(Division of Columbia Artists Management Inc.)
113 W. 57th St., New York 19, N. Y.; Tel.: Circle 7-6900.
Services: Musical artists management.

BOB EVANS PRODUCTIONS
113 W. 57th St., New York 18, N. Y.; Tel.: Judson 6-4360; Robert Evans, manager.
Services: Radio packages, commercials.

F

FADIMAN ASSOCIATES LTD.
1501 Broadway, New York 18, N. Y.; Tel.: Lackawanna 4-3544; Edwin Fadiman, manager.
Services: Production, package shows.

FAMILY THEATRE INC.
7201 Sunset Blvd., Hollywood 46, Calif.; Tel.: Hudson 2-1317; Rev. Jerome R. Lawyer, C.S.C., associate producer.
Services: Program production (Family Theatre on MBS), special seasonal programs.
Albany 3—Family Rosary Inc., 432 Western Ave.; Tel.: Albany 2-4111; Rev. Joseph Quinn, C.S.C.

FAMOUS ARTISTS CORP.
9441 Wilshire Blvd., Beverly Hills, Calif.; Tel.: Crestview 1-5222; Jack Goodean, manager.
Services: Package programs, talent.

FANCHON & MARCO INC.
323 W. 6th St., Los Angeles, Calif.; Tel.: Michigan 7321; Russ Stapleton, manager.
Services: Talent.

NEWTON L. FAUSEY
605 N. Michigan Ave., Chicago 11, Ill.; Tel.: Whitehall 4-3844; Newton L. Fausey, owner.
Services: Program production, syndicated transcriptions, talent.

FEATURE BUREAU
152 W. 42d St., New York 18, N. Y.; Tel.: Wisconsin 7-9715; Marion Cahn, editor.
Services: Scripts for women commentators.

FEATURE PRODUCTIONS
228 N. LaSalle St., Chicago 1, Ill.; Tel.: State 2-3156; Chuck Acree, producer; Georgene O'Donnell, managing director.
Services: Recording, program production, scripts, package programs, talent.

HERMAN FIALKOFF THEATRICAL AGENCY (Celebrity Concerts Inc.)
1560 Broadway, New York 19, N. Y.; Tel.: Judson 2-4037; Robert Schultz.
Services: Talent, package programs, general booking agency.
Branch Offices in Hollywood, Rio de Janeiro, and Anchorage, Alaska.

FILM ASSOC. INC.
440 Schantz Ave., Dayton 9, Ohio; Tel.: Walnut 2164; E. Raymond Arn Jr., president.
Services: Recording, program production, talent.

FILM FEATURES ASSOC.
661 West End Ave., New York 25, N. Y.; Tel.: Monument 2-5111; Ed Lindner, president.
Services: Live and transcribed syndicated program packages, scripts, casting and directing, talent, commercial jingles, song-writing.

FRIEDA FISHBEIN
11 W. 42d St., New York 18, N. Y.; Tel.: Longacre 5-1379; Frieda Fishbein, owner.
Services: Scripts.

FISHER PRODUCTIONS
347 E. 52d St., New York City; Tel.: Plaza 3-5443; Maggy Fisher, owner.
Services: Production, package shows, scripts.

FOLEY & GORDON INC.
9 E. 45th St., New York City; Tel.: Murray Hill 7-5354; George F. Foley Jr., Richard Gordon Jr., partners.
Services: Package programs, talent representative, production consultant.

FORTUNE RECORD DISTRIBUTORS
11629 Linwood, Detroit 6, Mich.; Tel.: Townsend 73077.
Services: Record supplier, talent.

FRANKAY & JACKSON RECORDING STUDIOS INC.
48 W. 48th St., New York 36, N. Y.; Tel.: Judson 6-9030; Harry Jackson, president.
Services: Air checks, spot announcements, recording and transcriptions (masters and pressings).

(Continued on page 338)



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18 years of better service have proved that *Allied Quality Control* means tops in ETs, dependability on deadlines.

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JUdson 2-5011

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Dept. B-10
Chicago 11, Illinois
WHitehall 4-3215

1016 North Sycamore Ave.
Dept. B-10
Hollywood 38, California
Hillside 5171



Custom Record Sales

Radio Corporation of America RCA Victor Division

BMI

... OFFERS THESE PROGRAM AIDS TO THE BROADCASTER

BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your music librarian or program director for this material.

CONTINUITY Music programs that sell... ready for immediate use... smooth, well written continuity for a variety of program purposes:

ACCORDING TO THE RECORD (five minutes, daily)

SPOTLIGHT ON A STAR (five mins., five times weekly)

TEEN AGE BOOK PARADE (quarter hour, weekly)

SPECIAL EVENTS (half hour, periodically)

CONCERT MUSIC Monthly Pin Up Sheet listing new recordings of outstanding contemporary and standard compositions.

"Your Concert Hall"—a series of half hour radio scripts, three times weekly.

"Today In Music"—dates and facts about the important music events of the month.

PROGRAM CLINICS Third year of State-wide clinics covering broadcasting in all aspects... Brought into the field for the benefit of every station staff.

MUSIC MEMO Monthly informational bulletin... the radio man's guide to BMI music... contains Recordata and Pin Up Patter.

PIN UP SHEETS Convenient and timely reference to the current song leaders... pop hits, folk favorites, rhythm and blues leaders... issued monthly.

COPYRIGHT RESEARCH Thorough, up-to-the-minute information on music clearance... a complete basic catalog and regular weekly supplements of new published music with consolidated indexes provided semi-annually.

NEWSLETTER Personal monthly message to the BMI family. An exchange of radio and music ideas.

MEET THE ARTIST Valuable reference of vital statistics on 144 of the nation's popular recording artists.

RECORD REPORT Forecast of tomorrow's song hits... weekly facts about BMI-licensed tunes coming up.

HOLIDAY MUSIC Timely suggestions of appropriate music for seasonal and holiday occasions.

MUSIC DISTRIBUTION Music of every type, published by BMI and affiliated publishers, and occasionally records, mailed to stations.

PERFORMINDEX Handy, time-saving catalogue of most-performed BMI-licensed titles.

CATEGORICAL INDEX Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

BMI ... ALWAYS AT YOUR SERVICE

SERVICE is one of the basic theme songs of BMI. The nation's broadcasters are using all of the BMI aids to programming...its vast and varied repertoire...its useful and saleable program continuities...its research facilities...and all of the elements which are within the scope of music in broadcasting.

The station manager, program director, musical director, disc jockey and librarian takes daily advantage of the numerous time-saving and research-saving functions provided by BMI.

Along with service to the broadcaster—AM, FM, and TV—BMI is constantly gaining new outlets, building new repertoires of music, and constantly expanding its activities.

The BMI broadcast licensee can be depended upon to meet every music requirement.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE

NEW YORK 19, N. Y.

New York • Chicago
Hollywood • Toronto
Montreal

HARDIE FRIEBERG
270 Park Ave., New York City; Tel.:
Murray Hill 8-0230; Hardie Frieberg,
president.
Services: Package programs.

FULTON RECORDING CO.
80 W. 40th St., New York 18, N. Y.;
Tel.: Lackawanna 4-1803; Rene J.
Oulmann, general manager.
Services: Recording.

ALLEN A. FUNT PRODUCTIONS
100 Central Park S., New York 17, N. Y.;
Tel.: Judson 6-5227; Allen A. Funt,
manager.
Services: Production.

**FUTURISTIC-INCOMPARABLE PRO-
DUCTIONS INC.**
Box 1111, Cleveland 3, Ohio; Robert
Anderson, president.
Services: Program production and
packages.

G

BLANCHE GAINES
15 E. 47th St., New York 17; Tel.: Plaza
9-3870; Blanche Gaines, owner.
Services: Agent for radio scripts.

GALE AGENCY INC.
48 W. 48th St., New York 19, N. Y.;
Tel.: Plaza 7-7100; Tim Gale, presi-
dent.
Services: Booking.

GALE INC.
48 W. 48th St., New York 19, N. Y.;
Tel.: Plaza 7-7100; Moe Gale, presi-
dent.
Services: Talent.

GAINSBOROUGH ASSOC. INC.
1440 Broadway, New York 18, N. Y.;
Tel.: Chickering 4-0626; Mitchell Jab-
lons, president.
Services: Program production and
packages (for independent radio sta-
tions), talent, consultant service.
Hollywood 28—6615 Padre Terrace; Tel.:
Granite 8130; Mal Boyd.

**GALLUCCI BROS. & ASSOC. (GBA
PRODUCTIONS)**
727 Meriden Road, Waterbury 63, Conn.;
Tel.: 3-5272; Jo Gallucci, president.
Services: Package features (sports,
civic, patriotic).

GAMBLE HINGED MUSIC CO.
218 S. Wabash Ave., Chicago 4, Ill.;
Tel.: Harrison 7-1364; Patrick J. Ma-
lone, manager.
Services: Recording service, scripts.

AL GARRY PRODUCTIONS
48 W. 48th St., New York 19, N. Y.;
Tel.: Plaza 7-6554; Al Garry, owner.
Services: Package programs.

GENERAL ARTISTS CORP.
1270 RKO Bldg., New York 20, N. Y.;
Tel.: Circle 7-7550; Thomas G. Rock-
well, president.
Services: Talent, package programs,
scripts.
Chicago—360 N. Michigan Ave.; Tel.:
State 2-6288; Pat Lombard.
Dallas—Dallas National Bank Bldg.,
1530 Main St.; Frank Foster.
Hollywood 46—9028 Sunset Blvd. Tel.:
Crestview 1-8101; Henry Miller.
Cincinnati—Carew Tower; Tel.: Main
1197; Charles Campbell.

MITCHELL GERTZ AGENCY
240 S. Beverly Drive, Beverly Hills,
Calif.; Tel.: Crestview 45491; Mitchell
Gertz, owner.
Services: Program production, syndi-
cated transcriptions, scripts, package
programs, talent.

JOHN E. GIBBS & CO. INC.
30 Rockefeller Plaza, New York 20,
N. Y.; Tel.: Plaza 7-5959; John Gibbs,
president.
Services: Program production and
packages, scripts, talent.

**GRACE GIBSON RADIO PRODU-
CTIONS**
6533 Hollywood Blvd., Hollywood 28,
Calif.; Tel.: Granite 5543; Bob Reich-
enbach, general manager.
Services: Syndicated transcriptions
(dramatic series), package programs.

**HAROLD R. GINGRICH PRODU-
CTIONS**
333 N. Michigan Ave., Chicago 1, Ill.;
Tel.: Franklin 2-1022; Harold R.
Gingrich, owner.
Services: Recording, program produc-
tion and packages, syndicated tran-
scriptions (including commercials),
scripts, advisory service for whole-
sale bakeries and allied trades.

NAT C. GOLDSTONE AGENCY
9121 Sunset Blvd., Hollywood 46, Calif.;
Tel.: Crestview 6-1071; Nat C. Gold-
stone, manager.
Services: Talent.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53d St., New York 22, N. Y.; Tel.:
Plaza 5-6131; Harry S. Goodman,
general manager.
Services: Syndicated transcriptions
(programs and spots).
Chicago—28 E. Jackson Blvd.; Tel.:
Webster 9-0630; Robert DeVinny, ac-
count executive.

GOODSON-TODMAN PRODUCTIONS
485 Madison Ave., New York 22, N. Y.;
Tel.: Plaza 5-9100; W. S. Todman and
Mark Goodson, partners.
Services: Program production and
packages, scripts.

GOTHAM RECORDING CORP.
2 W. 46th St., New York 19, N. Y.; Tel.:
Judson 6-5577; Herbert M. Moss,
president.
Services: Recording (tape and disc),
program production and packages,
syndicated transcriptions.

GREEN ASSOCIATES
520 N. Michigan Ave., Chicago 11, Ill.;
Tel.: Whitehall 4-0818; Lewis G.
Green, manager.
Services: Syndicated transcriptions,
scripts, program production and
packages, commercial spots (jingles).

BEN GREENE FILM PRODUCTIONS
48 W. 48th St., New York 19, N. Y.;
Tel.: Plaza 7-3858; Ben Greene, owner.
Services: Recording, program produc-
tion.

**JOHN GUEDEL RADIO
PRODUCTIONS**
1680 N. Vine St., Hollywood 28, Calif.;
Tel.: Hempstead 5186; John Guedel,
vice president.
Services: Package programs, scripts,
production.

H

HERMAN HACK PRODUCTIONS
535 N. Laurel Ave., Los Angeles 48,
Calif.; Tel.: Walnut 2068; Herman
Hack, manager.
Services: Recording, scripts, program
production and packages (religious
youth programs).

**SYLVIA HAHLO THEATRICAL
AGENCY**
113 W. 57th St., New York 19, N. Y.;
Tel.: Judson 6-2731; Sylvia Hahlo,
Services: Talent.

**WENDELL HALL MUSIC MAKER
PRODUCTIONS**
4355 N. Paulina St., Chicago 13, Ill.;
Tel.: Graceland 2-6418; Wendell Hall.
Services: Package programs, commer-
cial announcements, talent.

MITCHELL J. HAMILBURG AGENCY
8776 Sunset Blvd., Hollywood 46, Calif.;
Tel.: Crestview 5-4171; Mitchell J.
Hamilburg.
Services: Scripts, package programs,
talent.

**LAURENCE HAMMOND PRODU-
CTIONS INC.**
455 E. 51st St., New York 22, N. Y.;
Tel.: Plaza 9-2210; Laurence Ham-
mond, president.
Services: Recording, syndicated tran-
scriptions, program production and
packages, scripts.

GEORGE HEID PRODUCTIONS
William Penn Hotel, Pittsburgh 30, Pa.;
Tel.: Grant 1-3696; George Heid,
president.
Services: Package programs and pro-
duction, recording, transcriptions,
scripts, talent, air checks service.

MARK HANNA
654 Madison Ave., New York 21, N. Y.;
Tel.: Templeton 8-8730; Mark Hanna,
owner.
Services: Artists' representative.

HARRIS & STEELE
50 W. 67th St., New York 23, N. Y.;
Tel.: Endicott 2-9555; Helen Steele,
manager.
Services: Production, talent.

HARTLEY PRODUCTIONS INC.
20 W. 47th St., New York 19, N. Y.;
Tel.: Judson 2-3960; Irving Hartley,
president; Hampton W. Howard, vice
president.
Services: Recording, package programs.

**HORACE HEIDT MOTION PICTURE-
TELEVISION PRODUCTIONS**
14155 Magnolia Blvd., Van Nuys, Calif.;
Tel.: State 4-8211; Horace Heidt, gen-
eral manager.
Services: Live program production.

WALTER HERZBRUN AGENCY
9009 Beverly Blvd., Los Angeles 35,
Calif.; Tel.: Crestview 6-4157.
Services: Talent.

HISPANO BROADCASTING CO.
4448 Brooklyn Ave., Los Angeles 22,
Calif.; Tel.: Angelus 3-6005; Tony
Sein, manager.
Services: Spanish programs, talent.

**HOLLYWOOD ASSOCIATE
PRODUCERS**
4435½ Price St., Hollywood 27, Calif.;
Tel.: Olympia 3484; Chet Petersen,
manager.
Services: Program production, sales
analysis, promotion, writing.

**HOLLYWOOD CENTRAL RECORDING
STUDIOS INC.**
1538 Cahuenga Blvd., Hollywood 28,
Calif.; Tel.: Hempstead 2131; Boris
Radoff, president.
Services: Recording, scripts, program
production and packages.

WEST HOOKER INC.
30 Rockefeller Plaza, New York 20,
N. Y.; Tel.: Judson 2-3026; West Hooker,
president.
Services: Program production and pro-
grams, talent, artists' representative.
Chicago 6—205 W. Wacker Drive.; Tel.:
Randolph 6-7100; Laurin Healy man-
ager.

HOWARD RADIO-TV PRODUCTIONS
123 W. Chestnut St., Chicago 10, Ill.;
Tel.: Michigan 2-0128; Bernard
Howard, owner.
Services: Scripts, program production
and packages, commercial announce-
ments.

MARY HOWARD RECORDINGS
37 E. 49th St., New York 17, N. Y.;
Tel.: Plaza 8-2910; Mary Howard,
owner.
Services: Recording studio, tape.

SANDY HOWARD PRODUCTIONS
234 W. 44th St., New York 18, N. Y.;
Tel.: Plaza 8-0265; Sandy Howard,
president.
Services: Production, package pro-
grams, scripts, recording.

HU CHAIN ASSOCIATES
40 E. 40th St., New York 16, N. Y.; Tel.:
Murray Hill 5-7220; Hubert V. Chain,
owner.
Services: Scripts, package programs.

HULLINGER PRODUCTIONS
5200 Klinge St., N. W., Washington 16,
D. C.; Tel.: Woodley 9487; Edwin
Ware Hullinger, president.
Services: Transcriptions (interviews,
news events), scripts, recording (tape
or disc).

**H-V TAPE LIBRARIES INC.
(FORMERLY RECORDING ASSOCI-
ATES)**
730 5th Ave., New York City; Tel.:
Plaza 7-3091; Joseph F. Hards, vice
president.
Services: Pre-recorded tape library.
London library transcription service.

I

**INTER-CALIFORNIA BROADCAST-
ING SYSTEM**
253 S. Broadway, Los Angeles 12, Calif.;
Tel.: Mutual 2759; M. L. Moran, sales
manager.
Services: Spanish programs, scripts,
package programs.

**INTERNATIONAL MONITORING
SERVICE**
1103 North Road, Belmont, Calif.; Tel.:
Lytell 3-4728; Edgar W. Parmenter,
general manager.
Services: Recording, program and
transmission monitoring (shortwave),
engineering and research service,
electromechanical manufacturing.
Culver City—12337 Louise St.; James
M. Dill.
San Carlos—P. O. Box 485; Tel.: Lytell
3-0152; Leland D. Skonnord.

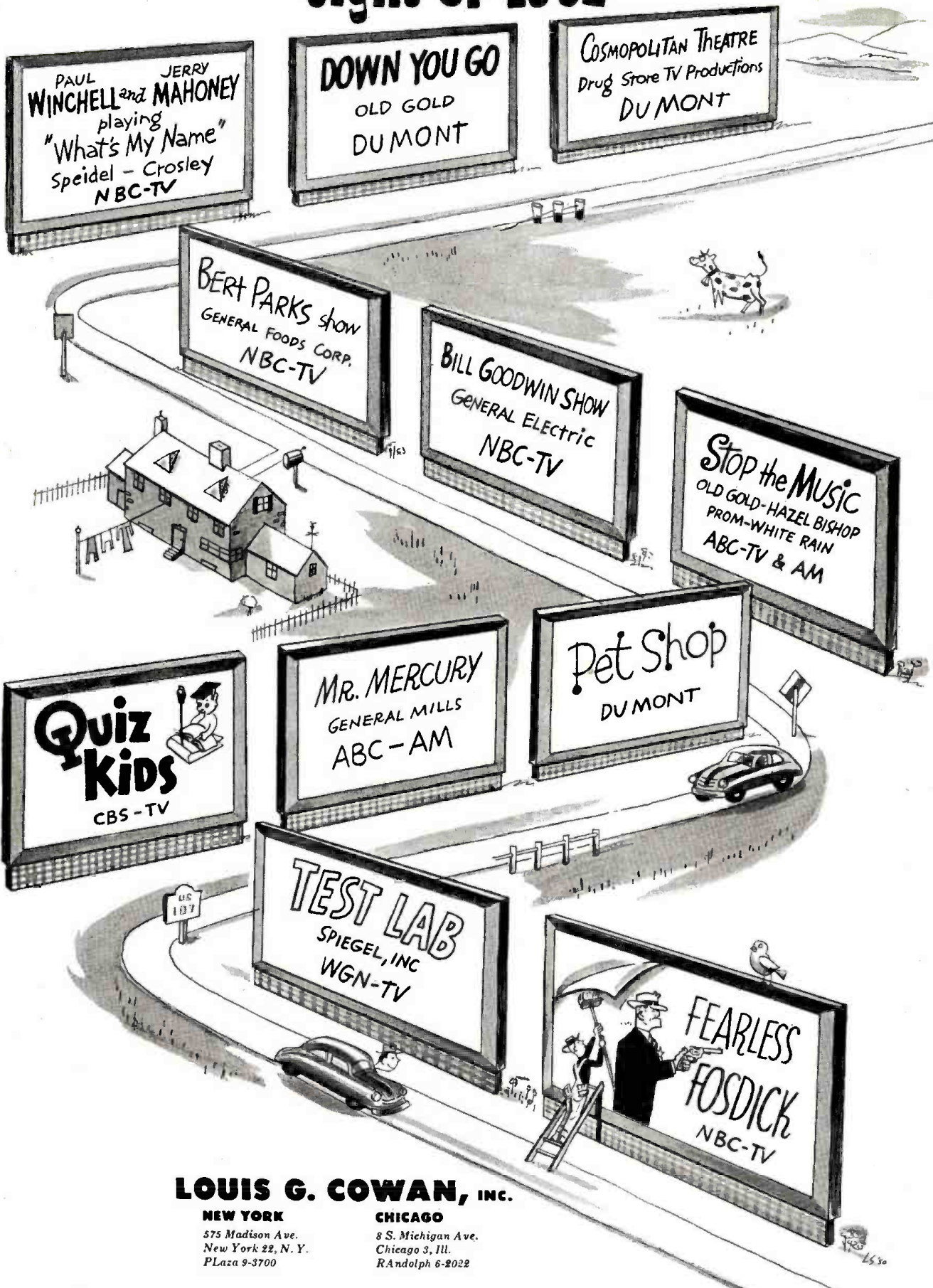
CHARLES IRVING PRODUCTIONS
130 E. 61st St., New York 21, N. Y.;
Tel.: Templeton 8-7023; Charles Ir-
ving, owner.
Services: Scripts, program production
and packages (live and transcribed).

(Continued on page 342)

**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.**

Signs Of 1952



LOUIS G. COWAN, INC.

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575 Madison Ave.
New York 22, N. Y.
PLaza 9-3700

CHICAGO
8 S. Michigan Ave.
Chicago 3, Ill.
RAndolph 6-2022

A recipe for Station

HERE'S HOW IT TASTES:



"Even before we received shipment of the Thesaurus library we sold enough to pay for the first nine months of the library." WWOD (Lynchburg, Va.)



"We've sold Wayne King and Hour of Charm with enough talent fees to pay for Thesaurus—and expect to sign up Music by Roth—all by the time we receive our library... we should have bought Thesaurus sooner." KCSJ (Pueblo, Colo.)



"We're getting a large enough talent fee from the Wayne King Serenade and The Hour of Charm to pay for your service. Wish all library services would go in for this." WMT (Cedar Rapids, Iowa)



WMOK

"We've been on the air only 13 weeks and have already sold 5 Thesaurus shows. We find Thesaurus fits in very nicely with our plans to program strictly for our regional audience." WMOK (Metropolis, Ill.)



"SOLD The Wayne King Serenade to Dodge-Plymouth dealer, Allen Roth show to General Electric distributor, Festival of Waltzes, Hour of Charm to furniture dealers, and Weather Jingles to a men's shop. Very pleased with these sales as all talent charges made exceed monthly rental." WGNI (Wilmington, N. C.)



"Sold Wayne King Serenade for 52 weeks... sponsor's initial step in radio after 25 years in business. Hour of Charm sold for 52 weeks on co-operative basis to 17 leading local business organizations." WLAC (Nashville, Tenn.)

"Took just 15 minutes to sell the sponsor—the day the audition disc arrived. More shows like Hour of Charm, Wayne King Serenade, Hank Snow—and this station won't need the services of a sales manager." WLBB (Carrollton, Ga.)



KGBX

"We've sold the Hour of Charm program for 52 weeks. Your audition record was great... clinched the sale. 12 Thesaurus shows sold to date!" KGBX (Springfield, Mo.)

KIST

"We sold Wayne King Serenade, Music by Roth and Fran Warren Show within the first week we had the library. Two are long-term contracts. Hour of Charm now sold to County National Bank." KIST (Santa Barbara, Cal.)

"A jewelry store prospect I've been unable to 'crack' for over 2 years bought the Wayne King Serenade in one presentation—surpasses all our other 'package' shows." WSRK (Shelbyville, Ind.)



"Just sold Wayne King Serenade to the leading furniture store in northeast Pa. Just another reason why we're in our 11th year as a satisfied Thesaurus subscriber. Hour of Charm sold to appliance dealer." WARM (Scranton, Pa.)



"Big mail response led Silkworth Distributing Co., appliance dealer, to boost Church In The Wildwood from 3 to 5 shows a week. Over 1,000 cook books requested on one offer." WFDF (Flint, Mich.)

WTON

"Our Thesaurus library arrived here 3 weeks ago, and without too much effort, I've managed to take in \$3,176.94 in time sales and talent charges. We're well satisfied—in every way—with Thesaurus." WTON (Staunton, Va.)

"We sold Wayne King Serenade 2 weeks in advance of release... and it's going great guns. Schedule 52 weeks. Hour of Charm sold for 52 weeks to Raven Lumber Co." KJFJ (Webster City, Iowa)



"Today we auditioned and sold The Wayne King Serenade to Star Palace Laundry. I cannot help feel that your agency mailing had a big part in it, for the agency was definitely behind the sale of the show." WARC (Rochester, N. Y.)



Success... *TheSaurus*

THE LIBRARY THAT PAYS ITS OWN WAY!



THE SINGING AMERICANS—DR. FRANK BLACK'S MALE CHORUS CONCERT HALL OF THE AIR—ARTHUR FIEDLER VINCENT LOPEZ AND HIS ORCHESTRA
CLAUDE THORNHILL AND HIS ORCHESTRA SONS OF THE PIONEERS JOHNNY DESMOND ON THE MUSIC OF MANHATTAN
LAWRENCE DUCHOW AND HIS RED RAVEN ORCHESTRA MUSIC IN MARCH TIME I HEAR THE SOUTHLAND SINGING—GOLDEN GATE QUARTET
CHURCH IN THE WILDWOOD HERE'S JUNE CHRISTY WITH THE JOHNNY GUARNIERI QUINTET NORMAN CLOUTIER AND HIS MEMORABLE MUSIC
RIDIN' THE RANGE OLD NEW ORLEANS—JIMMY LYTELL AND THE DELTA EIGHT RAY MCKINLEY AND HIS ORCHESTRA DOWN HARMONY LANE
A FESTIVAL OF WALTZES SLIM BRYANT AND HIS WILDCATS MUSIC HALL VARIETIES
ORGANAIRES

SOLD! "Wayne King Serenade"

KRLD (Dallas, Tex.) Padgett Bros.
WMBD (Peoria, Ill.) The Schradzki Co.
KSD (St. Louis, Mo.) Dau Furniture Co.

SOLD! "Hour of Charm"

WWL (New Orleans, La.) Baumer Foods, Inc.
KSTP (Minneapolis, Minn.) Myndall Cain Salon
WFMJ (Youngstown, O.) Union National Bank

BASIC LIBRARY: approximately 5000 selections.

MONTHLY RELEASE: 52 or more new musical selections each month. Hit tunes well in advance of their popularity peak.

WEEKLY SCRIPTS: continuity for 28 program series—55 individual shows. Holiday shows and other bonus productions.

PRODUCTION AIDS: voice tracks, theme music, tie-ins, cross-plugs, mood music, sound effects, vocal cues; and open-end time & weather jingles, commercial & shopping jingles; plus news, sports and feature program signatures.

SALES AIDS: Sponsor-selling brochures. Sales-clinching audition discs. Complete audience-building promotion kits—mats, photos, press releases—to publicize and merchandise THE SAURUS shows locally.

... plus loose-leaf catalog, card index file, storage cabinets

THE NEW ERA

IN *TheSaurus*
recorded
program
services



RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Contact Dept. B-10
630 Fifth Avenue, New York 20, N. Y. JUdson 2-5011
445 N. Lake Shore Drive, Chicago 11, Ill. WHitehall 4-3530
1016 N. Sycamore Ave., Hollywood 38, Calif. HIllside 5171
522 Forsyth Bldg., Atlanta 3, Ga. WALnut 5946
1907 McKinney Ave., Dallas 1, Texas RIverside 1371

Phone or write for comprehensive THE SAURUS brochure today!

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 338)

LOU IRWIN INC. AGENCY
9185 Sunset Blvd., Hollywood 46, Calif.;
Tel.: Crestview 1-7131; Lou Irwin,
president.
Services: Talent representative.

J

FREDERICK JACKY PRODUCTIONS
520 N. Michigan Ave., Chicago 11, Ill.;
Tel.: Delaware 7-3282; Frederick
Jacky, owner.
Services: Program production and
packages, syndicated transcriptions,
scripts, commercial spots.

THE JAFFE AGENCY INC.
8553 Sunset Blvd., Hollywood 46, Calif.;
Tel.: Crestview 6-6121; Sam Jaffe,
general manager.
Services: Scripts, transcriptions, pack-
age shows, talent.
New York 22-38 E. 57th St.; Tel.:
Plaza 9-6695; Paul Radin, manager.

NAT S. JEROME ASSOC.
1564 Broadway, Palace Theatre Bldg.,
New York City; Tel.: Judson 6-5547;
Nat S. Jerome, president and general
manager.
Services: Program production and
packages, recording, syndicated trans-
criptions, scripts, talent, artists' and
authors' management and representa-
tion.

**JEWELL RADIO AND TELEVISION
PRODUCTIONS**
185 N. Wabash Ave., Chicago 1, Ill.;
Tel.: Financial 8-4474; James E.
Jewell, president.
Services: Scripts, program production
and packages, talent, commercial
spots.

K

KAIE DEEL TELEVISION TALENT
1697 Broadway, New York 19, N. Y.;
Tel.: Columbus 5-3823; M. Kaie Deel,
majority partner.
Services: Casting Oriental talent, pro-
duction, research.

NOW AVAILABLE

THIS IS THE STORY . . .

260 fifteen minute episodes . . .
America's newest story telling
series, featuring network star,
Ed Prentiss.

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.

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.

ESTELLA H. KARN
49 W. 45th St., New York City; Estella
H. Karn.
Services: Recording, program produc-
tion and packages, recording.

BEULAH KARNEY INC.
940 Crescent Blvd., Glen Ellyn, Ill.;
Tel.: 2596; Beulah Karney, president.
Services: Syndicated transcriptions,
package programs (for women),
talent, scripts.

**JOHN KEATING RADIO STATION
REPRESENTATIVE**
414 Alderway Bldg., Portland, Ore.;
Tel.: Beacon 4107; Don Motter, man-
ager.

Services: Commercial recordings,
scripts, program production and
packages, talent.
Seattle—3rd & Pine Bldg.; Tel.: Elliot
6520; James McLoughlin, manager.

F. W. KLINE PRODUCTIONS
595 5th Ave., New York 17, N. Y.; Fred
Kline, president.

Services: Package programs.
Los Angeles—(Leonard Shane Agency)
1127 Wilshire Blvd.; Tel.: Michigan
3231; Leonard Shane, vice president.

KLING STUDIOS INC.
601 N. Fairbanks Court, Chicago 11, Ill.;
Tel.: Delaware 7-0400; Fred Niles,
director.

Services: Recordings and transcriptions,
program production and packages.
New York—51 E. 51st St.; Tel.: Eldor-
ado 5-7336; Barry Stephens.
Detroit 28-1928 Guardian Bldg.; Tel.:
Woodward 1-2500; Stanley Jack.

L

**LANG-WORTH FEATURE PROGRAMS
INC.**
113 W. 57th St., New York 19, N. Y.;
Tel.: Judson 6-5700; C. O. Langlois,
president.

Services: Transcribed music library,
open-end and package shows.
Hollywood 28-6087 Sunset Blvd.; Tel.:
Hollywood 9-1763; Walter B. Davison,
West Coast representative.
Toronto 1-150 Simcoe St.; Tel.: Plaza
8727; S. W. Caldwell.

HERBERT S. LAUFMAN & CO.
624 S. Michigan Blvd., Chicago 5, Ill.;
Tel.: Webster 9-2302; Herbert S.
Laufman.

Services: Program production and
packages (live and transcribed).

JERRY LAYTON ASSOC. INC.
551 5th Ave., New York 17, N. Y.; Tel.:
Murray Hill 7-6320; Jerry Layton,
president.

Services: Scripts, program production
and packages (live and transcribed),
talent.

LES LEAR PRODUCTIONS
139 N. Clark St., Chicago 2, Ill.; Tel.:
Andover 3-7233; Les Lear, manager.
Services: Talent, production.

**LELAND POWERS SCHOOL INC. (Of
Radio, Television and Theatre).**
31 Evans Way, Boston 15, Mass.; Tel.:
Aspinwall 7-2900; Haven M. Powers,
Services: Trainer and supplier of talent.

**JACK LEWIS THEATRICAL
ENTERPRISES**
1564 Broadway, New York 36, N. Y.;
Tel.: Plaza 7-0412.

Services: Production, talent, scripts.

TED LESSER AGENCY
8820 Sunset Blvd., Los Angeles 46,
Calif.; Tel.: Bradshaw 2-3855; Ted
Lesser, manager.

Services: Talent.

LESTER LEWIS ASSOC.
11 E. 48th St., New York 17, N. Y.; Tel.:
Plaza 3-5083; Lester Lewis.

Services: Program production and
packages, talent management.

**W. BIGGIE LEVIN (TELEVISION
AIRSHOWS INC.)**
612 N. Michigan Ave., Chicago 11, Ill.;
Tel.: Superior 7-0506; W. Biggie
Levin, president.

Services: Scripts, production, talent,
package programs.

LICHTIG-ENGLANDER
9123 Sunset Blvd., Hollywood 46, Calif.;
Tel.: Crestview 12141; H. H. Lichtig,
owner-manager.

Services: Talent (writers, directors),
scripts, program production.

LIFETONE TRANSCRIPTIONS
3 Gilbert Court, Peoria 5, Ill.; Tel.:
2-9443; Norris John Buechele, presi-
dent.
Services: Recording (tape and disc),
masters for processing (33 $\frac{1}{3}$, 45 and
78 rpm), program production and
packages, syndicated transcriptions.

**LINDNER RADIO PRODUCTIONS
(FILM FEATURE ASSOC.)**
661 West End Ave., New York 25, N. Y.;
Tel.: Monument 2-5111; Ed Lindner,
director.

Services: Recording, program packages
and production, syndicated transcrip-
tions, scripts, talent, commercials
(songs, jingles).

ART LINICK ENTERPRISES
400 N. Michigan Ave., Chicago 11, Ill.;
Tel.: Whitehall 4-5230; Art Linick,
manager.

Services: Production.

JACK LLOYD & ASSOCIATES
4119 Los Feliz Blvd., Los Angeles 27,
Calif.; Tel.: Olympia 1214; Jack Lloyd,
executive director.

Services: Live and transcribed pro-
grams and spot announcements pro-
duction, recording, scripts, talent.

BOB LOEWI PRODUCTIONS INC.
255A East 49th St., New York 17, N. Y.;
Tel.: Plaza 5-0958, Murray Hill 8-2600;
Bob Loewi, president.

Services: Program packages and pro-
duction, scripts, talent.

PHILLIPS H. LORD, INC.
501 Madison Ave., New York 22, N. Y.;
Tel.: Plaza 5-2211; Phillips H. Lord,
president.

Services: Package productions.

LOTT ADVERTISING AGENCY
1504 11th St., Santa Monica, Calif.; Tel.:
Exbrook 64018; D. H. Lott, owner.
Services: Programs and commercials
production, scripts, recording.

ESTELLE LUTZ ARTISTS BUREAU
25 E. Jackson Blvd., Chicago 4, Ill.;
Tel. Harrison 7-3435; Estelle Lutz,
manager.

Services: Production, talent, scripts.

M

C. P. MacGREGOR
729 S. Western Ave., Los Angeles,
Calif.; Tel.: Dunkirk 4-4191; George
R. Jones, general manager.

Services: Syndicated transcriptions
(music library), program packages
and production, recording, scripts
and continuities, talent.

New York 17-342 W. Madison Ave.;
Tel.: Murray Hill 7-3717; Nat V.
Donato, sales manager.

RALPH S. McFEELY COMPANY
714 Hartman Theatre Bldg., Columbus
15, Ohio; Tel.: Adams 4116; Ralph S.
McFeely, owner.

Services: Syndicated transcriptions.

ALEXANDER McQUEEN & ASSOC.
5222 N. Lakewood Ave., Chicago 40, Ill.;
Tel.: Ravenswood 8-9010; Alexander
McQueen, owner.

Services: Package programs (live and
transcribed), research.

MANAGEMENT CORP. OF AMERICA
598 Madison Ave., New York 22, N. Y.;
Tel.: Plaza 9-7500.

Services: Production, scripts.

MCA ARTISTS LTD.
598 Madison Ave., New York 22, N. Y.;
Tel.: Plaza 9-7500.

Services: Talent and/or bookings.

ROBERT MAXWELL ASSOCIATES
480 Lexington Ave., New York 17, N. Y.;
Tel.: Plaza 9-3700; Robert Maxwell,
director.

Services: Production, package pro-
grams.

MASTERSON, REDDY & NELSON
745 5th Ave., New York 22, N. Y.; Tel.:
Plaza 9-1120; John Masterson, John
Reddy, John Nelson.

Services: Package programs.

MELOTONE RECORDING STUDIO
25 Central Park W., New York 23, N. Y.;
Tel.: Circle 6-1366; Mera-Lola Wein-
stock, manager.

Services: Recording, transcriptions.

METRO ARTISTS BUREAU
730 5th Ave., New York 19, N. Y.; Tel.:
Circle 6-8470; T. M. Nelson, director.
Services: Talent, program packages,
scripts.

**METRO-GOLDWYN-MAYER RADIO
ATTRactions**
711 5th Ave., New York 22, N. Y.; Tel.:
Murray Hill 8-1000; Bertram Lebbah
Jr., director; Raymond Katz, pro-
ducer.
Services: Syndicated transcriptions.

**METROPOLITAN STUDIOS FOR
RECORDING**
1697 Broadway, New York 19, N. Y.;
Tel.: Circle 7-3428; Leo Kahn, presi-
dent.

Services: Recording, transcriptions, pro-
duction.

CHARLES MICHELSON INC.
15 W. 47th St., New York 36, N. Y.;
Tel.: Plaza 7-0695; Charles Michelson,
president.

Services: Syndicated transcriptions
(sales distributor), program packages
and production, recording, library
distributor.

Hollywood 28-6533 Hollywood Blvd.;
Tel.: Hollywood 9-4580; Bob Reichen-
bach, manager.

Salt Lake City—3221 S. 1940 "E" St.
Tel.: 84-2246; N. Pratt Smith, man-
ager.

Anderson (S. C.)—1 Martin St.; Tel.:
Ld 14; Glenn P. Warnock, manager.
Richmond (Ind.)—S. 1st & "B" Sts.;
Tel.: 1117; Harry Gennett Jr., man-
ager.

London, N. W. 8 (England)—3 Abbey
Rd.; Tel.: Cunningham 1161; W. S.
Barrell, manager.

MICHELSON & STERNBERG INC.
15 W. 47th St., New York 36, N. Y.;
Tel.: Plaza 7-1269; Aaron Michelson,
president.

Services: Electrical transcriptions for
foreign export.

J. W. MILLER COMPANY
76 Broad St., Guilford, Conn.; Tel.:
Guilford 920-21; James W. Miller,
president.

Services: Program packages and pro-
duction, syndicated transcriptions,
scripts, promotional sales and adver-
tising agency service.

MOLE & LEE INC.
105 W. 55th St., New York 19, N. Y.;
Tel.: Circle 6-0006; John Mole, presi-
dent.

Services: Package shows.

MONARCH PROGRAM LIBRARY INC.
615 Kittredge Bldg., 511 16th St., Den-
ver 2, Col.; Tel.: Alpine 4038; Noel
Jordan, president; Garrett M. Ether-
idge, vice president, manager.

Services: Production of packages and
spot announcements, syndicated trans-
criptions, scripts, talent.

MONOGRAM-CHICAGO
75 E. Wacker Dr., Chicago 19, Ill.; Tel.:
Andover 3-7189; William K. Ermeling,
president.

Services: Package programs, produc-
tion, talent.

MONTER-GRAY-ARMSTRONG
9134 Sunset Blvd., Hollywood 46, Calif.;
Tel.: Crestview 1-1191; Sam Arm-
strong, manager.

Services: Talent.

LEO MORRISON INC.
9441 Wilshire Blvd., Beverly Hills,
Calif.; Tel.: Crestview 1-9191; Leo
Morrison, manager.

Services: Talent.

CARLTON E. MORSE PRODUCTIONS
1500 Vine St., Hollywood 28, Calif.;
Tel.: Hollywood 96161; Carlton E.
Morse, owner.

Services: Writing, production and
packaging of programs, recording.

MORTON RADIO PRODUCTIONS INC.
360 N. Michigan Ave., Chicago 1, Ill.;
Tel.: Central 6-4144; Morton Jacobson,
president.

Services: Program production and
packages, syndicated transcriptions,
recording.

WILLIAM MORRIS AGENCY
1740 Broadway, New York 19, N. Y.;
Tel.: Judson 6-5100; William Morris,
president.

Services: Talent representative.
Beverly Hills—202 N. Canon Dr.; Tel.:
Crestview 1-6161.

Chicago 1-703 N. Wabash Ave.; Tel.:
State 2-3632.

HERBERT M. MOSS PRODUCTIONS
100 W. 55th St., New York City; Tel.:
Columbus 5-1661.
Services: Production.

MUSIC CORP. OF AMERICA
(See Management Corp. of America)

**MUTUAL ENTERTAINMENT AGENCY
INC.**
203 N. Wabash Ave., Chicago 1, Ill.;
Tel.: Randolph 6-6990; Jack Russiu,
radio-TV director.
Services: Talent, package programs.

N

**NATIONAL BROADCASTING CO.
(RADIO RECORDING DIV.)**
30 Rockefeller Plaza, New York 20,
N. Y.; Tel.: Circle 7-8300; Charles G.
Hicks Jr., manager.
Services: Disc and tape recording, pro-
gram production, scripts, talent.

**NATIONAL CONCERT & ARTISTS
CORP.**
711 5th Ave., New York 22, N. Y.; Tel.:
Plaza 9-6000; Henry Phillips, radio-
TV director.
Services: Talent, package programs.
Chicago—1812 Bankers Bldg.; Tel.:
Dearborn 2-5813; Theo. McCoy.
Los Angeles—Philharmonic Aud. Bldg.;
Tel.: Madison 9-1241; Alexander Haas.

NATIONAL PRODUCTIONS
1415 "K" St., N. W., Washington 5,
D. C.; Tel.: Sterling 2222; Robert J.
Enders, president.

Services: Recording, program produc-
tion and packages, scripts, talent.
Philadelphia—Packard Bldg.; Tel.: Rit-
terhouse 6-5491; Al Fingerman, man-
ager.
Hollywood—6611 Santa Monica Blvd.;
Tel.: Hillside 6118; John Swallow,
manager.
New York—270 Park Ave.; Tel.: Plaza
5-4952; Howard Enders, vice presi-
dent.
Montreal—1176 Sherbrook St.; Tel.: W.
Plateau 418; Dave Kaplan, manager.

**NATIONAL RESEARCH BUREAU INC.
(MERCHANDISING DIV.)**
415 N. Dearborn St., Chicago 10, Ill.;
F. P. Kendall, executive vice presi-
dent.
Services: Continuous scripts, com-
mercial copy, idea service for stations.
Burlington (Iowa)—NRB Bldg.; Tel.:
5528.

NATIONAL SAFETY COUNCIL
485 N. Michigan Blvd., Chicago 11, Ill.;
Tel.: Whitehall 4-4800; Dan Thomp-
son, radio director.
Services: Transcriptions, live an-
nouncements, scripts, recording, pro-
gram production and packages.

NELSON PRODUCTIONS INC.
341 Madison, New York 17, N. Y.; Tel.:
Murray Hill 6-5862; Raymond E.
Nelson, president.
Services: Package production, record-
ing, talent, time-buying and advisory
services.

**NETHERLANDS INFORMATION
SERVICE**
10 Rockefeller Plaza, New York 20,
N. Y.; Tel.: Columbus 5-6216; J. P.
Bourdrez, director.
Services: Programs about Holland.
San Francisco—988 Mills Bldg.; Tel.:
Exbrook 2-7948; Julie Lynch, director.
Holland (Mich.)—City Hall; Tel.: 3174;
Willard C. Wichers, director.

NEWSREEL SERVICE
5 Centre Market Pl., New York 13,
N. Y.; Tel.: Canal 6-3294; Howard V.
Smythe, production manager.
Services: Tape and film recording, pro-
gram production.

OLIVER W. NICOLL PRODUCTIONS
(Radio Features of America)
37 W. 46th St., New York 19, N. Y.;
Tel.: Luxemburg 2-5130; Oliver W.
Nicoll, executive director.
Services: Transcriptions, production,
program packages.

NOCTURNE PRODUCTIONS
88 Diamond Bridge Ave., Hawthorne,
N. J.; Tel.: Hawthorne 7-2523; Jack
Hartley.
Services: Recording, program produc-
tion, syndicated transcriptions.

JACK NORMAN PRODUCTIONS
6023 Fordham, Houston 5, Texas; Tel.:
Madison 6480, Charter 5555; John
Norman, general manager.
Services: Package programs and pro-
duction, commercial announcements,
syndicated transcriptions, scripts,
talent.

MEYER B. NORTH
1564 Broadway, New York 19, N. Y.;
Tel.: Plaza 7-3445; Meyer B. North,
owner.
Services: Talent, programs.

O

JOHN O'CONNOR
1697 Broadway, New York 19, N. Y.;
Tel.: Circle 5-4920; John O'Connor,
manager.
Services: Talent, production, scripts.

LILIAN OKUN INC.
2 W. 67th St., New York 23, N. Y.;
Tel.: Trinidad 7-8916; Lilian Okun,
general manager.
Services: Scripts, program packages
and production, talent.

**JOHNNY OLSEN'S AMERICAN
PRODUCTIONS**
1120 Park Ave., New York City; Tel.:
Atwater 9-4359; Harvey Cort, director
Services: Package shows.

ORSATTI & COMPANY INC.
211 S. Beverly Dr., Beverly Hills, Calif.;
Tel.: Crestview 6-6241; Irving Salkow,
Services: Scripts, package programs,
talent.

OXARART & STEFFNER INC.
6223 Selma Ave., Hollywood 28, Calif.;
Tel.: Hollywood 9-1171; Frank Oxar-
art, president.
Services: Package programs and pro-
duction.

P

PACKAGED PROGRAMS INC.
634 Penn Ave., Pittsburgh 22, Pa.; Tel.:
Grant 1-4756; M. E. Fierst, general
manager.
Services: Program and commercial pro-
duction (live and transcribed), syn-
dicated transcriptions, scripts, record-
ing, talent.
Johnstown (Pa.)—220 Market St.; Tel.:
Johnstown 95510.

**PALMETTO BROADCASTING
SYSTEM
(TRANSCRIPTION DIV. OF HALL
BROADCASTING & TELEVISION
CO. INC.)**
1 Martin St., Anderson, S. C.; Tel.:
3902 Ld 14; Glenn P. Warnock, gen-
eral manager.
Services: Syndicated transcriptions,
package programs.
Holly Hill (Fla.)—RR #3; Homer
Hardesty, manager.
Wilmette (Ill.)—310 Central St.; Dr.
Charles Allen, manager.

PETERSON RADIO PRODUCTIONS
1457 Broadway, New York 18, N. Y.;
Tel.: Wisconsin 7-0089; Donald Peter-
son, owner.
Services: Recording, scripts, program
production.

POLISH BELLS RADIO PROGRAMS
260 E. 161 St. (Radio Station WBNX),
New York 58, N. Y.; Tel.: Melrose
5-0333; Prescott 7-7013; John Victor
Nowak, program director.
Services: Polish and English programs,
comic transcribed features, talent
representative, script service.
Hicksville (N. Y.)—Plainview Rd.;
Tel.: Hicksville 3-0187; Walter Och-
rymowicz.
Passaic (N. J.)—33 Parker Ave.; Tel.:
Prescott 7-7013; John Victor Nowak.

POLISH BROADCASTING BUREAU
820 Fillmore Ave., Buffalo 12, N. Y.;
Tel.: Cleveland 6876; Joseph F. Miko-
lajczak, owner.
Services: Foreign (Polish) programs.

GEORGE LOGAN PRICE INC.
20828 Pacific Coast Highway, Malibu,
Calif.; Tel.: Malibu 7871; George
Logan Price.
Services: Package programs and pro-
duction, syndicated transcriptions,
scripts, commercial announcements.

PRINCETON FILM CENTER INC.
Carter Rd., Princeton, N. J.; Tel.: 3550;
Gordon Knox, president; Jack Bar-
lass, executive vice president.
Services: Recording.
New York 22—300 Park Ave.; Tel.:
Plaza 5-0322; Jack S. Barlass, execu-
tive vice president.
Philadelphia—1714 Chestnut St.; Tel.:
Locust 7-6554; Col. E. A. Davies.

PROCKTER PRODUCTIONS INC.
221 W. 57th St., New York 19, N. Y.;
Tel.: Judson 6-4830; Bernard J. Prock-
ter, president.
Services: Package programs.

R

RADIO CENTER
1203 S. Main St., Los Angeles 15, Calif.;
Tel.: Prospect 9232; Al Nazareth,
owner.
Services: Transcribed radio programs,
recording, scripts.

RADIO COMICS INC.
241 Church St., New York 13, N. Y.;
Tel.: Walker 5-0424; Louis H. Silber-
kleit, manager.
Services: Comic strip characters adapt-
able for radio.

RADIO EVENTS INC.
535 5th Ave., New York City; Tel.:
Murray Hill 7-1668; Julienne Dupuy,
manager.
Services: Scripts, production, talent.

RADIO FEATURES OF AMERICA
37 W. 46th St., New York 36, N. Y.;
Tel.: Luxemburg 2-5130; Oliver W.
Nicoll, executive director.
Services: Program producers and pack-
agers.

**RADIO PRODUCERS OF HOLLY-
WOOD**
1648 N. Ogden Dr., Hollywood 46, Calif.;
Tel.: Hollywood 9-6506; Lou R. Win-
ston, president.
Services: Transcribed programs.

RADIO PRODUCTION SERVICE
501 Madison Ave., New York 22, N. Y.;
Tel.: Plaza 3-8940; Irene Beasley,
owner.
Services: Live and transcribed pack-
aged shows.

RADIO PROGRAM PRODUCTION
1 E. 54th St., New York 22, N. Y.; Tel.:
Plaza 5-9800; Waddill Catchings, man-
ager.
Services: Scripts and production.

RADIO PROGRAMME PRODUCERS
317 Keefer Bldg., Montreal, Canada;
Tel.: University 6-8751; Paul L'Ang-
lals, president.
Services: Package programs and pro-
duction, scripts, talent.

**RADIO PROVIDENCE PRODUCTIONS
INC.**
10 Paterson St., Providence 6, R. I.;
Tel.: Plantations 1-6784; Frank Jones,
president.
Services: Scripts, program production.

RADIO RECORDERS
7000 Santa Monica Blvd., Hollywood 38,
Calif.; Tel.: Hempstead 3262; J. Joseph
Samet, vice president (sales).
Services: Recording.

RADIO RECORDING STUDIOS
1244 Carmen Ave., Chicago 40, Ill.;
Tel.: Edgewater 4-6461; Myron Bach-
man, owner.
Services: Recording.

RADIO RESULTS
8641 S. Escanaba Ave., Chicago 17, Ill.;
Tel.: S. Chicago 8-5374; Mrs. Z.
George Jaworokowski, manager.
Services: Foreign language advertising.

RADIO SCRIPT SERVICES
218 N. Duke St., Lancaster, Pa.; Tel.:
3-4337; Mrs. Dorothy S. Brown,
director.
Services: Commercial announcements,
package programs, scripts.

RADIO TELEVISION ARTS ACADEMY
3819 Wiltshire Blvd., Los Angeles 5,
Calif.; Tel.: Dunkirk 8-1323; Doria
Balli, director.
Services: Live programs, scripts, talent.

RADIOZARK ENTERPRISES
606 St. Louis St., Springfield, Mo.; Tel.:
2-4620, 2-4422; E. E. Siman Jr., gen-
eral manager; John Mahaffey, sales
manager.
Services: Recording, package programs
and production, syndicated transcrip-
tions, scripts, talent, commercial
spots.

Chicago—75 E. Wacker Dr.; Tel.: An-
dover 3-7169; William K. Ermeling,
manager.
Dallas—1312 1/2 Commerce St.; Tel.:
Prospect 3723; H. Maier, manager.
Hollywood—4527 Sunset Blvd.; Tel.:
Olympia 4118; Beep Roberts, man-
ager.

DOROTHY N. RAISON AGENCY
5403 Clinton Ave., Los Angeles 4, Calif.;
Tel.: Hillside 8266; Dorothy N. Raison,
manager.
Services: Radio scripts.

RAY & BERGER
1471 N. Tararind Ave., Hollywood 28,
Calif.; Tel.: Hudson 24202.
Services: Syndicated merchandise prize
service with program formats, ques-
tions and answers.

**RCA VICTOR CO. LTD. (RADIO-RE-
CORDING DIV.)**
Royal York Hotel, Toronto, Ont.; Tel.:
Empire 3-3443; L. D. Headley, man-
ager.

Services: English & French program
production, transcriptions, recording.
Montreal—1050 Lacasse St.; Tel.: Well-
ington 7551; E. T. Traynor.

REC-ART STUDIOS
1203 S. Main St., Los Angeles 15, Calif.;
Tel.: Prospect 9232; A. Nazareth,
owner.
Services: Recording, transcriptions,
script.

**RECORDING DIV.—RADIO STATION
CKEY**
44 University Ave., Toronto, Ont.;
Tel.: Waverly 3881; W. H. McAlpine,
manager.
Services: Recording.

REEVES SOUND STUDIOS INC.
304 E. 44th St., New York City; Tel.:
Oregon 9-8501; Chester L. Stewart,
vice president.
Services: Recording.

RELIGIOUS NEWS SERVICE
381 4th Ave., New York 16, N. Y.; Tel.:
Murray Hill 4-1463; Louis Minsky,
managing editor.
Services: Religious news scripts.

**REPUBLIC RADIO & TELEVISION
FEATURES**
64 E. Lake St., Chicago 1, Ill.; Tel.:
State 2-0460; Capico Kapps, vice
president in charge of radio-TV.
Services: Live and transcribed pro-
grams and spots, recording, package
programs and production, scripts, tal-
ent, syndicated distributors.

REYNOLDS PRODUCTIONS
321 S. Beverly Dr., Beverly Hills, Calif.;
Tel.: Crestview 6-6155; Stuart Rey-
nolds, president.
Services: Syndicated transcriptions,
package programs and production.

H. D. RICHTER CO.
545 5th Ave., New York 17, N. Y.; Tel.:
Murray Hill 7-4256; H. D. Richter, di-
rector.
Services: Package shows.

ROBBINS BROTHERS
67 W. 44th St., New York 18, N. Y.;
Tel.: Murray Hill 7-2033-34; Fred and
Sam Robbins, partners.
Services: Scripts, package programs,
talent.

BOB L. ROBERTS PRODUCTIONS
806 7th St., New York 19, N. Y.; Tel.:
Judson 6-0025; Bob L. Roberts.
Services: Program production and
packages, scripts, talent.

ROBERTS & CARR PRODUCTIONS
550 5th Ave., New York 19, N. Y.; Tel.:
Plaza 7-6454; Bob Roberts, Paula
Carr.
Services: Package programs and pro-
duction, commercials, syndicated
transcriptions, scripts, talent.

ROBINSON RECORDING LABS
35 S. 9th St., Philadelphia 7, Pa.; Tel.:
Walnut 2-6800; William P. Robinson,
president.
Services: Disc and tape recording, pro-
gram production, talent.

**ROCKHILL RADIO & TV
PRODUCTIONS**
18 E. 50th St., New York 22, N. Y.; Tel.:
Plaza 9-7979; Stanley J. Wolf, man-
ager.
Services: Live and transcribed produc-
tions, recording.

RICHARD H. ROFFMAN ASSOCIATES
646 Park Ave., Hotel Sulgrave, New
York 20, N. Y.; Tel.: Trinidad 9-5640;
Richard H. Roffman, president.
Services: Package programs and pro-
duction, talent, public relations,
guest and prize procurement, pub-
licity and promotion, scripts, legal
counsel.

**ROLAB STUDIOS & PHOTO SCIENCE
LABS**
Walnut Tree Hill, Sandy Hook, Conn.;
Tel.: Newtown 581; Henry Roger,
owner-director.
Services: Transcriptions, recording,
program production and commercials.

ALLEN ROTH RADIO PRODUCTIONS
48 W. 48th St., New York 19, N. Y.;
Tel.: Plaza 7-1162; Allen Roth, man-
ager.
Services: Talent, production, recording.

ROYAL FILM EXCHANGE
1550 Crossroads-of-the-World, Holly-
wood 28, Calif.; Tel.: Hempstead
3173; Bill Scott Brown.
Services: Musical transcriptions, pro-
gram production and packages, re-
cording, scripts.

ROYAL RECORDING COMPANY
601 Ashby Ave., Berkeley 10, Calif.;
Tel.: Ashberry 3-5453; Don Hamby,
operations manager.
Services: Recording.

(Continued on page 346)

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and HIGHER go SALES,
RATINGS, RENEWALS!*

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LOCAL PERSONALITY SHOWS

Sure winners with local audiences
HOMEMAKER HARMONIES, most complete, ready-to-broadcast women's daily service program available today.
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FOOTBALL TIME, great sensational series.
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 DRY CLEANERS
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 BEAUTY PRODUCTS
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RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 346)

J. FRANKLYN VIOLA
152 W. 42d St., New York 18, N. Y.
Tel.: CHickering 4-3254; J. Franklyn
Viola, president.
Services: Recording, production, foreign
language programs.

WILL H. VOELLER PRODUCTIONS
6087 Sunset Blvd., Hollywood 28, Calif.,
Tel.: Hudson 2-1537; Will H. Voeller,
president.

VONNA PRODUCTIONS INC.
5816 Wilshire Blvd., Los Angeles,
Calif.; Tel.: Walnut 2096; Eddison
Von Ottenfeld, president.

Services: Recording, program and spot
production, syndicated transcriptions,
scripts, package programs, talent.
New York—619 W. 54th St.; Tel.: Jud-
son 2-3791; Peter Rogers.

Washington—1121 Vermont Ave., N.W.;
Tel.: Stanley 3628; Jack Wegner.

W

RUPE WERLING
Hidden Haven, Challont, Pa.; Tel.:
Lexington 707; Rupe Werling.

Services: Recording, scripts, program
production and packages and com-
mercials.

WESTERN RECORDERS
6000 Sunset Blvd., Hollywood 28, Calif.;
Hempstead 6811; H. Dixon McCoy,
owner.

Services: Recording.

WFAA RECORDING STUDIOS
1122 Jackson St., Dallas 2, Texas; Tel.:
Riverside 9631; Kelly Maddox, pro-
gram director.
Services: Recording, program produc-
tion, talent.

WIEDERHOLD RECORDING STUDIO
404 Norton Bldg., Louisville 2, Ky.;
Tel.: Jackson 7808; George Wieder-
hold, owner.

Services: Recordings (disc and tape),
program production, scripts, talent,
Air Checks.

HAL WILSON PRODUCTIONS
442 Westbourne Dr., Los Angeles 48,
Calif.; Tel.: Crestview 5-6914; Hal
Wilson, owner.

Services: Recording, general produc-
tion service, live and transcribed
programs, scripts.

WITTE RADIO PRODUCTIONS
1084 S. Genesee Ave., Los Angeles 19,
Calif.; Tel.: Webster 18716; I. Oscar
Witte, owner.

Services: Syndicated transcriptions,
scripts.

WLS ARTIST BUREAU
1230 Washington Blvd., Chicago, Ill.;
Tel.: Monroe 6-9700; George Fer-
guson and Earl W. Kurtze.

Services: Recording, talent (represents
WLS Chicago artists).

WOLF ASSOCIATES
420 Madison Ave., New York 17, N. Y.;
Tel.: Plaza 5-7620; Edward Wolf,
manager.

Services: Package programs.

WOODRUFF ASSOCIATES
328 E. 38th St., New York 16, N. Y.;
Tel.: Murray Hill 5-8216; Frank L.
Woodruff, executive producer.

Services: Package producers, talent,
scripts.

New York 19—1619 Broadway, Tel.:
Judson 6-5272; George Walker, as-
sociate.

WOR ENTERTAINMENT DEPT.
1440 Broadway, New York 18, N. Y.;
Tel.: Longacre 4-8000; Nat M.
Abramson, manager.

Services: Talent.

WOR RECORDING STUDIOS
1440 Broadway, New York 18, N. Y.;
Tel.: Longacre 4-8000; Henry B.
Lockwood, manager.

Services: Recording (disc and tape),
program production, talent.

**WORLD BROADCASTING SYSTEM
INC.**

488 Madison Ave., New York 22, N. Y.;
Tel.: Murray Hill 8-4700; Robert W.
Friedheim, general manager.

Services: Package programs, tran-
scribed library service.

Cincinnati 6—1529 Madison Rd.; Tel.:
Plaza 1323; Leo Gutman, promotion
director.

Los Angeles 4—5255 Clinton St.; Tel.:
Hempstead 5121; Maynard Mar-
quardt, western division manager.

**CARTER WRIGHT ENTERPRISES
INC.**

6533 Hollywood Blvd., Hollywood 28,
Calif.; Tel.: Hollywood 9-0944; Carter
Wright, president.

Services: Program and spot production
recording, scripts, talent.

WRIGHT-SONOVOX INC.
6331 Hollywood Blvd., Hollywood 28,
Calif., Tel.: Hollywood 9-3614; John
T. Abbott, manager.

Services: Recording, production, sound
articulation.

VOGUE WRIGHT STUDIOS
469 East Ohio, Chicago 11, Ill.; Tel.:
Mohawk 4-5600; George T. Becker
vice president.

Services: Package programs and pro-
duction, scripts.

New York—225 4th Ave.; Tel.: Algon-
quin 4-3400; Robert Shea.

WYNN WRIGHT ASSOCIATES
17 W. 57th St., New York 19, N. Y.;
Tel.: Plaza 8-4417; Charles Granzow,
president.

Services: Program production and
packages.

FREDERIC W. ZIV CO.
1529 Madison Rd., Cincinnati 6, Ohio.
Tel.: Plaza 1323; Frederic W. Ziv,
president.

Services: Transcribed programs, pack-
age shows.
New York 22—488 Madison Ave., Tel.:
Murray Hill 8-4700; John L. Sinn,
executive vice president.
Hollywood—5255 Clinton St., Maurice
Unger.

Department of State, Voice of America Broadcasts

U. S. INTERNATIONAL INFOR- MATION & EDUCATIONAL EXCHANGE PROGRAM (USIE)

DIVISION OF INTERNATIONAL BROADCASTING

New York Headquarters: 251 W.
57th St., New York 19, N. Y.
Tel.: JUdson 6-2000.

Washington Headquarters: Dept.
of Interior Bldg., 18th & "E"
Sts., N. W. (Also offices in Old
State Dept. Bldg., 1778 Pennsyl-
vania Ave., N. W.). Tel.: RE-
public 5600, Extension 4157-3323.
(For complete listing of execu-
tive personnel of Dept. of State,
see U. S. Government Agencies
Dealing With Broadcasting.)

OFFICERS

DIVISION OF INTERNATIONAL BROADCASTING

Foy D. Kohler, Chief
Edwin Kretzman, Associate Chief
(Policy)

James S. Thompson, Associate
Chief (Operations)

Alfred Puhon, Chief, Program Op-
erations Bureau

Leo Lowenthal, Chief, Evaluations
Branch

George Herrick, Facilities Chief
Sidney Sulkin, Chief, Washington
Branch

John F. Hogan, Chief, Washington
Programming

Antonio Miccoci, Washington Liai-
son

Marguerite Preston, Washington
Information Officer

FACT SHEET

Through the medium of radio,
the Voice of America works for
the attainment of the foreign pol-
icy objectives of the United States
by presenting a true picture of
American aims, by creating psy-
chological strength and resistance
to Soviet imperialism, by counter-
acting anti-American slanders and
by exposing the fraud of interna-
tional communism. In the words
of Public Law 402, its purpose is
"to promote the better understand-

ing of the United States among the
peoples of the world and to
strengthen international relations."

Radio is the fastest, most effec-
tive day-by-day medium for achiev-
ing this objective; it speaks direct-
ly to people abroad, instantane-
ously surmounting barriers of dis-
tance, censorship, illiteracy, for-
eign exchange, paper shortages and
tariffs.

More than 120 separate pro-
grams, ranging from 15 minutes
to one hour and amounting to ap-
proximately 49 program hours and
about 350,000 words, are broad-
cast daily in about 45 language
services as follows:

Europe

	Hrs:	Mins
Albanian	: 15	
Bulgarian	: 45	
Czech-Slovak	1 : 15	
Estonian	: 15	
Finnish	: 30	
French	1 : 00	
German to Austria	: 45	
German to Germany	1 : 45	
Hungarian	1 : 15	
Italian	1 : 40	
Latvian	: 15	
Lithuanian	: 30	
Polish	1 : 15	
Portuguese	: 15	
Rumanian	1 : 00	
Serbo-Croat	1 : 15	
Slovene	: 15	
Spanish to Spain	: 45	
	20 :	25*

USSR

Armenian	: 30
Azerbaijani	: 15
Georgian	: 30
Russian	2 : 30
Tatar	: 15
Turkestani	: 15
Ukrainian	: 30
	4 : 45*

Near and Middle East

Arabic	1 : 00
Greek	: 30
Hebrew	: 30
Persian	1 : 15
Turkish	1 : 00
	4 : 15*

North & North E. Asia

Amoy to China	: 30
Cantonese to China	1 : 30
Japanese	: 30
Korean	1 : 15
Mandarin to China	3 : 00
Swatow to China	: 30
English	3 : 45
	11 : 00*

South & South E. Asia

Burmese	: 15
Hindi (India)	: 30
Indonesian	: 30
Malayan	: 15
Thai	1 : 00
Urdu (Pakistan)	: 30
Vietnamese	: 30
English	: 30
	4 : 00*

Latin America

Portuguese to Brazil	: 45
Spanish	2 : 25
English	2 : 15
	5 : 25

TOTAL TO ALL AREAS:
49:50*

TO IRON CURTAIN AREAS:
(Including China)
17:30*

*The following approximate
daily program hours on local sta-
tions in foreign countries should
be added: 5½ hours simultaneous
relays and 2½ hours rebroadcasts;
approximately 56 daily program
hours of rebroadcasts, from Amer-
ican-controlled relay bases over-
seas including round-the-clock re-
broadcasts of Russian or Soviet
satellite programs to counter inten-
sive Soviet jamming.

FACILITIES

Thirty-eight shortwave trans-
mitters ranging from 50 kw to 200
kw in power are located in the
United States—10 on the Pacific
Coast, 8 in the Middle West and
20 on the East Coast. These facil-
ities are licensed to private broad-
casting companies and operated
under contract to the Department.

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 relay facilities
are also leased from BBC in Great
Britain. Selections of VOA pro-
grams are also rebroadcast in me-
dium wave by 120 stations in West-
ern Europe and over 100 in Latin
America.

Other relays or rebroadcasts are
in effect through arrangement
with domestic broadcasters of vari-
ous countries such as France, Italy,
Korea, Greece, Austria, Germany,
Ceylon, Viet-Nam, Japan, Trieste
and some 15 Latin American coun-
tries.

PROGRAM CONTENT

Programs broadcast from the
United States falls into three cate-
gories: (1) news; (2) analyses
and features, which include politi-
cal commentaries, press reviews,
roundtable discussions, documen-
taries, etc.; and (3) music. Al-
though the breakdown varies from
area to area, in general, the pro-
gram schedule comprises: news,
37%; analyses and features, 51%;
music, 12%. The breakdown for
programming to Iron Curtain
countries is: news, 51%; analyses
and features, 49%; music (none)*.

In addition, IBD sends regularly
to missions abroad transcribed mu-
sical programs and special feature
material, as well as kinescopes and
films for placement on overseas lo-
cal radio and TV stations.

*[NOTE: IBD has adopted a policy of
curtailing musical broadcasts to Iron
Curtain countries, particularly the
USSR, on the theory that (1) listeners
tune in programs to be informed, not
entertained, and (2) music is more
susceptible to reprisals from local au-
thorities.]

AUDIENCE INFORMATION

Programs are beamed to areas
having a potential audience of 300
million. Surveys, letters from lis-
teners, efforts by the hostile press
and radio of certain nations to
discredit the broadcasts, the re-
ports from United States missions
abroad, correspondents and travel-
ers—all these provide convincing

(Continued on page 388)

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

WITH EXECUTIVE RADIO PERSONNEL AND ACCOUNTS

N indicates network, S spot, R regional

A

ACCURATE ADVERTISING AGENCY
9 W. 60th St., New York 23
Tel.: Circle 7-3880

Radio Dept.: Bob Fischer, Richard Jasper, producer-directors, timebuyers; Albert Goldson, art director; Albert Losch, photography director.

AD FRIED ADV. AGENCY
318 15th St., Oakland 12
Tel.: Higate 4-6580

Radio Dept.: Ad Fried, radio director and owner; Barbetta G. Taylor, radio timebuyer; Elaine Trigger, music director; Garhard Jacobi, art and production director. All listed also have title of radio producer.

Radio Accounts: Bigelow Films (N-S); American Upholstering Co. (R-S); Bell Smoked Fish Co. (Tara Bell Brand) (S); Cohran & Celli Chevrolet Dealers (R); Commercial Sales Co. (R); Davi Miracle Foam; Betty Elizabeth Shampoo; F. H. Daily Motor Co. (R-S); Henry deLugach Real Estate (R-S); Morwear Paint Co. (Morwear Brands); Oakland Frame & Axle Co. (R-S); Fidelity Roof Co. (R-S); Holly Meat Packing Co. (R); Rhodes & Jamieson Ltd. (R-S); Servant's Furniture Warehouse; Buy-Rite Truck & Equipment Co. (S); The Quiet Hour (R); Minit-Man Auto Laundries (R-S); Lou Winston Co.; Smith Bros. "Mac" compound (R-S); Foster & Louis Insurance (R-S); Oakland Police & Firemen; Oakland Park Dept. (Woodminster Amphitheatre); Oakland Light Opera Assn. (R); San Francisco Police & Firemen; Lo-Fare Cab Co. (R-S); Roeber's Plumbing Fixtures (R); Troler Co.'s (S); Fox West Coast Theatres.

ADVERTISING ENGINEERS CORP.
448 S. Hill St., Los Angeles 13
Tel.: Mutual 5039
Radio Dept.: Reed Bear, timebuyer

ADVERTISING INC.
1523-31 Central Nat'l Bank Bldg., Richmond 19
Tel.: 3-2809, 3-2800

Radio Dept.: J. Lynn Miller, A. G. Timewell
Richmond 19—416 E. Main St. Tel.: 3-5677. A. F. Watson.

Radio Accounts: Virginia Electric & Power Co.; Commonwealth Motors Inc.; Virginia Hospital Service Assn.; Virginia Dairy Co.; R. F. & P. Railroad; Lawyers Title Insurance Corp.; Tidewater Sales Co.; Spero's.

THE AITKIN-KYNETT CO.
1400 S. Penn Square, Philadelphia 2
Tel.: Rittenhouse 6-7810
Radio Dept.: E. M. Gretz, timebuyer.

R. H. ALBER COMPANY
439 N. Larchmont Blvd., Los Angeles 4
Tel.: Hollywood 9-8273
Radio Dept.: Pauline Hagen, radio director.

Radio Accounts: Gospel Broadcasting Assn. (N-S); Unity School of Christianity.

DON ALLEN & ASSOC.
409 S. W. 13th, Portland 5, Ore.
Tel.: Capitol 9445

Radio Dept.: Everett Mitchell, radio director; Donald M. Allen, Ken Webber, Irwin H. Walsh, H. Richard Seller, account executives; Norman J. Park, timebuyer.

Radio Accounts: Arthur Murray's; Benjamin Franklin Fed. Savings & Loan; Ed Hamilton Furs; General Electric Supply Corp. (RS); Logan Oldsmobile Co.; Oregon Cost Ad Club; Windolph Pontiac Co.

ALLEN & REYNOLDS
1300 Woodman of the World Bldg., Omaha 2
Tel.: Atlantic 4445

Radio Dept.: Douglas B. Wall, media director; Milt Stephan, partner, director of radio; Don B. Amnden, assistant director; M. H. Reynolds, Karl Joens, Robert Reynolds, partners and account executives; Jack Anderson, Floyd Mellen, Robert Sanford, Earl Allen, account executives.

Radio Accounts: Byron Reed Co.; Omaha Public Power District; General Electric (S); T. H. Maenner Co.; Graybar Electric Co.; Webber Motors; U. S. National Bank; Ted's Pen Shop; Merchants Biscuit Co.; P. F. Petersen Baking Co.; Carpenter Oil Co.; Dusorb Sales Corp.; Fairmount Foods Co.; Federal Land Bank; Hill Hotel; K-K Distributing; George H. Lee; Neb.-Iowa Electrical Council; Northrup Jones; Tekseed Hybrid Co.; Uncle Sam Breakfast Food; Walnut Grove Products Co.

ALLIED ADVERTISING AGENCIES
167 S. Vermont Ave., Los Angeles 4
Tel.: Drexel 7331

Radio Dept.: Stuart Heinemann, radio director.

ALTOMARI ADV. AGENCY INC.
20 Vesey St., New York 7
Tel.: Digby 9-1510

Radio Dept.: Michael Altomari, Leonard S. Morvay Jr.

ANDERSON & CAIRNS
488 Madison Ave., New York 22
Tel.: Murray Hill 8-5800

Radio Dept.: John A. Cairns, president; Victor Seydel, radio director.

Radio Accounts: Masland Carpets (N); Rootes Motors; General Shoe Corp.; Columbia Tobacco Co.; Nat'l Home Furnishings.

MERRILL ANDERSON CO. INC.
142 E. 99th St., New York 16
Tel.: Murray Hill 5-3045

Radio Dept.: Merrill Anderson, president.

ANTHRACITE ADVERTISING
1015 N. Maine Ave., Scranton 4, Pa.
Tel.: 9328

Radio Dept.: William A. White, general manager.

Radio Accounts: Parodi Cigars Inc.

JOHN FALKNER ARNDT & CO.
123 S. Broad St., Philadelphia 12
Tel.: Kingsley 5-8500

Radio Dept.: Norton J. Bond Jr., radio director; Parma Paradio, radio secretary.

New York—40 E. 51st St. Regina Scheubel, John Wyatt.

Radio Accounts: Philadelphia Gas Works Co.

ARNOLD & CO. INC.
262 Washington St., Boston 8
Tel.: Richmond 2-1220

Radio Dept.: Arnold Z. Rosoff, radio director, account executive. Oscar E. Rudsten, Harold Glickman, account executives; Ted Serman.

ASSOCIATED ADVERTISING AGENCY INC.
Dixie Terminal Bldg., Cincinnati 2
Tel.: Main 2811

Radio Dept.: Stephen Frieburg, radio director; John Maupin, timebuyer; Sam Malcolm Levy, president & account executive.

ROSS ASWYER ADVERTISING
465 Herkimer St., Pasadena 1, Calif.
Tel.: Ryan 1-9453

Radio Dept.: Gordon Gumpertz.
Radio Accounts: Challenge Cream & Butter Assn. (N-S); Golden Bear Products.

ATHERTON ADVERTISING AGENCY
8455 Melrose Pl., Los Angeles 46
Tel.: Webster 3-8488

Radio Dept.: Alice Asdour, timebuyer; Bill Holmes, copy and media director.

Radio Accounts: 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 director; W. T. Tieman, media director.

Toronto—100 Adelaide W. Tel.: Empire 3-5418. K. C. Utley.

Radio Accounts: Eno-Scott & Bowne; Potter Drug & Chemical; Phelps Dodge Refining Corp.; Humphreys Medicine Co.

AUBREY, FINLAY, MARLEY & HODGSON INC.
230 N. Michigan Ave., Chicago 1
Tel.: Financial 6-1600

Radio Dept.: Gene Fromherz, director of media; Richard Fachheimer, Robert Marley, Earl Hodgson, Leonard Krick, Daniel Collins, vice president and account executives.

Radio Accounts: Williamson Candy Co.; (N); Pay-U Labs.; H & H Cleaner Co.; McKenzie Milling Co.; Moorman Mfg. Co.; International Harvester Co. (S); Double-Cola Co. (S).

J. J. AUERBACH CO.
103 Park Ave., New York 17
Tel.: Lexington 2-9660

Radio Dept.: J. J. Auerbach, radio 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; J. McDermott, radio plans; E. G. Sisson Jr., programming and production; John M. Caldwell, copy chief; Wauhullay LaHay, publicity; R. A. Mortensen, sports broadcasting; Gordon Braine, director of radio research; G. D. Gudebrod, film production; Charles M. Wilds, Paul F. Kizenberger, Richard S. Bunbury, John W. Furves, Caroline H. Sleeper, timebuyers.

Hollywood 28—714 Taft Bldg., Tel.: Hempstead 4871. Glenhall Taylor, manager.

San Francisco 4—235 Montgomery St. Tel.: Sutter 1-2534. Carl Zachrisson, manager.

Detroit 26—4170 Penobscot Bldg., Tel.: Woodward 5-3322. T. J. Henry, manager.

Chicago 3—135 S. LaSalle St. Tel.: Randolph 6-3456. Sterling Peacock, manager.

Boston 16—Statler Office Bldg., Tel.: Hubbard 2-4970. E. Craig Greiner, manager.

Philadelphia 6—W. Washington St. Tel.: Lombard 3-0100. Warner S. Shelly, president.

Honolulu 16—231 Dillingham Bldg., Tel.: Honolulu 6193. Dudley P. Carroll, manager.

Radio Accounts: The Atlantic Refining Co. (S); B. C. Remedy Co. (S); Bell Telephone System (N); Chesapeake & Potomac Telephone Co. (S); Chrysler Corp., Plymouth Div. (S); Reuben H. Donnelly Corp. (S); Electric Companies Advertising Program (N); Gordon Baking Company (S); Hawaiian Pineapple Co. (S); Hills Bros. Coffee Inc. (S); Charles E. Hires Co. (S); Howard D. Johnson & Co. (S); Illinois Bell Telephone Co. (S); Lever Bros.-Surf (S-N); Michigan Bell Telephone Co. (S); John Morrill & Co. (S); Nat'l Dairy Products Co. (S); Sheffield Farms Milk Co. (S); Supplee-Wills-Jones Milk Co. (S); United Air Lines (S); Blue Bell Inc. (S); Brooklyn Union Gas Co.; Cannon Mills (N); Carrier Corp. (S); Comptometer School; Insurance Co. of North America (S); Pennsylvania Co. (S).

AYLIN ADVERTISING AGENCY
522 Waugh Drive, Houston 19
Tel.: Keystone 7469

Radio Dept.: Robert N. Aylin, president; Luana J. Kamp, radio director; Charles H. Lewis, Alston P. Cameron, account executives.

Radio Accounts: Arrow Mills Inc.; Black-Broiler Inc.; Foxworth-Galbraith; Henke & Pilot Inc.; Jackson Motors Ltd.; Johnston Motor Co.; Taylor Lumber Co.; Weidon Cafeteria.

AYRES & ASSOC. INC.
1325 N St., Lincoln, Neb.
Tel.: 2-6610

Radio Dept.: Harry H. Packard, radio director; William I. Hutton, chief engineer; Warren M. Swanson, Gould B. Flagg Jr., Elizabeth Cashen, account executives; Arthur F. White, timebuyer.

AZRAEL ADVERTISING AGENCY
1000 N. Charles St., Baltimore
Tel.: Lexington 7575

Radio Dept.: Maurice Azrael, president and talent buyer; Sara L. Polack, radio director; George Avis, timebuyer.

Radio Accounts: Giveaway program formats.

B

BADGER & BROWNING & HERSEY INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-3720

Radio Dept.: Jack Wilcher, radio director.

Radio Accounts: White Tower Restaurants.

FREDERICK E. BAKER & ASSOCIATES
Vance Bldg., Seattle 1
Tel.: Elliott 0957

Radio Dept.: Peter Lyman, radio director.

LYNN BAKER INC.
745 Fifth Ave., New York 22
Tel.: Murray Hill 8-3505

Radio Dept.: Rush Hughes, radio director.

BALDWIN BOWERS & STRACHAN INC.

374 Delaware Ave., Buffalo 2, N. Y.
Radio Dept.: Everett L. Thompson, radio director; Joseph H. Radder, Leon A. McNamara Jr., Malcolm L. Barney, Marie D. Cronin and Catharine D. Walsh.

BALL & DAVIDSON INC.
1030 Speer Blvd., Denver 4
Tel.: Main 1291

Radio Dept.: Carl A. Salstrand, president; Craig Davidson, executive vice president; Billy D. Prescott, vice president.

San Gabriel, Cal.—308 N. Alabama St. Tel.: Cumberland 33622. Mr. Davidson.

Radio Accounts: Bowman Biscuit Co. (S); The Morey Mercantile Co.; Hugh M. Woods Co.; Howry-Berg Inc.

BARLOW ADVERTISING AGENCY
1405 James St., Syracuse 3, N. Y.
Tel.: 9-6644

Radio Dept.: Bud Stapleton, radio director; J. R. Coleman, H. H. Goodheart, F. B. Tompkins, G. S. Schwartz, E. R. Crawford, account executives.

Radio Accounts: Dairymen's League; Saratoga Vichy; Lincoln Nat'l Bank; Beverly Hills Wine; P & R Macaroni, all spot users.

BARNES ADVERTISING AGENCY
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 8-2393

Radio Dept.: John Barnes, president and account executive.

BARNES-CHASE CO.
530 Broadway, San Diego 1
Tel.: Franklin 7771

Radio Dept.: William H. Tewell Jr., radio director, timebuyer.
Los Angeles 17—1638 Wilshire Blvd. Charles Davis, manager.

TED BATES & CO.
630 5th Ave., New York 20
Tel.: Judson 6-0600

Radio Dept.: H. Austin Peterson, partner in charge; Lester A. Weinrott, manager; John Doherty, business manager; Jay Clark, Allan Dingwall Jr., Donn O'Meara, radio producers; Vincent Rowe, new program development; Ned Midgely, manager, timebuying Dept.; Christopher Lynch, McDonald Dunbar, Wm. J. Kennedy, timebuyers.

Hollywood 28—1680 N. Vine St. Tel.: Hollywood 9-2161. H. Austin Peterson, partner in charge of radio; Frank O'Connor, Henry Saz, producers.

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); Minute Maid (S); Grocery Store Products (S).

(Continued on page 350)

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

- BATTEN, BARTON, DURSTINE & OSBORN INC.**
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800
Radio Dept.: Arthur Pryor Jr., vice president, in charge; Wickliffe W. Crider, vice president in charge of new program development; Carroll P. Newton, chairman, radio plan board; Arthur Bellaire, commercial supervisor; Edwin Marshall, chief talent contact; Frank Silvernall, head timebuyer; Tucker Scott, coordinator; Elenore Scanlan, Fred Stoutland, Norman Chester, Hope Martinez, Al Petcavage, F. A. Wurster, George Polk, William Lawrence, Mary Ellis, Richard McKeever, timebuyers.
- Boston 18-1220 Statter Office Bldg.**
Tel.: Hubbard 2-0430. F. W. Hatch, vice president.
- Buffalo 3-3 Rand Bldg.** Tel.: Cleveland 7915. Alan M. Ward, vice president.
- Chicago 11-919 N. Michigan Ave.** Tel.: Superior 7-9200. H. H. Haupt, vice president.
- Cleveland 13-Terminal Tower.** Tel.: Tower 1-7270. E. E. Haring, vice president.
- Detroit 28-1856 Penobscot Bldg.** Tel.: Woodward 5-0620. R. E. Anderson, vice president.
- Hollywood 28-1680 N. Vine St.** Tel.: Hollywood 9-7337. Wayne Tiss, vice president.
- Los Angeles 48-6363 Wilshire Blvd.** Tel.: Webster 1-1234. A. W. Neally, vice-president.
- Minneapolis 2-N. W. Bank Bldg.** Tel.: Lincoln 8401. J. C. Cornelius, executive vice president; E. A. Cashin, vice president.
- Pittsburgh 19-Grant Bldg.** Tel.: Grant 1-8060. L. D. Hansen, vice president.
- San Francisco 4-Russ Bldg.** Tel.: Sutter 1-2232. John G. Motheral, vice president.
- Radio Accounts:** duPont (Zerone & Zerex); Fort Pitt Brewing Co.; Cream of Wheat; Tennessee Coal Iron & R. R. Co.; Emerson Drug Co. (Bromo-Seltzer); Minnesota Mining & Mfg. Co.; American Tobacco Co.; Nehi Corp.; Lever Bros. (Jelke Good Luck Margarine); Armstrong Cork Co.; DeSoto; General Electric; B. F. Goodrich; F. & M. Schaefer Brewing Co.; Wildroot Co.; U. S. Steel; George A. Hormel Co.; Rexall Drug Co.
- BEAN ADVERTISING AGENCY**
136 N. Delaware St., Indianapolis 4
Tel.: Franklin 428
Radio Dept.: Harold Bean, timebuyer.
Radio Accounts: L. S. Ayres & Co.; Wayside Floral Gardens; Jessica's Salads.
- BEAUMONT, HELLER & SPERLING INC.**
6th & Walnut Sts., Reading, Pa.
Tel.: 5-4311
Radio Dept.: Dee Hassler, radio director.
Radio Accounts: York County Gas Co.; Lebanon Valley Gas Co.; Lancaster County Gas Co.; The Harrisonburg Gas Co.; Consumers' Gas Co.; Bowery Battery & Spark Plug Co.; Maier's Bakery; Ontalaunee Orchards; St. Lawrence Dairy Co.
- 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., Thomas B. Rhodes, account executives.
Radio Accounts: Capital Bedding Co.; Fidelity Nat'l Bank; Kornmeyer Furniture; Olinde Hardware & Supply Co.; Boyce Harvey Machinery; Levenson Interior Decorators; Capital Bldg. & Loan Assn.; Longwood Plantation Syrup; United Credit Co.; Gonzales Finance Co.; Hearin, Cullens & McInnis.
- BENNETT, WALTHER & MENADIER INC.**
69 Newbury St., Boston 16
Tel.: Kenmore 6-3820-1-2
Radio Dept.: Mrs. Elizabeth D. Parsons, timebuyer.
- BENTON & BOWLES INC.**
444 Madison Ave., New York 22
Tel.: Murray Hill 8-1100
Radio Dept.: Walter Craig, vice president in charge of radio; William E. Schneider, business manager, radio; Paul Roberts, director of radio production; Oliver Barbour, Charles Fisher, Carl Eastman, Everett Gammon, Don Wallace, Ralph Starr Butler Jr., Arthur Richards, William Mann, Lawrence White, Olga Druce, William States, program directors; George Kern, director of radio timebuying; Mary McKenna, Jean Lawler, Walter Bowe, Gordon Ensign, Elaine Sloat, Tom Carson, Marlon Jones, Ann Janowicz, timebuyers.
- Hollywood 28-6253 Hollywood Blvd.** Tel.: Hillside 9151. Al Kaye, vice president in charge of West Coast operations; Murray Bolen, radio program production.
- Cincinnati-Enquirer Bldg.** Tel.: Garfield 1520. Georgia Waite, office manager.
- Toronto-91 Yonge St. Tel.: Adelaide 8222.** William H. Fleischman.
- Radio Accounts:** Assn. of American Railroads; Arnold Bakers Inc.; General Foods Corp.; Bituminous Coal Inst.; The Procter & Gamble Co.; The Best Foods Co.; The AVCO Mfg. Corp. (Crosley Div.); The Peppercell Mfg. Co., American Express; Norwich Pharmaceutical Co.; Brewing Corp. of America; Clear Institute of America; Nat'l Assn. of Mfrs.; Benson & Hedges.
- BERMINGHAM, CASTLEMAN & PIERCE INC.**
136 E. 38th St., New York 16
Tel.: Lexington 2-7550
Radio Dept.: Ted P. Wallower, timebuyer.
Radio Accounts: Griffin Mfg. Co. (N-S); Conti Products (S); Sabena Airlines (S); Pilgrim Laundry; Dif Corp.
- TED BERNSTEIN ASSOCIATES**
51 Madison Ave., New York 10
Tel.: Murray Hill 5-3730
Radio Dept.: Sylvester J. Bernstein, radio director and timebuyer.
- BOB BETTS ADVERTISING**
1st Nat'l Bank Bldg., Denver 2
Tel.: Main 6782
Radio Dept.: R. J. Betts.
Radio Accounts: Frontier Refining Co.; Maplecrest Turkey Farms Inc.; Carlson-Frink Co.; Denver Dairy Council; Stone Hall Co.
- BEN BEZOFF & CO.**
220 Majestic Bldg., Denver 2
Tel.: Alpine 2300
Radio Dept.: Jack Hull, radio director and account executive; Ben Bezoff, timebuyer and account executive.
- LEE S. BIESPIEL ADV.**
605 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-4190
Radio Dept.: Lee S. Biespiel, radio director and account director; A. C. Norton, account executive.
Radio Accounts: John O. Butler Co. (S); S. H. Arnold (S); Burton Mfg. Co.; Reserve Ins. Co.
- RALPH BING ADVERTISING**
306 Frederick Bldg., Cleveland 15, Ohio
Tel.: Superior 2773-74
Radio Dept.: Ralph S. Bing, radio director
Radio Accounts: Al Sirat Grotto Circus (S); Blauschild Motors; Northern Ohio Appliance.
- BIOW CO. INC.**
640 Fifth Ave., New York 19
Tel.: Plaza 9-1717
Radio Dept.: Robert Nickell, radio manager; Roy Winsor, radio director; Roland Gillett, co-director of radio; J. E. Kucera, head radio timebuyer.
Hollywood-1606 N. Argle. Tel.: Hempstead 2377. Edward Feldman, radio director.
San Francisco 3-703 Market St. Tel.: Garfield 4854.
- BLACKSTONE ADVERTISING**
221 W. 57th St., New York 19
Tel.: Circle 7-4915
Radio Dept.: Frank Kaus, media director.
- BLAINE-THOMPSON CO.**
234 W. 44th St., New York 18
Tel.: Longacre 4-0800
Radio Dept.: Albert L. Lesser, executive vice president, timebuyer.
- Radio Accounts:** Joe Lowe Corp. (N); Warner Bros. (S).
- FRANK L. BLUMBERG AGENCY**
800 Cathedral St., Baltimore 1
Tel.: Mulberry 6672
Radio Dept.: Horace J. Ellas, radio director.
Radio Accounts: Kress Farm Dairy; Annapolis Dairy; Park Circle Motor Co.; Q-ade Bottling Co.; Herman's Apparel Shop.
- FRED BOCK ADVERTISING CO.**
1136 Second National Bank Bldg., Akron 8, Ohio
Tel.: Portage 4616, 5872
Radio Dept.: John Simpson, radio director; Fred Bock, Pearl Fairall, account executives.
Radio Accounts: Ohio Edison Co. (S); Acme Stores (S); Haven of Rest (S); Betsy Ross Coffee (S); Bissler Furniture (S); Dettlings Seeds (S); Carter-Jones Lumber; DPW Paint; M & B Fruit Juice; Souvenir Beer; Modernfold Doors; Cueni Construction; Ace Rubber Products.
- BILL BONSBIB ADVERTISING AGENCY**
1717 E. Colfax Ave., Denver 6
Tel.: Florida 4418-19, 4410
Radio Dept.: Jay Tallant, Don Slack.
Radio Accounts: Howry-Berg Inc.; Chemical Corp. of Col.; Auto Equipment Co.; A. D. Jones & Co. (R-S); Silver State Laundry (R-S); McCollum-Law Corp.; Chemical Corp. of Colorado (S).
- W. EARL BOTHWELL INC.**
600 Grant St., Pittsburgh 19
Tel.: Court 1-6565
Radio Dept.: Richard C. Bachman, vice president and manager.
New York 16-22 E. 40th St., Lexington. Tel.: 2-1522. Vincent Van Buren, radio director; Harry Torp, media director.
Hollywood 28-1680 N. Vine St. Tel.: Hillside 0209. Thomas Dealy, manager.
- BOTSFORD, CONSTANTINE & GARDNER**
115 Southwest Fourth Ave., Portland 4, Ore.
Tel.: Atwater 9541
Seattle 4-333 Central Bldg. Tel.: Eliot 3523.
New York 1-Empire State Bldg. Tel.: Bryant 9-4845.
San Francisco 4-156 Montgomery St. Tel.: Exbrook 2-7565.
Radio Accounts: Columbia River Packers Assn.; E. H. Bendiksen; Olympia Brewing Co.; Western Hotels Inc.; New Washington Hotel; Von's Cafe; Lucky Stores; Sego Milk Products; Poultry Producers of Central Calif.; Mayfair Hotel; Golden & Barcroft; Paul A. Golden Co.; Scott Co.; Calif. Sports, Travel & Boat Shows Inc.; Crispie Potato Chip Co.
- THE LEO BOULETTE AGENCY**
303 North Main St., Three Rivers, Mich.
Tel.: 3-4155
Radio Dept.: Carol Boulette, president.
- BOURNE ASSOC. INC.**
60 E. 42nd St., New York 17
Tel.: Vanderbilt 6-1423
Radio Dept.: Victor Arden, radio director; Suzanne C. Lloyd, timebuyer.
- STANLEY G. BOYNTON & SON**
159 Pierce St., Birmingham, Mich.
Tel.: Jordan 4-5888
Radio Dept.: Stanley G. Boynton, president and timebuyer; Marjorie Smith, production manager and traffic manager.
New York 7-17 E. 42d St. Tel.: Murray Hill 2-0088.
Radio Accounts: Radio Bible Class; The Calvary Hour; America Back to God; National Tennis Matches.
- BOZELL & JACOBS INC.**
326 W. Madison St., Chicago
Tel.: Central 6-6503
Radio Dept.: Philip Rouda, vice president and radio director; Nancy Goodwin, assistant radio director; Eileen Killeen, timebuyer.
- Omaha 2-510 Electric Bldg. Tel.: Jackson 8030.
Indianapolis 4-625 Second Ave., S. Tel.: Lincoln 6328.
Seattle 4-2123 Smith Tower. Tel.: Main 0145.
New York 19-31 W. 47th St. Tel.: Judson 6-5588.
Minneapolis-415 S. Sixth St. Tel.: Main 4527.
Shreveport, La.-324 Fairfield Bldg. Tel.: 6124.
Hollywood 28-6711 Sunset Blvd. Tel.: Hillside 2695.
Houston 2-703 United Gas Bldg. Tel.: Fairfax 4106.
Dallas 1-813 Thomas Bldg. Tel.: Randolph 5428.
Washington 4-702 Kass Bldg. Tel.: Sterling 2406.
Radio Accounts: Central Ill. Electric & Gas Co.; Northwestern Telephone Co.; Security Savings & Loan; Phoenix Table Mat Co. (S); Leaf Brands (N); Pollyanna Town & Country (S); Glo Lure Inc. (N); Hopalong Cassidy Savings Club; Pfaff Sewing Machine.
- B-P-I ADVERTISING**
350 Madison St., Detroit 26
Tel.: Woodward 5-0909
Radio Dept.: Lois M. Michels, president; J. Hall Smith, production manager.
- ARTHUR BRAITSCHE ADVERTISING**
Hospital Trust Bldg., Providence 3
Tel.: Dexter 1-5313
Radio Dept.: Arthur Braitsch, director; John A. Lorimer, timebuyer.
Radio Accounts: R. I. Hospital; Baird-North Inc.; Roger Williams Savings; Weybosset Pure Food; Strand Theatre; Sally's Fur Studio; Rocky Point Park; Pike Drive-In Theatre; R. I. Ice Co.; I. C. E. Ice Co.; Merchants Cold Storage Co.; Toridheet Dealers; Palladium Ballroom.
- MICHAEL BRAND ASSOC.**
8820 Sunset Blvd., Hollywood 48
Tel.: Crestview 6-2991
Radio Dept.: Michael Brand, radio director.
- THE J. CARSON BRANTLEY ADV. AGENCY**
Owen Building, Salisbury, N. C.
Tel.: 900
Radio Dept.: J. Carson Brantley, president and radio director.
Radio Accounts: Duke Power Co. (S); Owen Drug Co.; Carolina Beverage Corp.; Isenhour Brick & Tile Co.
- BREIG ASSOCIATES**
Witherspoon Bldg., Philadelphia
Radio Dept.: Jean H. Breig
- BRENNAN ADVERTISING AGENCY**
1414 W. Clay, Houston 19
Tel.: Li 7581
Radio Account: Houston Bank & Trust Co.
- BRUCE B. BREWER & CO.**
900 Walnut St., Kansas City 6
Tel.: Harrison 4890
Radio Dept.: W. J. Woods, radio director; M. E. Klein, timebuyer; Bruce B. Brewer, Quentin Brewer, Kent Boyd, John Barton, R. I. Preis, account executives.
Minneapolis-Foshay Tower. Tel.: Atlantic 4307. Charles E. Strotz, manager.
- BRISACHER, WHEELER & STAFF**
1660 Bush St., San Francisco 9
Tel.: Prospect 6-2600
Radio Dept.: Garrett Hollihan, radio timebuyer.
New York 1-350 5th Ave. Tel.: Bryant 9-5600. Darrell McCain, media director.
Hollywood 28-1680 North Vine St. Tel.: Granite 3051. A. McKie Donnan, vice president.
Radio Accounts: Hershel California Fruit; Pictsweet Food; California Dairy Advisory Board; Parsons Ammonia (S); Wheatena (S); Van Camp Sea Food (S); Richmond Chase; Old Homestead Bakery; Rainer Brewing Co.; No. Calif. Kaiser-Frazer.

BROADCAST ADVERTISING

3635 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 9-1339

Radio Dept.: Van C. Newkirk, president and general manager; John G. Fryer, assistant in charge of production; Alva Edwards, timebuyer.

Radio Accounts: Bible Institute (R-N); Haven of Rest (R-N); Church of the Open Door; Grace Church of Huntington Park; Youth for Christ; Radio Kid's Bible Club (N); World's Greatest Book Quiz; Baker Lake Evangelistic Foundation (R-N); Cumberland Male Quartet.

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.

BROADCAST SERVICE INC.

4601 Gordon Ave., Madison, Wis.
Tel.: 4-5929

Radio Dept.: Richard S. Nickeson, manager; Virginia Green, timebuyer; Rosemary Davies, account executive.

Radio Accounts: Ace of Clubs; C. W. Anderes Co.; Badger Furniture; Badger Realty; Flore Coal Co.; Schwartz Jewelers; Badger Office Supply; C & P Drive-In; Crescent Clothing; Hanny Bros. Milling; Refrigeration Equipment; Rentschler Floral; Culligan Soft Water.

BROOKE, SMITH, FRENCH & DORRANCE INC.

Burns at Jefferson, Detroit 14
Tel.: Valley 2-9700

Radio Dept.: Hugh Hole, radio director; Jay Berry, assistant; James Reason.
New York—52 Vanderbilt. Tel.: Murray Hill 6-1800.

Radio Accounts: Goebel Brewing Co. (R-N-S); Michigan State Apples (S).

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558

Radio Dept.: A. R. Brooks, timebuyer; Mary McCauley.

D. P. BROTHER & CO. INC.

General Motors Bldg., Detroit 2
Tel.: Trinity 2-8250

Radio Dept.: Carl Georgi Jr., vice president, timebuyer; William J. Davis.

BURTON BROWNE ADVERTISING

619 N. Michigan, Chicago 11
Tel.: Delaware 7-8300

FRANKLIN BRUCK ADV. CORP.

1270 Ave. of the Americas, New York 20
Tel.: Circle 7-7660

Radio Dept.: D. Davidow, director of radio production; Franklin Bruck, M. J. Kleinfeld, M. Heineman, H. Gold, account executives.

Hollywood 4—532 N. Cherokee. Tel.: Gladstone 4528. Howard Blake, manager.

Radio Accounts: Sitroux Inc.

BUCHANAN & CO. INC.

1501 Broadway, New York 18
Tel.: Bryant 9-7900

Chicago 11—333 N. Michigan Ave. Tel.: Andover 3-6611. Robert E. Potter.

San Francisco 4—155 Montgomery St. Tel.: Yukon 6-2927. Ray Randall.

Los Angeles 48—451 N. LaClenga Blvd. Tel.: Crestview 5-3231. Charles E. Coleman, vice president.

Radio Accounts: Paramount Pictures (S); United Artists Corp. (S); Reynolds Wrap (S).

BUCHANAN-THOMAS ADV. CO.

412 S. 19th St., Omaha 2
Tel.: Atlantic 2125

Radio Dept.: Adam Reinemund, radio director.

THE BUCHEN CO.

400 W. Madison St., Chicago 6
Tel.: Randolph 6-9305

Radio Dept.: C. W. Fisher, radio director; Martin Fritz, timebuyer.

BUCKNER-CRAIG-WEBSTER ADVERTISING AGENCY

22 Park Place, Lubbock, Texas
Tel.: 2-2314

Radio Dept.: Rex Webster, radio director; Leon E. Harris, continuity director.

Odessa—211 Burks Bldg. Tel.: 2-2433. T. W. Womack, manager.

G. NORMAN BURK INC.

223 Fourth Ave., Pittsburgh 22
Tel.: Grant 1-6316

Radio Dept.: G. Norman Burk, radio director and account executive; Edgar E. Eaton, account executive; Helen P. Grayson, timebuyer.

Radio Accounts: Allied Electric Supply; Friendship Federal Savings & Loan Assn.; Hutchinson Co.; Meadow Gold Dairies; Midtown Motors Inc.; National Coffee.

LEO BURNETT CO. INC.

360 N. Michigan Ave., Chicago 1
Tel.: Central 6-5959

Radio Dept.: William L. Weddell, vice president in charge of broadcasting; Leonard S. Matthews, timebuyer.

New York 22—743 Fifth Ave. Tel.: Plaza 9-0860. W. J. McIlvain, broadcasting manager.

Los Angeles 5—3632 Wilshire Blvd. Tel.: Dunkirk 8-8131. Wendell Williams, broadcasting manager.

Radio Accounts: Bauer & Black (S); Brown Shoe Co. (N); Club Aluminum Co. (N); Dean Milk Co. (S); Kellogg Co. (N); Mars, Inc. (N); Pillsbury Mills Inc. (N-S); Pure Oil Co. (N-S); Santa Fe Railway (S); Tea Council (S).

BYER & BOWMAN ADVERTISING AGENCY

203 E. Broad St., Columbus 15
Tel.: Main 3276

Radio Dept.: Joe M. Burghalter, radio director.

Radio Accounts: Ashland Oil & Refining Co. (N); Buckeye Potato Chips (S); Clean Wallpaper Cleaner.

C**HAROLD CABOT & CO. INC.**

136 Federal St., Boston 10
Tel.: Hancock 6-7600

Radio Dept.: Janet Gilbert, radio director; Harold Cabot; Langley C. Keyes; Richard P. Holland; Edward F. Chase; John M. Lord; Peter Black; James Summers; Courtney A. Crandall; John W. Spellman Jr.; Joseph Wallace; Edward F. Glacy.

Radio Accounts: Boston Consolidated Gas Co.; Boston & Maine R. R.; Boston & Maine Trans. Co.; H. P. Hood & Sons; Rock of Ages Corp.; Adams & Swett; S. S. Pierce Co.

CAHN-MILLER INC.

510 St. Paul Place, Baltimore 2
Tel.: Saratoga 4466

Radio Dept.: Louis G. Pedlar Jr., radio director.

Radio Accounts: Eutaw Savings Bank; Fidelity Trust Co.; Hanline Bros.; Jarman Motors; The May Co.

CALDWELL, LARKIN & CO. INC.

1203 Merchants Bank Bldg.; Indianapolis 4
Tel.: Market 6501

Radio Dept.: V. James Story, Robert A. MacGill II and Arthur A. Eastman Jr., account executives.

Radio Accounts: Indiana Nat'l Bank; M. O'Connor; WIBC National; American States.

CALKINS & HOLDEN, CARLOCK McCLINTON & SMITH

247 Park Ave., New York 17
Tel.: Plaza 5-6900

Radio Dept.: Lindsay MacHarris, radio production manager; Henry F. Hull, producer.

Chicago 1—333 No. Michigan Ave. Tel.: Randolph 6-3831. Phillip M. White.

Los Angeles 36—712 S. Curson Ave. Tel.: York 5145. Harry W. Witt.

CAMPBELL-EWALD COMPANY INC.

1 E. 57th St., New York 22
Tel.: Murray Hill 8-3190

Radio Dept.: Lynn Dudley, vice president in charge.

Los Angeles 15—714 W. Olympic Blvd. Tel.: Richmond 6204. R. C. Francis, vice president and manager.

Detroit 2—General Motors Bldg. Tel.: Trinity 2-6200. J. J. Hartigan, vice president.

San Francisco 4—235 Montgomery St. Tel.: Sutter 1-8736. T. M. Johnston, vice president and manager.

Chicago 1—230 N. Michigan Ave. Tel.: Central 6-1946. Earl W. Clements, vice president and manager.

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ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

CAMPBELL-MITHUN INC.
1370 Northwestern Bank Bldg., Minneapolis 2
Tel.: Lincoln 8824

Radio Dept.: Arthur H. Lund, radio director; John Cole, timebuyer; Doug Gabrielson, radio production.
Chicago—1024 Palmolive Bldg., Tel.: Delaware 7-7553. Arthur H. Lund, radio director; Minnie Kaplan, timebuyer; Bob Noel, radio production.

Radio Accounts: Atwood Coffee (S); Campbell Cereal (S); Champion Animal Food (S); Gold Seal (S); Griggs, Cooper (S); Theodore Hamm Brewing (N-S); Minnesota Consolidated; Hi-Lex (S); Land O'Lakes (S); Northern States Power; Our Own Hardware; Northwestern Bank; Peavy Co.; Russell-Miller (S); American Dairy Assn. (N-S); R. M. Hollingshead Corp. (S); Larsen Co. (S); Miracloth Corp. (S).

THE CAPLES CO.
225 E. Erie St., Chicago 11
Tel.: Superior 7-6016

Radio Dept.: W. E. Gibson, space buyer; D. J. Bowers, vice president.
New York 17—535 Fifth Ave., Tel.: Murray Hill 7-3577. S. R. Carlin, radio director; H. F. Meyer, vice president.

Omaha 2—1504 Dodge St., Tel.: Jackson 7795. L. M. Branch, vice president; J. D. Farris, account executive.

Los Angeles 5—301 S. Kingsley Dr., Tel.: Dinkirk 7-4255. R. R. Rullman, vice president.

Radio Accounts: C&NW Railway; Union Pacific Railroad; Dorman's Pants Mfg. Co.; Royal Dairy; Western Home Furniture; Zeeman's.

CARNEY ADVERTISING AGENCY INC.

238 W. Wisconsin Ave., Milwaukee 3
Tel.: Broadway 2-3008
Radio Dept.; W. G. Carney.
Los Angeles—3757 Wilshire. Tel.: Fairfax 2301.

CARTER ADVERTISING AGENCY
912 Baltimore Ave., Kansas City 6, Mo.
Tel.: Harrison 1356

Radio Dept.: Fred Alexander, radio director.

CAYTON INC.
9 E. 43rd St., New York 16
Tel.: Lexington 2-1711

Radio Dept.: Allan Black, radio director; Allan Black, timebuyer; Leonora Thuna, assistant radio director; Wm. D'Arcy Cayton, account executive.

Radio Accounts: Miracle Adhesives Corp.; Virginia Metal Products Co.; Young America Films.

CECIL & PRESBRY INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-1234

Radio Dept.: Edward B. Simmons, radio director; David McNaney, asst. radio director; Harry Parnas, media director; Herbert Gruber, Charlotte Corbett, Hilda DeHart, timebuyers; J. P. Beresford, A. M. Foster, S. Dalsimer, D. Lyon, John McMillin, Edward Noakes, Robert Mayer, E. M. K. Murray, George Oswald, Kenneth Twyman, Charles Duffy, account executives.
nainnat—1814 Union Central Bldg. William Hecker.

Hollywood—6253 Hollywood Blvd. Riley Jackson.

Radio Accounts: Block Drug (S); By-mart Inc. (N-S); Electric Auto Lite (N); Nestle's Chocolate Co. (S); Oyster Shell Products Corp. (S); Philip Morris & Co. (N); Red-top Brewing Co. (S); Sylvania Electric Products Inc. (S); Union Dime Savings Bank (S); Whitehall Pharmaceutical Co. (S).

W. CRAIG CHAMBERS INC.
513 Second Ave., Pittsburgh 19
Tel.: Atlantic 1-4028

Radio Dept.: H. Jeff Forbes, radio director; W. Craig Chambers, president and account executive; James F. Blair, James F. Devine, account executives; E. Greger, timebuyer; Shirley Grey, traffic manager.

Radio Accounts: LaPremiata Macaroni; Electric Products; First Federal Savings & Loan Assn.; Fulton Theatre; Arthurs, Lestrangle & Co. (investments); Desolvo Co. (drain cleaning compound); Marlane

Bridal Shop; Potter McCune Co. (food distributors, wholesalers); Peters Packing Co.; G. C. Murphy Co.; Hawkinson Treads; North Side Packing Co.

CHARLES J. CHARNEY ASSOCIATES
1819 Broadway, New York 19
Tel.: Plaza 7-9555-6

Radio Dept.: Alvin George, radio director; Charles J. Charney, timebuyer; Melvin H. Levy, Seymour Chodorkoff, account executives.

JAMES THOMAS CHIRUG CO.
44 Park Square Bldg., Boston 16
Tel.: Hancock 6-7310

Radio Dept.: Edmund J. Shea, media director.
New York 17—48 E. 43rd St., Tel.: Murray Hill 7-5040.

C. P. CLARK INC.
James Robertson Hotel, Nashville 3, Tenn.
Tel.: 6-4179

Radio Dept.: C. P. Clark, radio director.

COE ADVERTISING AGENCY
609 S. Warren St., Syracuse, N. Y.
Tel.: 2-0147

Radio Dept.: Smith S. Binning, radio director; Susan Trent, assistant radio director.

Radio Accounts: Tedesco Distributors; E. M. O'Donnell Distributors; Broome Distributors; Grunder Mattress; Congress Beer; Jeans Potato Chips; Fairway Packing; Parker Upholstering; Star Vacuum; Buckley Petroleum; Men's Shop; Altman & Greene Jewelers; Pack Brannock; Vanderhoof Roofing; Typewriter Store; E. W. Edwards Dept. Store; Harry Brooks; Joe Charles Sport Shop.

ARNOLD COHAN CORP.
101 W. 55th St., New York 19
Tel.: Plaza 7-7730

Radio Dept.: Arnold Cohan, president of radio, treasurer, account executive; Jeff Selden, radio copy chief; Herbert Dougherty, art director; John Mulligan, production director.

Radio Accounts: Bruno-New York Inc. (RCA Victor, Bendix, Int'l Harvester Distr.); Sunset Appliance Stores; Bedford TV Inc.

HARRY B. COHEN ADVERTISING CO. INC.

1 East 57th Street, New York
Tel.: Murray Hill 8-3030
Radio Dept.: Howard Nussbaum, radio director; Mary Dunlavey, radio timebuyer.

Radio Accounts: Grove Laboratories (N-S); Pearson Pharmaceutical Co. (S).

COHEN & MILLER ADVERTISING
519 Sixth St. N.W., Washington 1, D. C.
Tel.: Sterling 3333

Radio Dept.: Elizabeth Doyle, radio director; Mark Foster, Reuben Cohen, account executives; Alvin I. Miller, partner.

Radio Accounts: Bamby Bakers; Auth's Frankfurters; Southern Wholesalers (RCA Victor); Atlas Furniture; Phillip's Inc. (TV & Appliances).

RUSSELL C. COMER CO.
Land Bank Bldg., Kansas City 6, Mo.
Tel.: Harrison 3964

Radio Dept.: Jon Yost, radio director; Mrs. E. W. Gollhier, media director.
Radio Accounts: International Shoe Co. Divisions.

COMMERCIAL BROADCASTERS
188 W. Randolph St., Chicago 1
Tel.: Dearborn 2-0203

Radio Dept.: Dave Edelson, M. F. Edelson, partners; Kay O'Heron, timebuyer.

COMPTON ADVERTISING INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-2800

Radio Dept.: Lewis H. Titterton, vice president; Marjorie Irwin, business manager; Henry Clochessy, chief timebuyer; Richard Hurley, Martin Hansen, Genevieve Schubert, Frances Velthuys, timebuyers.

Chicago 4—141 West Jackson Blvd.
Tel.: Harrison 7-6935.
Cincinnati 2—711 Gwynne Bldg., Tel.: Parkway 6961.

Hollywood 28—6253 Hollywood Blvd.
Tel.: Hollywood 9-8107.
Milwaukee 3—744 N. Fourth St., Tel.: Marquette 8-2778.

Radio Accounts: Campbell Soup Co. (Pork & Beans, Tomato Juice) (N-S); M. K. Goetz Brewing Co.

(S); Goodyear Tire & Rubber Co. (Neolite) (S); The Hubinger Co. (S); Personal Products Corp. (Yes Tissues) (S); The Procter & Gamble Co. (Crisco, Drene, Duz, Fluffo, Ivory Flakes, Ivory Soap) (N-S); Standard Brands Inc. (Chase & Sanborn, Instant Chase & Sanborn, Tender Leaf Tea, Instant Tender Leaf Tea) (S); Socony-Vacuum Oil Co. (S).

THOMAS F. CONROY INC.
1101 Majestic Bldg., San Antonio
Tel.: Garfield 3456

Radio Dept.: Bob Richards, radio director and timebuyer; James F. Davis, radio production; Thomas F. Conroy, Jack Keasler, Jack Schlichenmaier, Paul R. Ferwerda, account executives.

Radio Accounts: Lone Star Brewing Co.; Bohnet Baking Co.; Hoffman-Hayman Coffee Co.; Paul Anderson Co.; Apache Dist. Co.; Comal Cottons Inc.; Fomby's Clothing Co.; Household Furniture Co.; Mode-O-Day; Ormsby Chevrolet Co.; Pioneer Flour Mills; Russ & Co.; Security Finance Co.; Sommers Drug Stores; Studers Inc.; Zale Jewelry; Lee Optical; Perry Shankle Co.

CO-ORDINATED ADVERTISING CORP.

9 E. 38th St., New York 16
Radio Dept.: Lester Wolf, executive producer and president; Charlotte Armstrong, director of radio; Irving Herz, timebuyer.

Radio Accounts: Diamond K. Markets; Feed Town Markets; Sunrise Food Stores; Pioneer Food Stores; Grandview Dairy; Snappy Cheese.

COWAN & DENGLER INC.
527 Fifth Ave., New York 17
Tel.: Murray Hill 2-0940

Radio Dept.: Thomas H. Moore Jr., radio director; Gene Trivell, timebuyer.

JOHN GILBERT CRAIG ADVERTISING INC.
913 Washington St., Wilmington, Del.
Tel.: 5-6185

Radio Dept.: K. A. Walsh, account executive, Jane B. Rogers.

Radio Accounts: Equitable Trust Co.; Diamond Ice & Coal Co.; Greenhill Dairies; Joseph Bancroft & Sons; Delaware Power & Light Co.; Delaware Coach Co.; Southern Pa. Bus Co.; Brosius & Smedley Co.

THE CRAMER-KRASSETT CO.
733 N. Van Buren St., Milwaukee 2
Tel.: Daly 8-3500

Radio Dept.: Roger W. LeGrand, radio director; Loretta Mahar, radio timebuyer; Kenneth Hegard, John Pritchard, account executives.

Radio Accounts: Hoberg Paper Mills; Ed Schuster & Co.; First Federal Savings & Loan; Patek Bros. Inc.; Fox, Wis. Amusement Corp.; Henri's Food Products Co.; Chevrolet Dealers; The Milwaukee Co.; Wisconsin Telephone Co.; Milwaukee Hay Tool Co.; Vincent-McCall Co.; Plankinton Packing Co.; Gehl Brothers Mfg. Co.

CREAMER & COMPANY
6381 Hollywood Blvd., Los Angeles
Tel.: Granite 4137

Radio Dept.: Dick Creamer; Edward Loveton, media director.

CROOK ADVERTISING AGENCY
Southwestern Life Bldg., Dallas 1
Tel.: Riverside 1775

Radio Dept.: David Kittrell Jr., media director; Weldon L. Moore, Jr., radio director.

SAMUEL C. CROOK CO.
28 W. 44th St., New York 18
Tel.: Bryant 9-2588

CUMMINGS, BRAND & McPHERSON
409 Gas & Electric Bldg., Rockford, Ill.
Tel.: 2-0677

Radio Dept.: Earl M. Cummings, James R. McPherson.
Chicago—20 No. Wacker Dr., Tel.: Dearborn 2-5026. R. J. Christopher, Leonard Bridges.

Radio Accounts: The Arthur Beck Co.; The Bearley Co.; The Smith Oil & Refining Co.

CUNNINGHAM & WALSH INC.
40 E. 34th St., New York 16
Tel.: Murray Hill 3-4900

Radio Dept.: John R. Sheehan, manager of radio; Fred Cusick, chief timebuyer.

Hollywood 46—8420 Sunset Blvd., Tel.: Granite 8131.

Radio Accounts: Liggett & Myers Tobacco Co. (N-S); Kirkman & Son (S); Sunshine Biscuits (S); Northwest Airlines (S); Colgate-Palmolive-Pet Co.; Super Suds (S); Narragansett Brewing Co. (S); Pan American Coffee Bureau (S); Soilax (N-S)

D

DANCER-FITZGERALD-SAMPLE INC.

347 Madison Ave., New York 17
Tel.: Oregon 9-0600

Radio Dept.: Lyndon O. Brown, director of research and media; J. James Neale, radio director; Adrian Samish, V.P., radio director.

Chicago 1, Ill.—221 North LaSalle St.
Tel.: Financial 6-4700.

Radio Dept.: Sewall Gardner, Paul Keenan, V.P.; Elliot Detchon, account executive; James Neale, V.P., radio director; Lyndon O. Brown, V.P., media & research director; Frances Kennedy, copy chief.

Hollywood 28—1680 North Vine St., Tel.: Hudson 2-3256. Alvin Kabaker, vice president and manager.

DANCER-FITZGERALD-McDOUGAL INC.

San Francisco 4—114 Sansome St.
Tel.: Douglas 2-5107

Radio Dept.: Charles H. McDougall.
Toronto 1—6 King Street East, Tel.: Empire 3-2851. Gilbert Nunns, manager

LEONARD DAVIS ADVERTISING
107 Front St., Worcester 8, Mass.
Tel.: 7-3617

Radio Dept.: Leonard Davis, radio director; Grace Rourke, timebuyer.

Radio Accounts: Park and Greendale Theatres; Reck's Fur Shop; Lubin Clothing; W. T. Grant Co. (Worcester, Fitchburg, Leominster); R & R Plumbing Supply; Singer's Furniture; Grand View Market; World Pants Co.; Narcus Bros.; Eastern Oil Co.; Eastern Climate Control; Fortin's Market.

DAVIS & CO.
912 Pacific Mutual Bldg., Los Angeles 14
Tel.: Michigan 3908

Radio Dept.: Robert J. Davis Sr., radio director; Marilyn Morisset, radio timebuyer.

Radio Accounts: Blue Bird Potato Chips; Anderson's Foods Inc.; Scudder Food Products; Wilson & Co.; Welchade Div.—White Rock Bottlers.

DEVEREUX & CO. INC.
286 Genesee St., Utica 2, N. Y.
Tel.: 4-1718

Radio Dept.: L. W. Devereux, president and account executive.

Radio Accounts: Utica Mutual Insurance Co.

DIENER & DORSKIND
147 W. 42nd St., New York 18
Tel.: Bryant 9-8300

Radio Dept.: Alvin Haas, radio director; William Mann, advertising director.

DOHERTY, CLIFFORD & SHENFIELD INC.

350 Fifth Ave., New York 1
Tel.: Bryant 9-0445

Radio Dept.: Chester MacCracken, V.P., radio director; Helen Wilbur, Eunice D. McGarry, radio timebuyers.

RALPH L. DOMBROWER CO. INC.
11 E. Franklin St., Richmond 19
Tel.: 3-111-3

Radio Dept.: T. Michaux Moody, radio director and talent buyer; Mary Stanley, radio timebuyer.

Radio Accounts: Etchison Hat Co. Inc.; Chesterfield Hat Corp.

DONAHUE & COE
RKO Bldg., New York 20
Tel.: Columbus 5-4252

Radio Dept.: A. Carl Rigrod, Robert Wahl, radio production; Evelyn Lee Jones, timebuyer.

Atlanta 3—Hurt Bldg., H. L. Morrill Jr. Radio Accounts: Loew's Inc. (S); Scholl Mfg. Co. (S); New York Herald-Tribune (S); DeLaval Separator Co.; River Brand & Carolina Brand Rice Products (S); New York World-Telegram and the Sun (S); Scripto Pencil; Cosmopolitan Magazine (S).

W. B. DONER & COMPANY
Washington Blvd. Bldg., Detroit 26
Tel.: Woodward 5-7400
Radio Dept.: Cherie Lee, assistant director of radio; Howard Fisher, Robert King, Helen Anderson, Jack Colt.
Chicago 1—203 N. Wabash Ave. Tel.: Dearborn 2-4676. Marvin H. Frank, executive vice president.
Radio Accounts: Federal Dept. Stores; Speedway Petroleum; Big Bear Markets; Faygo Beverages; Famous Furniture; Michigan Wineries; Buckeye Beer; Hub Appliance; DeRoy Jewelers; Weil Furniture; Dixie Shops; American Savings; Lasky Furniture.

DOREMUS AND COMPANY
120 Broadway, New York 5
Tel.: Worth 4-0700
Radio Dept.: Edwin R. Rooney Jr.
Radio Accounts: Chemical Bank & Trust Co.; Goodbody & Co.; Kidder, Peabody & Co.; Troy Savings Bank; Union Trust Co.

Boston 9—53 State St. Tel.: Lafayette 3-0770. Charles W. Morse, Ruth L. Simonds, timebuyer.
Radio Accounts: Boston Federal Savings & Loan Assn.; Boston Five Cents Savings Bank; Estabrook & Co.; Waltham Federal Savings & Loan Assn.; Diamond Match Co.; Sells's Inc.

Philadelphia 2—1518 Walnut St. Tel.: Pennypacker 5-4477. Philip R. Livingston, radio director.

Radio Accounts: Kidder, Peabody & Co.; Provident Trust Co. of Philadelphia; Wellington Fund; The Methodist Radio Society of the Phil. and N.J. Annual Conferences; Dayton & Gernon.

Chicago 4—208 S. LaSalle St. Tel.: Central 6-9132. Charles C. Greene, vice president.

Radio Accounts: St. Paul Federal Savings & Loan Assn.; Lawn Savings and Loan Assn.; American School.

San Francisco 8—425 Bush St. Tel.: Yukon 2-4080. Ronald Brindley, vice president; Joyce Louw, timebuyer.

Radio Accounts: Crocker First Nat'l Bank.

DORLAND ADVERTISING LTD.
247 Park Ave., New York 17
Tel.: Eldorado 5-2680

Radio Dept.: Harold Kaye, director of radio department; Al Goodman, radio copy chief; Alex Courtney, Bill Demarest, radio directors; Lucille Dreher, timebuyer.

JOHN C. DOWD INC.
212 Park Square Bldg., Boston 16
Tel.: Hubbard 2-8050

Radio Dept.: William Walsh, radio timebuyer; Theodore Pitman Jr., radio director; Helen Garabedian, assistant radio director; Edward Parent, Ernest Gross, Lawrence Duane, William Haughey, William Buckingham, Gerald Higgins, Norman McKenzie, David Lutkins, Edward Emery, account executives.

New York—501 Madison Ave. (Dowd, Redfield & Johnstone). Tel.: Murray Hill 8-1275. William Eynon, radio director; Betty Nasse, radio timebuyer.

Radio Accounts: Albany Carpet Cleaning Co.; Boston Edison Co.; Celect Baking Co.; Cott Beverage Corp.; Cott Bottling Co.; First National Stores; Formald Co.; Glenwood Range Co.; Groveton Papers Co.; Martin L. Hall Co.; Harvard Brewing Co.; Megowen Educator Co.; Northeast Airlines; Snider Fuel Corp.; Workingmen's Coop. Bank.

DOWD, REDFIELD & JOHNSTONE INC.

501 Madison Ave., New York 22
Tel.: Murray Hill 8-1275

Radio Dept.: William H. Eynon, radio director; Betty Nasse, timebuyer; Marjorie Girecki, assistant timebuyer; Bennett Bates, vice president and copy director.
Boston—(John C. Dowd Co. Inc., see listing).

Radio Accounts: The American Protam Co. (S-N); Save By Mail (S-N); Dormin Inc. (S); Block Drug Co. (S); Continental Glassheat (S); Bell-ans (S).

DUNDES & FRANK INC.
64 West 48th St., New York 19
Tel.: Plaza 7-0750

Radio Dept.: Thomas A. Wright, vice president in charge of radio; Daisy Grosswirth, timebuyer.

Radio Accounts: Roux Labs Inc. (S).

ROY S. DURSTINE INC.
730 Fifth Ave., New York
Tel.: Circle 6-1400

Radio Dept.: Bergl Boe, manager of radio department and timebuyer; Hubert Wilke, radio director.

Los Angeles—3259 Wilshire Blvd. Tel.: Dunkirk 8-3411. William Sloan.

San Francisco—703 Market St. Tel.: Yukon 6-6239. Robert England.

Radio Accounts: The Serutan Co.; Sylvania Electric Prod. Co.; Van Houten & Zoon; American Cyanamid Co.

E

EASTBURN & SIEGEL
623 Spring St. N.W., Atlanta
Tel.: Vernon 4707

Radio Dept.: Allen Hoke, Nancy Kerr.
Radio Accounts: City Sewing Center; Butler's Shoes; State Vacuum Stores; Stein Supply; Vitrex.

ADAM F. EBY ADVERTISING
336 Andrews Bldg., Buffalo, N. Y.
Tel.: Madison 2922

Radio Dept.: Adam F. Eby, president; Madeline Feeney, account executive.

Radio Accounts: Jacobi Bros.; Chip Steaks; Culligan Soft Water; Stamford Park Race Track; Sparts Show; Police Circus.

ELLINGTON & CO.
535 Fifth Ave., New York 17
Tel.: Murray Hill 7-4300

Radio Dept.: Hal James, vice president and radio director; Dan Kane, business manager and timebuyer; A. B. Crotty, executive producer; James Haupt, radio production; Chester Kulesza, manager, commercial production; Kay Woelfel, production assistant; Doris Nustgarten, new programs buyer.

Radio Account Cities Service Co. (N)

THE ELLIOTT AGENCY
178 Grand Ave., Oakland 12
Tel.: Twinoaks 3-1750

Radio Dept.: Wallace F. Elliott.

EMERY ADVERTISING CORP.
2 E. North Avenue, Baltimore 2
Tel.: Vernon 3731

Radio Dept.: R. I. Highleyman, radio director.

ROBERT J. ENDERS ADVERTISING
1415 K St., N.W., Washington 5
Tel.: Sterling 2222

Radio Dept.: Mary Griffin Jr., radio director; Dorothy Schick, timebuyer; William F. Fitzgerald, Robert L. Friend, Donald B. Crowl, Sylvia Devey, account executives.

Philadelphia—Packard Bldg. Tel.: Rit-tenhouse 6-5491. Al Fingerman, manager.

Hollywood—6611 Santa Monica Blvd. Tel.: Hillside 6118. John Swallow, manager.

New York—270 Park Ave. Tel.: Plaza 5-4952. Howard Enders, vice president.

Montreal—1176 Sherbrook St. Tel.: W. Plateau 418. Dave Kaplan, manager.

ALVIN EPSTEIN ADVERTISING
1407 G St., Washington, D. C.
Tel.: Sterling 8550

Radio Dept.: Toni Pearson, radio director, timebuyer; Alvin J. Raider, Ruth G. Graze, Jerry Horwitz, account executives.

ERWIN, WASEY & CO. INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8700

Radio Dept.: James C. Douglass, vice president in charge; Keith B. Shaffer, business manager; Ray Simms, timebuyer.

Los Angeles 36—6045 Wilshire Blvd. Tel.: Webster 1-1211. Robert L. Redd, vice president in charge.

Chicago 1—230 N. Michigan Ave. Tel.: Randolph 6-4952. L. R. Northrup.

Minneapolis 2—Rand Tower. Tel.: Atlantic 1233. Mac Martin.

Oklahoma City 2—1st Nat'l Bank Bldg. Tel.: 7-5429. Harold Halsell.

Toronto—1170 Bay St. Tel.: Randolph 5187. Ralph L. Lawson.

Montreal—1121 St. Catherine St. Tel.: Plateau 9146. Charles Sheppard.

Radio Accounts: Musterole (S) Pertusin (S) Admiral Radio Corp. (S)

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.: Charles R. White, Helen Phillips, Richard C. Grahl (timebuyer).

Radio Accounts: R. J. Reynolds Tobacco Co. (N-S); Colgate-Palmolive-Peet Co. (N-S); Coca Cola Bottling Co. (S); National Cola Co. (S).

EVANS & ASSOCIATES
Dan Waggoner Bldg., Forth Worth 2
Tel.: Edison 9521

THE EVERLING ASSOCIATES
1015 Chestnut St., Philadelphia 7
Tel.: Market 7-2617

Radio Dept.: Alice L. Mooney.

EXPORT ADVERTISING AGENCY
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3875

F

FACTOR-BREYER INC.
1709 W. 8th St., Los Angeles 17
Tel.: Dunkirk 8-8111

Radio Dept.: Farlan Myers, radio director; Ted H. Factor, Donald A. Breyer, account executives; J. Marian Janeway, timebuyer.

Radio Accounts: Farmers Insurance; Mission Pak (S); United Mortgage Co.; Lime Cola (S); Studio Girl of Calif.; J. N. Ceazan Co.; Sportsmen's Show; Clyde Beatty Circus (S); Sav-On Drugs.

THE FADELL COMPANY
525 Northwestern Bank Bldg., Minneapolis 2
Tel.: Atlantic 3416

Radio Dept.: Michael J. Fadell, John J. Polian, account executives; Doris E. Anderson, radio director and timebuyer.

Radio Accounts: Twin City Rapid Transit Co. (N-S); Midwest Oil Co. (N-S); The Country House (N); Dutton's Restaurant (S); Group Health Mutual (S).

FEDERAL ADV. AGENCY
385 Madison Ave., New York 17
Tel.: Murray Hill 8-4200

Radio Dept.: Frank C. Barton Jr., vice president in charge of radio; Eleanor L. Larsen, assistant to Mr. Barton; Penelope Simmons, timebuyer; Jacqueline Ruta, assistant to timebuyer; Jules B. Singer, vice president; Kenneth Plumb, vice president; A. L. Plant, V. S. Lindsay Jr., George Benedict, Tristram Dunn, all account executives; Charles P. Graves, copy.

Radio Accounts: Doeskin Products (S); Gerber Products Co. (S); Pan American Coffee Bureau (N); American Safety Razor Corp. (S).

HARRY FEIGENBAUM ADV. AGENCY
2011 Walnut St., Philadelphia 3
Tel.: Locust 4-1536

Radio Dept.: Franklin Roberts, radio director; David Werman, timebuyer.

Radio Accounts: Arrow Store; Hardwick & Magee; Federal Savings & Loan Assn.; Liberty Bell Cards; B. S. Pincus.

COURTLAND D. FERGUSON INC.
315 Nat'l Press Bldg., Washington 4
Tel.: National 7713

Radio Dept.: Jill Medby, radio director.

New York—45 Rockefeller Plaza. Tel.: Plaza 7-2411. John P. Waddell, manager.

Baltimore—525 N. Charles St. Tel.: Vernon 7211. Phil Jackson, manager.

Richmond—Life Insurance Co. of Virginia Bldg. Tel.: 7-0788. H. P. Martin, manager.

Radio Accounts: Lincoln Warehouse Corp. (S); King Kone (S); The Mann Co. (S); Schindler's Peanut Prod. (S); Briggs & Co. (S); High's Ice Cream; P. D. Gwaltney & Sons; Lindsey Robinson Co.; Solarine Co.

LAWRENCE FERTIG & CO. INC.
149 Madison Ave., New York 16
Tel.: Murray Hill 9-7100

Radio Dept.: Joseph Mintzer, radio director and timebuyer.

(Continued on page 354)

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ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

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(Continued)

M. M. FISHER ASSOCIATES
134 N. LaSalle St., Chicago 2
Tel.: Central 6-1610

Radio Dept.: Jack L. Fisher Sr., owner;
Jack L. (Bud) Fisher Jr., co-owner,
account executive. Helene Heinz,
timebuyer.

Radio Accounts: Bass Bros. Furniture;
Bell Savings & Loan Assn.; Central
Democratic Committee of Cook
City; Tam O'Shanter Country Club
(golf); (N): United Artists Corp.;
Universal-International Picture
Corp.; National Foundation for
Infantile Paralysis.

FITZGERALD ADV. AGENCY
Lee Circle Bldg., New Orleans
Tel.: Tulane 3131

Radio Dept.: Aubrey Williams, radio
director; J. L. Killen Jr., time-
buyer.

Radio Accounts: Blue Plate Foods;
Jackson Brewing Co. (S); La. State
Rice Milling Co. (S); Wesson Oil
& Snowdrift Sales Co. (N-S); Pan-
Am Southern Corp. (S); H. G. Hill
Stores.

FLACK ADVERTISING AGENCY INC.
1110 Hills Bldg., Syracuse 2
Tel.: 2-3129

Radio Dept.: Grover H. Hubbell, Wil-
liam P. Conklin, Arnold T. Bowden,
account executives; Dr. Kenneth
G. Bartlett, radio consultant.

RICHARD A. FOLEY ADV.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-1560

Radio Dept.: Frank Knight, radio di-
rector; David A. Smith, radio time-
buyer; Charles H. Eyles, Lee E.
Hood, A. Edward Morgan, Earle
Stiert, Russell Gray Jr., account
executives.

Radio Accounts: Baltimore & Ohio R.
R.; Abbott's Milk Ice Cream; Dela-
ware Park Racing Assn.; Beneficial
Saving Fund; Jane Logan Ice
Cream; Harford County Racing
Assn.

FOOTE, CONE & BELDING
247 Park Ave., New York 17
Tel.: Murray Hill 8-5000

Radio Dept.: Roger Pryor, vice presi-
dent in charge of radio; Thomas
McDonnell, director of radio pro-
duction; Joseph S. Spiegel, direc-
tor of media; Lillian Selb, radio
business manager; George Wolf,
manager of radio programs.

Chicago 11-155 E. Superior St. Tel.:
Superior 7-4800. R. J. Cunningham,
manager of broadcast operations.
Harold H. Webber, vice president
chg. media & research; H. R. Van
Gunten, media director; Harry
Dieter, radio business manager;
Robert Hussey, manager, media
dept.; Genevieve Lemoer, radio
timebuyer; Richard L. Davis, radio
production manager.

Los Angeles 17-601 W. 5th St. Tel.:
Michigan 2-7651. George Weaver,
media director; Claire Koren, ra-
dio timebuyer.

San Francisco 4-235 Montgomery St.
Tel.: Sutter 1-2355. L. A. Jones,
media director; Helen Stenson, ra-
dio timebuyer.

Hollywood 28-8233 Hollywood Blvd.
Tel.: Hollywood 9-6265. Edmund
L. Cashman, vice president in
charge; C. Burt Oliver, vice presi-
dent and general manager.

Houston 2-Esperson Bldg. Tel.: At-
wood 8561. Stephen Wilhelm, vice
president and general manager;
Carl Brown, Grace Spanihel, time-
buyers.

Portland 4, Ore.—Pacific Bldg. Tel.:
Atwater 8181. Leith F. Abbott.

London-27 Hill St. W. 1. Tel.: May-
fair 9181. Brian MacCabe, mng.
dir.

Radio Accounts: General Foods Corp.;
New York Central System; RKO;
Dulany Frozen Foods; Toni Home
Permanent, and others.

FORT AND COMPANY
416 Providence Rd., Charlotte 1, N. C.
Tel.: 4-7122

Radio Dept.: John L. Fort, radio direc-
tor; Mark I. Moffett, account ex-
ecutive.

JONES FRANKEL CO.
180 N. Wabash Ave., Chicago 1
Tel.: Dearborn 2-5745

Radio Dept.: Lew Sanders, radio di-
rector; Ben Rubin, J. E. Frankel
(president), account executive.

ALBERT FRANK-GUENTHER LAW
INC.

131 Cedar St., New York 6
Tel.: Cortlandt 7-5060

Radio Dept.: Robert W. Day, radio di-
rector.

Boston-10 Post Office Square. Tel.:
Hancock 6-5900

Chicago-1 LaSalle St. Tel.: Dearborn
2-6424.

Philadelphia-Packard Bldg. Tel.: Rit-
tenhouse 6-3915.

San Francisco 8-246 Bush St. Tel.:
Yukon 6-4641.

Washington-1510 19th St. N.W. Tel.:
Columbia 8459.

THE FREDERICK-CLINTON CO. INC.
545 5th Ave., New York 17
Tel.: Murray Hill 2-7433

Radio Dept.: Sydney Rubin, vice presi-
dent and radio director; Harold S.
Reiff, Robert S. Buckbinder, ac-
count executives.

Radio Accounts: Reporter Magazine;
Gilbert Manufacturing Co.; Adler
Shoes; RAD Cleaner; HALPERN
Neckwear.

CURT FREIBERGER & CO.
1439 Court Place, Denver 2
Tel.: Alpine 2048

Radio Dept.: Curt Freiburger, radio
director and timebuyer; Kent
Thomas, Eugene B. Thomas, ac-
count executives.

Radio Accounts: Central Bank & Trust
Co.; American Beauty Macaroni
Co.; Tivoli Brewing Co.; Associated
Grocers of Col.; Brown Palace
Hotel; Denver Union Bus Depot;
Sears Roebuck & Co.; Securities
Credit Corp.; Sheridan Brewing
Co.; Toner's Inc.; U. of Denver.

OAKLEIGH R. FRENCH & ASSOC.
4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037

Radio Dept.: A. Maeschler Jr., account
executive.

Radio Accounts: GE Appliances Inc.;
St. Louis Federal; Vess Beverages;
Christian Peper; R. E. Funsten Co.;
V. Viviano; Meletio Sea Food Co.;
H. P. Coffee Co.; Dixie Mills Co.;
Schlesinger-Tarrant.

FRENCH & PRESTON INC.
1 E. 43 St., New York 17
Tel.: Murray Hill 7-8550

Radio Dept.: C. R. Tanton, radio di-
rector; Marcelle Ross, radio time-
buyer; Marjorie Dorrance, women's
division; Ted Price, copy chief;
Charles L. Hutchings, creative
copy.

AD FRIED ADV. AGENCY
(see "A" listing)

HARRY M. FROST CO. INC.
260 Fremont St., Boston 16
Tel.: Liberty 2-0813

Radio Dept.: Harvey P. Newcomb,
radio director, timebuyer.

FULLER & SMITH & ROSS
71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-5600

Radio Dept.: Gilbert C. Morris, Ralph
W. Nicholson, vice presidents.

Cleveland 15-1501 Euclid Ave. Tel.:
Cherry 1-6700. W. J. Staab, man-
ager of media dept.; R. F. Reyn-
olds, radio director.

Chicago 3-105 W. Adams St. Tel.:
Anderson 3-5041. L. J. Boyce, media
director.

Radio Accounts: Railway Express; Her-
cules Powder; Bryant Heater Div.
—Affiliated Gas Equipment Inc.;
Aluminum Co. of America; Burk-
hardt Brewing Co.; Central Nation-
al Bank; Harry Ferguson Inc.; Key-
stone Steel & Wire; Pennzoil Co.

G

GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1
Tel.: Central 3201

Radio Dept.: William D. Fisher, direc-
tor; Al Chance, production man-
ager; May Kohler, production
supervisor; Jay Kacin, coordinator;
Champ Humphrey, vice president,
media research; John Naylor,
Grace McMullan, Earl Hotze, time-
buyers.

New York 20-9 Rockefeller Plaza.
Tel.: Columbus 5-2000. Roland Mar-
tini, vice president in charge.

Radio Accounts: Barton Mfg. Co. (S);
First Nat'l Bank (S); The Grove
Labs. (N-S); Lion Oil Co. (N);
Monsanto Chemical Co. (S);
Nebraska Consolidated Mills (R-N-
S); Old Judge Coffee (S); Pet Milk
(N-S); Purina Mills (R-N-S); Ral-
ston Purina Co. (N-S); St. Louis
Post-Dispatch; Union Biscuit Co.
(S); Union Electric Co. of Missouri
(S).

SIDNEY GARFIELD & ASSOC.
45 Second St., San Francisco 5
Tel.: Exbrook 2-3420

Radio Accounts: Chemicals Inc. (N-S);
Kay Jewelers (S); El Dorado Oil
Works (S); No Doz Awakeners.

NEWSOM W. GAY ADVERTISING
Gulf States Bldg., Dallas
Tel.: Prospect 7300

GEARE-MARSTON INC.
21 S. 12th St., Philadelphia 7
Tel.: Locust 4-0530

Radio Dept.: Edward B. Harvey, radio
director.

New York 17-Graybar Bldg., 420 Lex-
ington Ave. Tel.: Lexington 2-0880.
Charles S. O'Donnell, vice presi-
dent.

GEMMER ASSOCIATES INC.
208 Strauss Bldg., Fort Wayne 2
Tel.: Anthony 1157

Radio Dept.: Duane A. Zimmerman,
radio director.

Radio Accounts: City of Fort Wayne;
Coal Heating Service of Allen
County; Bluffton Grocery Co.; Es-
kay Dairy Co.; Harges-Mills Candy
Shops; Packard Fort Wayne Inc.;
Sinclair Dealers; Wayne Candies,
other accounts.

GEYER, NEWELL & GANGER INC.
745 5th Ave., New York 22
Tel.: Plaza 5-5400

Radio Dept.: A. C. De Pierro, vice presi-
dent and media director.

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 and manager.

GIBBONS ADVERTISING AGENCY
802 Daniel Bldg., Tulsa 3
Tel.: 4-2444

Radio Dept.: J. Burr Gibbons, presi-
dent; John B. Gibbons, R. W. Peter-
son, vice presidents; Mercedes
Freiday, radio director.

Radio Accounts: Nat'l Bank of Tulsa;
Stanleys Funeral Service; State
Federal Savings & Loan Assn.;
Thurston Chemical Co.; Hale-Hal-
sell Co.; Wertz Biscuit Co.; Tom P.
McDermott Inc.; Jenkins Music
Co.; Sand Springs Home Farms;
John Brown U.; Liberty Glass Co.;
Friedrick Labs Inc.; H. M. McDaniel
Co.; Short Stop Hamburger Stands;
Southwestern Ornamental Iron
Works; Whitener's Dept. Store;
Payson Candies Co.; Hope Lumber
& Supply Co.; Whitaker Manah;
Comet Moving & Storage Co.

GILLHAM ADV. AGENCY
Continental Bank Bldg., Salt Lake City
Tel.: 4-5518

Radio Dept.: Heber G. Wolsey, assistant
radio director; Enid N. Ogaard,
timebuyer.

Radio Accounts: Cloverleaf Dairy (S-
RN); Colville Ice Cream Co.;
Fisher Brewing Co.; Fram Distri-
butors (RN-S); Freed Motor; Gen-
eral Electric Supply (R-N); Ogden
First Federal Savings; Mountain
Fuel Supply Co.; Petty Motor; For-
ter Macaroni Co.; Purity Biscuit
Co.; Royal Baking Co. (S-RN); SLC
Chamber of Commerce; Salt Lake
Hardware Co.; Sego Milk Products
(S-RN); Streater Chevrolet Co.;
Sweet Candy Co.; Union Pacific
Railroad; Utah Finance; Utah Oil
Refining Co.; Utah Power & Light;
Walker Bank & Trust Co.

BERT S. GITTINS ADV.
739 N. Broadway, Milwaukee 2
Tel.: Daly 8-5948

Radio Dept.: Gerlad L. Seaman, Verne
Laustsen, radio executives; Robert
J. Rice, account executive; Esther
Block, media director

Radio Accounts: Allis-Chalmers Mfg.
Co. (N); Group 8-Wis. Bankers
Assn.; The Page Milk Co.; Wm. F.
Renk & Sons.

GLASSER-GAILEY INC.
301 S. Harvard Blvd., Los Angeles 5
Tel.: Dunkirk 4-2141

Radio Dept.: I. L. Stiteman, account executive.

San Francisco 4—79 Post St. Tel.: Exbrook 2-6468.

Radio Accounts: Ralph's Grocery Co. (S); Santa Clara Packing Co. (S); Microtone (S); Beckman Furs.

WM. GLAZER ADV. AGENCY
707 United Office Bldg., Cleveland 13
Tel.: Main 1-8896

Radio Dept.: William Glazer, owner, radio director; W. J. Gabriel Jr., assistant.

Radio Accounts: Foodtown Super Markets; Sar-A-Lee Salad Dressing; Mary Lee Candies.

GLENN ADVERTISING INC.
2209 Continental Life Bldg., Fort Worth 2

Tel.: Fannin 4476

Radio Dept.: Ray K. Glenn, president; John H. Stewart, executive vice president; Arnold C. Shaw, vice president; Ward Wilcox, account executive; John R. McCarty, vice president.

Dallas 1—1915 Elm St. Tel.: Riverside 6688. Mr. Wilcox.

Los Angeles 43—5429 Crenshaw Blvd. Tel.: Axminster 2-3063. Mr. McCarty.

Radio Accounts: Bewley Mills; Comette Hosiery; The Frito Co.; Globe Labs. Waples Platter Co.; Texas Dry Concrete; Fort Worth Nat'l Bank; Great Western Food Co.; Citizens Nat'l Bank; Champion Chili; Brockless Food Co.; Fort Worth Sand & Gravel; Conro Mfg. Co.

GLEW ADVERTISING AGENCY
211 N. Lafayette Ave., Grand Rapids 3, Mich.

Tel.: 9-4052

Radio Dept.: Francis K. Glew, owner.

GODOY & CROSS ADV. AGENCY
Prado 51 Havana, Cuba

Tel.: A-1841

Radio Dept.: Enrique Marrero, radio director; Sarah Cross, assistant to radio director; Jose A. Terry, Waldo de John, producers.

Radio Accounts: RCA Victor (N-S); Humara y Lastra (N-S); Nestle & Libby (N-S); Cia. Pepsi-Cola (S); Standard Brands (S); Ford-Mercury-Lincoln (S); E. R. Squibb & Sons (S); Cigarros Royal (N-S); Murine (S); Ceregee (S); Cia. Menen de Cuba (S); Warner Huhn (N); Humara y Cia (S); Cia. Cubana de Aviacion (N-S); Pan American World Airways (S); Selecciones del Readers Digest (N-S); Cia. Godoy Sayan (N-S); Kellogg's (S).

GOODKIND, JOICE & MORGAN
919 N. Michigan Ave., Chicago 11

Tel.: Superior 7-6746

Radio Dept.: Florence Neighbors, radio director; Alden Joice, assistant director; H. P. Roberts, George P. Frank, Henry Nathan, account executives.

KENT GOODMAN ADV.
1350 N. Highland, Hollywood 28

Tel.: 9-7992

Radio Dept.: Kent Goodman, radio director; Bob Howard, Mel Curtis, account executives.

Radio Accounts: Allan Fur Co.; Consolidated Furniture; Jerat Co. (silverware); Sparton Television (N).

THE PHIL GORDON AGENCY
23 E. Jackson Blvd., Chicago

Tel.: Harrison 7-2103

Radio Dept.: W. Feuer, radio director.

GOTHAM ADVERTISING CO.
2 W. 46th St., New York 19

Tel.: Luxemburg 2-2880

Radio Dept.: Arthur A. Kron, radio director; Kathleen K. Barton, spot radio buyer; Sally Allen, network radio & spot for Lutheran Laymen's League.

Mexico City Bolivar 8—Tel.: Despacho 607, Edwin J. Ryan.

Radio Accounts: Lutheran Laymen's League; La Regione Siciliana.

GRANT ADVERTISING INC.
919 N. Michigan Ave., Chicago 11

Tel.: Superior 7-6500

Radio Dept.: Harry Holcombe, radio director; Jane Baker, assistant radio director; George McGivern, media director; Fred Norman, assistant radio media director; W. R. Watson, Howard Jones, account executives.

Hollywood 28—8404 Hollywood Blvd. Tel.: Hollywood 9-5371. Patrick O'Rourke.

New York 21—655 Madison Ave. Tel.: Templeton 8-9393. Robert Cole.

Dallas 1—1313 Gulf States Bldg. Tel.: Riverside 8121. S. W. Hepworth, vice president in charge; Francys Simmons, radio director.

Detroit 28—Guardian Bldg. Tel.: Woodward 3-9400. Edward P. Grace, vice president in charge.

Miami 32—Langford Bldg. Tel.: Miami 3-0773. John A. Dey, vice president in charge.

Washington 6, D. C.—1741 DeSales St., N. W. Tel.: Sterling 1467. Edwin F. Lewis, vice president and manager.

Weslaco, Tex.—113 W. 4th St. Tel.: Prospect 7-8121. S. W. Hepworth.

Toronto—103 Church St. Tel.: Adelaide 3396. Olive Jennings, radio director.

Radio Accounts: Cudahy Packing Co. (N-S); Folger Coffee Co. (S); Burlington-American Buslines (S); Silbern's Drugs (S); Southland Life Ins. Co. (S); Fuchs Baking Co. (S); Florists Telegraph Delivery Assn.; Excell Labs (S).

WILL GRANT ADVERTISING AGENCY

315 W. 9th St., Los Angeles 15

Tel.: Trinity 1384

GRAY & ROGERS

12 S. 12th St., Philadelphia 7

Tel.: Walnut 2-3636

Radio Dept.: Edmund H. Rogers, partner, head of radio department; Walter M. Erickson, radio director; John C. Hirst, assistant radio director.

Radio Accounts: Bell Telephone of Pa.; Diamond State Telephone Co.; Chevrolet Dealers Assn. of Phil.; Associated Hospital Service of Phil.; M. A. Hanna Co.; Keystone Automobile Club; Phil. Saving Fund Society; Thomas A. Edison Inc.; Capital Bakers Inc.; Spring Garden Institute; Sunshine Brewing Co.; Harleysville Mutual Casualty Co.; Phil. Zone Planning Assn. Inc.; Wilkening Mfg. Co.

GREGORY & HOUSE INC.
Perry House, Cleveland

Tel.: Main 1-7822

Radio Dept.: Bromley House, vice president, radio director; Roger L. Albright, assistant radio director and account executive; Bill Nash, vice president and account executive; Marian Reeves, timebuyer.

Radio Accounts: Grocery chain; appliance distributor, meat packer, real estate broker, bakery and insurance company.

GREY ADVERTISING AGENCY

166 W. 32d St., New York 1

Tel.: Chickering 4-3900

Radio Dept.: William A. Chalmers, vice president, director of radio; Barbara Jones, radio supervisor; Gerald Ford, radio production manager; George Feld, production assistant; Philip Leshem, timebuyer.

Radio Accounts: Ronson Art Metal Works (N); Kirsch Beverages (S); Admiration Shampoo (S); Hollanderizing Inc. (N).

GRIFFITH-McCARTHY INC.
602 Times Bldg., St. Petersburg 1

Tel.: 7-4311

Radio Dept.: R. F. Bullard, R. E. McCarthy, radio directors and timebuyers.

Tampa, Fla.—206 S. Franklin. Tel.: 2-9644. R. E. McCarthy.

Radio Accounts: Borden's Dairy Products (RS); Gulf Winds Villas & Apartments; Southern Brewing Co.; Naples Beach Hotel (RS); St. Petersburg Chamber of Commerce (RS).

JULIAN GROSS ADV. AGENCY INC.
1418 Asylum St., Hartford 3

Tel.: 7-7179

Radio Dept.: Libby Dunn, timebuyer.

GRUBB & PETERSEN ADVERTISING

111 N. Market St., Champaign, Ill.

Tel.: 6-3766

Radio Dept.: Frank L. Strand, radio director.

GUENTHER, BROWN & BERNE INC.
1418 Enquirer Bldg., Cincinnati 2

Tel.: Garfield 4244

Radio Dept.: Wilfred Guenther, president; David A. Brown, vice president, radio director; Wilson Lang, Jack Bunker, account executives.

Dayton, Ohio—302 L. T. Cooper Bldg. Tel.: Hemlock 9781. W. James Bridges, vice president; Jerry Friedman.

Radio Accounts: Graybar Electric; Goodyear Service Stores; Leo's Auto Accessories; DeSoto-Plymouth Dealers; Electro-Hygiene; Bargain Barn; High Rock-Sun Spot Bev.; Johnson Electric Supply Co.; Moore's Men's Shop; Sucher Packing Co.; Marlemont Laundry & Dry Cleaning Co.; Albers Super Markets.

GUILD, BASCOM & BONFIGLI INC.
130 Kearny St., San Francisco 8

Tel.: Yukon 2-6040

Radio Dept.: Rod Macdonald, media director; Walter Guild, president and account executive; Merritt E. Wiley, Richard E. St. John, account executives.

Radio Accounts: Rosefield Packing Co.; Good Foods; Roman Meal Co.; Gravem-Inglis Baking Co.; Wine Growers Guild; Golden State Co.

LAWRENCE C. GUMBINNER ADV. AGENCY

655 Madison Ave., New York 17

Tel.: Templeton 8-1717

Radio Dept.: Paul Gumbinner, radio director.

H

WM. J. HACKENBERG ADVERTISING

206 Main St., Wheeling, W. Va.

Radio Dept.: Wm. J. Hackenberg.

Radio Accounts: Coeey-Bentz Furniture Co.; Matz Brewing Co.

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.; Saveway Stores; IUE-CIO.

THE HAMMER CO.

171 Church St., Hartford 3, Conn.

Tel.: 7-0163

Radio Dept.: M. H. Hammer, Edward Hoffman.

New York—1819 Broadway. Tel.: Plaza 7-0955. Mel Levy, vice president.

Radio Accounts: Berkline Corp. (N); Country Club Soda Co.; Pantasote Co.; Comfi-Coil Corp.

HANLY, HICKS & MONTGOMERY INC.

500 Fifth Ave., New York 18

Tel.: Longacre 5-5000

Radio Dept.: H. E. Lehman.

Chicago 6—400 W. Madison St. (Wallace-Ferry-Hanly Co.) Tel.: Franklin 2-6440. J. T. Ainley.

HARRINGTON-RICHARDS

(see Fletcher D. Richards)

256 Super St., San Francisco 8

Tel.: Exbrook 2-6025

Radio Dept.: Virginia Miller, radio director, timebuyer; A. E. Smith, Henry W. Peterson, account executives.

Los Angeles—5816 Wilshire Blvd. Tel.: Webster 3-5577

Radio Accounts: Avoset Co.; Morris Plan Co. of Calif.; Western Pacific Railroad.

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.; Prudential Federal Savings & Loan Assn.; Columbine Milk; Weber-Central Dairy; Hotel Utah; Clover Club Foods; Wyoming Dairy Products; Hotel Temple Square.

HART-CONWAY CO. INC.

45 Exchange St., Rochester 14, N. Y.

Tel.: Locust 3520

Radio Dept.: H. Lyman Hart, Harold E. Kennedy, John P. Street, Joseph P. Brown, E. Ward Phillips, John M. Nixon, account executives.

Radio Accounts: Blue Boy Dairy; Blue Bus Lines; F. Cappellino & Sons; Columbia Banking, Saving & Loan Assn.; Crescent-Puritan Laundry; Genesee Valley Trust Co.; Genesee-Monroe Racing Assn.; Haxton Foods Inc.; Levis Music Stores; McFarlin Clothing Co.; Quatop Beverages Inc.; Reddi-Wip; Roseland Park; Security Trust Co.; Siebert & Sons; Sears, Roebuck & Co.; Standard Brewing Co.; Valley View Creameries; Whiting-Bulck Inc.; Hallman Central Chevrolet.

(Continued on page 356)

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ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

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GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-0055

Radio Dept.: Thomas Kilvan, radio director; Fred Herendeen, J. T. Holloway, David Coey, account executives.

Radio Accounts: Chicago Show Printing Co.; Hartz Mountain Products; Nash-Underwood Inc.; Nelson Bros.; P. A. Starck Piano Co.; Vermont Marble Co.; Lanahan Co.; United Biscuit Co. (Lakeside, Manchester and Sawyer Divisions).

HARVEY-MASENDALE CO. INC.
Walton Bldg., Atlanta 3, Ga.
Tel.: Walnut 9117

Durham, N. C.—Snow Bldg. Tel.: J-8451. C. Knox Massey, radio director; John Moorhead, timebuyer.

HEINTZ & CO. INC.
323 W. Sixth St., Los Angeles 13
Tel.: Michigan 6061

Radio Dept.: June Morgan, radio director, timebuyer; Robert P. Heintz, Carl M. Heintz Jr., account executives.

Radio Accounts: Knudsen Creamery Co.; Dempsey-Tegeler & Co.; Standard Federal Savings and Loan Assn.

PAUL LYNN HELLER ADV. INC.
Atlantic Bldg., 930 F St., N. W., Washington 4
Tel.: National 7638

Radio Dept.: Paul Lynn Heller, M. Justin Baum.

Radio Accounts: Hollywood Clothing Co.; Bond Vacuum Stores Inc.; Eagle Wine & Liquor Store; Jerome W. Witt; Circle Florists; Roma Cafe; Amco Products; Allied Finance Co.; Mt. Vernon Cycle & Sport Shops; Lincoln Cafe; Metropolitan Haberdashers; Globe Liquor; Shaffer Fur Co., and others.

HENDERSON ADVERTISING AGENCY
9 W. McBee Ave., Greenville, S. C.
Tel.: 3-8381

Radio Dept.: James M. Henderson, owner; Harold K. McIntyre, account executive, Betty McCowan, timebuyer.

Radio Accounts: Texize Chemicals; Greenwood Packing Plant; Shivar Ginger Ale; Southern Gold Margarine; Edisto Dairies.

HENRI, HURST & McDONALD INC.
121 W. Wacker Drive, Chicago 1
Tel.: Franklin 2-9180

Radio Dept.: J. S. Keck, radio director; L. R. Hall, timebuyer.

Radio Accounts: Fred W. Amend Co.; Belmont Radio Corp.; Coopers Inc.; International Shoe Co.; Kroehler Mfg. Co.; Lennox Furnace Co.; Milnot Co.; Perfect Circle Corp.; Perma Starch Inc.; Pillsbury-Ballard (div. of Pillsbury Mills Inc.); Skelly Oil Co.; A. O. Smith Corp.; Thor Corp.; Chicago, Rock Island & Pacific Railway Co.

AL HERR ADV. AGENCY
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 2-8040

Radio Dept.: Pat Kocian, radio director; John Rock, timebuyer; Al Herr, account executive.

Radio Accounts: Pate Oil Co.; King Braeger Chevrolet; Luick Dairy Co.; Kellers Beverage Center; Luick Ice Cream Co.

C. J. HERRICK ASSOC.
132 W. 43rd St., New York 18
Tel.: Lackawanna 4-9310

Radio Dept.: Elaine H. Samuels, radio director.

HEVENOR ADVERTISING AGENCY
11 North Pearl St., Albany 7, N. Y.
Tel.: 5-1588

Radio Dept.: Horace Hevenor, president and account executive; Edward Loveday, vice president and account executive; Hal Greenberg, radio director and account executive.

Radio Accounts: Fitzgerald Beer & Ale; Saratoga Raceway; Skating Vanities; Home Savings Bank; City

and County Savings Bank; DeWitt Clinton Hotel; Industrial Bank of Commerce; Albany Frosted Foods; Albany Business College.

HEWITT, OGILVY, BENSON & MATHER

575 Madison Ave., New York
Tel.: Murray Hill 8-6100

Radio Dept.: Clinton F. Wheeler Jr., radio director; Deane Coords, radio copy chief; Florence Smith, radio timebuyer; O. A. Saunders, R. C. Barker, account executives.

Radio Accounts: Chase National Bank; Sun Oil Co.

HICKS ADVERTISING AGENCY
243 Riverside Drive, New York 25
Tel.: Bryant 9-2365

HICKS & GREIST INC.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-9135

Radio Dept.: Peter A. Krug, radio director; J. A. Drake, S. R. Huntley, C. V. Skoog, account executives.

Radio Accounts: Lewyt Corp. (S); Louis L. Libby Foods (S); Waring Products Corp. (S); Sapolin Paints (S); Dixie Cup Co. (S); Home Decorators (S).

IVAN HILL INC.
900 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3116

Radio Dept.: Elinor Fahrenholz, radio director.

DAVID S. HILLMAN INC.
9130 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-6586

Radio Dept.: M. O'Brien, radio timebuyer.

HIRSHON-GARFIELD INC.
745 Fifth Ave., New York
Tel.: Murray Hill 8-8900

Radio Dept.: Robert F. Lewine, radio director; William F. Sheppard, radio manager; Philip Bassel, timebuyer; Thelma Silverman, assistant.

Boston—Park Sq. Bldg. Herb Stern.
Radio Accounts: Miles Shoes (S); Prentis Clothes (S); Truval Shirts; Burlington Mills; Lanes Dept. Store.

HIXSON & JORGENSEN INC.
600 St. Paul Ave., Los Angeles 14
Tel.: Madison 6-5811

Radio Dept.: H. D. Walsh, vice president and director of radio; Harriett M. Wiegand, radio timebuyer.

Radio Accounts: Richfield Oil Corp. (N); Local Loan Co. (S); Kierulff & Co. (Motorola).

HOEFER, DIETERICH & BROWN
405 Sansome St., San Francisco 11
Tel.: Yukon 2-0575

Radio Dept.: James A. Brown, John H. Hoefler, account executives; Geneva Hawkins, timebuyer.

Radio Accounts: Crystal Cream & Butter.

HOFFMAN & YORK INC.
308 N. 3rd St., Milwaukee 3
Tel.: Daly 8-6510

Radio Dept.: Howard L. Peck, radio director.

W. F. HOLLAND AGENCY
2530 Auburn Ave., Cincinnati 19
Tel.: Capitol 1252

Radio Dept.: Earl L. Holland, production; Rosen Bader, copy; William F. Holland, timebuyer.

HOLST & CUMMINGS & MEYERS LTD.
1307 Kapiolani Blvd., Honolulu, T. H.
Tel.: 95291

Radio Dept.: Jim Wahl, director and vice president; Alexa Cogswell, assistant director.

San Francisco 5—215 Market St.

HONIG-COOPER CO.
333 Montgomery St., San Francisco 4
Tel.: Exbrook 2-7004

Radio Dept.: John W. Davis, timebuyer; Gail Myers, assistant timebuyer.

Seattle, Wash. 455 Skinner Bldg.
Tel.: Main 6435. Warren E. Kraft, vice president and manager.

Radio Accounts: National Lead Co.; Marlo Foods; Clorox; C & H Sugar; Haas Bros.; Calso Water; Peet's Soap; Duart Mfg.

HOOT ADVERTISING AGENCY
15 E. 40th St., New York 16
Tel.: Murray Hill 6-3714

Radio Dept.: Dexter Halle, Hal Halpern.

Radio Accounts: 17 Brands (S); Mogen-David Products (S); Chinese Food Corp. of America (S).

LELAND K. HOWE ASSOC. INC.
150 E. 35th St., New York 16
Tel.: Oregon 9-4998

Radio Dept.: Joseph R. Horenstein, director; Florence Katz, timebuyer; J. P. Horenstein, M. Lewis, L. Bell, A. Law, account executives.

Radio Accounts: CBS-Columbia Distributors; Chloradent Labs; Ben S. Loeb Inc.; International Room; Cafe Roland; 4-color Pencil; Citizens Committee for the election of Joseph T. Sharkey; Bedford Stores; Bell Appliances; Hobby & Brown (S); Babylon Chamber of Commerce; Efron-Fuel; Sentry-Lite.

CHARLES W. HOYT CO. INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-2000

Radio Dept.: William Phillip Smith, director of radio; D. H. Humm, radio timebuyer.

Hartford, Conn.—15 Lewis St. Tel.: 5-6066.

Radio Accounts: American Molasses Co.; Blueberry Coop Assn.; Brock Hall Dairy; Charles Gulden Inc. (S); Charles B. Knox Gelatine Co. (S-N); Mail Pouch Tobacco (S-N); Monticello Drug Co.; KLM Royal Dutch Airlines; Stanley Home Products Inc. (N); Wilbert Products (S).

THE HUBBELL ADV. AGENCY INC.
1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212

Radio Dept.: Frank Hubbell, radio director; Irving M. Adams, radio timebuyer.

CHRISTY HUMBURG ADV. AGENCY
818 Olive St., St. Louis 1
Tel.: Chestnut 9271

Radio Dept.: C. C. Humburg, radio director.

Radio Accounts: Lubri-Loy Co.; Brandt Electric Co.

H. B. HUMPHREY, ALLEY & RICHARDS INC.
1235 Statler Bldg., Boston 16
Tel.: Liberty 2-6100

Radio Dept.: Sally Larkin, vice president and radio director.

New York 17—370 Lexington Ave. Tel.: Lexington 2-3020. John Fitzgerald, radio director.

HUMPHREY, PRENTKE & ASSOC. INC.

11406 Euclid Ave., Cleveland, Ohio
Tel.: Randolph 1-4582

Radio Dept.: Ralph B. Humphrey, radio director.

HURLEY ADVERTISING CO.
213-215 Securities Bldg., Des Moines 9
Tel.: 4-6289

Radio Dept.: J. E. Hurley, director; J. L. Greendahl, continuity.

HUTCHINS ADVERTISING CO. INC.
42 East Ave., Rochester 4, N. Y.
Tel.: Hamilton 1160

New York 18—18 W. 46th St. Tel.: Plaza 7-8326. Maitland Jones, vice president.

Philadelphia 40—3701 N. Broad St. Tel.: Baldwin 36200. Max Enelow, vice president.

Toronto—1244 Dufferin St. Tel.: Kenwood 2737. Walter Engwer, manager.

IDAHO ADVERTISING AGENCY
906½ Jefferson St., Boise, Idaho

Radio Dept.: Keith Black, account executive.

Radio Accounts: Empire Air Lines; Music Center; Cit Dye Works; Gem State Mutual Benefit Assn.; Coal Heating Service.

ROCKLIN IRVING & ASSOC.
32 W. Randolph St., Chicago 1
Tel.: Randolph 6-2324

Radio Dept.: Mrs. Edward Lovinger, copy chief; Irving Rocklin, account executive; Werner K. Haas, Betty Zidell, copywriters; Ruth Robbins, secretary; Mrs. B. Dettell, assistant copy chief; Mrs. M. Prohov, general comptroller.

Radio Accounts: Chicago Furniture Mart; Monroe Fox Co.; Kass Clothiers; Roxy Rug & Linoleum; Balaban Floor Covering; Cole Finder Inc.; Walton Motors Inc.; Deming Motors Inc.; Linoleum City; S. L. Weinberg Inc.; Union Life.

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1500 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9600
Radio Dept.: Stella M. Kilcullen, media buyer.

J

JACKSON & CO.
49 Worth St., New York 13
Tel.: Worth 4-7005
Radio Dept.: Samuel Gallu, radio director and timebuyer.
Radio Accounts: Pequot Mills (S); J. W. Valentine Co.

RAY C. JENKINS ADV. AGENCY
1240 Builders Exchange, Minneapolis 2, Minn.
Radio Dept.: J. Robert Heiderich, radio director.
Radio Accounts: Barnes & Zimmermann; Gedney Co.; LaBelle Moving & Storage; Marquette Nat'l Bank; Milk Found & Twin City Milk Producers; Luther Ford & Co.; Spark-O-Liner Corp.; Western Oil & Fuel Co.

JESSOP ADVERTISING CO.
First National Tower, Akron 8
Tel.: Franklin 2189
Radio Dept.: R. Gilbert, radio director; G. J. Cobak, timebuyer.

JONES & BRAKELEY INC.
150 Nassau St., New York 38
Tel.: Beekman 3-1912
Radio Dept.: Marie C. Power, time-buyer.

DUANE JONES CO. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-4848

JONES & JONES ADVERTISING AGENCY
525 Leonhardt Bldg., Oklahoma City 2
Radio Dept.: Henry C. Jones, radio director and timebuyer.

THE RALPH H. JONES CO.
3100 Carew Tower, Cincinnati 2
Tel.: Garfield 2300
Radio Dept.: C. M. Robertson Jr., radio director; Ann Smith, time-buyer; C. M. Robertson Jr.; James M. Nelson, Allen Thrasher, Stanley A. Willer, G. A. Honold, account executives.

New York 19—580 Fifth Ave. Tel.: Plaza 7-4600.
Radio Accounts: Bavarian Brewing Co.; The Kroger Co.; Miami Margarine Co.; Martin Rosenberger; The Heekin Co.; Ten-B-Low.

THE JORDAN CO.
2404 W. 7th St., Los Angeles 5
Tel.: Dunkirk 2-2248
Radio Dept.: Walter Hughes, media director.

K

THE KAPPS CO.
64 East Lake St., Chicago 1
Tel.: State 2-0480
Radio Dept.: Caplico Kapps, radio director; Joseph Kapps, C. Kapps, D. Daily, C. Koung, account executives; Albert Kapps, timebuyer.

Radio Accounts: Public Service Stores; Travler Radio Corp.; Langendorf Clothing; Racine Engineering Co.; Snap Products; Aetna Watch Co. (N-S); Southeast Radio Stores; Mont Clare Furnace Co.; Ford-Hopkins Drug Co.; Clark Maple Motors; Madewell Bedding Co.; Airstop Sales; Davidsons Bakery; Safety Motors; North Park Sales & Service; Petroleum Sales.

KAL. EHRlich & MERRICK ADV. INC.
315 Evening Star Bldg., Washington 4, D. C.
Tel.: Executive 3700
Radio Dept.: Alvin Q. Ehrlich, vice president in charge of radio; David F. Thomas, radio director; Nella Manes, timebuyer; Forest Entwisle, Alexander L. Charles, William B. Mullett, Philip Berme, Huly Bray, William Roberts, Joseph Weinstein, account executives.

H. W. KASTOR & SONS ADV. CO.
75 E. Wacker Drive, Chicago 1
Tel.: Central 6-5331
Radio Dept.: James H. West, radio director; Walter Kniffin, media director.
Radio Accounts: International Milling Co.; Procter & Gamble Co.; Union Starch & Refining Co.; Campana Co. (Ayd); Scott Petersen Co.; Thenylist Co.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.
274 Madison Ave., New York 16
Tel.: Oregon 9-4440
Radio Dept.: Harry Walsh, radio director; Marion Jones, radio time-buyer.

Chicago 1—333 N. Michigan Ave. Tel.: Randolph 6-3060. David Brown, vice president and manager.
Radio Accounts: Blatz Brewing Co. (N-S); Hickok Mfg. Co. (S).

THE JOSEPH KATZ CO.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-1223
Radio Dept.: N. C. Wildman, vice president in charge; Alice Ross, time-buyer.

Baltimore 1—10 W. Chase St. Tel.: Lexington 1500. Robert G. Swan, director of radio.
Radio Accounts: American Oil Co. (N-S); Globe Brewing Co. (S); Ex-Lax Inc. (S); Madera Bonded Wine & Liquor Co. (S); Maryland Pharmaceutical Co. (S); Humphreys Medicine Co. (S); Block Drug Co. (S); Flo-Ball Pen Corp. (S); Gaby Co. (S); Radnai Inc. (S).

HENRY J. KAUFMAN & ASSOC.
1419 H St. N.W., Washington 5
Tel.: District 7400
Radio Dept.: Jeffrey A. Abel, radio departmental administrator and timebuyer; Robert S. Maurer, radio creative director; Eunice Rein and Louise Packard, continuity writers; A. A. Sarras, R. C. O'Donnell, B. K. Silverman, K. W. Sommer, L. Dobrow, account executives.

Radio Accounts: Ambassador Hotel; Capitol Garage; Carpel Inc.; Chestnut Farms-Chevy Chase Dairy; Columbia Fed. Savings & Loan Assn.; Derwood Mill; 1st Fed. Savings & Loan Assn.; Gude Bros.; Chr. Heurich Brewing Co.; Bruce Hunt Inc.; S. Kann Sons Co.; King's Credit; Lacy's Inc.; Liberal Clothing Co.; Madrilion Restaurant; Manhattan Auto & Radio Co. Md. & Va. Milk Prod. Assn.; Mason's Root Beer Bottling; Northeast Motor Co.; Nu Nap Process Co.; Potomac Elec. Power Co.; Reliable Motor Co.; B. Rich's Sons; The S. S. Co.; Saks Furs; Charles Schwartz & Son; Shannon & Luchs Co.; Simon Dist. Corp.; Frank Small Jr., Inc.; Tom's Auto Service Inc.; Trew Motor Co.

KAUFMAN-STROUSE ADVERTISING
100 Court Square Bldg., Baltimore 2
Tel.: Saratoga 2414
Radio Dept.: Baylen H. Smith, radio director.
Radio Accounts: Baltimore Spice Co.; Sun Life Insurance; World Television Co.; W. J. Theiss & Son.

KEELOR & STITES
3001 Carew Tower, Cincinnati 1
Tel.: Parkway 1310
Radio Dept.: Arthur A. Radkey, radio director.

KELLY & LAMB ADVERTISING AGENCY
897 Higgs Ave., Columbus 8
Tel.: Klondike 3583
Radio Dept.: Paul Ahern Kelly, partner; Gladys J. Lamb, partner; John V. Williams, Nevin J. Rodes, account executives.

Radio Accounts: Modern Finance Co. (N-S); Farm Bureau Inc. (S); Frito Columbus Co. (S); George Byers Sons (S).

KELLY, ZAHNRDT & KELLY INC.
3529 Franklin Ave., St. Louis 6
Tel.: Jefferson 8337
Radio Dept.: Virgil A. Kelly, radio director; Walter W. Zahndt, David C. Chopin, Robert W. Kelly, time-buyers and account executives.

Radio Accounts: Visit St. Louis Committee; Joseph A. Mrazek, Moving & Storage; Board of Education (St. Louis).

KENYON & ECKHARDT INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-5700
Radio Dept.: Garth Montgomery, vice president and radio director.
Hollywood 28—Equitable Bldg. Tel.: Hempstead 2101. R. D. Wolfe, vice president and manager.
Chicago 3—135 S. La Salle St. Tel.: Randolph 6-6470.

Detroit 26—Penobscot Bldg. Tel.: Woodward 5-0300. Don C. Miller, vice president and general manager.

Atlanta 5—805 Peachtree St. N.E. Tel.: Vernon 0194. Irving DeRidder, manager.

San Francisco 4—620 Market St. Tel.: Yukon 2-3070. John J. Wiley, manager.

Toronto 1—80 King St. W. Tel.: Empire 3-8314. William Frost, vice president and manager.

Radio Accounts: 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); Beech-Nut Packing Co.

KETCHUM, MacLEOD & GROVE INC.
411 Seventh Ave., Pittsburgh 19
Tel.: Court 1-5100
Radio Dept.: Lansing Lindquist, radio director; Joseph A. Jenkins, Ray E. Scott, assistant radio directors; James B. Tafel, radio timebuyer.

KIESEWETTER ASSOCIATES INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-0025
Radio Dept.: Horace Hagedorn, radio director and vice president; Arthur J. Davidson, assistant radio director; Gloria Brown, radio assistant; Samm S. Baker, vice president; E. Thompson, radio timebuyer; E. G. Chase, account executive.

Radio Accounts: V. La Rosa & Sons; Royal Lace Paper Works; Standard Labs; Rollfast Bicycles; Abraham & Straus; Courtley Ltd.; Stern's Nurseries.

ABBOTT KIMBALL CO. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-9600
Radio Dept.: Arthur M. Ehrlich, radio director; Miriam Traeger, associate director of radio and timebuyer; John A. Lamb, copy; Elizabeth Froudfit, research; Alice White, publicity; Hubert C. Sherik, Rita McNamara, Warren Sumner, Karl Norton, account executives.

San Francisco 4—155 Sansome St. Tel.: Exbrook 2-6275. Alfred Ducato, president.

Los Angeles 5—4015 Wilshire Blvd. Tel.: Dunkirk 7-7305. Stewart Widdess, president.

Chicago 11—900 N. Michigan Ave. Tel.: Superior 7-5929.
Radio Accounts: Norcross Inc. (greeting cards) (S); Artra Cosmetics (Irma) (S); Union Pharmaceutical Co. (Saraka) (S); C & A Brennk-meyer (women's specialty shop); American Bemberg; American Institute of Dermetics (Acnay).

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.: Ralph Kaufman, James Venable, Susanna Hinckley.

Radio Accounts: Gem City Bldg. & Loan; St. Mary's Packing Co.; Lime Frappe.

PHILIP KLEIN ADVERTISING
1516 Locust St., Philadelphia 6
Tel.: Pennypacker 5-7696
Radio Dept.: Edward Felbin, radio timebuyer.

Radio Accounts: Buten's Paint Stores; Snellenburg's Dept. Stores; Frankford Unity Stores; Progressive Clothes.

VIC KNIGHT INC.
812 N. Fairfax Ave., Los Angeles 48
Tel.: Bradshaw 2-5401
Radio Dept.: Bernice Levitas, media director.

Radio Accounts: Lewis Suedes; Kaufman Prod.; Blackman Sales Co.; Gerstman Corp.; Peek-a-boot Inc.; Hollyroge Tie Co.; Foodex; Nids Chlorophyll; Miracle Massager; California Fabrics.

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NAT M. KOLKER ADV.
Empire Bldg., Philadelphia 7
Radio Dept.: Bernard L. Sackett, radio director.

M. R. KOPMEYER COMPANY
Realty Bldg., Louisville 2
Tel.: Amherst 1841

Radio Dept.: William H. Hill, time-buyer; M. R. Kopmeyer, president and account executive; W. A. Freeman, vice president and account executive; F. E. Gerberding, vice president and account executive.

Radio Accounts: Oertel Brewing Co.; Blue Cross Hospital Plan; Broadway Chevrolet Co.; Fischer Packing Co.; Mammoth Spring Canning Co.; Heaven Hill Distilleries Inc.

KRONSTADT ADVERTISING AGENCY
711 14th St. N.W., Washington
Tel.: Republic 0272

Radio Dept.: Henry L. Kronstadt, director; Esther Cannon, timebuyer; Don Thomas, account executive.

Radio Accounts: Young Men's Shop; Mazor; L. Frank Co.; Harris & Ewing; Capital Fur Shop; Ernest Burk Inc.; Morton's; Mayfair Shop; Miller's Furs.

KUDNER AGENCY INC.
575 Madison Ave., New York 22
Tel.: Murray Hill 8-6700

Radio Dept.: Myron P. Kirk, executive head of radio; A. W. Reibling, business manager; John Marsich, timebuyer; Edmund Cushman, radio director.

Detroit 2-710 New Center Bldg. Tel.: Trinity 5-5315, Louis Weigel, production manager.

San Francisco 5-681 Market St. Tel.: Garfield 1-5433. J. H. Hornel, manager.

Washington, D. C.—911 Kass Bldg. Tel.: National 5506. Frank Getty.

KUTTNER & KUTTNER
648 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7940

Radio Dept.: Stanley Kuttner, media director, account executive.

L

LAKE-SPIRO-SHURMAN INC.
Radio Center Bldg., Memphis 3
Tel.: 5-1571

Radio Dept.: Mrs. Lucille Simmons, radio timebuyer; Robert F. Keefe, Frank K. Seifert.

Radio Accounts: Plough Sales Corp.; Childs' Razor Blade Co.; Liberty Petroleum Co., U. S. Bedding Co.; Dixie Nat'l Stockyards.

LAMB & KEEN INC.
1616 Walnut St., Philadelphia 3
Tel.: Kingsley 6-3500

Radio Dept.: Thomas G. Brennan Jr., radio director; Mr. Brennan, Kenneth G. Keen, Roy T. Lochten, Norman MacAfee, account executives.

Radio Accounts: William S. Scull; Ranger Joe Inc. (N-S); Broad Motors Co.; P. J. Ritter Co. (S).

LAMBERT & FEASLEY INC.
60 E. 42nd St., New York 17
Tel.: Murray Hill 7-8980

Radio Dept.: Frank W. Mace, vice president and general manager; Joseph Burland, media director; Ray H. Kremer, radio director.

LANG, FISHER & STASHOWER INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 1-6579

Radio Dept.: Alvin B. Fisher, director of radio; Robert F. Gibbons, assistant director of radio and chief timebuyer; Mary Jayne Haring, associate director of radio; John Cremer, production manager of radio.

Radio Accounts: The Bib Corp. (S); Brewing Corp. of America (N-S); Burrows Bros. Co. (S); General Electric Supply (S); High Level Motors Inc.; The Music Shop; Sears, Roebuck & Co.; Yellow Cab Co.; The Miller-Becker Co.

LANNAN & SANDERS ADVERTISING INC.
Fidelity Bldg., Dallas
Tel.: Prospect 1583

Radio Dept.: Robert E. Stuart, radio director; J. M. Sanders, G. S. Lannan, L. G. Painter, A. E. Palmer, account executives.

Los Angeles—1127 Wilshire Blvd. Tel.: Mutual 8060. G. S. Lannan, account executive.

Radio Accounts: Transcontinental Bus System (N-S); Continental; Bus System Inc., Dixie Lines, Central Lines, Southern Lines Inc., Western Lines, Panhandle Lines, Pacific Lines, -Rocky Mountain Div.; Union Trailways; Arkansas Trailways; Santa Fe Transportation Co.

C. J. LaROCHE & CO.
247 Park Ave., New York 17
Tel.: Plaza 5-7111

Radio Dept.: John L. Washburn, radio director; Sally Mansfield, timebuyer; Richard Keillon, Irene Musil, departmental assistants; Al Bochroch, Crawford Paton, account executives.

Radio Accounts: Chunk-E-Nut (S); Marshand's (S); New England Confectionary Co. (S); Walt Disney (S).

LAVENTSON BUREAU OF ADVERTISING
12 S. 12th St., Philadelphia 7
Tel.: Market 7-6767

Radio Dept.: Harry A. Egbert, radio director; Roland Israel, Jerrie C. Rosenberg and Ted Barash.

Radio Accounts: The Thrivo Co.; Mrs. Schlorer's Inc.

LAWRENCE ADVERTISING AGENCY
203 N. Wabash Ave., Chicago
Tel.: Dearborn 2-4815

Radio Dept.: Clayton W. Bergman, partner, radio timebuyer.

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).

AL PAUL LEFTON CO. INC.
1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 6-1500

Radio Dept.: A. R. Griffin, radio director.

New York 17-521 Fifth Ave. Tel.: Vanderbilt 6-4340.

Chicago 11-435 N. Michigan Ave. Tel.: Superior 7-9511.

LENNEN & MITCHELL
17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170

Radio Dept.: Frank Daniel, manager; Nicholas Keesely, V.P. in charge of radio; William D. Smith, timebuyer; Dwayne Moore, radio ratings analyst.

Beverly Hills, Calif.—308 N. Rodeo Dr. Tel.: Crestview 1-7221. Ben Potts, radio director.

LEVY ADVERTISING AGENCY
850 Broad St., Newark 2
Tel.: Mitchell 2-0433

Radio Dept.: Hyman R. Levy, radio timebuyer; Alan Stein, radio director; Charles S. Herman, radio account executive.

TED LEVY ADVERTISING AGENCY
811 Cooper Bldg., Denver 2
Tel.: Main 7133

Radio Dept.: Barbara D. Aiton, radio director-timebuyer.

LEWIS & GILMAN INC.
1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9900

Radio Dept.: Graham S. Mason, vice president and radio director.

LIBERTY ADVERTISING AGENCY
Forest Park Hotel, St. Louis 8
Tel.: Rosedale 3500

LILLER, NEAL & BATTLE
810 Walton Bldg., Atlanta
Tel.: Cy 6251

Radio Dept.: C. K. Liller, W. W. Neal, John K. Otley Jr., Al Sharp, Howard Axelberg, G. L. Watts, account executives; Sarah Williams, timebuyer.

Radio Accounts: Brock Candy Co. (S); Colonial Stores; H. W. Lay & Co.; Puritan Mills; Coastal Chemical Co.

LINDSAY ADVERTISING AGENCY
95 Crown St., New Haven 10, Conn.
Tel.: 5-2141

Radio Dept.: Gordon S. Tracy, media, radio and production director and timebuyer; Emilienne Barnes, talent buyer.

New York 17-270 Park Ave. Tel.: Plaza 3-4330.

LINDSEY & CO. INC.
10 N. Fourth St., Richmond 19
Tel.: 7-3065

Radio Dept.: W. Leroy Hoerter, radio director; Ralph E. Bivins, radio timebuyer; Arthur C. Beck, timebuyer; Frank G. Christian, Theodore M. Curtis, account executives.

Radio Accounts: C. W. Antrim & Sons; James G. Gill Co.; Southern Biscuit Co.; Glasgow Brewing Co.; B. T. Crump Co.; Cavalier Oil Co.

THE W. E. LONG CO.
188 W. Randolph St., Chicago 1
Tel.: Randolph 6-4606

Radio Dept.: L. W. Haas, chairman of the board; E. E. Hanson, president; William Goodman, vice president and advertising director; J. A. Smith, vice president in charge of sales; A. T. Downie, treasurer; H. G. Mergener, secretary; Edward C. Fritz Jr., radio director; J. Minetz, assistant radio director.

T. ROBBEY LOUITTIT INC.
58 Weybosset St., Providence
Tel.: Jackson 1-5858

Radio Dept.: Walter Covell, radio director; R. K. Rockwell, radio timebuyer.

Radio Accounts: What Cheer Laundry; Providence Union Bank; Swiss Cleansers.

LOWE & HALL ADVERTISING
600 News Bldg., Greenville, S. C.
Tel.: 5-7489

Radio Dept.: Elliott H. Hall Jr., Sidney L. Lowe, radio director and timebuyers.

Radio Accounts: Mackey Mortuary; S. C. Hospital Service Plan (Blue Cross); Balentine Packing Co. (N-S).

EARLE LUDGIN & CO.
121 W. Wacker Drive, Chicago 1
Tel.: Andover 3-1888

Radio Dept.: V. R. Bliss, executive vice president and radio director.

Radio Accounts: Best Foods Inc. (S); Manor House Coffee (S); Chicago Title & Trust (S).

LYNN-FIELDHOUSE
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: 2-7182

Radio Dept.: W. B. Pritchard, radio director and timebuyer; Lindley S. Fieldhouse, S. C. B. Lynn, account executives.

New York 17-51 E. 42d St. Tel.: Murray Hill 2-4048.

W. D. LYON CO.
303 2nd Ave., S.E., Cedar Rapids, Ia.
Tel.: 5139

Radio Dept.: Robert H. Schubert, radio director; R. B. Creswell, account supervisor; J. C. Ware, account executive.

Radio Accounts: Barron Motors; Crescent Electric; Collins Radio; Rockford Brick; A. Y. McDonald; Tendersweet; Potosi Beer; Kent Feeds.

M

MacGRUDER-BAKEWELL-KOSTKA INC.
1666 California St., Denver 2
Tel.: Alpine 1478

Radio Dept.: Joseph W. Palmer, radio director; William Kostka, George Bakewell, Revill J. Fox, Louise Hewlett, account executives.

Radio Accounts: Adolph Coors Co. (RN-S); Empire Savings; Merchants Park Shopping Center; Citizens Savings Bank; First Nat'l Bank; Fairmount Cemetery Assn.; Zefer Products Inc.; Denver Tramway Corp.; Denver Federal Savings; Edelweiss Restaurant.

MacLAUGHLIN ADVERTISING AGENCY
601 Ellicott Sq., Buffalo 3
Tel.: Mohawk 5703

Radio Dept.: Frederick R. MacLaughlin, radio director; J. Andrea Connaroe, timebuyer.

Radio Accounts: Knights Templar.

MacMANUS, JOHN & ADAMS
Fisher Bldg., Detroit 2
Tel.: Trinity 2-8300

Radio Dept.: Elmer W. Froehlich, vice president and media director; Martha Ude, radio timebuyer.

New York 22-444 Madison Ave. Tel.: Plaza 9-3221. Ernest A. Jones, manager.

MacWILKINS, COLE & WEBER
Corbett Bldg., Portland 4
Tel.: Broadway 8401

Radio Dept.: J. L. Sugg, radio director.

Seattle 1—Republic Bldg. Tel.: Elliott 7377. George Weber, vice president.

Tacoma—Dan Gerber in charge.

MALCOLM-HOWARD ADVERTISING
203 N. Wabash Ave., Chicago 1
Tel.: Randolph 6-7942

Radio Dept.: Evelyn Burke, timebuyer; Arthur Holland, Hal Barkun, Max Holland, account executives; Jan Marinella, Douglas Easterberg, writer-producers.

Radio Accounts: Dad's Root Beer; Roller Derby; Fohrman Motors; Hollands Joy Candy; Nectar Beer; Leo Rose Co.; Dr. Enuf; Cisco Kid Rodeo; Chicago Horse Show.

W. H. MALE LTD.
1674 Kona St., Honolulu 14
Tel.: 957055

Radio Dept.: George C. Mansfield, radio director; Lavaina Ferreira, traffic; Mary Thompson, copy chief.

Radio Accounts: City Mill Co.; Dairy-men's A. H. Dutch Boy Paint Store; Hawaii Brewing Corp.; Hawaiian Dairy Farmers; Honolulu Paper Co.; Honolulu Roofing Co. (S-N); Irish's Cabs; Love's Biscuit & Bread; Motor Supply; Nuuanu Memorial Park & Mortuary; Oahu Railway & Land; Pacific Chemical & Fertilizer (N); Pacific Insurance Co.; Pacific Laundry; Pet Milk (N); Schuman Carriage Co.; Territorial Motors; TPA Aloha Airline; Waikiki Inn & Tavern.

DAVID MALKIEL ADV. AGENCY
172 Newbury St., Boston 16
Tel.: Copley 7-5980

Radio Dept.: Julian Malkiel, radio director.

Radio Accounts: Serta-White Cross Co.; Steuben's Restaurant; Peerless Wine Corp.; Ace Vacuum Co.

LLOYD MANSFIELD CO. INC.
110 Pearl St., Buffalo 2
Tel.: Washington 2762

Radio Dept.: Robert L. Mansfield, vice president; Theodore F. Keady, radio director.

Radio Accounts: Maritime Milling Inc.; Iroquois Beverage Corp.

MARFREE ADVERTISING CORP.
105 W. 40th St., New York
Tel.: Plaza 7-7655

Radio Dept.: Garnett A. Friedenber, radio director, talent buyer.

Chicago—Palmolive Bldg. Tel.: Whitehall 4-2651. Alvin Eicoff, vice president and radio director.

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17
Tel.: Vanderbilt 6-2022

Radio Dept.: Curt A. Peterson, partner in charge of radio; E. Cogan, manager, media department; Frank Carvel, timebuyer.

Radio Accounts: Esso Standard Oil Co. (N).

TERRILL BELKNAP MARSH ASSOCIATES

480 Lexington Ave., New York 17
Tel.: Eldorado 5-4570

Radio Dept.: T. B. Marsh, radio director.

HARWOOD MARTIN ADVERTISING
2519 Connecticut Ave. N. W., Washington 8
Tel.: Michigan 1161

Radio Dept.: Hariot Stem, radio director; Joyce Armour, program director; Jean Ort, timebuyer; Mildred Martin, David Dickson, Shirley Bisselle, account executives.

Radio Accounts: American Wholesalers; Arcade-Sunshine; Beckers; Clement's Bakery; Brooks; Grady Motors; William Hahn & Co.; The Hecht Co.; Master Auto Body; P. J. Nee Furniture Co.; Leo Rocca Inc.; Tuerke's; Washington Gas Light Co.; Woodward & Lothrop; The Young Men's Shop.

MASON-RELKIN CO.
20 East 35th St., New York 16
Tel.: Murray Hill 2-3891

Radio Dept.: Roger B. Relkin, radio director.

J. M. MATHES INC.
122 East 42d St., New York 17
Tel.: Lexington 2-7450

Radio Dept.: Read H. Wight, radio director and vice president; Richard Jackson, assistant director; Edna S. Cathcart, timebuyer.

Radio Accounts: Canada Dry Ginger Ale (S); The Pure Food Co. (S); Sylvania Industrial Corp. (S); Luden's Inc. (S); Judson Dunaway Corp. (S); Imperial Paper & Color Corp. (S); Air France (S); Austin Motor Co. (S); Bakelite Co. (S); Union Carbide & Carbon Corp. (S); Capehart-Farnsworth Corp. (N-S); Wagner Baking Corp. (S).

MATHISSON & ASSOCIATES INC.
411 E. Mason St., Milwaukee 2
Tel.: Daly 8-4090

Radio Dept.: Charles H. Helliwell, radio-TV director, timebuyer.

Radio Accounts: Edwards Motor Co. (S).

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3
Tel.: Gaspee 1-4456

Radio Dept.: Richard D. Brugman, radio director; Joseph M. and Aaron M. Finkle, account executives.

MAXON INC.
2761 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710

Radio Dept.: Lour Maxon, president.

New York 22-12 E. 53rd St. Tel.: Plaza 9-7676. S. James Andrews, radio director; E. Wilhelm, radio station relations; Earl Kennedy, chg. of radio production.

Chicago—664 N. Rush St. Tel.: Whitehall 4-1676. L. J. Sholty, vice president.

THE MAYERS CO. INC.
2301 W. Third St., Los Angeles 5
Tel.: Dunkirk 8-2111

Radio Dept.: Roger Patrick, radio director; Claire Koren, media director; James P. Shelley, Forrest Dolan, Laurence Lewin, account executives.

Radio Accounts: Sears, Roebuck & Co.; Baker Boy; Clicquot Club; Dad's Root Beer; Adolph's Food Prod.; Hoffman Candy; Bandini Fertilizers; Pennzoll.

CHARLES H. MAYNE CO.
8487-B Melrose Pl., Los Angeles 46
Tel.: Webster 3-8261

MAYS & CO.
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534

Radio Dept.: Catherine Abner, media director.

Radio Accounts: Barker Bros.; General Electric Appliances (S).

McCANN-ERICKSON INC.
50 Rockefeller Plaza, New York
Tel.: Judson 6-3400

Radio Dept.: Thomas H. Lane, vice president in charge of radio; Alfred J. Scalpone, vice president in charge of production; William C. Dekker, vice president in charge of radio service and station relations; Hendrik Booraem Jr., director, new program development; Donald N. McClure, manager of radio production; Robert M. Reuschle, manager, timebuying; Michael Donovan, timebuyer.

Cleveland 14—629 Euclid Ave. Tel.: Cherry 1-3490.

Detroit 28—647 Griswold St. Tel.: Woodward 2-9792.

Boston 18—200 Berkeley St. Tel.: Liberty 2-7382.

Chicago 4—318 So. Michigan Ave. Tel.: Webster 9-3701.

San Francisco 4—114 Sansome St. Tel.: Douglas 2-5560.

Los Angeles 17—612 So. Flower St. Tel.: Mutual 1181.

Hollywood 28—6331 Hollywood Blvd. Tel.: Hillside 8268.

Portland 4, Ore.—310 Public Service Bldg. Tel.: Atwater 4305.

Radio Accounts: Chesebrough Mfg. Co.; National Biscuit Co.; Swift & Co.; American Safety Razor Corp.; The Ohio Bell Telephone Co.; S.O.S. Co.; Standard Oil Co. of Ohio;

Altes Brewing Co.; American Trust Co.; Broadway Dept. Stores; Calif. Packing Corp.; Calif. Wine Growers Inc.; Chrysler Sales Div.; Coldstream Products; Cowles Magazines Inc.; Crowell-Collier; Frank Fehr Brewing Co.; W. P. Fuller & Co.; Gruen Watch Co.; Leisy Brewing Co.; Lucky Lager Brewing Co.; Milk Foundation Inc.; Pacific Power & Light Co.; Pepsodent Div. Lever Bros. (for Lee Pharmacal Co.); Pharma Craft Corp.; Portland Gas & Coke Co.; Richman Bros. Co.; Soil-Off; Southern Calif. & Southern Counties Gas Co.; Standard Oil of Indiana.

McCORMICK COMPANY
217 E. 7th Ave., Amarillo, Tex.
Tel.: 6-5333

Radio Dept.: Lawrence Patton, director of radio; G. Don Curphey, account executive.

Radio Accounts: Shamrock Oil & Gas Corp.; First Nat'l Bank of Amarillo; Ted Lokey Oil Co.; E. L. Grandpre & Co.; N. S. Griggs & Sons; Virden Perma-Bilt, and others.

WALTER McCREERY INC.
9344 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 5-5533

Radio Dept.: Terri Brady, radio timebuyer.

San Francisco 2—522 Powell St. R. B. Selby.

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.

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7860

Radio Dept.: Benjamin J. Green, radio director; Carol Perel Colby, timebuyer; George Rich 3d, associate radio director.

Milwaukee 2—759 N. Milwaukee St. Tel.: Marquette 8-3144. George Grabin, mgr.

C. L. MILLER CO. INC.
521 Fifth Ave., New York 17
Tel.: Murray Hill 2-1010

Radio Dept.: G. V. Carhart, Rita Driscoll.

Chicago 1—333 N. Michigan Ave. Tel.: Central 6-1640. I. M. Tuteur.

Radio Accounts: Corn Products Sales.

J. W. MILLER CO.
76 Broad St., Guilford, Conn.

Radio Dept.: James W. Miller, president; Albert M. Simmons, radio director; Leo S. Flax, Louis J. Auritt, G. Winthrop Humphrey, account executives.

Radio Accounts: Old Guilford Forge Inc.; Green Wheel of Safety Assn.; Hold The Phone Co.; Airoller Co.; Shoreham Pub. Co.

DAN B. MINER CO.
304 S. Kingsley Drive, Los Angeles 5
Tel.: Dunkirk 8-3301

Radio Dept.: Hildred Sanders, vice president in charge; Robert C. Black, Arthur E. Trask, assistant radio director; Kay Ostrander, timebuyer.

Radio Accounts: Interstate Bakeries Corp. (Weber's Bread, Log Cabin Bread); Bu-Tay Products; Forest Lawn Co.; Certi-Fresh Frozen Fish; Lakewood Park Inc.

MOGGE-PRIVETT INC.
712 S. Curson Ave., Los Angeles 36
Tel.: York 7243

Radio Dept.: Snowden M. Hunt Jr., media director.

Radio Accounts: American Fruit Growers (S); Ben Hur Products Inc. (N-S); Biscaglia Bros. Wine Co. (S); Cabany Products (S); California Lima Beans Growers Assn. (S); California Pet Foods Co. (S); Jerseymaid Milk Products Co. (S); Karsel (N-S); Sylmar (S); Towne Talk Co. (N-S); Holmes Tuttle (S); Tupman Motors; Voris Grocery.

EMIL MOGUL CO.
250 W. 57 St., New York 19
Tel.: Columbus 5-2480

Radio Dept.: H. Munroe, timebuyer; Emil Mogul, Charles L. Rothschild, Rino Negri.

(Continued on page 360)

KUIN

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ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional
(Continued)

Radio Accounts: Berolio Import Co. (S); Barney's Clothes; Canadian Fur Corp.; Gem Oil Corp.; Napa Valley Grape Products; National Shoes; Ronzoni Macaroni Co. (RN-S); Santaripa Wine & Liquor; Somnyl Pharmalac Corp.

MOREY, HUMM & JOHNSTONE INC.
350 Fifth Ave., New York 1
Tel.: Bryant 9-5950

Radio Dept.: W. L. Wernicke, radio director; K. S. Shanahan, time-buyer.

Radio Accounts: Sinclair Petroleum Products; Richfield Petroleum Products.

RAYMOND R. MORGAN CO.
6233 Hollywood Blvd., Hollywood 28
Tel.: Hempstead 4194

Radio Dept.: Raymond R. Morgan; Robert C. Temple, J. C. Morgan, executive vice president; Jack Kerr, John Burton, L. W. Hobson, account executives; Terri Brady, timebuyer.

Chicago—Goodkind, Joice & Morgan (affiliated), Palmolive Bldg. Tel.: Superior 6747

San Francisco—260 California St. Tel.: Douglas 2-8073

Radio Accounts: White King Soap Co. (N-S); Folger's Coffee Co. (N-S); Institute of Religious Science (N-S); Planters Nut & Chocolate Co. (N-S); Nehi Beverage Co. of Los Angeles.

MORSE INTERNATIONAL INC.
122 E. 42d St., New York 17
Tel.: Oregon 9-4600

Radio Dept.: C. C. Slaybaugh, radio director.

Radio Accounts: Vick Chemical Co. Inc. (Vick Products); A. D. McKelvy Co. (Seaforth Products); The Sofskin Co. (Sofskin Cosmetics).

MOSS ASSOCIATES
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7377

Radio Dept.: P. Todd, media director.

C. WENDEL MUENCH & CO.
75 E. Wacker Drive, Chicago 1
Tel.: Financial 6-3481

Radio Dept.: Victor Fabian, timebuyer.

Radio Accounts: Maurer Neuer Corp.; Neuhoff Bros. Packers; A. F. Schwahn & Sons; Toffenetti Restaurants.

IRVIN MYERSON AGENCY
330 S. Wells St., Chicago 6
Tel.: Harrison 7-6828

Radio Dept.: Irvin P. Myerson, owner and timebuyer.

N

NATIONAL RADIO ADVERTISING
7726 15th Ave. N. W. (National Radio Bldg.), Seattle 7
Tel.: Sunset 5500

Radio Dept.: Edwin A. Kraft, manager and radio director.

NEALE ADVERTISING ASSOC.
448 S. Hill St., Los Angeles 13
Tel.: Michigan 2149

Radio Dept.: William H. Wood, radio director.

NEEDHAM & GROHMANN INC.
630 Fifth Ave., New York 20
Tel.: Circle 5-6200

Radio Dept.: E. R. Lagerwall, John Kell, copy directors; William R. Seth, vice president in charge of radio.

NEEDHAM, LOUIS & BRORBY INC.
135 S. LaSalle St., Chicago 3
Tel.: State 2-5151

Radio Dept.: Alan Wallace, vice president and radio director; Christopher Ford, radio producer; Floyd Van Etten, manager radio business affairs; Otto R. Stadelman, vice president and media director; Jane McKendry, Donald De Carlo, radio timebuyers; Maurice H. Needham, John J. Louis, Melvin Brorby, Marvin O. Clausen, James G. Cominos, Edmond C. Dollard, W. Raymond Fowler, Paul C. Harper Jr., Melvin

S. Hattwick, William D. Horne Jr., James L. Isham, Waldorf C. Johnson, Joseph J. Keene, William B. Kinnaird, William L. Lavicka, Erwin A. Miessler, Frederick A. Mitchell, Ruth Wood Muench, William H. Ohle, Edward W. S. Reed, Robert F. Steinhoff, Noel D. Turner, John A. Willoughby.

Hollywood 28—1680 N. Vine St. Tel.: Hudson 2-2391, Frank Pittman, vice president and manager.

New York 20—1270 Ave. of the Americas, Rockefeller Center. Tel.: Plaza 7-0333, Richard L. Eastland, manager.

Toronto 5—880 Bay St. Tel.: Randolph 5530, 8613, John A. Willoughby, manager.

Radio Accounts: Derby Foods Inc. (N); Household Finance Corp. (S, RN); S. C. Johnson & Son Inc. (N-S); Kraft Foods Co. (N-S); Morton Salt Co. (S); Phenix-Pabst-ett Co. (S); The Quaker Oats Co., Corn Goods Div. (S); Ken-L-Products Div. (S); State Farm Insurance Co. (N); Swift & Co., Baby Foods (S); Hatcheries (S); Ice Cream (S); Plant Food (S); Weiboldt Stores Inc. (S).

NEFF-ROGOW INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4230

Radio Dept.: William Rogow, president, timebuyer, account executive; Stewart Pierce Brown, vice president, timebuyer, account executive.

Radio Accounts: Bond Stores Inc.; Melville Shoe Corp.; Joseph Martinson & Co., all spot.

GEORGE R. NELSON INC.
208 State St., Schenectady, N. Y.
Tel.: 4-4135

Radio Dept.: George R. Nelson, president, treasurer; Helen C. Nelson, vice president; Alice Pach, secretary; Robert S. Cragin, radio director, copy chief; Michael Danyla Jr., assistant copy chief; Anne F. Pratt, timebuyer; Pearl Veeder, copy writer.

Radio Accounts: William W. Lee & Co.; A. L. Parsons & Son (Ford dealer); Rudolph Bros. (jewelry chain); Saratoga Assn. (racing); Rodgers Liquor Co.; Perman-Stone Service Co. (building materials).

KELSO NORMAN ADVERTISING
222 Kearny St., Norman Bldg., San Francisco 8
Tel.: Douglas 2-3942

Radio Dept.: Irv Cotanch, radio director, timebuyer.

R. T. O'CONNELL CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412

Radio Dept.: David D. Polon, vice president in charge of radio; Philip Roll, radio copy chief; R. T. O'Connell, Ethel Merklen, George Miller, account executives.

Radio Accounts: Nestle-LeMur Co.; Minwax Co.; Dean Ross Piano Studios; Noble Pine Products; Champion Implement Corp.; Carter Assoc.; Bonomo Culture Institute; G & R Anthony Co.; Mini-Gym Corp.; Pomatex Co.

OHIO ADVERTISING AGENCY INC.
2300 Payne Ave., Cleveland 14
Tel.: Superior 1-7070

Radio Dept.: Mel Tenebaum, radio director; Marilyn Williams, Burt Schildhouse, writer-producers; Samuel L. Abrams, Victor Gelb, Herman Spero, account executives.

Radio Accounts: Al Laman Motors; Miles Auto Stores; Brush Appliance Co.; Hillside Dairy.

OLIAN ADVERTISING CO.
411 N. 7th St., St. Louis 1
Tel.: Central 8380

Radio Dept.: Mrs. Margaret Hart Nelson, director of radio; Mrs. Alice McDonough, radio timebuyer.

OLMSTED & FOLEY
1200 Second Ave., Minneapolis 3
Tel.: Atlantic 8166

Radio Dept.: James D. McTighe, radio director; W. H. Olmsted, John T. Foley, Clarence Russell, John K. Mortland, R. B. Pile, account executives.

Radio Accounts: Marshall-Wells; Regan Bros. Bakery; King Midas Flour; Feeds; Rochester Dairy; First National Bank; Marquette Appliances; Chun King Oriental Foods; Kaiser-Frazier Dealers.

ROBERT W. ORR & ASSOC. INC.
4 W. 58th St., New York 19
Tel.: Plaza 9-8050

Radio Dept.: Richard Diggs, Louis Ergman, radio director.

Hollywood—9130 Sunset Blvd. Tel.: Crestview 5-0104, Mr. Diggs.

Radio Accounts: Andrew Jergens Co. (Jergens & Woodbury Products) (N-S); Bosco Co. (S).

OTIS ADVERTISING AGENCY
3 W. 61st Street, New York 23
Tel.: Circle 6-4255

Radio Dept.: John Hoge.
Radio Accounts: Famous Vacuum Cleaner Co.; Bond Sewing Machine Co.; King Chemical Co.; Pro Curler Co.; TV Star Shampoo Co.

OWEN & CHAPPELL INC.
595 Madison Ave., New York 22
Tel.: Plaza 8-2400

Radio Dept.: David Hale Halpern, vice president and radio director; James B. Daly, Jr., media director; John J. Schneider, account executive.

Radio Account: National Brewing Co., (S) Baltimore.

MERRITT OWENS ADV. AGENCY INC.
New Frotherhood Bldg., Kansas City 1, Kan.
Tel.: Drexel 7250

Radio Dept.: Merritt Owens, Earl Allvine, R. Grant Neds, account executives.

Radio Accounts: Joe M. O'hill Motor Bros.; Field Chevrolet; Davidson Bros. Motor Co.; Home Federal Savings & Loan.

P

PACIFIC NATIONAL ADV. AGENCY
605 Union St., Seattle 1
Tel.: Eliot 1401

Radio Dept.: Trevor Evans, radio director; G. M. Nyman, timebuyer.

Portland 4, Ore.—715 Cascade Bldg. Tel.: Capitol 1021, Milton Poland.

Spokane—606 Chronicle Bldg. Tel.: Madison 4371, Vernon Cary.

Radio Accounts: Fisher Flouring Mills Co. (N-S); Federal Old Line Insurance (S); Ivar Haglund (Acres of Clams); Lang & Co.; Seattle-First National Bank; Washington Co-op Farmers Assn. (N-S); Cowman-Campbell Paint Co.; Washington State Fruit Commission (S); Oil Heat Institute; Union Federal Sav. & Loan Assn.; Alaska Airlines.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424

Radio Dept.: Paul A. Danielson, media director and timebuyer.

PATCH & CURTIS
437 E. Broadway, Long Beach 2, Calif.
Tel.: 6-1259

Radio Dept.: John Curtis, radio director; Nancy Purvins, copy chief; Gene Curtis, account executive.

Radio Accounts: Harrod Diagnostic Offices; L. B. Insurance Assn.; Barnett-Holland Chevrolet.

HANCOCK PAYNE ADVERTISING
12 S. 12th St., Philadelphia 7
Tel.: Lombard 3-2405

Radio Dept.: Ben Kaplan, executive vice president, radio director and account executive.

PEARSON ADV. AGENCY INC.
250 Park Ave., New York 17
Tel.: Murray Hill 8-3055

PECK ADVERTISING AGENCY INC.
400 Madison Ave., New York 17
Tel.: Plaza 3-0900

Radio Dept.: Arthur J. Daly, radio director; Donald Blauhut, assistant radio-TV director.

Radio Accounts: Howard Clothes; Old Dutch Coffee & Cafe Espresso; Charles of the Ritz; Premier Foods; Street & Smith; Hearst Publications; Excelsior Frozen Meat; Julian Freilich Co.; Hartford Provision Co.

FCC RULES AND REGULATIONS

(Continued from page 408)

class II stations, in accordance with the Engineering Standards of Allocation.

[EDITOR'S NOTE: Since 1945 the FCC has been considering various changes in the Clear Channel assignments, including the question of daytime skywave. As of Jan. 1 this policy was still pending an FCC decision.]

(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, operate at hours beyond those specified in their license.

§3.24 *Broadcast facilities—showing required.*—An authorization for a new standard broadcast station or increase in facilities of an existing station⁴ will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That the proposed assignment will tend to affect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference. That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Engineering Standards of Allocation and Field Intensity Measurements in Allocation.)

(c) That the applicant is financially qualified to construct and operate the proposed station.⁵

(d) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and possesses other qualifications sufficient to provide a satisfactory public service.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Locations of transmitters of Standard Broadcast Stations.)

(f) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(g) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

§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:

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.

⁴ Formal applications required. See Standards of Good Engineering Practice for number.

⁵ See money required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

(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 ground wave or 25 microvolts per meter 10 per cent 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, 990, 1010,⁶ 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, 1050,⁷ 1200,⁸ 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 stations⁹: 550, 560,¹⁰ 570,¹¹ 580, 590,¹² 600, 610, 620, 630,¹³ 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270,¹⁴ 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.¹⁵

§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.

[EDITOR'S NOTE: FCC proposed June 16, 1951 to delete this section permitting the assignment of Class IV stations to regional channels.]

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.¹⁶ 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 equivalent¹⁷ of 1 kilowatt effective radiated power and antenna height of 250 feet

(Continued on page 412)

⁶ A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

⁷ See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV.)

⁸ See Agreement with Mexico for further use of this channel.

⁹ See section 3.29 in regard to assigning class IV stations to regional channels.

¹⁰ 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.

¹¹ Pending action with respect to ratification and entry into force of the North American Regional Broadcasting Agreement, Washington, 1950 (referred to herein as NARBA), no assignment for a standard broadcast station will be made which would be inconsistent with the terms of that Agreement. (Remainder of footnote describes procedures to carry this out, also states that no assignments will be made conflicting with a duly notified station in nations not signatory to NARBA, i.e., Mexico and Haiti.)

¹² In some of the territory contiguous to area 1, 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 1; 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.

¹³ For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.

8

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engineers everywhere select
PRESTO above all others**

On this page are eight reasons why PRESTO equipment has won the acclaim of engineers and broadcasters across the country. Each of these precision instruments has been designed to fill a specific need. Each of them is an outstanding example of the careful and painstaking skill that goes into the creation of PRESTO equipment. For further specifications and information concerning these instruments, as well as the wide variety of others offered by PRESTO to meet your specialized requirements, contact your nearest PRESTO representative or write direct.

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Rack-mounted recorder with 10½" reel capacity. Has solenoid actuated brakes on a three-motor drive system. Torque motors make tension clutches unnecessary. Fast forward and rewind speeds. Three heads for erase, record, reproduce.

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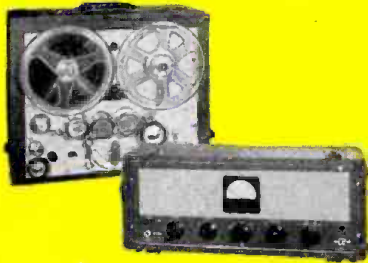
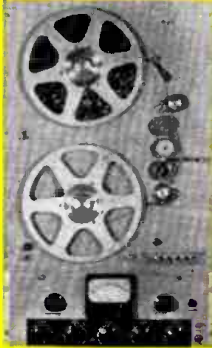
The ideal super-quality portable unit. Basically the same as the model RC-10/24. Rotary deck type selector control. Speeds of 7½"/sec. and 15"/sec. giving wide frequency response.

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PRESTO's new addition to the tape family. Succeeds the popular PT-900—and costs less. Exceedingly compact with 10 watt amplifier, 2 speakers and amplifier in one case. Fast forward and rewind speeds, 3 motors, no friction clutch or tension adjustments.

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Most amazing development to hit the recording field in years. Makes any standard 16" turntable quickly adaptable to tape. Turntable acts as motor; speeds of 7½"/sec. and 15"/sec. Plugs into standard studio speech input equipment; no preamplifier required.



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World favorite! Unusual reliability under all recording conditions. Low mechanical noise level. Speed accuracy excellent at 78 and 33½ rpm. Equipped with 1-D cutting head. Microgroove attachment available at extra cost.

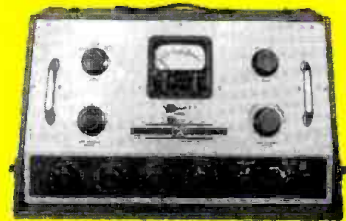
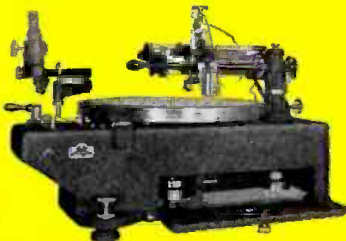
RECORDING AMPLIFIERS

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PRESTO's famous 60 watt recording amplifier for rack mounting. Removable front panel makes maintenance easy. Selector switch and one meter indicate output level and tube plate currents. Push-button selector for recording characteristics. Response: 20 to 17,000 cps.

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Qualities of high fidelity studio console but portable, with complete facilities for remote operation. Distortion of less than 1.5% at maximum output. Equalizers for flat, NAB 33½ rpm, phono, NAB playback and automatic .3 microphone input with mixer and master gain control.



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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

FCC RULES AND REGULATIONS FOR BROADCAST SERVICES

Selected Sections as Amended to Jan. 1, 1952. Compiled With the Co-operation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulations.

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

¹Other definitions which may pertain to standard broadcast stations are included in sections 2.1 and 2.102 and the Communications Act of 1934, as amended.

How to Apply

(Continued from page 406)

conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM and FM broadcast stations are licensed for the statutory limit of three years; TV stations for one year. Applications for renewal of license are made on Form 303 (*Application for Renewal of Broadcast Station License*).

Forms for Other Purposes

In the event that a construction permit has expired, reinstatement may be sought on Form 321 (*Application for Construction Permit to Replace Expired Permit*).

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 (*Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License*).

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 (*Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License*).

In certain cases a permittee or licensee can apply for a transfer

of corporate control or an assignment of license by using Form 316 (*Application for Assignment or Transfer — Short Form*). This form may only be used when the transfer or assignment is *pro forma* or technical in nature, i.e., where no substantial changes in interest occur.

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, 30 cents; Rules and Regulations: Part 1, *Rules Relating to Practice and Procedure*, 20 cents, Part 3, *Rules Governing Radio Broadcast Services*, 20 cents, and Part 17, *Rules Governing the Construction, Marking and Lighting of Antenna Structures*, 5 cents; *Standards of Good Engineering Practice Concerning Standard Broadcast Stations*, \$1.25; *Standards of Good Engineering Practice Concerning FM Broadcast Stations*, 10 cents; *Standards of Good Engineering Practice Concerning Television Broadcast Stations*, 15 cents; and the report, *Public Service Responsibility of Broadcast Licensees*, 25 cents.

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(EDITOR'S NOTE: For convenience, rules for AM and FM have been consolidated under the above general headings.)

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.

§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.

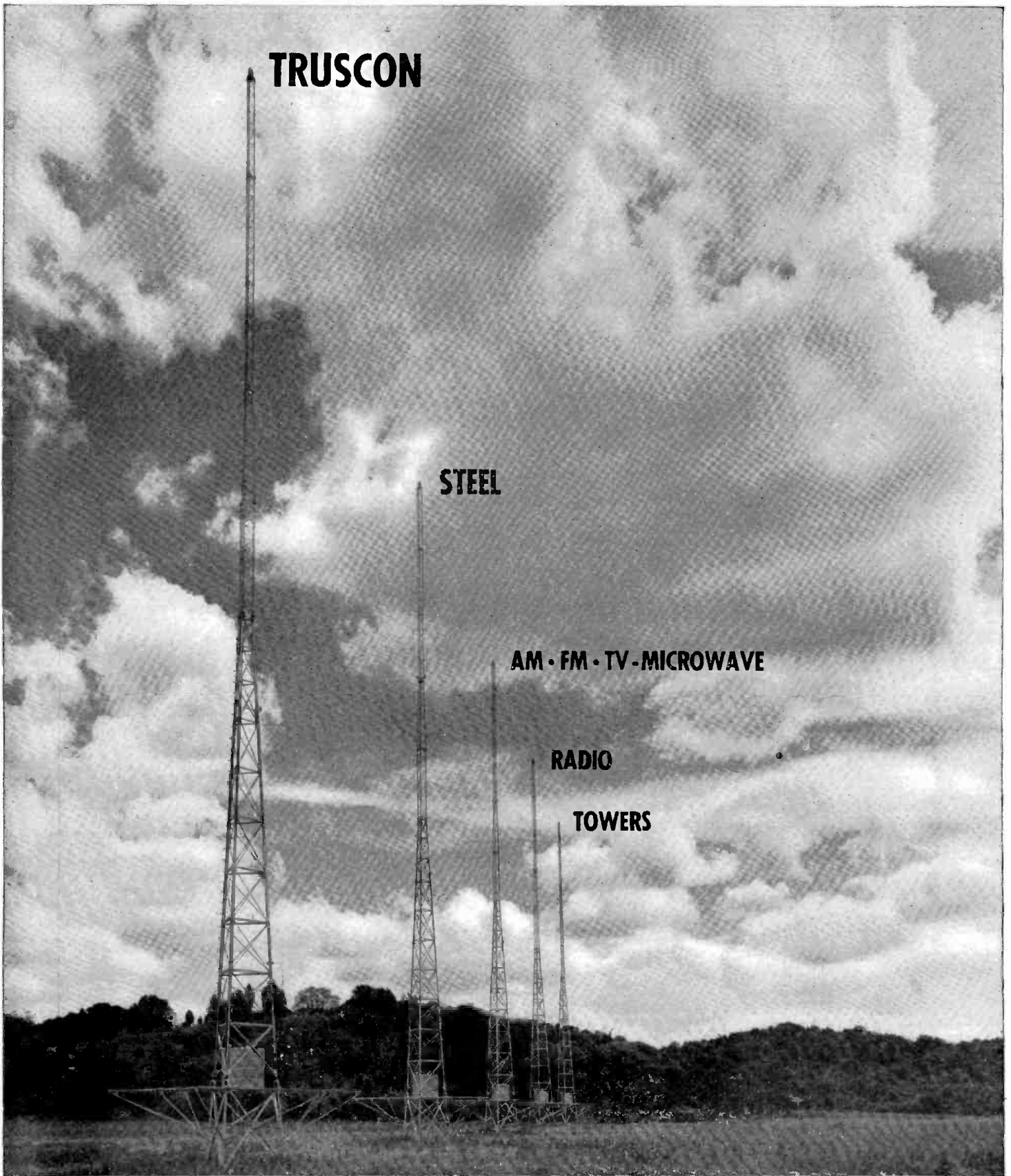
(b) *Regional channel*: A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

(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 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

(Continued on page 410)



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Subsidiary of Republic Steel Corporation

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to AM, FM and Related Services

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

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*.

This statement summarizes the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is AM, FM, or TV broadcast.

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 (AM) broadcast stations operate on *local, regional, or clear* channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum 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.

An FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) through-

out the United States. Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

(The Commission has not authorized any new commercial TV stations since the fall of 1948, pending the outcome of the general television proceedings still before the Commission. Prospective applicants for TV broadcast stations should obtain a copy of the *Third Notice of Further Proposed Rule Making* from the Commission.)

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 supplied by the Commission (Form 301, *Application For Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station*, which covers AM, FM and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other 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 reviewed in their engineering, legal and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

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.

Hearings

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 for the in-

CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Station License" is a comprehensive and concise statement prepared by the FCC Office of Information, which explains in layman's language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form, starting on page 408, are excerpts of the FCC Rules & 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.

formation 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 hearing 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 by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

Within 20 days after the close of a hearing before a hearing examiner, each party and the Chief of the Broadcast Bureau has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify or reverse the hearing examiner's initial decision. Within 20 days thereafter, any party involved may petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay

the proceedings unless ordered by the Commission.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

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 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified he can apply on Form 701 (*Application for Additional Time to Construct a Radio Station*), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 (*Application for New Broadcast Station License*). Applicants must show compliance with all terms, conditions and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can

(Continued on page 408)



**ONE OF THREE, 440'
GUYED VERTICAL RADIATORS**
fabricated & erected for
**RADIO STATION KMON
GREAT FALLS, MONT.**

"FISHER" Towers have withstood the years without failure. — During the past five years we have fabricated and erected 246 radio towers from coast to coast. — Besides twelve installations in Mexico, Puerto Rico, and Hawaii.

Laid end to end, the towers we have built would extend a distance of 61,761 feet! —

All this, without a tower failure. No other tower manufacturer has such a record. — Our engineers can be of valuable assistance in helping to plan your installation

of
**AM-FM-TV
Towers**

CONSULT

C. H. FISHER & SON

agents for

TOWER SALES & ERECTING CO.

6100 N.E. Columbia Blvd.

Portland 13, Oregon

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

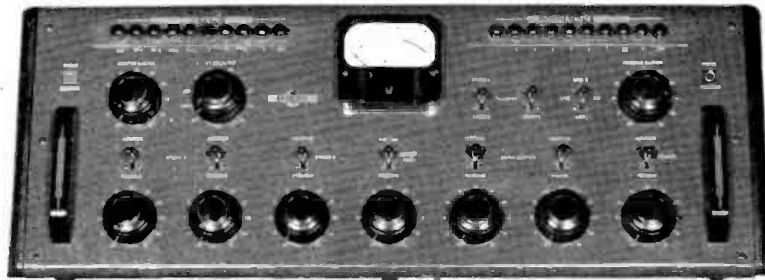
(Continued from page 400)

- Shallcross Mfg. Co.**
Collingdale, Pa., 520 Pusey Ave.; 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
- Shure Brothers, Inc.**
Chicago 10, 225 W. Huron St.; J. H. Morin, Mgr.; Tel: Delaware 7-4550
Products: Uni-directional moving-coil broadcast type dynamic microphone with cardioid pickup pattern and extended high-fidelity frequency response
- Sierra Electronic Corp.**
San Carlos, Calif., 1050 Brittan Ave.; W. Feldscher, Mgr.; Tel: Lytell 3-2104
Products: Transmitting, receiving equipment
- Skyline Tower Co.**
Chicago 33, 5900 S. Ashland Ave.; Walter E. Smith, Mgr.; Tel: Walbrook 5-1288
Products: AM—Vertical radiators; guyed, self-supporting towers, FM, facsimile —Supporting antenna towers; guyed, self-supporting towers
- Rawdon Smith Associates**
Wash. 6, D. C., 1710 Rhode Island Ave., N. W.; John Shields, Mgr.; Tel: District 1970
Products: Multiple copies of magnetic tape recordings
- Sonic Recording Products, Inc.**
Freeport, N. Y., 58 Mill Rd.; A. Snyder, Mgr.; Tel: Freeport 8-3610
Products: Instantaneous professional recording blanks
- Sonocraft Corp.**
New York 36, 115 W. 45th St.; Harold H. Oppenheimer, Mgr.; Tel: Luxemburg 2-1750
Products: Sound, recording equipment
- Sound Apparatus Co.**
Stirling, N. J.; A. W. Niemann, Mgr.; Tel: Millington 7-0600
Products: Graphic recorders
- The Soundscriber Corp.**
New Haven 4, Conn., 146 Munson St.; R. W. Davidson, Mgr.; Tel: 7-2125
Products: Recording equipment
- Speak-O-Phone Recording & Equipment Co.**
New York 23, 23 W. 60th St.; R. L. Austin, Mgr.; Tel: Columbus 5-1350
Products: Recording equipment
- Stainless, Inc.**
North Wales, Pa., Third & Montgomery Sts.; John F. Guzewicz, Mgr.; Tel: North Wales 874
New York 7, 50 Church St.; Henry J. Guzewicz, Mgr.; Tel: Digby 9-4379
Phoenix, Ariz., 5711 N. 14th Pl.; Frank Cooke, Mgr.; Tel: Phoenix 3-7235
Products: Self-supporting, Rhomic array, guyed and micro wave towers. Antenna masts. FM: Self-supporting and guyed towers
- The Stancil-Hoffman Corp.**
Hollywood 38, 1016 N. Highland Ave.; William V. Stancil, Mgr.; Tel: Hillside 7481
New York 17, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
Honolulu 14, T. H., 1545 S. Berentanio; Theodore Y. Takase, Mgr.; Tel: 93769
Products: AM-FM—Magnetic recording, reproducing equipment. Accessory amplifiers, electronic equipment
- Standard Electronics Corp.**
New York 18, 25 W. 43rd St.; J. H. Ganzenhuber, Mgr.; Tel: Bryant 9-1082
Products: AM—Transmitters, accessories. FM: Transmitters
- Tower Construction Co.**
Sioux City 3, 107 Fourth St.; M. M. Lasensky, Mgr.; Tel: 5-7653
Products: AM—Towers; lighting equipment; erection of towers; installation ground systems. FM: Towers; erection of towers; installation antennae and coaxial line
- Tower Engineering & Construction Co.**
Houston 3, 2930 Pease; C. E. Norton, Mgr.; Tel: Central 7378
New York, 41 E. 42nd St.; Malcolm W. Black, Mgr.; Tel: Vanderbilt 6-2960
Products: Distributors and erectors radio towers
- Tower Sales & Erecting Co.**
Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinity 7303
Products: AM—Towers, vertical radiators. Erecting, lighting, painting, ground systems. FM: Cyl-ray antenna, supporting towers. Facsimile: Supporting towers
- Trans-Lux News-Sign Corp.**
New York 20, 1270 Sixth Ave.; Bert 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 Co.**
Youngstown 1, 1315 Albert St.; George F. Bateson, Mgr.; Tel: Youngstown 32171
Boston 27 (South), 307 Dorchester Ave.; C. H. Watt, Mgr.; Tel: South Boston 8-2420-21-22
Buffalo 3, Rand Bldg.; R. A. Bohling, Mgr.; Tel: Madison 5767-9
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: Randolph 5448
- Kansas City 6, Mo., 1012 Baltimore Ave.; A. A. Raymond, Mgr.; Tel: Harrison 2873**
- Los Angeles 22, P. O. Box 6788, E. Los Angeles Branch; G. R. Roden, Mgr.; Tel: Underhill 0-1375**
- Minneapolis 2, Baker Bldg.; John W. Davies, Mgr.; Tel: Main 5537**
- New York, 48-18 Northern Blvd.; C. D. Loveland, Mgr.; Tel: Astoria 4-2410**
- Omaha 2, Insurance Bldg.; J. R. Rippey, Mgr.; Tel: Harney 7353**
- Portland 12, 2139 N. Kerby Ave.; C. W. Anderson, Mgr.; Tel: Trinity 1153**
- St. Louis 3, 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. Yourry, Mgr.; Tel: District 0883**
Products: Towers
- The Turner Co.**
Cedar Rapids, 909 17th St., N. E.; H. M. Murdock, Mgr.; Tel: 3-8144
Products: Microphones
- U. S. Recording Co.**
Wash. 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: Amplifiers and installation
- United States Tower Co.**
Petersburg, Va., Union Trust Bldg.; John J. Hoke, Mgr.; Tel: 3347-48
Products: Uniform cross-section, guyed type tower. FM—Supporting towers
- Universal General Corp.**
New York 13, 324 Canal St.; Morris Greenberg, Mgr.; Tel: Walker 5-9642
Products: Radio, amplifier kits
- University Loudspeakers, Inc.**
White Plains, N. Y., 80 S. Kensico Ave.; Lawrence J. Epstein, Mgr.; Tel: White Plains 6-7700
Products: AM-FM—Loudspeakers, high fidelity, monitor
- Utility Electronics Corp.**
East Newark, N. J., 231 Grant Ave.; John A. Van Auken, Mgr.; Tel: Humboldt 5-3600
Products: Broadcast and point-to-point facsimile
- The Ward Products Corp. (Div. of The Gabriel Co.)**
Cleveland 3, 1523 E. 45th St.; J. L. Fine, Mgr.; Tel: Express 1-3300
Products: Receiving antennas
- West Coast Electronics Co.**
Los Angeles 6, 1601 S. Burlington Ave.; John P. Daily, 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.; C. W. Miller, Mgr.; Tel: Edmondson 2300
Atlanta 2, 1299 Northside Dr., N. W.; A. W. Rose, Mgr.; Tel: Atwood 1642
Boston 10, 10 High St.; E. S. Mielke, Mgr.; Tel: Liberty 2-0600
Chicago 54, Mdse. Mart Plaza; W. E. Berkey, Mgr.; Tel: Whitehall 4-3860
Cleveland 13, 1370 Ontario St.; D. E. Ralston, Mgr.; Tel: Cherry 1-7600
Hartford 3, Conn., 119 Ann St.; E. S. Winlund, Mgr.; Tel: 5-0851
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 20, 306 Fourth Ave.; H. N. Runkle, Mgr.; Tel: Atlantic 1-8400
St. Louis 1, 411 N. Seventh St.; A. F. Buck, Mgr.; Tel: Central 1120
San Francisco 8, 410 Bush St.; S. H. Harrison, Mgr.; Tel: Exbrook 2-5353
Products: Amplitude and frequency modulated transmitters (5, 10 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 breakers, regulators, precipitrons and switchgear
- Weston Electrical Instrument Corp.**
Newark 5, N. J., 614 Frelinghuysen Ave.; E. T. Higgins, Mgr.; Tel: Bigelow 3-4700
Chicago 6, 205 W. Wacker Dr.; P. A. Westburg, Mgr.; Tel: Franklin 2-4656
New York 7, 50 Church St.; W. J. Healey, Mgr.; Tel: Worth 4-3510
Wash. 11, D. C., 6230 Third St., N. W.; L. F. Parachini, Mgr.; Tel: Tuckerman 2414
Products: AM-FM—Insulation, circuit testers; vacuum tube voltmeters; tube-checkers; electronic test equipment; VU and DB meters; panel instruments
- Wincharger Corp.**
Sioux City 2, E. 7th at Division; V. V. Holmes, Mgr.; Tel: 2-1844
Products: Insulated vertical guyed towers. FM—Non-insulated guyed support towers for antennas
- Wind Turbine Co.**
West Chester, Pa., E. Market St. & Pa. Railroad; A. I. Wason, Mgr.; Tel: West Chester 3110
Products: Supply, installation guyed towers; micro wave relay towers; ground systems, transmission lines
- The Workshop Associates (Div. of The Gabriel Co.)**
Needham Hgts. 94, Mass., 135 Crescent Rd.; C. W. Creaser, Mgr.; Tel: Needham 3-0005
Products: STL, broadcast antennas; connectors; relay, remote unit control antennas
- Wright Zimmerman, Inc.**
New Brighton, Minn., 330 S. 5th; Joseph D. Zimmerman, Mgr.; Tel: Nestor 8877
Products: Speakers, microphones and relays
- Zephyr Products Co.**
New York 35, 129 E. 124th St.; Irving London, Mgr.; Tel: SA 2-1800
Products: Recording discs, wire recording spools, needles, accessories

in engineering, performance and styling

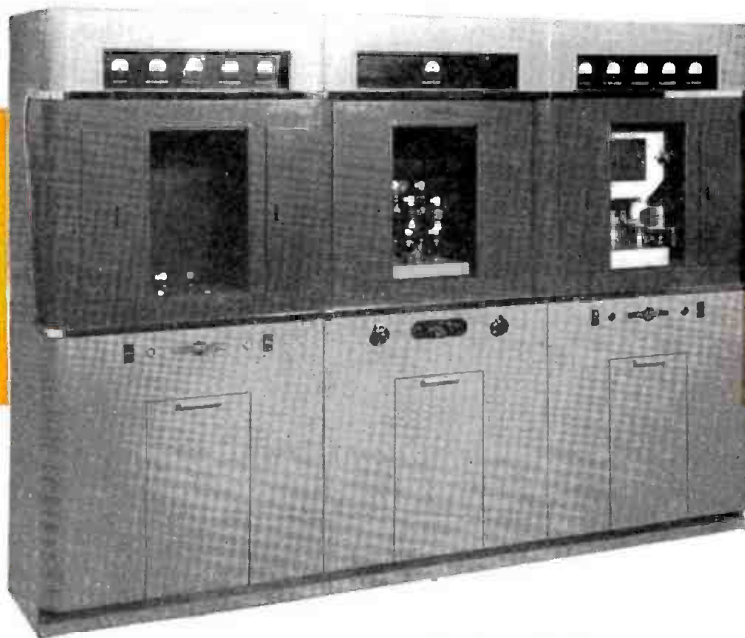
Employment of these efficient tubes also permits the use of low drain, low cost receiver type tubes in the driver stages. Frequency control is by means of the new plug-in, super stability crystals, which have made it possible to eliminate troublesome crystal ovens entirely.

In planning your station, see Collins first. Learn about all the up-to-date features of Collins design, and the high standards under which Collins equipment is manufactured. Your nearest Collins office is fully qualified to serve you.



The Collins 212B speech input console, above, has the same fine features of construction and operation as the 212A, and differs only in that it is smaller, with fewer amplifiers and functional facilities. Unit amplifiers are individually mounted on airplane type shockmounts. The high fidelity 212B fills the needs of the smaller station, and is ideal for single studio

control in larger stations. Facilities are provided for one program channel and an additional channel which functions with the self-contained monitor amplifier. The single program channel exactly duplicates one of the two channels in the 212A. Seven independent input channels are provided including four microphone inputs, each with its own preamplifier, two high level transcription inputs, and a remote pickup input.



The new Collins 21E 5 kw/1 kw AM broadcast transmitter. A simple one-night conversion procedure transforms the 5 kw 21E into a 10 kw 21M transmitter.

For broadcast quality, it's . . .



COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
NEW YORK 18

1937 Irving Boulevard
DALLAS 2

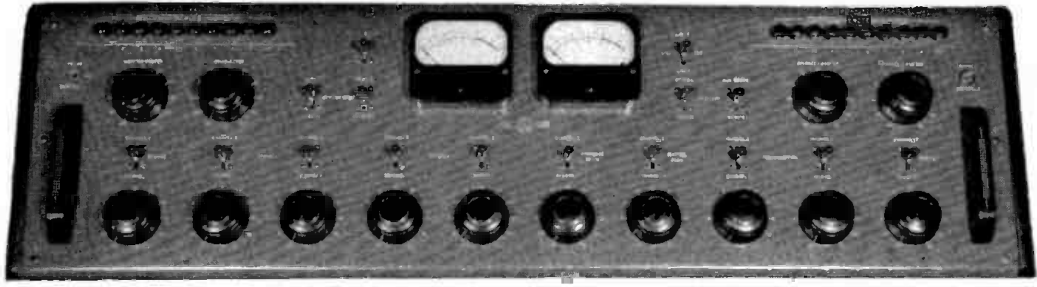
2700 West Olive Avenue
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

The equipment line that sets the pace..

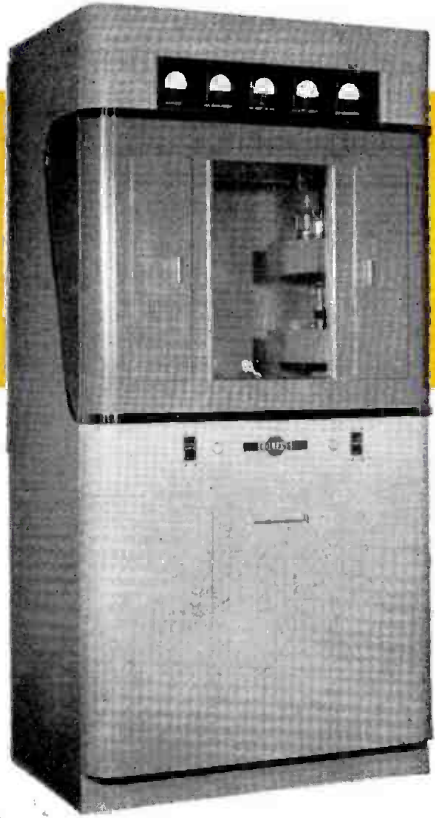
Collins furnishes high quality equipment for every requirement of the modern broadcasting station . . . transmitters in powers of 250 watts to 10 kilowatts, speech input consoles, remote amplifiers, rack mounted speech equipment, test and control equipment, custom designed audio equipment, transducers, and accessories for all needs.

All of the Collins transmitters are the products of the most advanced engineering. Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through use of the recently developed high gain, long lived tetrodes.

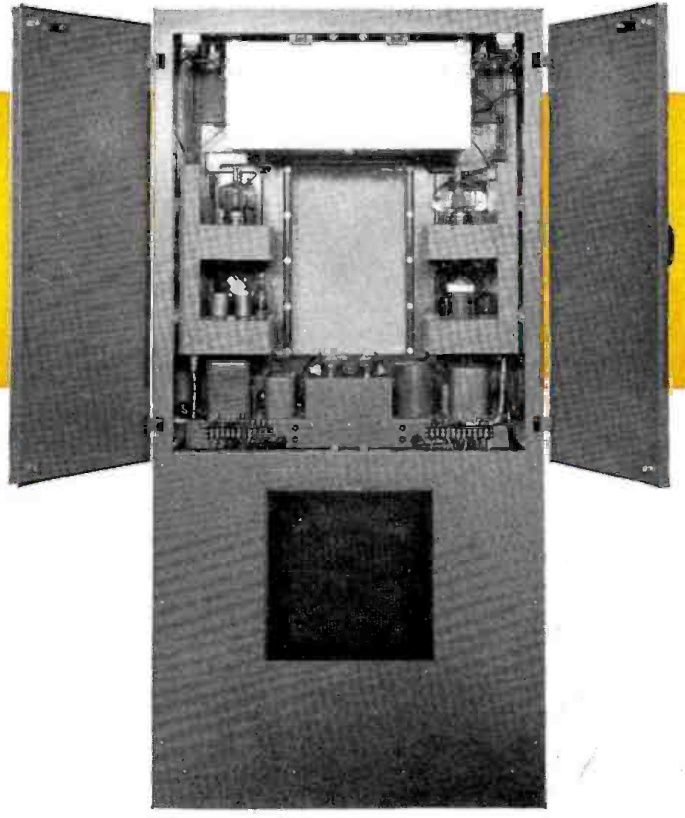


Collins 212A speech input console, above. Facilities are provided for auditioning or rehearsing, cueing and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turntables, and any two of nine remote lines. Two program amplifiers are included, making possible the feeding of two independent programs at

once, or by operating the line reversal switch, providing an emergency for normal use. A novel rotating arrangement allows the unit to be tilted forward and upward for access to the underside of the chassis without requiring additional space. The 212A may be placed close against a wall without sacrificing accessibility. Thoroughly engineered, expertly constructed throughout.



The new Collins 300J 250/100 watt AM broadcast transmitter.



Rear, open view of the new Collins 20V 1000/500 watt AM broadcast transmitter.



Across The Nation They Chose

Magne recorder

THE WORLD'S HIGHEST-FIDELITY TAPE RECORDER



MORE FEATURES

PT7 accommodates 10 1/2" reels and offers 3 heads, positive timing and pushbutton control. PT7 shown in console is available for portable or rack mount

GREATER FLEXIBILITY

In rack or console, or in its really portable cases, the Magne recorder will suit every purpose. PT6 is available with 3 speeds (3 3/4", 7 1/2", 15") if preferred.

HIGHER FIDELITY

Lifelike tone quality, low distortion, meet N.A.B. standards — and at a moderate price. PT63 shown in rack mount offers 3 heads to erase, record and play back to monitor from the tape while recording.

Magne recorder, INC.

WRITE DEPT. YB-2 FOR LATEST SPECIFICATIONS AND PRICES

360 N. MICHIGAN AVE., CHICAGO 1, ILL.

USED BY MORE RADIO MEN THAN ALL OTHER PROFESSIONAL RECORDERS COMBINED

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 398)

National Co., Inc.
Malden 48, Mass., 61 Sherman St.; William W. Bartell, Mgr.; Tel: Malden 2-7950
Products: Receivers

Newcomb Audio Products Co.
Hollywood 38, 8824 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

Otto K. Olesen Co.
Hollywood 28 Calif., 1534 Cahuenga Blvd.; Noble B. Gowing, Mgr.; Tel: Gladstone 5194
Products: Studio lighting equipment, lighting control equipment, dimmer and lighting control consoles, microphone booms

ORRadio Industries, Inc.
Opelika, Ala., T-120 Marvyn Rd.; J. Herbert Orr, Mgr.; Tel: 1123-W
Products: Magnetic sound recording tape

Oxford Electric Corp.
Chicago 15, 3911 S. Mich. Ave.; John A. Proctor, Jr., Mgr.; Tel: Atlantic 5-6161
Products: AM-FM—Loud speakers, dial lamps

Packard-Bell Co.
Los Angeles 64, 12333 W. Olympic Blvd.; Kenneth R. Johnson, Mgr.; Tel: Arizona 7-6721
Products: Radios; radio-phonograph combinations; radio-phonograph-recorders

Permoflux Corp.
Chicago 39, 4900 W. Grand Ave.; R. S. Fenton, Mgr.; Tel: Berkshire 7-3220
monitoring dynamic headsets. Standard fidelity dynamic headsets. Maga-Glendale 5, Calif., 236 S. Verdugo Rd.; J. Mutschler, Mgr.; Tel: Chatnam 5-1706
Products: Studio monitoring loudspeakers, high fidelity loudspeakers and line load voice tape recorders. FM: Same

Precision Piezo Service
Baton Rouge 10, 427 Mayflower St.; C. E. Pearce, Mgr.; Tel: 2-5359
Products: Quartz crystals, holders, ovens

Presto Recording Corp.
Paramus, N. J., P.O. Box 500, Hackensack, N. J.; Thomas B. Aldrich, Mgr.; Tel: Diamond 3-3700
Buffalo, Ellcott Sq. Bldg.; Robert W. Mitcher, Mgr.; Tel: Garrison 2-0233
Chicago, 720 Main St., Evanston, Ill.; Warren Cozzens, Mgr.; Tel: Davis 8-4800
Clayton, Mo., 135 N. Central Ave.; Lee Maynard, Mgr.; Tel: Delmar 3723
Cleveland, 1835 Euclid Ave.; Ernest P. Scott, Mgr.; Tel: Main 1555
Dallas, 505 N. Ervar St., J. Earl Smith, Mgr.; Tel: C-2966
Detroit, 14595 Abington Rd.; R. A. Adams, Mgr.; Tel: Vermont 8-1344
Los Angeles, 2331 W. Wash. Blvd.; Lee Owens, Mgr.; Tel: Republic 0203
New York, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
Seattle, 2501 First Ave.; Lloyd Marsh, Mgr.; Tel: Main 8782
Silver Spring Md., 8614 Georgia Ave.; Morris F. Taylor, Mgr.; Tel: Shepherd 4002
Products: Disc recording, transcription; tape recording, transcription equipment; amplifiers; equalizers, blank recording discs

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

Radex Corp.
Chicago 14, 2076 Elston Ave.; R. R. Cook, Mgr.; Tel: Armitage 6-6900
Products: Coils, blowers, audio oscillator, impedance matching bridge

Radio Corp. of America (RCA Vics. Div., Engineering Products Dept., Broadcast Equipment Section)
Camden, N. J., Front & Cooper Sts.; C. M. Lewis, Mgr.; Tel: Woodlawn 3-8000
Atlanta 3, Forsyth Bldg.; Tel: Walnut 5946
Chicago 11, 666 N. Lake Shore Dr.; Tel: Delaware 7-0700
Cleveland 15, Keith Bldg.; Tel: Cherry 1-3450
Dallas 1, 1907-11 McKinney Ave.; Tel: R-1371-72-73
Hollywood 28, 1560 N. Vine St.; Tel: Hollywood 9-2154
New York 20, 36 W. 49th St.; Tel: Circle 6-4030
Products: Audio equipment, AM-FM transmitters, AM-FM antennas, test and measuring equipment, mobile communications equipment, theatre equipment

RCA Victor Co. Ltd.
Montreal 30, Que., 1001 Lenoir St.; H. S. Walker, Mgr.; Tel: Wellington 7551
Calgary, Alta., 1210 11th Ave. W.; E. Large, Mgr.; Tel: M-3928
Halifax, N. S., 99 Brunswick St.; C. C. Bowers, Mgr.; Tel: 3-6186
Toronto, Ont., 1170 Yonge St.; L. W. Boothe, Mgr.; Tel: Midway 5421
Vancouver, B. C., 1206 Homer St.; C. W. Smith, Mgr.; Tel: Marine 4241
Winnipeg, Man., 168 Market St.; H. Ramsey, Mgr.; Tel: 97-201
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, FM transmitters, antenna phasing equipment, engineering services, loudspeakers, transmission line accessories, crystals and crystal holders, receivers

Radio Engineering Labs., Inc.
Long Island City 1, N. Y., 36-40 37th St.; Frank A. Gunther, Mgr.; Tel: Stillwell 8-2100
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; quadrature amplifiers; serrasoid modulators; custom built high quality audio equipment; 10 kw FM educational transmitter; broadcast mobile transmitter link (MTL) equipment; point-to-point multiplex communications systems; broadcast music store receiver; bus receivers

Radio-Music Corp.
Port Chester, N. Y., 84 S. Water St.; Lionel B. Cornwell, Mgr.; Tel: Byram River 6-6820
Products: Transcription reproducers, turntables, amplifiers; special filter networks and transformers

Rangertone, Inc.
Newark 4, N. J., 73 Winthrop St.; Richard R. Ranger, Mgr.; Tel: Humboldt 5-2550
Products: High fidelity magnetic tape recorders—telemetering recorders, synchronous recorders for motion picture use—magnetic heads

Recoton Corp.
New York 11, 147 W. 22nd St.; Herbert H. Borchardt, Mgr.; Tel: Oregon 5-7868
Products: Magnetic recording tape, recording blanks, cutting styli, playback needles

Reeves Soundcraft Corp.
New York 22, 10 E. 52 St.; Frank B. Rogers, Jr., Mgr.; Tel: Plaza 9-2544
Products: Discs, tape, styli, airdesign transformers

Rek-O-Kut Co.
Long Island City 1, N. Y., 38-01 Queens Blvd.; G. Silber, Mgr.; Tel: Stillwell 4-7062
Products: Disc recording equipment, high fidelity phonographs, transcription turntables

Rissi Electronic Supply Co.
Detroit 1, 1112 W. Warren Ave.; Virgil A. Wilton, Mgr.; Tel: Temple 2-5611
Products: Distributors tape, disc recording equipment, power tubes, allied equipment

Schumaker Construction Co.
Michigan City, Ind., E. Mich. St. at Warnke Rd.; Kenneth F. Schumaker, Mgr.; Tel: 3-3218
Products: Tower, antenna erection; transmission line work

Hermion Hosmer Scott, Inc.
Cambridge 39, Mass., 385 Putnam Ave.; Victor H. Pomper, Mgr.; Tel: Kirkland 7-0565
Chicago 10, 510 N. Dearborn St.; R. Karet, Mgr.; Tel: Whitehall 4-6345
Dallas 1, 2011 Cedar Springs; J. Schoonmaker, Mgr.; Tel: Sterling 3335
New York 7, 11 Park Pl.; S. S. Egert, Mgr.; Tel: Worth 4-0996
Philadelphia 19, 395 E. Cliveden St.; H. Estersohn, Mgr.; Tel: Victor 8-2836
Pittsburgh 16, 1565 McFarland Rd.; E. Tydings, Mgr.; Tel: Fieldbrook 1-5100
Products: AM, FM—Dynamic noise suppressors. 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

(Continued on page 404)

AMPERITE

Studio Microphones at P.A. Prices

Ideal for BROADCASTING

- RECORDING
- PUBLIC ADDRESS

"The ultimate in microphone quality," says Evan Rushing, sound engineer of the Hotel New Yorker.

- Shout right into the new Amperite Microphone—or stand 2 feet away—reproduction is always perfect.
- The only type microphone that is not affected by any climatic conditions.
- Guaranteed to withstand more "knocking around" than any other type mike.

Special Offer: Write for Special Introductory Offer, and 4-page illustrated folder.



Models
RBLG—200 ohms
RBHG—Hi-imp.
List \$42.00



"Kontak" Mikes
Model SKH, list \$12.00
Model KKH, list \$18.00

AMPERITE Company, Inc.

361 BROADWAY • NEW YORK 12, N. Y.

In Canada: Atlas Radio Corp., Ltd., 560 King St. W., Toronto



GROUCHO MARX and Bob Dwan (co-director of "You Bet Your Life" with Bernie Smith) check the tape of a recent broadcast.

Tight, noise-free splices are easily made—the only equipment required is ordinary scissors and "Scotch" Splicing Tape.

Groucho takes to tape



Sparkling wit + skillful tape editing =
radio's top quiz show... "YOU BET YOUR LIFE" (NBC)

How funny would a comedian be without his script writers? Groucho Marx supplies the hilarious answer to that one every week on "You Bet Your Life". His deft ad libs ("You say you're a philatelist? So am I...I figure if it's gonna happen, it's gonna happen") are captured on tape during relaxed non-broadcast sessions with studio audiences; the tape is skillfully edited to produce a laugh-packed show that has climbed to top listenership ratings.

"Scotch" Sound Recording Tape is used exclusively for "You Bet Your Life."



EIGHTY 3M SOUND ENGINEERS in the field—backed by 20 technical experts in the 3M Laboratories—stand ready to give you technical assistance with any recording problem you may have. Call your local 3M Service Representative, or write us direct: Dept. BT-12, Minn. Mining & Mfg. Co., St. Paul 6.

"SCOTCH" SOUND RECORDING TAPE GIVES YOU THESE EXTRA CONSTRUCTION FEATURES

REEL TO REEL UNIFORMITY—controlled coating assures consistent output • **THINNER CONSTRUCTION**—resists temperature and humidity changes • **NO CURLING OR CUPPING**—tape lies flat on recording head unaffected by humidity • **UNIFORM TAPE SURFACE**—no "dropouts" on recordings due to surface irregularities • **LONGER TAPE LIFE**—special lubricating process reduces friction • **GREATER SENSITIVITY**—more output on your present machine setting.

IMPORTANT: There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the lubricated tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and for master recording by leading record companies.



The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

LEHIGH VERTICAL RADIATORS

Are Dependable,
Durable, And
Include Years
of Experience
in Designing
and
Fabricating
Antennas

Lehigh 340 Foot
Self-Supporting
Vertical Radiator
at
Radio Station
WNEW
Kearney, N. J.

CONSULT
RADIO DIVISION

LEHIGH STRUCTURAL STEEL CO.

17 BATTERY PLACE NEW YORK 4, N. Y.

Offices in Principal Cities

PLANT AT ALLENTOWN, PA.

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 396)

James B. Lansing Sound, Inc.

Los Angeles 39, 2439 Fletcher Dr.; William H. Thomas, Mgr.; Tel: Normandy 3-2545

Products: High fidelity loudspeakers; divided network loudspeaker systems, high frequency drivers, acoustic lens

The LaPointe Plasmomold Corp.

Windsor Locks, Conn.; Fred A. Hess, Mgr.; Tel: Windsor Locks 1690

Products: FM-UHF, VHF tower; receiving antennas

Leach Relay Co.

Los Angeles 3, 5915 Avalon Blvd.; James L. Elliott, Mgr.; Tel: Adams 8221

Products: Electrical relays

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; facsimile: Supporting towers

Lewis & Kaufman, Inc.

Los Gatos, Calif., 90 El Rancho Ave.; Jack Kaufman, Mgr.; Tel: El Gato 4-3540

Products: Transmitting tubes

John E. Lingo & Son, Inc.

Camden 5, 2814 Buren Ave.; John E. Lingo, Mgr.; Tel: Woodlawn 4-0487

Products: Tubular steel vertical radiators; VHF antennas and supporting towers. FM: Antennas and supporting towers. Facsimile: Supporting poles

Machlett Laboratories Inc.

Springdale, Conn., 1063 Hope St.; H. J. Hoffman, Mgr.; Tel: Stamford 4-5781

Products: High power transmitting and rectifier tubes. FM—Same.

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 Ave.; E. G. Van Leeuwen, Mgr.; Tel: Webster 3-5545

Products: Tape recording equipment

Measurements Corp.

Boonton, N. J.; Nelson C. Doland, Jr., Mgr.; Tel: Boonton 8-2131

Products: Test equipment—Standard signal, pulse, square wave generators; UHF radio noise and field strength, megohm meters; peak voltmeters, R.F. attenuators, crystal calibrators; intermodulation, megacycle meter; inductance, capacitance bridges, vacuum tube voltmeters, special test instruments. FM signal generators. Special precision components: Condensers, coils and resistors

Merit Coil & Transformer Corp.

Chicago 40, 4427 N. Clark St.; W. J. Barron, Mgr.; Tel: Longbeach 1-6311

Products: Audio and power transformers; reactors

Milo Radio & Electronics Corp.

New York 7, 200 Greenwich St.; M. Putterman, Mgr.; Tel: Beekman 3-2980

Products: Wholesale distributors all standard brand radio-electronic equipment

Minnesota Mining and Mfg. Co.

St. Paul 6, 900 Fauquier Ave.; Roy J. Gavin, Mgr.; Tel: Cedar 3071

Atlanta 3, 133 Carnegie Way; C. M. Jacobson, Mgr.; Tel: Lamar 5621-22

Boston 10, 51 Sleeper St.; E. F. Gregg, Mgr.; Tel: Hancock 6-2586

Buffalo 3, N. Y., 210 Ellicott St.; J. J. McDonald Mgr.; Tel: Cleveland 4965-66

Chicago 8, 1500 S. Western Ave.; A. J. Forss, Mgr.; Tel: Monroe 6-6126

Cincinnati 2, 49 Central Ave.; J. J. O'Brien, Mgr.; Tel: Parkway 5700-01-02

Cleveland 13, 1200-1220 W. 9th St.; J. J. O'Brien, Mgr.; Tel: Boulevard 2-5200

Dallas 1, 212 S. St. Paul St.; S. P. Van Arsdall, Mgr.; Tel: Riverside 4633

Detroit 13, 8825 Grinnel Ave.; J. J. O'Brien, Mgr.; Tel: Trinity 5-7111

Grand Rapids 4, 815 Monroe Ave., N. W.; A. J. Forss, Mgr.; Tel: Glendale 6-8577, 6-8578

High Point 3, N. C., 1501 S. Main St.; C. M. Jacobson, Mgr.; Tel: 3496

Hollywood 36, 446 N. La Brea; R. J. Gavin, Mgr.; Tel: Webster 11289

Los Angeles 54, 6411 Randolph St.; M. D. Benson, Mgr.; Tel: Angelus 3-6131

New York, 700 Grand Ave. (Ridgefield, N. J.); E. F. Gregg & J. J. McDonald. Mgrs.; Tel: Morsemere 6-6700

Philadelphia 8, 401 N. Broad St.; C. M. Jacobson, Mgr.; Tel: Lombard 3-2900

Pittsburgh 19, Plaza Bldg.; J. J. O'Brien, Mgr.; Tel: Atlantic 1-2075-76-77

St. Louis 8, 3700 Forest Park Blvd.; S. P. Van Arsdall, Mgr.; Tel: Lucas 5269

St. Paul 1, Minn. (District Sales Office only), 367 Grove St.; R. J. Gavin, Mgr.; Tel: Cedar 3071

San Francisco 10, 450 Alabama St.; M. D. Benson, Mgr.; Tel: Underhill 3-4480

Seattle 4, 1242 6th Ave. S.; M. D. Benson, Mgr.; Tel: Seneca 4554-55-56-57

Products: "Scotch" brand magnetic sound recording tape, film; related accessories. "Scotch" brand splicing, leader and timing tape

Moody Machine Products Co., Inc

Providence 5, 42 Dudley St.; Jack Moody, Mgr.; Tel: Gaspee 1-3317

Products: Precision screw driver, drill & driver, wrench sets, scribers

Mycalex Corp. of America

New York 20, 30 Rockefeller Plaza; Tel: Columbus 5-5989

Clifton, N. J. (plant, gen'l offices), 60 Clifton Blvd.; J. L. Robertson, Mgr.; Tel: Prescott 9-8866

Products: AM, FM, facsimile—Glass-bonded mica high frequency low loss insulation, compression-molded and injection-molded grades; miniature and sub-miniature tube sockets

(Continued on page 400)

What's in a Name?

Way back in 1922, the late Henry C. Gates, well known industrialist, decided to make the name GATES synonymous with service in the electronics field.

Today, 30 years later, it would be a rare exception to find anyone who does not know about GATES products.

One of the oldest manufacturers of electronic equipment in the world, the GATES RADIO COMPANY specializes in radio transmitting equipment of all types — AM, FM, TV, Communications, etc.

By so specializing — and through production efficiency — GATES is able to offer higher quality at more modest prices.

No job is too large or small, too complex or simple for GATES to tackle.

Because GATES itself manufactures a large number of the components that go into finished GATES equipment, designs are not assemblies built to the convenience of someone else's particular size of material.

This means GATES offers "custom-built" quality and efficiency at prices that pleasantly surprise.

All of these points are of outstanding importance to you — are specific reasons for wanting your transmitting equipment to bear that familiar and trusted name — GATES.

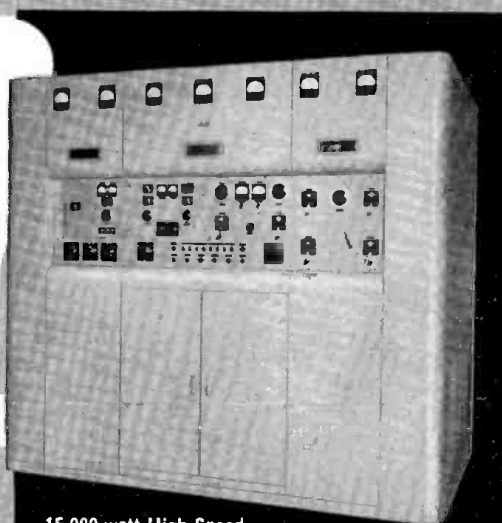
GATES PRODUCTS

- Commercial broadcasting equipment
- Commercial communications transmitting equipment
- Television transmitting equipment
- Frequency modulated transmitting equipment
- Mobile transmitting equipment
- Audio equipment including: broadcast, recording, public address
- Specially designed electronic instruments including: vibration fatigue apparatus, laboratory hearing aid equipment, recording equipment
- And many other items.



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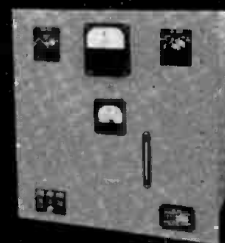
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Canadian Marconi Company, Montreal, Quebec



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Telegraph Transmitter for
Inter-continental service.



Turntable



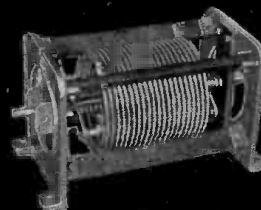
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Frequency Monitor



Dual Channel Speech Input System



GATES Supercube Co-ax



GATES Inductor



Tube Sockets for
High Powered
Tubes

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 392)

Electro-Voice, Inc.

Buchanan, Mich., Carroll & Cecil Sts.; Webster F. Soules, Mgr.; Tel: Buchanan 1000
 New York 16, 13 E. 40th St.; Jack Willson, Mgr.; Tel: Murray Hill 9-6200
 Products: Loudspeakers, dynamic velocity, crystal and carbon types. High fidelity loudspeakers, coaxial and separate 2-, 3- and 4-way types. Speaker enclosures, base reflex and folded-horn, corner types. Microphone stands and accessories. FM: Same

Electronic Service Corp.

Louisville, 121 S. 7th St.; S. A. Cisler, Mgr.; Clay 4811, 4150
 Lincoln, Nebr., c/o K L M S; H. A. Shuman, Mgr.; Tel: 2-7579
 San Francisco, 2000 27th St.; S. A. Cisler, Mgr.
 Products: Buy and sell all types new and used equipment

The Elmor Co.

Chicago 2, 29 E. Madison St.; M. J. Stillman, Mgr.; Tel: Central 6-9672
 Products: Stop watches, timers, chronographs

Emerson Radio and Phonograph Corp.

New York 11, 111 Eighth Ave.; Stanley M. Abrams, Mgr.; Tel: Oregon 5-7000
 Products: Receivers

Espey Mfg. Co., Inc.

New York 21, 528 E. 72nd St.; William W. Jablon, Mgr.; Tel: Trafalgar 9-7000
 Products: AM, FM: Receivers; tuners; amplifiers; power supplies

Fairchild Recording Equipment Corp.

Whitestone, N. Y., 154th St. & 7th Ave.; Ray F. Crews, Mgr.; Tel: Independence 3-2100
 Products: Sound recorders (disc and magnetic tape)

Federal Telephone and Radio Corp.

Clifton, N. J., 100 Kingsland Rd.; C. J. Harrison, Mgr.; Tel: Nutley 2-3600
 Wash. 6, D. C., 1025 Conn. Ave., N.W.; E. J. Girard, Mgr.; Tel: Executive 1697
 Products: Transmitting and rectifying 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

Gates Radio Co.

Quincy, Ill., 123 Hampshire St.; Fred O. Grimwood, Mgr.; Tel: 8202
 Houston, 2700 Polk Ave.; Wayne Marcy, Mgr.; Tel: Atwood 8536
 Montreal 16, Que., 2442 Trenton Ave.; C. E. Tremblay, Mgr.; Tel: Atlantic 9441
 New York 16, 13 East 40th St.; L. J. Cervone, Mgr.; Tel: Murray Hill 9-0200
 Wash. 5, D. C., 13th & E Sts., N.W.; O. J. McReynolds, Mgr.; Tel: Metropolitan 0522
 Products: Transmitters, speech equipment, turntables, recording equipment, microphones. FM—Transmitters, studio equipment, antennae, coaxial cable

General Electric Co.

Syracuse N. Y., Electronics Park; F. P. Barnes, Mgr.; Tel: 76-4411
 Atlanta, 187 Spring St., N. W.; J. M. Comer, Jr.; Tel: Walnut 9767
 Boston, 140 Federal St.; A. F. Wild, Mgr.; Tel: Hubbard 2-1800
 Chicago, Merchandise Mart; L. Naum, Mgr.; Tel: Whitehall 4-3915
 Cincinnati, 215 W. 3rd St.; J. Wall, Mgr.; Tel: Parkway 3431
 Dallas, Normal Bldg.; J. H. Douglas, Mgr.; Tel: Prospect 7-4793
 Houston, 4804 S. Main; H. W. Granberry, Mgr.; Tel: Justin 0657
 Los Angeles, 530 W. Sixth St.; F. R. Walker, Mgr.; Tel: Trinity 3417
 New York, 570 Lexington Ave.; C. J. Simon, Mgr.; Tel: Plaza 5-1311
 Philadelphia, 1405 Locust St.; J. W. I. Cody, Mgr.; Tel: Pennypacker 5-9000
 San Francisco, 235 Montgomery; C. T. Haist, Mgr.; Tel: Douglas 2-3740
 Wash., D. C., 806 15th St., N.W.; R. J. Brown, Mgr.; Tel: Executive 3613
 Products: AM-FM 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. Facsimile: Receivers, transmitter

General Instrument Corp.

Elizabeth 3, N. J., 829 Newark Ave.; E. A. Freed, Mgr.; Tel: Elizabeth 3-4400
 Chicago, 3147 Logan Sq.; Lee Ballengee, Mgr.; Tel: Albany 2-6466
 Products: Special electronic and electro-mechanical components, auto radio tuners, variable capacitors, record changers

Graybar Electric Co., 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.; A. C. Schwager, Mgr.; Tel: Cherry 1-1360
 Dallas 1, 717 Latimer St.; C. C. Ross, Mgr.; Tel: Randolph 6452
 Detroit 1, 55 W. Canfield Ave.; P. L. Gundy, Mgr.; Tel: Temple 1-5500
 Houston, 1702 Cullen Blvd.; R. T. Asbury, Mgr.; Tel: Atwood 4571
 Jacksonville 1, 12th & Main Sts.; W. C. Winfree, Mgr.; Tel: Jacksonville 6-7611
 Kansas City 8, Mo., 1644 Baltimore Ave.; R. B. Uhrig, Mgr.; Tel: Baltimore 1644
 Long Island City 1, 21-15 Bridge Plaza, N.; J. J. Connolly, Mgr.; Tel: Stillwell 6-5858
 Los Angeles 54, 210 Anderson St.; R. B. Thompson, Mgr.; Tel: Angelus 3-7282

Minneapolis 15, 824 S. Fourth St.; C. W. Greer, Mgr.; Tel: Geneva 1621
 Philadelphia 7, 910 Cherry St.; J. W. Crockett, 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, 2542 Wash. Ave.; J. P. Lenkerd, Mgr.; Tel: Newstead 4700

Products: 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, mobile, vehicle and railroad radio telephone equipment

The Hallicrafters Co.

Chicago 24, 4401 W. Fifth Ave.; William J. Halligan, Jr., Mgr.; Tel: Van Buren 6-6300
 Products: AM—Receivers. FM: Receivers; portable and low powered industrial two-way radio telephone

The Hammarlund Mfg. Co., Inc.

New York 1, 460 W. 34th St.; W. E. Darden, Mgr.; Tel: Longacre 5-1300
 Products: Receivers, communication (6 bands); variable air capacitors; remote control equipment

Harvey Radio Co., Inc.

New York 18, 103 W. 43rd St.; Harvey E. Sampson, Mgr.; Tel: Luxemburg 2-1500
 Products: Electronic distributors of broadcast supplies, tape recorders, tubes, batteries, test equipment, audio systems, radio parts

Hewlett-Packard Co.

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

Hogan Labs., Inc.

New York 14, 155 Perry St.; Elliott Crooks, Mgr.; Tel: Chelsea 2-7855
 Products: Facsimile equipment for broadcast via FM and inter-studio or inter-office communication

Hughey & Phillips

Los Angeles 4, 4075 Beverly Blvd.; Paul Hennes, Mgr.; Tel: Normandy 3-2247
 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
 Products: Complete line tower lighting equipment, including complete kits comprising every item of material necessary to wire and light a tower in compliance with CAA and FCC requirements; also alarm circuit equipment for microwave stations. FM: Same

Hytron Radio & Electronics Co. (A Div. of CBS, Inc.)

Salem, Mass., 76 Lafayette St.; John Q. Adams, Mgr.; Tel: Salem 2260
 Chicago 39, 4000 W. North Ave.; George 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, special purpose tubes

Jennings Radio Mfg. Co.

San Jose, Calif., 970 McLaughlin Ave.; Calvin K. Townsend, Mgr.; Tel: Cypress 2-4025
 Products: Vacuum fixed capacitors; vacuum variable capacitors; vacuum switches. FM—Small vacuum capacitors for transmitters only

Jensen Mfg. Co.

Chicago 38, 6601 S. Laramie Ave.; Ralph P. Glover, Mgr.; Tel: Portsmouth 7-7600
 Products: Triaxial, coaxial and single-unit direct radiator loudspeakers and loudspeaker cabinets for monitoring, talk-back; public address systems. FM—Same.

Johns-Manville Sales Corp.

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 2nd Ave., S.W.; M. W. Will, Mgr.; Tel: 990
 Products: AM—Phasing equipment—antenna coupling units, coaxial line and fittings, sampling loops, tower lighting filters, inductors, switches, meters, capacitors, isolation inductors, insulators. FM: Coaxial line and fittings—FM iso coupler

Kaar Engineering Co.

Palo Alto, Calif., 2995 Middlefield Rd.; Norman C. Helwig, Mgr.; Tel: Davenport 3-9001
 Products: FM—Mobile communication transmitters, receivers

(Continued on page 398)

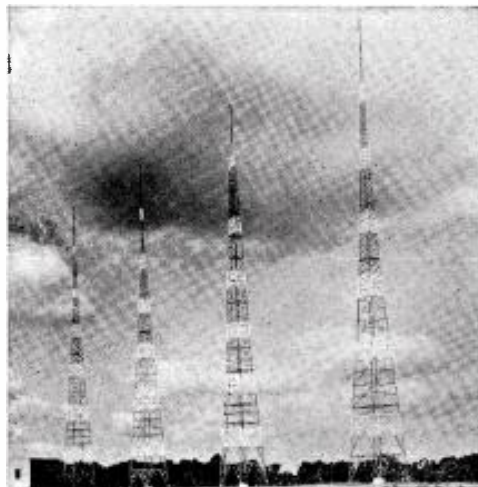
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installations. From camera to antenna, Graybar Broadcasting Department Managers will work with you or your consulting engineers to develop practical solutions to any TV problem.

Graybar also distributes a complete line of supplies for studio and tower lighting, as well as everything else you require for wiring, ventilating, and signaling systems. In these fields, too, Graybar Specialists are available to help you plan.

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Broadcasting's Best ... Amplifiers • Attenuators • Cabinets • Cameras • Consoles • Film Projectors • Loudspeakers and Accessories • Master Control Equipment • Microphones, Stands, and Accessories • Micro-Wave Relay and Studio-Transmitter Links • Monitors • Recorders and Accessories • Speech Input Equipment • Synchronizing Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

Manufactured By ... Altec Lansing • Ampex • Blow-Knox • Bryant • Cannon • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

* One of the 19 key cities where you will find a Graybar Broadcasting Department Manager. Contact him for technical guidance and help in equipment selection for any AM, FM, or TV application.

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Nashville
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Ft. Worth
*Houston
San Antonio

UTAH
Salt Lake City
VIRGINIA
Norfolk
*Richmond
Roanoke
WASHINGTON
*Seattle
Spokane
Tacoma
WEST VIRGINIA
Charleston
WISCONSIN
Milwaukee

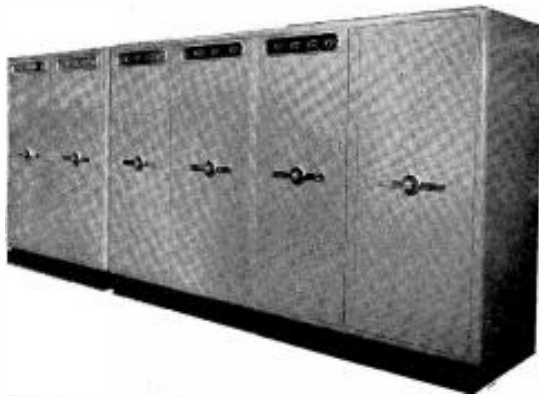
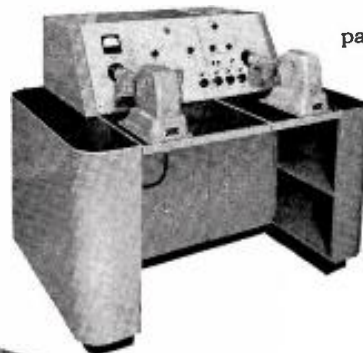
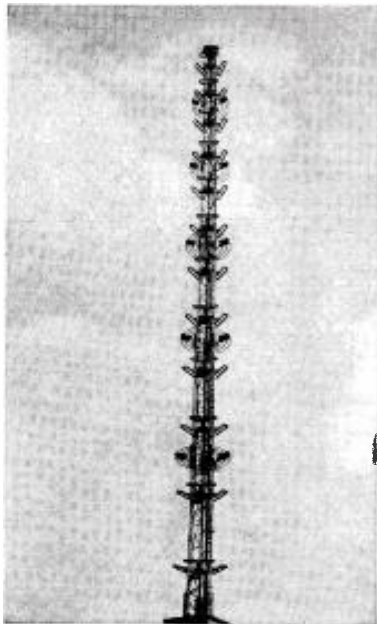
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For AM, FM, or TV — for every broadcast need — call Graybar first. Not only can you get the nation's most outstanding lines of equipment via Graybar, but you also take full advantage of the know-how gained through our 25 years of service to the broadcasting industry.

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Denver
CONNECTICUT
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West Hartford
DELAWARE
Wilmington

DISTRICT OF COLUMBIA
Washington
FLORIDA
*Jacksonville
Miami
Orlando
St. Petersburg
Tampa
GEORGIA
*Atlanta
Savannah
IDAHO
Boise
ILLINOIS
*Chicago
Peoria
INDIANA
Evansville
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Indianapolis
IOWA
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OHIO
Akron
*Cincinnati
*Cleveland
Columbus
Dayton
Toledo
Youngstown
OKLAHOMA
Oklahoma City
Tulsa
OREGON
Eugene
Portland
PENNSYLVANIA
Allentown
Harrisburg
*Philadelphia
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TO A
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OF BLAW-KNOX COMPANY
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PITTSBURGH 22, PA.**



**BLAW-KNOX
ANTENNA
TOWERS**

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 390)

Blaw-Knox Div. of Blaw-Knox Co.
Pittsburgh 30, P. O. Box 1198; E. J. Staubitz, Mgr.; Tel: Sterling 1-2700
Products: AM—Vertical radiators. FM—Supporting antenna towers. Facsimile; Same

The William Brand & Co., Inc.
Willimantic, Conn., North & Valley Sts.; R. H. Robinson, Mgr.; Tel: Willimantic 3-1661
Chicago, 1313 W. Randolph St.; E. W. Brinson, Mgr.; Tel: Seeley 8-0345
Products: Insulating materials

Burgess Battery Co.
Freeport, Ill., Foot of Exchange St.; L. H. Harriss, Mgr.; Tel: Main 3300
Chicago 2, 8 S. Crawford; H. E. Chabot, Mgr.; Tel: Nevada 2-2771
Los Angeles 15, 2230 W. 11th St.; V. T. Rupp, Mgr.; Tel: Prospect 9516
New York 11, 76 Ninth Ave.; R. V. Widmer, Mgr.; Tel: Chelsea 2-2270
Products: Dry batteries

Califone Corp.
Hollywood 38, 1041 N. Sycamore Ave.; Robert G. Metzner, Mgr.; Tel: Hudson 22353
Products: Portable transcription players, high fidelity magnetic tape recorders

Cambridge Thermionic Corp.
Cambridge 38, Mass., 445 Concord Ave.; Clarence Cheney, Mgr.; Tel: Trowbridge 6-2800
Products: Frequency check service

Canadian Marconi Co.
Montreal, Que., Canada, 2442 Trenton Rd., town of Mount Royal; C. E. Tremblay, Mgr.; Tel: Atlantic 9441
Halifax, N. S., 572-578 Barrington St.; D. J. Murphy, Mgr.; Tel: 31325
St. John's, Nfld., 3 Prescott St.; W. A. Brown, Mgr.; Tel: 38904
Toronto, Ont., 861 Bay St.; S. Slinger, Mgr.; Tel: Midway 0976
Vancouver, B. C., 550 Burrard St.; L. S. Hawkins, Mgr.; Tel: 0464
Winnipeg, Man., 149 Portage Ave. E.; W. F. Souch, Mgr.; Tel: 927255
Products: Transmitter, studio equipment, turntables, remote control equipment, transmitting and receiving tubes. FM: Turnstile antennas, transmitters. Facsimile: Transmitters, recorders

Cannon Electric Co.
Los Angeles 31, 3209 Humboldt St.; Don Davis, Mgr.; Tel: Capitol 5-1251
Benton Harbor, Mich., 287 Territorial St.; L. A. Whitney, Mgr.; Tel: Benton Harbor 52641
East Haven 12, Conn., 191 Kimberly Ave.; E. C. Quackenbush, Mgr.; Tel: Hobart 76329
Toronto, Ont., 2451 Danforth Ave.; Leonard Brooks, Mgr.
Products: Multi-contact electric connectors—hi-voltage, low-voltage; component parts and sound equipment

Cardinal Corp.
Louisville, Ohio, P. O. Box 72; John F. Grinnan, Mgr.
Products: Record storage rack

Clarkstan Corp.
Los Angeles 64, 11921 W. Pico Blvd.; R. S. Clarke, Mgr.; Tel: Arizona 9-6129
Products: Audio sweep frequency generators (AM & FM) and transcriptions; records; wide range reproducers, tone arms, equalizers, audio transformers, needle force gauges, recording stylus

Classophone, Inc.
New York, 42-08 Vernon Blvd.; Augusta S. Spector, Mgr.; Tel: Stillwell 6-1370
Products: Phonograph record holders

Clebar Watch Agency
New York 17, 521 Fifth Ave.; Edward Trauner, Mgr.; Tel: Murray Hill 2-3890
Products: Precision timers, stop watches

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 2, 1937 Irving Blvd.; James G. Flynn, Jr., Mgr.; Tel: Riverside 5126
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 4-3930-2-3
Products: Complete stations—250 watt, 1, 5, 10 & 50 kw transmitters, studio consoles, monitoring, program and pre-amp lifters, specially designed studio installations, remote pickup amplifiers, antenna tuning units and tower lighting chokes. FM: Same plus 3, 25 kw transmitters and accessories, antennas and accessories

Commercial Radio-Sound Corp.
New York 22, 231 E. 47 St.; Arthur W. Schneider, Mgr.; Tel: Plaza 9-5100
East Hartford 8, Conn., 673 Conn. Blvd.; W. Braden, Mgr.; Tel: Hartford 8-6544
Newark 2, 1060 Broad St.; L. Jaffe, Mgr.; Tel: Mitchell 3-8239
Products: Sound effects machines, speech input, rack and console wiring, audition equipment, jack cleaning tool

Communications Co., Inc.
Coral Gables, Fla., P. O. Drawer 6250; R. E. Graham, Mgr.; Tel: 4-0846
Products: HF and VHF base station equipment. Mobile equipment for airport vehicles. Control tower equipment. FM: VHF base station, mobile equipment

Conrac, Inc.
Glendora, Calif., 19217 E. Foothill Blvd.; W. J. Moreland, Mgr.; Tel: Fleetwood 5-1241
Products: Private brand receivers

Continental Electronics Mfg. Co.
Dallas, 4212 S. Buckner Blvd.; W. M. Witty, Mgr.; Tel: Evergreen 1137
Products: Broadcast transmitters, 250 watt through 50 kilowatt. Antenna phasing equipment and associated apparatus

The Daven Co.
Newark 4, N. J., 191 Central Ave.; E. Grayson, 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

DeWald Radio Mfg. Corp.
Long Island City 1, N. Y., 35-15 37th Ave.; L. N. Weiss, Mgr.; Tel: Stillwell 4-9334
Products: Receivers

Dresser Equipment Co.—IDECO Division
Columbus 8, Ohio, 875 Mich. Ave.; J. Roger Hayden, Mgr.; Tel: University 2123
Products: Steel towers—self-supporting and guyed types. Micro-wave relay towers. FM: Self-supporting and guyed steel towers

Eastern Air Devices, Inc.
Brooklyn 17, N. Y., 585 Dean St.; E. A. Janse, Mgr.; Tel: Sterling 3-3406
Products: Sub-fractional horsepower motors and blowers

Eastern Mike-Stand Co.
Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, Mgr.; Tel: Dickens 2-3538
Products: Microphone stands

Eidson Electronic Co.
Temple, Texas, 1802 N. Third St.; Merrill Eidson, Mgr.; Tel: 3-3901
Products: Quartz crystal units. Frequency measuring service

Eitel-McCullough, Inc.
San Bruno, Calif., 798 San Mateo Ave.; Orrin H. Brown, Mgr.; Tel: Juno 8-1212
Products: Transmitting type vacuum tubes for RF driver and output stages in VHF and UHF services; air system sockets; power tube hardware

Electrical Tower Service, Inc.
Peoria, Ill., P. O. Box 1205; Merle Cupp, Mgr.; Tel: Peoria 39846
Products: Manufacturers, installers and erectors of all type towers and antennas and other equipment used in these installations

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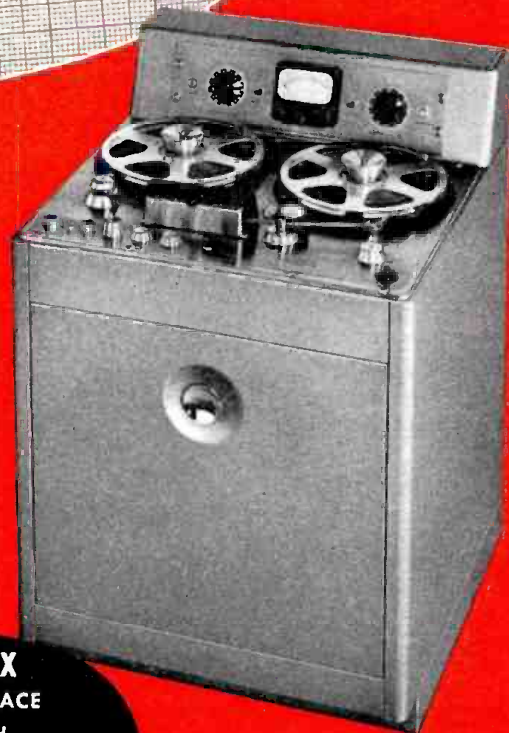
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Long Island City 1, N. Y., 36-12 34th St.; I. H. Goldman, Mgr.; Tel: Stillwell 4-7837
Products: Recording disc

Allied Radio Corp.
Chicago 7, 833 W. Jackson Blvd.; Gordon Hough, 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 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.; A. A. Ward, Mgr.; Tel: Crestview 5-5101
New York, 181 6th Ave.; H. S. Morris, Mgr.; Tel: Algonquin 5-3636
Products: Microphones, audio amplifiers, loudspeakers, transformers, speech input consoles

American Microphone Co.
Pasadena 1, Calif., 370 S. Fair Oaks Ave.; Grover N. Christensen, Mgr.; Tel: Ryan 1-744
Products: Microphones, microphone stands, transformers, electronic equipment

American Volume Control Corp.
New York 6, 115 Liberty St.; Dave Parkhurst, Mgr.; Tel: Beekman 3-0224-25
Products: Volume controls, potentiometers, resistance cords

Amperex Electronic Corp.
Brooklyn 1, N. Y., 25 Wash. St.; Sam Norris, Mgr.; Tel: Main 5-2050
Products: Tubes

Amperite Co., Inc.
New York 12, 561 Broadway; Tel: Canal 6-1446; S. Ruttenberg, Mgr.;
Products: FM-Microphones (ribbon, dynamics)

Amplex Electric Corp.
Redwood City, Calif., 934 Charter St.; E. G. Swanson, Mgr.; Tel: Emerson 8-1471
Products: High fidelity magnetic tape recorders for audio and instrumentation recording

Amplifier Corp. of America
New York 13, 398 Broadway; Sidney Karr, Mgr.; Tel: Digby 9-1890
Products: AM-FM—Magnetic tape recorders; tape demagnetizers; flutter meters; audio amplifiers

Andrew Corp.
Chicago 19, 363 E. 75th St.; John A. Estelle, Mgr.; Tel: Triangle 4-4400
Bergenfield, N. J., 18 A Georgian Ct.; Karl Sterne, Mgr.; Tel: Dumont 4-5688
Simi, Calif.; Victor J. Andrew, Mgr.
Products: AM, FM—Transmission lines, tower lighting equipment and antenna specialties, FM transmitting antennas

Ansley Radio & Television, Inc.
Meriden, Conn., 85 Tremont St.; Robert G. Kramer, Mgr.; Tel: Meriden 5-0660
Products: AM, FM—Radios, Electronic, test equipment

Audicraft, Inc.
Brooklyn 11, N. Y., 77 S. 5th St.; Arnold J. Siegel, Mgr.; Tel: Evergreen 8-1156-5667
Products: Facsimile—Public address horn loudspeakers

Audio Devices, Inc.
New York 22, 444 Madison Ave.; Bryce Haynes, Mgr.; Tel: Plaza 3-0973
Hollywood 46, 1006 N. Fairfax Ave.; Alan H. Bodge, Mgr.; Tel: Hollywood 9-8902
Products: Recording discs; recording, playback points; magnetic recording tape

Audio & Video Products Corp.
New York 19, 730 Fifth Ave.; Russell O. Hudson, Mgr.; Tel: Plaza 7-3091
Products: Magnetic tape recorder, accessories, supplies; complete line amplifiers, monitors, loudspeakers and baffles; pre-recorded magnetic tape, pickups, equalizers, turntables, etc. FM: Same. Facsimile: Synchronous magnetic tape recorders for delayed broadcasting of facsimile

Audio-Master Corp.
New York 17, 341 Madison Ave.; Herbert Rosen, Mgr.; Tel: Murray Hill 3-3881
Products: Three speed record, transcription players; tape playback units; recording tape

Berlant Associates
Los Angeles 16, 4917 W. Jefferson Blvd.; Emmanuel Berlant, Mgr.; Tel: Parkway 2196
Chagrin Falls, Ohio, 210 S. Franklin; Neil Hoskins, Mgr.; Tel: Chagrin Falls 7-6136

Clayton, Mo., 139 N. Central; Lee Maynard, Mgr.; Tel: Lakeside 1537
Dallas, 643 Coombs Creek Dr.; G. W. Delzell, Mgr.
Honolulu, T. H., 2618 Oahu Ave.; John B. Skewis, Mgr.; Tel: 99-0484
Los Angeles 4, 6214 W. Manchester; Vern Maynard, Mgr.; Tel: Oregon 8-2134
New York, 41 E. 47 St.; Avery Fisher, Mgr.; Tel: Murray Hill 8-1520
San Francisco, 1355 Market St.; E. L. Berman, Mgr.; Tel: Klondike 2-2311
Seattle, 4130 1st Ave. S.; Marshall & Ralph James, Mgr.; Tel: Elliot 8882
Products: Magnetic tape recorders; network recorder for broadcast, recording studio and industrial installation

(Continued on page 392)

CANADIAN ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

ARDLIE 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. LTD.
1139 Bay St., Toronto, Ont.
Tel.: Princess 1111
Radio Dept.: Martin Maxwell, president and account executive; Gordon Allen, radio director and account executive; Allan Kahn, account executive.
Radio Accounts: Templeton's Ltd. (S); City-Bulck Pontiac; O'Donnell-Mackie Ltd.; Mayfair Radio Ltd.; Toronto Watch Hospital; Carr-Firestone Dealer; Arthur Murray Studios; Sax Fur Salon.

THE BAKER ADVERTISING AGENCY LTD.
1375 Yonge St., Toronto 5, Ont.
Tel.: Princess 2101
Radio Dept.: Jack F. Horler, radio director; Lenore Dighton, timebuyer.
Montreal—1557 Mackay St. Tel.: Harbour 9247. Gabriel Langlais, manager.

CANADIAN ADVERTISING AGENCY LTD.
Sun Life Bldg., Montreal 2, Que.
Tel.: University 6-7711
Radio Dept.: Frank Collins, media director.
Toronto—80 King St. Tel.: Adelaide 3051. J. Tettel, manager.
Vancouver, B. C.—Province Bldg. Tel.: Tatlow 1938. H. D. Madden.
Kelowna, B. C.—S. Thompson, manager.

COCKFIELD, BROWN & CO. LTD.
Canada Cement Bldg., Montreal 2, Que.
Tel.: Harbour 4171
Radio Dept.: R. W. de L. Harwood, radio dept. manager; W. D. Hannah, assistant manager; G. Duhamel, J. Winter, J. Brooks, P. Lanzon, E. W. Box, timebuyer.
Toronto, Ont.—Metropolitan Bldg. Tel.: Empire 4-9201. T. L. Anderson, vice-president and managing director; C. W. McQuillin, radio director and manager of radio div.; J. A. Savage, King Whyte, R. Weymen, J. R. MacMillan, W. C. Thurston, D. A. MacMillan.
Vancouver, B. C.—Royal Bank Bldg. Tel.: Pacific 7557. Peter M. Downes.
Winnipeg, Man.—Electric Railway Chambers. Tel.: 923538. J. Burke-Gaffney, radio director.

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.

THE JAMES FISHER CO.
204 Richmond St. W., Toronto 1, Ont.
Tel.: Waverly 8091
Radio Dept.: David M. Fenn, radio director; H. C. Mason, A. L. Thompson, account executives; J. Matthews, copy chief.
Montreal—913 Sun Life Bldg. Tel.: University 6-9745. Godfrey Humphrys.

Radio Accounts: Sparton of Canada (Columbia Records); Reckitt & Colman Ltd. (French's Mustard); Ralston Purina (Purina Feeds); Liberty Cherry & Fruit Co. (Liberty Cherries).

HARRY E. FOSTER ADVERTISING LTD.
149 Alcorn Ave., Toronto, Ont.
Tel.: Princess 4681
Radio Dept.: G. Forsyth, radio director; Mary Newton, timebuyer.
Montreal, Que.—128 Sun Life Bldg. F. B. Thompson.
Vancouver, B. C.—407 Dominion Bldg. Leigh Webster.
Halifax, N. S.—612 Barrington St. E. S. Murray.
Winnipeg—165 McDermot Ave. E. G. V. Evans.

J. J. GIBBONS LTD.
200 Bay St., Toronto, Ont.
Tel.: Elgin 2111
Radio Dept.: Mrs. J. J. Gibbons, president.
Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 6207. R. L. Burdick, manager.
Regina, Sask.—Leader Bldg. Tel.: 6-141. R. P. Wilson.
Calgary, Alta.—Renfrew Bldg. Tel.: M. 5437. Reg. G. Smith.
Edmonton, Alta.—Agency Bldg. Tel.: 27-512. E. Maloney.
Winnipeg, Man.—Scott Block. Tel.: 97-373. A. B. Johnston.
Vancouver, B. C.—Province Bldg. Tel.: Pacific 0157. Dave Crawford.

F. H. HAYHURST CO. LTD.
38 King St. W., Toronto, Ont.
Tel.: Empire 4-9293
Radio Dept.: R. D. Amos, radio director; C. M. Harrison, assistant radio director.
Montreal, Que.—Drummond Bldg.
American Safety Razor; Canada Cannery Ltd. (S); Dr. A. W. Chase Ltd. (S); Templeton's Ltd. (S); Bromo Seitzer Ltd. (S); Meccano Ltd. (S); Minibrix (S); Metectors Creamery (S); Purity Flour (N-S); Pioneer Feeds (S); Bradings Ltd. (S); Bayley's Own Tablets (S); Spanner Products Ltd. (S); Best Foods (Nucoa Margarine) (S); Addison's Ltd. (S); Acousticon Ltd. (S); Stoppers Ltd. (S); Albo Nu-Lac (S); Edgeworth Tobacco (S).

L. J. HEAGERTY LTD.
19 Melinda St., Toronto, Ont.
Tel.: Empire 3-1186
Radio Dept.: Helen K. Whitcombe, radio director; M. Vaughan, timebuyer; R. Campbell, producer, Lad-die Dentis, assistant producer.
Radio Accounts: Colgate, Palmolive Peet Co. Ltd. (S); West Toronto Creamery.

RUSSELL T. KELLEY LTD.
447 Main St. E., Hamilton, Ont.
Tel.: 2-1155
Radio Dept.: Agnes M. Wray, time-buyer.
Montreal, Que.—480 Lagachetiere St., W. Tel.: Plateau 5025.
Vancouver, B. C.—Volney Irons, manager.

LOCKE, JOHNSON & CO. LTD.
601 Harbour Commission Bldg., Toronto 1, Ont.
Tel.: Empire 4-6271
Radio Dept.: F. D. Layton, radio director.

JAMES LOVICK & CO. LTD.
535 Homer St., Vancouver, B. C.
Tel.: Tatlow 6221
Radio Dept.: J. E. Lovick, president, Florence Asson, radio timebuyer.
Calgary, Alta.—21 Canada Life Bldg. Tel.: Main 4445. L. Duncaife.
Montreal, Que.—534 Dominion Sq. Bldg. Tel.: Plateau 8757. J. Collyer.
Toronto, Ont.—300 Bay St. Tel.: Midway 9887.

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. R. M. Archer, assistant manager.
Winnipeg, Man.—Confederation Life Bldg. Tel.: 93317. G. B. McCrea.
Vancouver, B. C.—Stock Exchange Bldg. C. G. Wood, manager.
London, Ont.—Huron & Erie Bldg. Tel.: Metcalfe 544. J. E. McConnell, manager.

MCGUIRE ADVERTISING LTD.
100 Quellerie, Windsor, Ont.
Tel.: 2-7297
Radio Dept.: John S. Finn, timebuyer; William G. Broughton, account executive.
London, Ont.—337 Dundas St. Tel.: 3-4266. Tom Gilchrist.
Montreal, Que.—1570 Mountain St. Tel.: Marquette 1415. W. M. Mills.
Radio Accounts: Reliance Petroleum Ltd. (S); Marris's Bread.

MCKIM ADVERTISING LTD.
47 Fraser Ave., Toronto, Ont.
Tel.: Kenwood 3561
Radio Dept.: Frank C. Flint, radio and television director.
Montreal, Que.—Dominion Sq. Bldg. Tel.: La 5192.
Winnipeg, Man.—Paris Bldg. Tel.: 9-3491. A. A. Brown, manager.
Vancouver, B. C.—Province Bldg. W. H. Sandstrom, account executive.

THORNTON PURKIS ADV. AGENCY
330 Bay St., Toronto, Ont.
Tel.: Empire 3-3762
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. W., Montreal, Que.
Tel.: University 6-9471
Radio Dept.: Frank Starr, radio director; S. B. Hayward, timebuyer.
Toronto, Ont.—108 Peter St. Tel.: Empire 3-0237. R. J. Avery, vice president.

Radio Accounts: Canadian Industries Ltd.—Paint & Varnish Div.—Agricultural Chemicals Div. (S); Canadian Arena Co. (S); Bank of Canada (Canada Savings Bonds) (S); Bovril (Canada) Ltd. (S); Bristol-Myers Co. of Canada (S);

Boswell Brewery (National Breweries) (S-N); Dept. of National Defense (Army) (N-S); Doyle Motors Ltd. (S); Rexall Co.; L. K. Liggett Co.; Trans Canada Credit Corp.; Elizabeth Arden of Canada; Fuloil & Equipment.

RUTHRAUFF & RYAN INC.
2 Toronto St., Toronto 2, Ont.
Tel.: Plaza 1515
Radio Dept.: S. Ramsay Lees, radio director; Trudy Johnson, timebuyer.
Radio Accounts: Lever Bros. (Canada)—Rinso, Lifebuoy soap and shave cream, Pepsodent, Sunlight Soap, Frostee; Electric Autolite of Canada.

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Tel.: Empire 4-9396
Radio Dept.: G. A. Phare, radio director; M. E. Craven, timebuyer.

SPITZER & MILLS LTD.
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Tel.: Plaza 2811
Radio Dept.: R. Hart, radio director.
Montreal—Dominion Square Bldg. Tel.: Harbour 9147. Paul Corbell, radio director.
Vancouver—701 Royal Bank Bldg. Tel.: Pacific 2102. J. H. Randle.

HAROLD F. STANFIELD LTD.
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Tel.: University 6-8741
Radio Dept.: Wallace Telford, time-buyer.
Toronto, Ont.—87 Richmond St. W. Tel.: Plaza 5454. A. T. Gowe, manager.

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Tel.: University 6-9361
Radio Dept.: Ross Smith, radio director; G. Kenneth Gibson, timebuyer; H. E. Smith, B. Cossman, account executives.

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TANDY ADVERTISING AGENCY LTD.
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Tel.: Empire 3-632.
Radio Dept.: A. C. Haight Jr., radio director; W. H. Wilkes, A. S. Collins, account executives.

VICKERS & BENSON LTD.
Keefe Bldg., Montreal, Que.
Tel.: University 6-7701
Radio Dept.: Roland Vadoury, radio.
Toronto, Ont.—380 Victoria St. Tel.: Empire 4-6301. P. Harricks, radio director.

WALLACE ADV. LTD.
Roy Bldg., Halifax, N. S.
Tel.: 3-7537
Radio Dept.: F. R. Wallace, president.
Saint John, N. B.—72½ Prince William St. Tel.: 3-2355. J. B. Whalley, manager.

WALSH ADVERTISING CO.
44 King St. W., Toronto, Ont.
Tel.: Empire 3-3053
Radio Dept.: J. E. Palmer, radio director; M. Poirier, timebuyer.
Montreal, Que.—Y. Bourassa, radio director.
Windsor, Ont.—R. Mason, radio director.

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

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THE WATERMAN-WATERBURY Co., 1121 Jackson, N. E. Minneapolis 13, Minn., warm air heating equipment and gas conversion burners. Adv. Exec.: David Sedgwick. Agency: Mitchell & Mitchell Inc., Minneapolis. Acct. Exec.: Don Mitchell.

WATSON-STANDARD Co., 225 Galveston Ave., Pittsburgh, Pa., paint. Adv. Exec.: A. W. Stepler, S. D.-C. Agency: Cabot & Coffman Inc., Pittsburgh. Acct. Exec.: William Coffman.

THOMAS J. WEBB Co., 416 W. Ontario, Chicago 10, Ill., coffee. Adv. Exec.: Eugene O'Brien. Agency: Ivan Hill Inc., Chicago.

WECO PRODUCTS Co., 20 N. Wacker Dr., Chicago, Ill., tooth brushes, tooth paste, hair nets, powder puffs and handkerchiefs. Adv. Exec.: O. B. Lyon. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: Kenneth J. Ward, Bisberne Adv. Co. Inc., Chicago.

WEIL & CO., 4400 Nickel Place, Cleveland 4, Ohio. Adv. Exec.: M. E. Weiner. Agency: Lustig Adv., Cleveland.

WELCH'S GRAPE JUICE, 55 Fifth Ave., New York. Adv. Exec.: Barbara Collyer, S. Agency: Doherty, Clifford & Shenfield Inc., N. Y. Acct. Exec.: Remus Harris.

THE M. WERK Co., Murray Road, Cincinnati 17, Ohio., soap. Adv. Exec.: J. N. Seifert. Agencies: Ralph H. Jones Co., Cincinnati. Acct. Exec.: Stanley Willer, Strauchen & McKim Adv., Cincinnati.

WEST BEND ALUMINUM Co., West Bend, Wis., aluminum cooking utensils, gift ware and appliances. Adv. Exec.: L. E. Tollack. Agency: Hoffman & York, Milwaukee.

WEST END BREWING Co., 811 Edward, Utica, N. Y. Adv. Exec.: Frank Graves. Agency: Harry B. Cohen Adv., N. Y.

WESTERN AIRLINES Inc., 6060 Avion Drive., Los Angeles, Calif., air transportation. Adv. Exec.: Bert D. Lynn, S. Agency: Buchanan & Co., L. A. Acct. Ont., Canada, Buckingham Cigarettes. Exec.: Charles E. Coleman.

WESTERN AUTO SUPPLY Co. (MIS-SOURI), 2107 Grand Ave., Kansas City Mo., automotive supplies. Adv. Exec.: D. M. Purpus. Agency: Bruce B. Brewer & Co., Kansas City. Acct. Exec.: J. Kent Boyd.

WESTERN STOVE Co., 8536 Hayes Ave., Culver City, Calif., Western-Holly Gas Ranges. Adv. Exec.: Jack F. Brembeck. Agency: Brooks Adv. Agency, Los Angeles.

WESTINGHOUSE ELECTRIC Corp., General Offices, 306 4th Ave., Pittsburgh 30, Pa., complete line industrial and domestic electrical apparatus and appliances, radio and TV receivers. Adv. Exec.: Harry J. Deines. Agency: McCann-Erickson, N. Y.

WESTON BISCUIT Co., 2 Brighton Ave., Passic, N. J., Weston Cookies. Adv. Exec.: W. E. Van Emburg, S. Agency: Calkins & Holden, Carlock, McClinton & Smith Inc., N. Y. Acct. Exec.: Walter B. Geoghegan.

WETALENE LABS. Inc., 743 W. 1st Ave., Columbus 3, Ohio, cleaning powder. Adv. Exec.: W. J. Mangold. Agency: Kenneth B. Butler & Assoc., Mendota, Ill. Acct. Exec.: Jack Westerman.

WESTGATE-SUN HARBOR Co., 1995 Bay Front, San Diego, Calif., Breast O' Chicken Tuna. Adv. Exec.: Harold Requa Jr. S. D.-C. Agency: Barnes-Chase Co., San Diego. Acct. Exec.: George Hawkins.

THE WHEATENA Corp., Elizabeth Ave. & Grand, Rahway, N. J., Wheatena Cereal. Adv. Exec.: Arthur R. Wendell. Agency: Brisacher, Wheeler & Staff, N. Y.

WHELAN DRUG STORES Co., 215 Fourth Ave., New York. (See United-Cigar-WheLAN Stores Corp., New York.)

WHIRLPOOL Corp., N. State St., St. Joseph, Mich., washers, ironers and automatic dryers. Adv. Exec.: LeRoy

W. Howard. Agencies: Beaumont & Hohman, Chicago. Acct. Exec.: Guy Davis. Paxson Adv., Benton Harbor.

WHISTLE & VESS BEVERAGES Inc., 5020 Arsenal St., St. Louis 9, Mo., Whistle Orange Drink and Vess Beverages. Adv. Exec.: L. C. Crook. Agencies: Padoo Adv., St. Louis. Acct. Exec.: Paul D. Krantzberg, Oakleigh R. French & Assoc., St. Louis.

THE S. S. WHITE DENTAL MFG. Co., 211 S. 12th, Philadelphia 5, Pa., equipment, materials, for Dentistry, flexible shafts, electronic resistors, molded plastics for Industry, Oraline Tooth-paste, Tooth Powder and mouthwash. Adv. Exec.: Harry P. Prager. Agencies: Peterson & Kempner Inc., N. Y. Clements Co., Philadelphia.

WHITEHALL PHARMACAL Co., 22 E. 40th St., N. Y., Anacin, Heet, Hills Cold Tablets, Freezone, Melaclose, Kolynos and Bisodol. Adv. Exec.: R. G. Rettig. Adv. Exec.: D. D. Ballin, N. S. Agencies: John F. Murray Inc., N. Y. Biow Co., N. Y. Acct. Exec.: D. Rogers, Sullivan, Stauffer, Colwell & Bayles Inc., N. Y. Acct. Exec.: C. Hathaway.

WHITE ROCK Corp., 1 Park Ave., New York 16, N. Y., Sub of National Distillers Products Corp., White Rock Sparkling Water and flavored beverages. Adv. Exec.: T. G. Prosser. Agency: Kenyon & Eckhardt, N. Y.

WHITE STAG MFG. Co., 67 W. Burnside, Portland 9, Ore., sport togs, play clothes, slacks, jackets, westwools, hunting and fishing clothes and canvas products. Adv. Exec.: Chas. L. Baum. Agency: Allen Cienaghen Adv., Portland. Acct. Exec.: H. Richard Sellers.

WHITTEMORE BROS. Corp., 6892 Albany, Cambridge 39, Mass., shoe polishes. Adv. Exec.: Larry C. Nunnally Jr. Agency: Reilly, Brown & Brown.

WIEBOLDT STORES Inc., 106 S. Ashland St., Chicago 7, Ill., department store merchandise. Adv. Exec.: E. T. Sullivan. Agency: Needham, Louis & Brorby, Chicago.

THE GEO. WIEDEMANN BREWING Co., 601 Columbia, Newport 8, Ky., Wiedemann's Bohemian and Royal Amber Beer. Adv. Exec.: H. Tracy Balcom Jr. Agency: Strauchen & McKim Adv., Cincinnati. Acct. Exec.: E. R. Strauchen.

THE WIESSNER BREWING Co., 1108 Hillen, Baltimore 2, Md., Wiessner's Beer. Adv. Exec.: W. H. Ruppert. Agency: Dundon & Rosenbush Co., Baltimore. Acct. Exec.: E. H. Hudgins.

WILBERT PRODUCTS Co., 805 E. 139th, New York 54, N. Y., floor furniture and shoe polishes, bleach and cleanser. Adv. Exec.: Herbert Isler. Agency: Charles W. Hoyt Co., N. Y.

WILBUR-SUCHARD CHOCOLATE Co., 48 No. Broad, Litz, Pa., Wilbur and Suchard Chocolate Specialties. Adv. Exec.: John A. Wood. Agency: Foltz-Wessinger Inc., Lancaster.

WILCOX-GAY Corp., Charlotte, Mich., radio receivers, TV receivers and phonographs. Adv. Exec.: Virgil Wooley. Agency: Wallace-Linderman Inc., Grand Rapids. Acct. Exec.: C. S. Blakslee.

WILDROOT Co., 1740 Bailey Ave., Buffalo 11, N. Y., toilet preparations and hand lotion. Adv. Exec.: J. W. Maurer. Agencies: Batten, Barton, Durstine & Osborn, N. Y. Acct. Exec.: A. D. Lehmann, A. J. Denne & Co., Ltd., Toronto.

JOHN H. WILKINS Co., 525-537 R. I. Ave., N. E. Washington 2, D. C., tea, tea balls and coffee. Adv. Exec.: Mrs. John H. Wilkins. Agency: Lewis Edwin Ryan Inc., Washington. Acct. Exec.: J. Robert Corry.

OSCAR H. WILL & Co., 322 4th St., Bismarck, N. D. Adv. Exec.: Oscar F. Will.

WILL & BAUMER CANDLE Co., Syracuse, N. Y., church and fancy candles and kindred articles. Adv. Exec.: Howard C. Will. Agency: Barlow Adv., Syracuse.

WILLARD TABLET Co., 9 W. Washington, Chicago 2, Ill., Willard's Tablets. Adv. Exec.: T. S. Doran. Agency: First United Broadcasters, Chicago. Acct. Exec.: Hugh Rager.

J. B. WILLIAMS Co., Glastonbury, Conn., shaving and toilet soaps, toilet preparations. Adv. Exec.: W. E. Neagle. Agencies: J. Walter Thompson Co., N. Y. Acct. Exec.: Samuel W. Meek, Birmingham, Castleman & Pierce Inc., N. Y.

WILLIAMSON-DICKIE MFG. Co., 509 W. Vickery Blvd., Ft. Worth 1, Texas, work clothes. Adv. Exec.: E. G. Elliott. Agency: Evans & Assoc., Ft. Worth. Acct. Exec.: Stanley Schlienter.

WILMAR MFG. Co., Hancock & Lehigh Aves., Philadelphia 33, Pa., peanut butter. Adv. Exec.: Robert B. Reinhart. Agency: Clements Co., Philadelphia. Acct. Exec.: David Roberts.

WILSHIRE OIL Co. Inc., 1206 Maple Ave., Los Angeles, Calif., gasoline and motor oil. Adv. Exec.: Maurice A. Machris. Agency: Dan B. Mimer Co., L. A. Acct. Exec.: J. C. Morse.

WILSON SPORTING GOODS Co., 2037 N. Campbell Ave., Chicago 47, Ill., sporting and athletic goods. Adv. Exec.: Joe Risolute. Agency: Ewell & Thurber Assoc., Chicago. Acct. Exec.: J. C. Ewell and Glen Morris.

WINE GROWERS GUILD, Lodi, Calif., Guild Wine. Adv. Exec.: William V. Shaftner. Agency: Guild, Bascome & Bonfigli Inc., San Francisco. Acct. Exec.: Rod McDonald.

WINGS SHIRT Co. Inc., 4 W 33rd, New York 1, (Sub. of Piedmont Shirt Co.). Adv. Exec.: Bernard Aron. Agency: Zlowe Co., N. Y. Acct. Exec.: Lee Babin.

WILLIAM H. WISE & Co., 50 W. 47th St. N. Y., books. Adv. Exec.: Fred C. Berismester. Adv. Exec.: Abbie Plunkett, N. S. Agency: Huber, Hoge & Sons, N. Y. Acct. Exec.: Herman Liebensohn.

WISE POTATO CHIP Co., 228 Raseley St., Berwick, Pa. Adv. Exec.: Percy C. Wilson. Agency: Lynn-Fieldhouse, Wilkes-Barre, Pa. Acct. Exec.: S. C. B. Lynn.

WONDER ORANGE Co., 223 W. Erie, Chicago 10, Ill., Wonder Orange Flavoring Syrup and Eze Orange. Adv. Exec.: Clayton J. Howel. Agency: Frances Hooper Adv., Chicago.

WONDER YOUTH LINGERIE Co., 1727 Locust, St. Louis, Mo., lingerie. Adv. Exec.: Sidney E. Cohen. Agency: Maybelle F. Hall Co., N. Y.

JOHN H. WOODBURY Inc., Spring Grove & Alfred, Cincinnati 14, Ohio, soap and cosmetics. Adv. Exec.: Chester T. Birch. Agencies: Robert W. Orr & Assoc., N. Y. Acct. Exec.: Robert W. Orr, Stockton, West, Burkhardt Inc., Cincinnati. Acct. Exec.: William Z. Burkhardt and Joseph D. Nelson, Gotham Adv., N. Y. Acct. Exec.: H. N. Elerlich.

WOODEN SHOE BREWING Co., Minster, Ohio, Wooden Shoe Beer. Adv. Exec.: Arch Reese.

THE WOOLFOAM Corp., 230 5th Ave., New York 1, N. Y., Woolfoam. Adv. Exec.: B. L. Roberts. Agency: Dowd, Redfield & Johnstone Inc., N. Y. Acct. Exec.: L. I. Redfield.

F. W. WOOLWORTH Co., 233 Broadway, New York 7, N. Y., Woolworth Stores. Adv. Exec.: R. E. Williams. Agency: Lynn Baker Inc., N. Y.

WORCESTER BAKING Co., 39-43 Mason St., Worcester, Mass., wholesale bakers. Adv. Exec.: H. N. Brown, S.

WORCESTER SALT Co., New York. (See Morton Salt Co., Chicago, Ill.)

WORTH'S Inc., 5915 Easton Ave., St. Louis 12, Mo., women's apparel. Adv. Exec.: Alvin Goldfarb. Agency: Harold Kirsch Co., St. Louis. Acct. Exec.: Harold Kirsch.

WRIGHT MFG. Co., 5223 Post Oak Rd., Houston, Texas, tile. Adv. Exec.: Frank R. Wilson. Agency: Brennan Adv., Houston. Acct. Exec.: W. T. Morris.

WRIGHT & MCGILL Co., 1463 York, Denver 6, Colo., fishing tackle and supplies. Adv. Exec.: S. M. Wright. Agency: Wayne Welch Inc., Denver. Acct. Exec.: Felix Pogliano Jr.

WILLIAM WRIGLEY Jr. Co., 410 N. Michigan Ave., Chicago, Ill., chewing gum. Adv. Exec.: Henry L. Webster. N. Agencies: Cuthrauff & Ryan, Chicago. Acct. Exec.: H. Ketting, Arthur Meyerhoff & Co., Chicago. Acct. Exec.: A. E. Meyerhoff.

WILLIAMSON CANDY Co., 4701 Armitage Chicago 39, Ill., Oh Henry and Guess What Candies. Adv. Exec.: C. F. Scully. Agency: Aubrey, Moore & Wallace Inc., Chicago.

YOCUM BROTHERS Inc., 4th & Walnut Sts., Reading, Pa., Y-B Cigars. Adv. Exec.: D. F. Benbow, S. Agency: William Jenkins Adv., Philadelphia. Acct. Exec.: William Jenkins.

Z

ZEHRUNG CHEMICAL Co., 2201 N. W., 20th, Portland 9, Ore., insecticide, weedicides and rodenticides. Agency: Taylor & Co., Portland. Acct. Exec.: D. Snyder.

ZENITH RADIO Corp., 6001 W. Dickens Ave., Chicago, Ill., radio and television receivers. Adv. Exec.: D. H. Grigsby, S. D.-C. Agency: MacFarland, Averyard & Co., Chicago. Acct. Exec.: A. B. Dicus.

ZEVEX CORPORATION, 11 E. Hubbard, Chicago, Ill., portable electric water heaters. Adv. Exec.: Howard Visel. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: J. D. Morgan.

GEORGE ZIEGLER Co., 408 W. Florida, Milwaukee 4, Wis., candy.

ZIPPO MANUFACTURING Co., 36 Barbour St., Bradford, Pa., cigarette lighters. Adv. Exec.: Walt Avis, S. Agency: Harry Atkinson Inc., Chicago. Acct. Exec.: C. F. Southward.

ZIPPY PRODUCTS Inc., Lansdowne, Pa., liquid starch. Adv. Exec.: Charles L. Crowder. Agencies: Earle A. Buckley Org., Philadelphia. John C. Dowd Inc., Boston. W. B. Geissinger & Co., Los Angeles.

ZONITE PRODUCTS Corp., 100 Park Ave., New York 17, N. Y., Zonite, Larvex and Forhan's. Adv. Exec.: Eric Hartell. Agencies: Erwin Wasey & Co., N. Y. Acct. Exec.: Arthur F. Willson, Erwin, Wasey of Canada, Ltd., Toronto. Gotham Adv. Co., N. Y. Acct. Exec.: A. A. Kron.

Voice of America

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evidence of a regular listening audience of many millions. Letters from listeners have increased from some 29,000 to 40,000 per month in the past year.

Program schedules are published in 12 language editions, including English, and are available upon request to overseas listeners. These schedules are distributed to a mailing list of about 1,250,000.

OPERATIONS INFORMATION

The Division of International Broadcasting 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 Division of International Broadcasting is part of the International Information and Educational Exchange Program of the Department of State. It is under the jurisdiction of the Assistant Secretary of State for Public Affairs, Edward W. Barrett; the general manager of the USIE program, Thurman L. Barnard, and Foy D. Kohler, Chief, Division of International Broadcasting.

During calendar 1951, the international information program of the Department received \$85 million for fiscal 1951-52, with an estimated \$19,178,000 for radio broadcasting operation. Congress also approved a supplementary funds bill calling for \$9.7 million for construction of certain antennas and new transmitter projects to buttress the United States' Campaign of Truth.

TEMCO Inc., 4104 Park Ave., Nashville, Tenn., furnaces, heaters and clothes dryers. Adv. Exec.: Burton Cloud. D-C Agency: Noble-Dury & Assoc., Nashville. Acct. Exec.: Bill Graham.

TEMPLESTONE RADIO MFG. Corp., Templestone Bldg., New London, Conn., radio receivers. Adv. Exec.: Eli Dane.

TENNESSEE VALLEY MARKETERS Inc., 117 Ninth Ave., Nashville 3, Tenn., electric appliances, toys, housewares. Adv. Exec.: Max E. Tilghman. Agency: C. P. Clark, Inc., Nashville. Acct. Exec.: D. G. Goodwin.

TERRE HAUTE BREWING Co., 440 S. 9th, Terre Haute, Ind., Champagne Velvet Beer and 76 Ale. Adv. Exec.: Edward Baur. Agency: Blow Co., N. Y.

TETLEY TEA Co. Inc., 483 Greenwich, New York 13, N. Y., teas. Adv. Exec.: Edward C. Parker. Agency: Duane Jones Co. Inc., N. Y. Acct. Exec.: Don Gill.

TEXAS Co., 135 East 42nd, New York 17, N. Y., Texaco petroleum products. Adv. Exec.: Donald W. Stewart. Agencies: Cunningham & Walsh Inc., N. Y. Acct. Exec.: Geo. S. Fowler. Erwin, Wasey & Co. Inc., N. Y. Acct. Exec.: Julian Snyder. Kudner Agency Inc., N. Y. Acct. Exec.: M. Kirik.

TEXIZE CHEMICALS Inc., White House Rd., Greenville, S. C., household products. Adv. Exec.: W. N. Kline Jr. Agency: Henderson Adv., Greenville. Acct. Exec.: Jim Henderson.

THE UPPER ROOM, 1908 Grand Ave., Nashville, Tenn., The Upperroom devotional guide. Adv. Exec.: H. L. Herman. Agency: Robert G. Fields Co., Nashville.

THEOBALD INDUSTRIES, Sanford Ave., Kearny, N. J., mercury compounds, gum and mercol beads. Adv. Exec.: Robert T. Behrman. S. Agency: Franklin Bruck Co., N. Y. Acct. Exec.: Moe Kilnefeld.

RICHARD E. THIBAUT Inc., 269 Madison Ave., New York 16, N. Y., wall paper and wall decorations. Adv. Exec.: Edward R. Bartlett. Agency: Franklin Fader Co., Newark.

THOR Corp., 2215 S. 54th Ave., Chicago 50, Ill., automatic washing machines, gladrions, dishwashers, sinks and clothes dryers. Adv. Exec.: Emil G. Best. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: Martin Zitz.

THORO PRODUCTS Co., 3240 Larimer, Denver 7, Colo., dry cleaner. Adv. Exec.: Richard E. Newman. Agency: Robertson Adv., Denver. Acct. Exec.: Marshall G. Robertson.

THREE DAUGHTERS Corp., Thrust Bldg., Lincoln, Neb., Three Daughters Deodorant Powder. Adv. Exec.: Earl L. Coryell. Adv. Exec.: Carney C. Chandler S.

TIDE WATER ASSOCIATED OIL Co., 79 New Montgomery, San Francisco 20, Calif., petroleum products. Adv. Exec.: Harold R. Deal. Agency: Buchanan & Co. Inc., S. F. Acct. Exec.: Ray Randall.

TIDE WATER ASSOCIATED OIL Co. (Eastern Div.), 17 Battery Place, New York 4, N. Y., motor oils and greases, gasoline and industrial oils and greases. Adv. Exec.: E. L. Frost. Agencies: Lennen & Mitchell Inc., N. Y. Acct. Exec.: Ray Vir Den. G. M. Bastford Co., N. Y. (Indus. Div.)

TIDY HOUSE PAPER PRODUCTS Inc., 101 Onderdonk Ave., Brooklyn 6, N. Y., sandwich bags, garbage bags and parchment placements. Adv. Exec.: Robt. M. Harris. Agency: H. W. Hauptman Co., N. Y.

TOBER-SAIFER SHOE MFG. Co., 1204 Washington Ave., St. Louis 3, Mo., shoes. Adv. Exec.: Eugene R. Rison. Agencies: Roman Adv. Co., St. Louis. McMahon-Rowitz Adv. Co., St. Louis.

TOBIN PACKING Co., Albany Div., Exchange St., W. Albany, N.Y., meat products. Adv. Exec.: Charles C. Cross. Adv. Exec.: R. W. Weir. S.

TOLEDO EDISON Co., 420 Madison Ave., Toledo, Ohio, electric utilities. Adv. Exec.: Nelson H. Randall. Agency: Charles F. Dowd Inc., Toledo. Acct. Exec.: Charles F. Dowd.

TOBE BROS., 109-111 Court Ave., Des Moines 8, Iowa, coffee, tea, spices and flavoring extracts. Adv. Exec.: J. E. Tone. Agency: Meneough-Friedman Inc., Des Moines.

TONI Co., Merchandise Mart, Chicago, Home Permanents and shampoo. Adv. Exec.: Don Paul Nathanson. Adv. Exec.: Walter N. Hiller Jr. N. S. Agencies: Foote, Cone & Belding, Chicago. Acct. Execs.: J. Stoloff and T. Mulgrew. Tatham & Laird, Chicago. Acct. Exec.: T. Mertz.

TOPPS CHEWING GUM Inc., 237 37th St., Brooklyn 32, N. Y., Topps Chewing Gum and Bazooka Bubble Gum. Adv. Exec.: Leonard Harrison. Agency: Cecil & Presbrey, N. Y.

TRANSPARENT COVER Co., 1217 W. Washington Blvd., Chicago 7, Ill., lamp shade covers. Adv. Exec.: D. J. O'Grady. Agency: Robert Emmet Keough Assoc., Chicago.

TREVA Co., 2445 E. 85th, Chicago 17, Ill., sewing machine attachments. Adv. Exec.: Louis D. Smith. Agency: O'Neil, Larson & McMahon, Chicago.

TRU-ADE Inc., 20 N. Wacker Dr., Chicago 6, Ill., Tru-Ade Beverages. Adv. Exec.: Richard K. Law.

TRU COTE MANUFACTURING Co., 837 E. 52nd, Brooklyn, N. Y., floor polish. Agency: George Feldman Adv., N. Y.

TRUSCON STEEL Co., Albert St., Youngstown, Ohio, steel building products. Adv. Exec.: Paul L. Callahan. D-C Agency: Meldrum & Fewsmit, Cleveland. Acct. Exec.: C. A. Kroening.

TRUVAL MANUFACTURERS Inc., 281 5th Ave., New York 16, N. Y. (Affiliate of Public Shirt Corp.) Shirts, sportswear, neckwear and pajamas. Adv. Exec.: Nathan S. Lanning. Agency: Hirshon-Garfinkel Inc., N. Y.

TUCKETT Ltd., Queen St., Hamilton, Ont., Canada, Buckingham Cigarettes, and Kool Cigarettes. Adv. Exec.: J. J. McGill. S. Agency: Mac Lauren Adv. Co., Toronto. Acct. Exec.: B. E. Legate.

C. K. TURK Corp., 1122 Mishawaka Ave., South Bend 15, Ind., fabrics products. Adv. Exec.: J. C. McGee. Agency: Hopcraft-Keller Inc., Detroit. Acct. Exec.: H. J. Deterlich.

TWENTIETH CENTURY FOX FILM Corp., 444 W. 56th, New York 19, N. Y., motion pictures. Adv. Exec.: Jonas Rosenfeld Jr. Agency: Charles Schlaifer & Co., N. Y.

TYLER PRODUCTS Co., 318 Lafayette St., Pawtucket, R. I., coffee syrup. Adv. Exec.: William Tyler. N. S. Agency: Fitzgerald Inc., Providence.

TYPHOON AIR CONDITIONING Co., 794 Union, Brooklyn 15, N. Y., Prop-R-Temp Air Conditioning Units. Adv. Exec.: Peter T. Wotton. Agency: Zlowe Co., N. Y. Acct. Exec.: Irving Zlowe.

U

F. UDDO & SONS Co., 200 Bienville, New Orleans 16, La., bleach. Adv. Exec.: Salvatore F. Uddo. Agency: Robert Kottwitz Adv., New Orleans. Acct. Exec.: Robt. Kottwitz.

UNCLE SAM BREAKFAST FOOD Co., 4201 N. 28th Ave., Omaha 11, Neb., laxative breakfast food and whole wheat flakes. Adv. Exec.: John M. McGowan. Agency: Allen & Reynolds, Omaha. Acct. Exec.: Milton H. Reynolds.

UNION OIL Co. of CALIFORNIA, 617 W. 7th St., Los Angeles, Calif., petroleum products. Adv. Exec.: C. Haines Finnell. S. Agency: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Jack Smock.

UNION PACIFIC RAILROAD Co., 1416 Douglas St., Omaha, Neb., railroad transportation. Adv. Exec.: H. E. Northcott. S. Agencies: The Caples Co., Omaha. Acct. Execs.: J. D. Farris and R. R. Rullman. Gillham Adv., Salt Lake City. Acct. Exec.: V. V. Bell. Richard G. Montgomery & Assoc., Portland, Ore. Acct. Exec.: Marvin Knudsen.

UNION PHARMACEUTICAL Co., 9 Park, Montclair, N. J., Saraka Laxative and Inhibitin Anti-Histamine Tablets. Adv. Exec.: John W. Beal Jr. Agencies: Abbott Kimball Co., N. Y. Acct. Exec.: Harry Muller. Cecil & Presbrey, N. Y. L. V. Frohlich & Co., N. Y. Irwin Vladimir & Co., N. Y.

UNION STARCH & REFINING Co., 301 Washington, Columbus, Ind., Table syrups and 'Marsh Mal-O-Creme'. Adv. Exec.: E. B. Pulse. Agency: H. W. Kastor & Sons Adv. Co., Chicago. Acct. Exec.: Marvin Harms.

UNITED ARTISTS Corp., 729 7th Ave., New York 19, N. Y., motion pictures. Adv. Exec.: Francis M. Winikus. Agencies: Buchanan & Co., N. Y. Donahue & Co., N. Y. J. Walter Thompson Co., N. Y. Monroe Greenthal Inc., N. Y.

UNITED CIGAR-WHELAN STORES Corp., 215 Fourth Ave., New York 3, N. Y., Cigar stores—drug stores. Adv. Exec.: W. G. Baumhoger. Agency: Product Adv. Corp., N. Y.

UNITED ENTERPRISES Inc., 531 W. Webster, Chicago 14, Ill., Stainless steel tableware, rat poison. Adv. Exec.: Lee Ratner. Agencies: Frederick R. Kleiman Adv., Chicago. Acct. Exec.: Fred Kleiman. Marfree Adv. Corp., N. Y.

U. S. ARMY and U. S. AIR FORCE RECRUITING SERVICE, Guam Hall, 23rd Place and Oklahoma Ave., N. E., Washington, D. C. Adv. Exec.: Lt. Col. William Berkeley. Adv. Exec.: Maj.

Joseph H. Gigandet. N. S. Agency: Grant Adv., Chicago. Acct. Exec.: Edwin Lewis.

U. S. BEDDING Co., 1047 Florida Ave., Memphis 2, Tenn., beds and mattresses. Adv. Exec.: Louis G. Haas. Agency: Lake-Spiro-Shurman Inc., Memphis.

THE UNITED STATES BEDDING Co., Washab & Vandalla, St. Paul 4, Minn., mattresses and sleep products. Adv. Exec.: Alvin E. Miller. Agency: Melamed-Hobbs Inc., Minneapolis. Acct. Exec.: Albert E. Pacini.

U. S. COAST GUARD, 1300 E. N. W., Washington, D. C. Recruits. Adv. Exec.: Lt. Comdr. Dairs. Agency: Cecil & Presbrey Inc., N. Y.

U. S. FOOT APPLIANCE Corp., 4021-23 Broadway, Chicago, Ill., Breeze Foot Appliances. Adv. Exec.: Eric Nathan. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Harold Kuttner.

U. S. GLASS Co., Tiffin, Ohio, glassware. Adv. Exec.: Carl B. Kallow. S. Agency: Gibbons & O'Neil, Cleveland. Acct. Exec.: Mary Gibbons.

UNITED AIR LINES Inc., 5959 So. Cicero Ave., Chicago 38, Ill., Air transportation of passengers and mail, express and freight. Adv. Exec.: R. E. Johnson. Agency: N. Y. Ayer & Son Inc., Chicago.

U. S. MACHINE Corp., Lebanon, Ind., Winkler Heating Equipment. Adv. Exec.: Norman J. Gill. Agency: Perrin-Paus Co., Chicago, Ill. Acct. Exec.: Donald Paus.

UNITED STATES STEEL Co., 525 William Penn Pl., Pittsburgh 30, Pa. (Sub. of United States Steel Corp.) Adv. Exec.: G. R. Schreiner. Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y. Batten, Barton, Durstine & Osborn Inc., Pittsburgh, Pa. Acct. Exec.: H. P. Vieth.

UNITED STATES TELEVISION MFG. Corp., 3 W. 61st, New York 23, N. Y., TV receivers. Adv. Exec.: Francis H. Hoge. Agency: Huber Hoge & Sons, N. Y. Acct. Exec.: Stan Lurie.

UNITED STATES TOBACCO Co., 630 Fifth Ave., New York 20, N. Y., smoking tobacco and snuff. Adv. Exec.: L. A. Bantle. Agency: Kudner Agency, N. Y.

UNIVERSAL MILLS, Kings Highway, P. O. Box 1380, Fort Worth 1, Texas. Flour and commercial mixed feeds and flour. Adv. Exec.: Geo. Kelley. Agency: Simmonds & Simmonds Inc., Chicago.

UNSIINGER-AP Corp., 1801 Spielbush, Toledo 1, Ohio, tools. Adv. Exec.: Al Joseph. Agency: Clark & Ricker Inc., Detroit.

UTICA BREWING Co., 600-615 Jay, Utica 3, N. Y., Fort Schuyler Light Ale and Lager Beer. Adv. Exec.: J. H. Lalor. Agency: Farquhar & Bair, Utica.

UTILITIES ENGINEERING INSTITUTE and WAYNE SCHOOL, 2525 N. Sheffield Ave., Chicago, Ill., vocational and high school courses. Adv. Exec.: E. S. Carter. Adv. Exec.: E. P. Sorenson. S. Agency: Muriel Wageman Co., Chicago. Acct. Exec.: Muriel Wageman.

UTILITY APPLIANCE Corp., 4851 S. Alameda, Los Angeles 58, Calif., heaters, coolers and gas ranges. Adv. Exec.: Lawrence Compton. Agency: Batten, Barton, Durstine & Osborn, L. A. Acct. Exec.: Robert H. Schmelzer.

V

VALIER & SPIES MILLING Co., 5020 Shreve Ave., St. Louis 15, Mo., Div. of Flour Mills of America Inc., Dainty and So-Easy Family Flour pancake and buckwheat, graham and whole wheat flours. Adv. Exec.: R. B. Lahten.

VALINCOT GARMENT Co., 1350 Broadway, New York 18, N. Y., wash dresses. Adv. Exec.: Samuel Wallick.

VALLEY NATIONAL BANK, Phoenix, Ariz., banking services. Adv. Exec.: Carl A. Bimson. Agency: Advertising Councilors of Arizona, Phoenix. Acct. Exec.: I. N. Shun.

VANGUARD Corp., 165 Front, Chicopee, Mass., beach balls, toys and Disney characters. Adv. Exec.: Edward O. Clark Jr. Agency: Adcraft, Springfield, Mass.

VANGUARD FILMS Inc., 9336 Washington Blvd., Culver City, Calif., motion pictures. Adv. Exec.: Earl R. Beaman. Agency: Monroe Greenthal Co. Inc., Universal City, Calif.

VAN-S LABORATORIES, 1681 8th St., Oakland, Calif., Dentrix tooth powder, tooth paste and mouth rinse. Adv. Exec.: Gunner L. Scholer. N. Agency: Ley & Livingston, San Francisco. Acct. Exec.: Gaston J. Levy.

VARDEN STUDIOS Inc., 28 S. Union St., Rochester 7, N. Y., portrait photography, copy restoration and frames. Adv. Exec.: Helen Hagenbach. Agency: Charles R. Rummell & Co., Rochester. Acct. Exec.: Albert Thomas.

VERNELL'S FINE CANDIES Inc., 522 6th Ave., S., Seattle 4, Wash., Vernell's Butter Mints. Adv. Exec.: Vern Fortin. Agency: Martin & Tuttle, Seattle.

VICK CHEMICAL Co., 122 E. 42nd St., New York, VapoRub, Vatrolon and cough drops. Adv. Execs.: J. G. Morris and C. H. Carter. Agency: Morse International, N. Y. Acct. Exec.: Chester C. Slaybaugh.

VICTORY PACKING Co., 3363 E. 45th St., Los Angeles, Calif., Thoro-Fed Dog Food and Kal Kan Horse Meat. Adv. Exec.: Burton F. Lamfrom. S. D-C Agency: McNeill, McCleery & Creamer, Los Angeles.

VI-TONE PRODUCTS Ltd., 198 Gage Ave., S. Hamilton, Ont., Canada, Vi-Tone Fast Fudge Mix and Mil-Ko Powdered Skim Milk. Adv. Exec.: John R. MacLean. S. Agency: Jas. Lovick & Co., Toronto. Acct. Exec.: L. G. Smith.

VOICE OF PROPHECY Inc., 6840 Eastern Ave., N. W., Takoma Park, Washington, D. C., bible study course and free book distribution. Adv. Exec.: Devo Olsen. Agency: Western Adv. Agency Inc., L. A. Acct. Exec.: Milton Carlson.

W

W. B. FOUNDATIONS Inc., 46 Warren, Newark 2, N. J., corsets. Adv. Exec.: Myles S. Friedman. Agency: Alfred F. Tokar Adv., Newark, N. J.

WADHAMS DIV. OF SOCONY VACUUM OIL Co. Inc., 907 S. First, Milwaukee, Wis., petroleum products. Adv. Exec.: C. W. Failmezzger. Agency: Compton Adv. Inc., N. Y. Acct. Exec.: L. O. Holmberg.

WAGEMAKER Co., 566 Market, S. W., Grand Rapids 2, Mich., Wolverine Boats. Adv. Exec.: Ray O. Wagemaker. Agency: Hall Adv., Grand Rapids.

AUGUST WAGNER BREWERIES Inc., 605 S. Front, Columbus 16, Ohio, Gambrius Beer. Adv. Exec.: Harry Hartzell. Agency: Byer & Bowman, Columbus.

WAITTS & BOND, 1180 Raymond Blvd., Newark 2, N. J., cigars. Adv. Exec.: Harley W. Jefferson. Agency: Harry B. Cohen Adv. N. Y. Acct. Exec.: Edward J. Rosewald.

WALDES KOHINOOR Inc., 47-10 Austel Place, Long Island City 1, N. Y., slide and snap fasteners, eye tape, retaining rings and pliers. Adv. Exec.: Joseph Bloom. Agency: Grey Adv., N. Y. Acct. Execs.: Harold Newman, Ralph Axthelm.

WALGREEN Co., 4300 Peterson Ave., Chicago 30, drugs, toiletries and sundries. Adv. Exec.: Orville G. Giles. Agency: Schwimmer & Scott, Chicago.

WALSH Labs., 525 W. 76th, Chicago 20, rat killer, Aerosol Insect Spray and deodorants. Adv. Exec.: H. E. Staffel. Agency: O'Neil, Larson & McMahon, Chicago.

WALTHAM WATCH Co., Crescent St., Waltham, Mass., watches. Adv. Exec.: William H. McMorrow.

JOHN WANAMAKER, 13th & Market, Philadelphia 1, department store. Adv. Exec.: Mrs. Berta MacDonald.

WARNER BROS. PICTURES, 321 W. 44th, New York 18, N. Y., motion pictures. Adv. Exec.: Mort Blumenstock. Agency: Blaine-Thompson Co., N. Y. Acct. Exec.: Philip Solomon.

WARP BROTHERS, 1104 N. Cicero, Chicago, Ill., venetian screens. Adv. Exec.: Delbert Christensen. Agency: Presba, Fellers & Presba, Chicago.

WARWICK CLUB 'GINGER ALE' Co., 108 Bond, West Warwick, R. I., Sneedball Orange and Grade A Root Beer. Adv. Exec.: Luke Clarke. Agency: Gordon Schonfarber & Assoc., Providence.

WASHBURN CANDY Corp., 71 Forest, Brockton, Mass., Waleco Coconut Bars. Adv. Exec.: H. Gilson. Agency: Jerome O'Leary Adv. Agency, Boston.

WASHINGTON STATE ADVERTISING COMMISSION, Transportation Bldg., Olympia, Wash., tourists. Adv. Exec.: C. E. Jones. S. Agency: MacWilkins, Cole & Weber Inc., Seattle. Acct. Exec.: Lee Jacob.

WASHINGTON STATE APPLE COMMISSION, P. O. Box 18, Wenatchee, Wash., fresh and processed fruit. Adv. Exec.: H. E. Coppel. S. Agency: J. Walter Thompson, Seattle. Acct. Exec.: F. O. Flint.

WASHINGTON STATE FRUIT COMMISSION, 126 S. 2nd Ave., Yakima, Wash., fresh and processed fruit. Adv. Exec.: Fred H. Westberg. S. Agency: Pacific National Adv., Seattle. Acct. Exec.: William H. Horsley.

H. P. WASSON & Co., 16 W. Washington, Indianapolis 9, Ind., women's apparel. Adv. Exec.: A. L. Spencer. Agency: Sterling Adv. Agency, N. Y.

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

SIROIL LABORATORIES Inc., 2034 Broadway, Santa Monica, Calif. Siroil for Eczemias, Exfol for Eczema and Siroil Shampoo. Adv. Exec.: B. K. Kaufman. Agency: Stockwell & Marcuse, Detroit.

SITROUX Inc., 488 Fourth Ave., New York. Sitruex Tissues. Adv. Exec.: Martin R. Simon. S. Agency: Franklin Bruck Adv., N. Y. Acct. Exec.: F. Bruck.

SKELLY OIL Co., 605 W. 47th, Kansas City, Mo., petroleum products and bottled gas. Adv. Exec.: D. B. Barton. Agency: Henri Hurst & McDonald Inc., Chicago.

SLUMBER PRODUCTS Corp., Box 2847, Memphis 2, Tenn., mattresses. Adv. Exec.: E. C. Haas. Agency: Simon & Gwynn, Memphis.

SMITH BROTHERS, 134 N. Hamilton, Poughkeepsie, N. Y., cough drops and cough syrup. Adv. Exec.: L. M. Shaw. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y. Acct. Exec.: R. F. Sullivan.

SMITH BROS. MFG. Co., Carthage, Mo., overalls, work pants, work shirts and coveralls. Adv. Exec.: J. Homer Mote. Agency: R. J. Potts-Calkins & Holden, Kansas City.

J. ALLEN SMITH & Co., P. O. Box 871, Knoxville 1, Tenn., flour. Adv. Exec.: B. L. Driscoll. Agencies: Tucker Wayne & Co., Atlanta. Acct. Exec.: Tucker Wayne, Edwin C. Huster Co., Knoxville. Acct. Exec.: E. C. Huster.

ROBERT SMITH MFG. Co., 4731 E. 52nd Drive, Los Angeles, Calif., Nylon Dip. Adv. Exec.: Robert Smith. D-C.

J. P. SMITH SHOE Co., 671 N. Sangamon Ave., Chicago, Smith Synchron-Flex Shoes, British Walkers, Hanan Shoes, Tishoes, Drury Lane Shoes and Cole Haan. Adv. Exec.: Peggy Allardice. D-C. Agency: Price, Robinson & Frank, Chicago. Acct. Exec.: Art Crutenden.

SOCIETY BRAND CLOTHES Inc., 416 S. Franklin, Chicago 7, Ill., clothes. Adv. Exec.: Dave Blank. Agency: Melamed-Hobbs, Baskin & Livingston, Chicago.

SOCONY-VACUUM OIL Co. Inc., 26 Broadway, New York, gasoline-oil specialties. Adv. Exec.: Paul Gosman. Agencies: Compton Adv. Inc., N. Y. Cockfield, Brown & Co. Ltd., Montreal.

THE SOIL-OFF Co., 628 Vine, Glendale 4, Calif., paint cleaner. Agency: McCann-Erickson, San Francisco.

SOLVENTOL CHEMICAL PRODUCTS Inc., 15841 Second Blvd., Detroit 3, Mich., cleaning compounds. Adv. Exec.: H. B. Downs.

SONORA RADIO & TELEVISION Corp., 325 N. Hoyne Ave., Chicago 12, Ill., TV receivers, radio receivers and equipment. Adv. Exec.: Mrs. E. L. Stevens. Agency: Robert Kahn & Assoc., Chicago. Acct. Exec.: Robert Kahn.

SOPHIE MAY CANDY Corp., Irvington, N. J., peanut brittle. Adv. Exec.: J. B. Coppedge Jr., Agency: Lewin, Williams & Saylor, Newark.

SORITE SEWING MACHINE Co., 2137 Queens Chapel Rd., N. E., Washington 18, D. C., sewing machines and furniture attachment. Agency: J. Gerald Brown Adv., N. Y. Acct. Exec.: Joseph Brown.

THE S. O. S. Co., 6201 W. 65th, Chicago 38, Ill., S. O. S. Cleaner. Adv. Exec.: George W. Brooks. Agency: McCann-Erickson, San Francisco.

SOUTHERN BREWING Co., Zack & Pierce, Tampa 1, Fla., SB Beer and Silver Bar Ale. Adv. Exec.: John A. Forlong. Agency: Griffith-McCarthy Inc., Tampa. Acct. Exec.: R. E. McCarthy.

SOUTHERN PACIFIC Co., 65 Market St., San Francisco, Calif., railroad transportation. Adv. Exec.: F. Q. Tredway. S. Agency: Foote, Cone & Belding, San Francisco. Acct. Exec.: R. G. Beaumont.

SOUTHLAND COFFEE Co., 1 Washington, S. W., Atlanta 3, Ga., coffee. Adv. Exec.: Dan Anderson. Agency: Donahue & Coe, N. Y. Acct. Exec.: Harry L. Morrill.

A. G. SPALDING & BROS. Inc., Chicoree, Mass., athletic goods. Adv. Exec.: Harry Amtmann. Agency: Hanly, Hicks & Montgomery Inc., N. Y. American Sports Adv. Agency, N. Y. Acct. Exec.: R. Pastore.

SPEAKMAN Co., 30th and Spruce Sts., Wilmington, Del., showers, brass plumbing fixtures and flush valves. Adv. Exec.: C. C. Gerow Jr. S. D-C. Agency: Aitken-Kynett Co., Philadelphia. Acct. Exec.: H. A. Medholdt.

SPEED QUEEN Corp., Doty St., Ripon, Wis., washers, ironers, dryers and Simplex Ironers. Adv. Exec.: J. S. Morris. Agency: Geer-Murray Co., Oshkosh. Acct. Exec.: R. A. Murray.

SPERRY CANDY Co., 133 W. Pittsburgh Ave., Milwaukee 4, Wis., Chicken Dinner, Denver Sandwich and Almond Cameo. Adv. Exec.: F. A. Thibault. Agency: Keck-Francke Adv., Oconomowoc, Wis. Acct. Exec.: Pete Keck.

SPIEGEL Inc., 1061 W. 35th St., Chicago, Ill. Adv. Exec.: Edward B. Rubin.

SPOT REDUCERS Co., 318 Market, Newark 2, N. J., reducing products and girdles. Agency: A. H. P. Adv., Newark. Acct. Exec.: Joseph Pinkus.

SPRINGFIELD WOOLEN MILLS Co., Springfield, Tenn., woolen blankets. Adv. Exec.: G. F. Biecher. Agency: L. W. Roush Co., Louisville. Acct. Exec.: Dan Caldwell.

E. R. SQUIBB & SONS, 745 Fifth Ave., New York 22, N. Y., dental products, vitamin products, cod liver oil, tablets, chemicals, drugs, antibiotics, anesthetics, glandular products, narcotics, pharmaceuticals, biologicals, professional specialties, home necessities and veterinary products. Adv. Exec.: Caleb Coffin. Agencies: Cunningham & Walsh, N. Y. William Douglas McAdams, N. Y. Wildrick & Miller, N. Y. J. Walter Thompson Co., N. Y.

JOHN P. SQUIRE Co., 165 Gore St., Cambridge, Mass., pork products. Adv. Exec.: John F. Dinger. S. Agency: Goulston Co., Boston. Acct. Exec.: S. H. Ripley.

THE SQUIRT Co., 202 S. Hamilton Dr., Beverly Hills, Calif., Squirt Carbondated Grapefruit Soft Drink-Mixer. Adv. Exec.: Reginald W. Lowander. Agency: Harrington-Richards, Div. of Fletcher D. Richards, Inc., Los Angeles. Acct. Exec.: Greacen Mitchell.

STA PRODUCTS Corp., 1440 Broadway, Oakland, Calif., Sta-Bo-K for Flowers and Sta-X-Tree. Adv. Exec.: Dr. Forrest G. Shacklee. Agency: Jewell Adv. Agency, Oakland.

S. S. STAFFORD Inc., 609 Washington, New York 14, N. Y., cream polish. Adv. Exec.: M. H. Stafford.

STAHL-MEYER Inc., 172 E. 127th St., New York, meat products. Adv. Exec.: A. B. Crampton. Agency: Dowd, Redfield & Johnstone Co., N. Y. Acct. Exec.: Helen Hash.

STANBACK Co., 1500 S. Main St., Salisbury, N. C., Stanback Headache Powders and Tablets. Adv. Exec.: W. C. Stanback, S.

STANDARD BRANDS Inc., 595 Madison Ave., N. Y., yeast, coffee, tea, puddings, gelatin desserts, baking powder, margarine, barley malt, rye malt, vinegar and frozen vegetables. Adv. Exec.: Albert Pleus. Agencies: J. Walter Thompson Co., N. Y. Acct. Execs.: S. H. Dobbs and E. F. Stevensen. Ted Bates & Co., N. Y. Bisberne Adv. Co. Inc., Chicago. Wildrick & Miller Inc., N. Y. Acct. Exec.: Stanley B. Wildrick. Compton Adv. Inc., N. Y. Raymond Spector Co., N. Y.

STANDARD BREWING Co., 440 Lake Ave., Rochester, N. Y., Standard Dry Ale, Ox Cart Beer and Ox Head Dry Ale. Adv. Exec.: Earl L. Wilkin. S. Agency: Hart-Conway Inc., Rochester. Acct. Exec.: Joseph Brown.

STANDARD CANDY Co., 443 2nd Ave. N., Nashville 3, Tenn., Belle Camp Chocolates. Adv. Exec.: H. H. Campbell Jr.

STANDARD LABS Inc., 113 W. 18th, New York 11, N. Y., Sloans Liniment and Balm and proprietary medicines. Adv. Exec.: Donald W. Beckett. Agency: Klesewetter Assoc., N. Y.

STANDARD MILLING Co., 309 W. Jackson Blvd., Chicago 6, Ill., flours. Adv. Exec.: P. L. O. Smith. Agency: John W. Shaw Adv., Chicago.

STANDARD OIL CO. OF CALIF., 225 Bush, San Francisco, Calif., gasolines, motor oils and greases, lubricating oils and specialty products. Adv. Exec.: M. A. Mattes. Agency: Batten, Barton, Durstine & Osborn Inc., S. F. Acct. Exec.: J. G. Mothermal.

STANDARD OIL Co. (INDIANA), 910 Michigan Ave., Chicago, Ill., gasoline, motor oil and other petroleum products. Adv. Exec.: Wesley I. Nunn. Agencies: McCann-Erickson Inc., Chicago. Acct. Exec.: S. A. Wells. Batten, Barton, Durstine & Osborn Inc., Chicago.

STANDARD OIL Co. Inc. (KENTUCKY), Starks Bldg., Louisville, Ky., petroleum products. Adv. Exec.: Wm.

Habich. Agency: Burton E. Wyatt & Co., Atlanta.

STANDARD OIL Co. (OF LOUISIANA), 2134 St. Charles Ave., New Orleans, La. (See Esso Standard Oil Co., New York.)

STANDARD OIL Co. (NEW JERSEY), 30 Rockefeller Plaza, New York. Adv. Exec.: Orville Harden. Agencies: McCann-Erickson Inc., N. Y. Acct. Exec.: J. L. Deane. Marchalk & Pratt, N. Y.

STANDARD OIL Co. OF OHIO, Midland Bldg., Cleveland, Ohio, petroleum products. Adv. Exec.: H. J. Coleman. S. Agency: McCann-Erickson, Cleveland. Acct. Exec.: M. C. McDonald.

STANDARD OIL Co. (OF TEXAS), 1600 City Nat'l. Bk. Bldg., Houston, Texas, petroleum products. Adv. Exec.: H. L. Hathaway. Agency: Mithoff Adv. Agency, El Paso. Acct. Exec.: Dan T. White Jr.

STANLEY HOME PRODUCTS Inc., 42 Arnold, Westfield, Mass., household brushes and chemicals. Adv. Exec.: James M. Cottingham Jr. Agency: Charles W. Hoyt Co., N. Y. Acct. Exec.: Frank A. Whipple.

STAR-PEERLESS BREWERY Co., 1125 Lebanon Ave., Belleville, Ill., Oltimer Beer. Adv. Exec.: Adolph T. Fischer. Agency: Tri-State Adv. Co., Warsaw, Ind.

STARRETT TELEVISION Corp., 601 W. 26th, New York 1, N. Y., TV receivers and air conditioning units. Adv. Exec.: Adele Gnodnick. Agency: Palmerston Adv., N. Y.

STATE FAIR OF TEXAS, State Fair Park, Dallas, Texas. Adv. Exec.: Thad Ricks. S. Agency: Ray Beall Adv., Dallas. Acct. Exec.: Ray Beall.

STATLER TISSUE Corp., 32 McGrath Highway, Somerville 43, Mass., toilet tissue, towels and napkins. Adv. Exec.: A. H. Ginsburg. Agencies: J. Leonard Michelson, Boston. Chambers & Wiswell, Boston.

STAY CHEMICAL Co., 5538 Cass at Palmer, Detroit 2, Mich., insecticide. Agency: Shutrann-Mahlin, Detroit. Acct. Exec.: John E. May.

STECKLEY HYBRID CORN Co., 2416 N. St., Lincoln, Neb., Hybrid Corn. Adv. Exec.: I. W. Wheeler, N. S. Agency: Ayres & Assoc., Lincoln. Acct. Exec.: Harry H. Packard.

STEGMAIER BREWING Co., 152 East Market, Wilkes-Barre, Pa., beer, ale and porter. Adv. Exec.: Ed C. Stegmaier. Agency: Crolley Adv., Wilkes-Barre.

GEORGE F. STEIN BREWERY, 797-807 Broadway, Buffalo 12, N. Y., Canandaigua Extra Dry Lager Beer and Canadian Cream Ale. Adv. Exec.: Robert J. Stein. Agency: H. J. Weil Inc., Buffalo.

STEINER SALES Co., 225 W. Chestnut, Chicago 10, Ill., towel cabinets. Adv. Exec.: Ted Mayer. Agency: Tim Morrow Adv., Chicago.

STEINER SALES Co., Div. of American Linen Supply Co., 740 Rush St., Chicago, Ill., paper and cloth towel dispensing systems. Adv. Exec.: Theodore May.

STEPHANO BROTHERS, 1014 Walnut, Philadelphia 7, Pa., Ramesses, Marvels, Five Star and Stephanos. Adv. Exec.: Stephen C. Stephano. Agency: Aitken-Kynett Co., Philadelphia. Acct. Exec.: Howard Medholdt.

STERLING BREWERS Inc., 430 Fulton Ave., Evansville 7, Ind., Sterling Beer and Ale. Adv. Exec.: Otto C. Hartmetz. Agency: Smith, Benson & McClure Inc., Chicago. Acct. Execs.: R. Lloyd Smith and Geo. Enzinger.

STEWART & ASHBY COFFEE Co., 845 Greenwich, New York 13, N. Y., teas. Adv. Exec.: Edward C. Parker. Agency: Duane Jones Co., N. Y. Acct. Exec.: Don Gill.

STEWART-WARNER Corp., 1826-52 Diversey Parkway, Chicago 14, Ill., radio receivers and TV receivers. Adv. Exec.: Fred R. Cross. Agencies: MacFarland Aveyard & Co., Chicago, O'Grady-Andersen-Gray Inc., Chicago, J. Roland Kay Inc., Chicago.

STOCK PRODUCTS Inc., 582 Union Ave., Brooklyn 11, N. Y., wine, imported brandies, cordials and vermouth. Adv. Exec.: Mario Morpurgo. Agency: Edward Hamburger Adv., N. Y.

STORZ BREWING Co., 1807 N. 16th, Omaha 2, Neb., Triumph and Premium Dry Beer. Adv. Exec.: Arthur C. Storz. Agency: Bozell & Jacobs, Omaha. Acct. Exec.: Randall E. Packard.

STRIETMANN BISCUIT Co., Trade & Mariemont Sts., Cincinnati, crackers

and cookies. Adv. Exec.: W. M. Kincheloe. S. Agency: Harry Miller Agency, Columbus. Acct. Exec.: Jack Maguire.

THE STROH BREWERY Co., 909 E. Elizabeth, Detroit 28, Mich., Strohs Bohemian Beer. Adv. Exec.: C. F. Raiss. Agency: Zimmer-Keller Inc., Detroit. Acct. Exec.: R. E. Keller.

STROMBERG-CARLSON Co., 100 Carlson Road, Rochester, N. Y., radio and television receivers. Adv. Exec.: Stanley H. Manson, S. D-C. Agency: Federal Adv., N. Y. Acct. Exec.: Gordon E. Hyde.

STUDEBAKER Corp., Main & Bronson, South Bend, Ind., passenger and commercial automobiles. Adv. Exec.: K. B. Elliott. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: J. P. Roche.

STYLE-OF-THE-MONTH-CLUB Inc., 487 Broadway, New York 13, N. Y. Adv. Exec.: Stanley Cohen. Agency: The Artwilk Co., N. Y. Acct. Exec.: H. A. Bandman.

R. G. SULLIVAN Inc., 823 Elm, Manchester, N. H., cigars. Adv. Exec.: M. D. O'Brien. Agency: Burke Adv. Assoc., Boston.

SUN OIL Co., 1608 Walnut, Philadelphia, Pa., gasoline, motor oil, lubricants, processing oils, solvents, waxes, furnace oil and insecticides. Adv. Exec.: Storrs J. Case. Agencies: Hewitt, Ogilvy, Benson & Mather Inc., N. Y. Gray & Rogers, Philadelphia. Acct. Exec.: S. G. Landers. Tandy Adv. Agency Ltd., Toronto.

SURE-FIT PRODUCTS Co., 21 E. 26th, New York 10, N. Y., furniture slip covers, mattress covers, comfort covers and auto seat covers. Adv. Exec.: Paul Holister. Agency: Amos Parrish & Co., N. Y.

C. A. SUTTON Corp., 1812 W. Second, Wichita 1, Kan., air circulators and heaters. Adv. Exec.: Fred Kathis. Agency: Lago & Whitehead, Wichita. Acct. Exec.: Howard Whitehead.

THE SWEETS CO. OF AMERICA, Inc., 1515 Willow Ave., Hoboken, N. J., Tootsie Rolls, Tootsie Coconut Filled Fudge, Tootsie Caramels, Tootsie Pops, Tootsie Fruitsies, Tootsie Varieties, Tootsie Fudge 'N' Frosting Mix. Adv. Exec.: Arthur A. Starin. Agency: Moselle & Eisen, N. Y. Acct. Exec.: Henry Eisen.

SWING-A-WAY MFG. Co., 4100 Beck St., Louis, Mo., household kitchen appliances. Adv. Exec.: E. R. Andrae.

JNO. H. SWISHER & SONS Inc., 16th & Ionis St., Jacksonville, Fla., cigar. Adv. Exec.: H. K. Smith. Agency: Newman, Lynde & Assoc., Jacksonville. Acct. Exec.: Hunter Lynde.

SYLVANIA ELECTRIC PRODUCTS Inc., 254 Rano, Buffalo 7, N. Y., TV receivers. Adv. Exec.: W. D. Stroben. Agency: Roy S. Durstine Inc., N. Y. Acct. Exec.: Roy S. Durstine.

SYLVANIA ELECTRIC PRODUCTS Inc., 1740 Broadway, New York 19, N. Y., radio tubes, incandescent lamps, fluorescent lamps and fixtures, photo lamps, electronic devices, radio and TV receivers. Adv. Exec.: T. P. Cunningham. Agency: Cecil & Presbrey, N. Y. Acct. Exec.: T. J. Maloney.

T

TACOMA METAL PRODUCTS Co., 414 Puyallup Ave., Tacoma 2, Wash., miniature electric range for children. Adv. Exec.: John B. Schack. Agency: The Condon Co. Inc., Tacoma. Acct. Exec.: Kay Shinn.

TALBOT MFG. Co., 465 E. 31st, Los Angeles 11, Calif., insecticides. Adv. Exec.: I. A. Campbell.

TAMPA FLORIDA BREWERY Inc., 5th Ave. & 13th, Tampa 5, Fla., Tropical Beer and Ale. Adv. Exec.: A. M. Morris. Agency: Jack Lacey Adv., Tampa. Acct. Exec.: Jack Lacey.

THE TAPPAN STOVE Co., Mansfield, Ohio, Tappan Gas Ranges. Adv. Exec.: R. J. Hammer. Agency: Griswold-Eshleman Co., Cleveland. Acct. Exec.: Gilbert Williams.

TAYLOR BEDDING MFG. Co., Taylor, Texas, furniture and bed accessories. Adv. Exec.: L. D. Hammack. Agency: Pitluk Adv., San Antonio.

TELEREX Inc., Asbury Park, N. J., television antennas and accessories. Adv. Exec.: Ralph Ercolino.

TELEPHONE RADIO Corp., Bayway Terminal, Elizabeth, N. J., radio receivers and TV receivers. Adv. Exec.: Milton Mensch. Agency: Dowd, Redfield & Johnstone Inc., N. Y. Acct. Exec.: Mike Raymond.

ROYAL HOME PRODUCTS Inc., 1127 Richmond, Cincinnati 3, Ohio, Zanol. Adv. Exec.: J. R. Weaver. Agency: E. H. Brown Adv., Chicago.

THE ROYAL LACE PAPER WORKS Inc., 99 Gold, Brooklyn, N. Y., paper shelving and paper dollies. Adv. Exec.: H. B. Smith. Agency: Kiesewetter Assoc., N. Y.

THE ROYCE CHEMICAL Co., Carlton Ave., Carlton Hill, N. J., textile chemicals and household cleaner. Adv. Exec.: Howard C. Royce. Agencies: O. S. Tyson & Co., N. Y. Acct. Exec.: Richard Morrison. Samuel Croot Co., N. Y.

HELENA RUBINSTEIN Inc., 655 Fifth Ave., New York, beauty preparations. Adv. Exec.: Sara Fox. Agency: Hewitt, Ogilvy, Benson & Mather Inc., N. Y.

RUBSAM & HORMAN BREWING Co., 191 Canal St., Staten Island 4, N. Y., R & H Beer and Ale. Adv. Exec.: Robt. G. Hazelton. Agency: Paris & Peart, N. Y. Acct. Exec.: Remus Harris.

RUBY FOO'S PRODUCTS Inc., 180 Empire Blvd., Brooklyn, N. Y., chow mein, rice, noodles and soy sauce. Adv. Exec.: Daniel J. Papp. Agency: Manhattan Adv., N. Y.

RUM & MAPLE TOBACCO Corp., 100 E. 16th, New York 3, N. Y., tobacco, pipe tobacco. Adv. Exec.: Leonard R. Edwin. Agency: Gelles Adv., N. Y. Acct. Exec.: R. I. Dorfman.

RUMFORD Co., 9 Newman Ave., Rumford, R. I., baking powder, potato pancake mix and household detergent. Adv. Exec.: Gordon A. Pennmoyer. Agency: James Thomas Chirug Co. Inc., Boston. Acct. Exec.: Edmund Shea.

JACOB RUPPERT BREWERY, 1639 Third Ave., New York 28, N. Y., beer and ale. Adv. Exec.: J. J. Taylor. Agencies: The Biow Co., N. Y. Acct. Exec.: Lawrence D. Milligan. National Export Adv. Service, N. Y.

RUSHMORE PAPER MILLS Inc., Prospect St., Gouverneur, N. Y., facial tissue, bathroom tissue and napkins. Adv. Exec.: Geo. W. Schildge. Agency: Paris & Peart, N. Y. Acct. Exec.: William Byrne.

F. C. RUSSELL Co., 1100 Chester Ave., Cleveland, Ohio, screens and windows. Adv. Exec.: Paul C. McCormick. Agency: Gibbons-O'Neill Inc., Cleveland. Acct. Exec.: John A. O'Neill.

RYAN CANDY Co., 420 Lexington Ave., New York 17, N. Y., Hopalong Cassidy Candy and Confections. Adv. Exec.: Thomas J. Ryan Jr. Agency: Dowd, Redfield & Johnstone, N. Y. Acct. Exec.: H. L. Tuers.

RUSSELL-MILLER MILLING Co., Midland Bank Bldg., Minneapolis 1, Minn., flours and prepared mixes. Adv. Exec.: J. F. Near. Agency: Campbell-Mithun Inc., Minneapolis.

S

SACHS QUALITY STORES Inc., 330 Bruckner Blvd., New York 54, N. Y., furniture. Adv. Exec.: Seymour Fogelson.

SAF-KIL Co., 347 Pipestone, Benton Harbor, Mich., rat bait. Adv. Exec.: Harriet Dean. Agency: O'Neill, Larson & McMahon, Chicago. Acct. Exec.: N. J. McMahon.

SAGE LABORATORIES, 53 W. 36th, New York 18, N. Y., sage and refresher. Adv. Exec.: M. Gelzand. Agency: Paris & Peart, N. Y. Acct. Exec.: F. N. McInerney.

HOTEL ST. GEORGE, 51 Clark St., Brooklyn, N. Y., Adv. Exec.: James Klarnet. Agency: E. T. Howard Adv., N. Y. Acct. Exec.: Arthur Lippmann.

SALES AFFILIATES Inc., 192 Lexington Ave., New York 16, N. Y., machineless permanent wave supplies, Lustron Cold Waving supplies, hair coloring products and cosmetics. Adv. Exec.: Jerry D. Kaufman. Agency: Getschal & Richard, N. Y.

SALLY MASON Inc., 255 W. 36th St., New York, blouses and dresses. Adv. Exec.: Nat Mason. S. Crofton Adv., N. Y. Acct. Exec.: G. Goldstein.

SAN ANTONIO BREWING ASSOCIATION, Box 1681, San Antonio 6, Texas. Pearl Beer. Adv. Exec.: Otto A. Koehler Sr. Agency: Pittuk Adv. Co., San Antonio. Acct. Exec.: Jack N. Pittuk.

THE SAN HYGENE UPHOLSTERY Co., 680 Miami, Akron 11, Ohio, furniture. Adv. Exec.: C. A. Reymann. Agency: McDaniel-Fisher & Spelman Co., Akron. Acct. Exec.: William Sexauer.

SANDS, TAYLOR & WOOD Co., 28 Fitchburg, Somerville 43, Mass., flour, coffee and tea. Adv. Exec.: W. E. Sands. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: G. J. Chambers.

SANTA FE VINTAGE Co., 1700 N. Spring, Los Angeles 12, Calif., wines. Adv. Exec.: Thomas Doolittle. Agency: Lockwood-Shackelford Adv., L. A.

SAPO ELIXIR CHEMICAL Co., 800 E. Big Bend Rd., Kirkwood, St. Louis 22, Mo., Sapo Dry Cleaner. Adv. Exec.: Gottlieb Bass. Agency: Wesley K. Nash Co., St. Louis.

SAPOLIO PRODUCTS Co., 439 West, New York 14, Sapolio Powder and Toilet Soap, Ammo Washing Powder and Spotless Town Cleanser. Adv. Exec.: John W. Morgan. Agency: Fisher Rigas & Co., Newark.

SARATOGA SPRINGS AUTHORITY, State Reservation, Saratoga Springs, N. Y., naturally carbonated mineral waters, mineral water baths and recreation. Adv. Exec.: Leon M. Woodworth. Agency: Moser & Cotins Inc., Utica. Acct. Exec.: Arthur S. Cotins.

SAYMAN PRODUCTS Co., 2101 Locust St., St. Louis, Mo., Sayman Vegetable Wonder Soap. Adv. Exec.: A. E. Gribler. S. Agency: Ollan Adv., St. Louis. Acct. Exec.: H. A. Thomas.

SCANDINAVIAN COFFEE CORP., 3905 Second Ave., Brooklyn 32, N. Y., coffee. Adv. Exec.: M. E. Thorneer.

THE F. & M. SCHAEFER BREWING Co., 430 Kent Ave., Brooklyn 11, N. Y., Schaefer Golden and Schaefer Pale Dry Beer. Adv. Exec.: John T. Morris. Agency: Batten, Barton, Durstine & Osborn, N. Y. Acct. Exec.: John Johns.

A. SCHILLING & Co., 2nd & Folsom, San Francisco 7, Calif., tea, coffee, spices, seasoning salts and extracts. Adv. Exec.: F. V. Harkness. Agency: Beaumont & Hohman Inc., S. F.

JOS SCHLITZ BREWING Co., 235 W. Galena, Milwaukee 1, Wis., Schlitz Beer. Adv. Exec.: T. Rosenak. Agency: Young & Rubicam Inc., Chicago. Acct. Exec.: W. Scott Leonard.

WILLIAM SCHLUDERBERG — T. J. KURDLE Co., 3800 E. Baltimore St., Baltimore, Md., meats and meat products. Adv. Exec.: O. B. Smith. S. Agency: Van Sant, Dugdale Co., Baltimore. Acct. Exec.: Henry Erck.

C. SCHMIDT & SONS Inc., 127 Edward, Philadelphia 23, Pa., Schmidt's Beer and Schmidt's Tiger Head Brand Ale. Adv. Exec.: Frederick H. Schmidt. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: James C. Gibson.

JACOB SCHMIDT BREWING Co., 882 W. 7th, St. Paul 1, Minn., Schmidt's City Club Beer. Adv. Exec.: Edward G. Bremer. Agency: Ruthrauff & Ryan, Chicago.

THE SCHMIDT BREWING Co., 1985 Wilkins, Detroit 7, Mich., Schmidt's Beer and Jolly Ale.

CAROLYN SCHNURER Inc., 87 Ferry, Jersey City, N. J., ladies' sportswear. Adv. Exec.: Joel Kaplan. Agency: Sterling Adv., N. Y. Acct. Exec.: Joel Kaplan.

SCHOENHOFEN EDELWEISS Co., 1926 W. 18th, Chicago 8, Ill., Edelweiss and Ritz Beers, Green River Concentrate and Syrup. Adv. Exec.: August C. Gomer. Agency: Ollan Adv., Chicago.

S. A. SCHONBRUNN & Co., 77-83 Water, New York 5, N. Y., coffee. Adv. Exec.: John E. Mazzel. Agencies: Lawrence C. Gumbinner Adv., N. Y. Acct. Exec.: Milton Goodman. Pettinella Adv., N. Y. Acct. Exec.: F. Pettinella.

D. A. SCHULTE Inc., 386 Broadway, New York 13, N. Y., chain retail stores — smokers' articles and fashions. Adv. Exec.: Wendell H. Smith. Agency: Lynn Baker Inc., N. Y. Acct. Exec.: Mary Bentley.

SCHULTZ, BAUJAN & Co., Beardstown, Ill., flour, bakery flour and feeds. Adv. Exec.: A. G. Schultz. Agency: Mace Adv., Peoria. Acct. Exec.: J. J. Keith.

F. SCHUMACHER & Co., 60 W. 40th, New York 18, N. Y., drapery upholstery fabrics, carpets and wallpapers. Adv. Exec.: W. N. Lee. Agency: Lawrence Boles Hicks Inc., N. Y.

SCHUNEMAN'S Inc., 6th & Wabasha Sts., St. Paul 2, Minn., department store. Adv. Exec.: Perry Dotson. Agency: David Inc., St. Paul. Acct. Exec.: Quentin David.

ED SCHUSTER & Co., No. 3rd & West Garfield Ave., Milwaukee, Wis., department store. Adv. Exec.: Edward Styles. Agency: Cramer-Krassel Co., Milwaukee, Wis. Acct. Exec.: Jerry Stulzoff.

SCHUTTER CANDY DIV., UNIVERSAL MATCH CORP., 1501 Locust, St. Louis 3, Mo., Old Nick and Bit-O-Honey Candy Bars. Adv. Exec.: John Feinstein. Agencies: Schwimmer & Scott, Chicago. Westheimer & Block, St. Louis. Kaplan & Bruck, N. Y.

SCOPE SALES CORP., 1 Orchard, New York 2, N. Y., ladies' specialties. Adv. Exec.: Casper Gabor. Agency: Artwill Co., N. Y.

SCOTT & BOWNE, Bloomfield, N. J. (See Eno-Scott & Bowne, Bloomfield, N. J.)

THE SCOTT & FETZER Co., 11401 Locust Ave., Cleveland 2, Ohio, vacuum cleaners. Adv. Exec.: Arthur F. Greene. Agency: Carr Liggett Adv., Cleveland.

SCRUGGS-VANDERVOORT-BARNEY Inc., 9th & Olive, St. Louis 1, Mo., department store. Adv. Exec.: Frank M. Mayfield. Agencies: Anderson & Cairns, N. Y. Acct. Exec.: Karl Knipe. Abbott Kimball Co., N. Y.

WM. S. SCULL Co., Front & Federal, Camden, N. J., coffee, tea, peanut butter and party peanuts. Adv. Exec.: J. H. Evans. Agency: Lewis & Gilman Inc., Philadelphia.

SEABOARD SEED Co., 701 S. Front St., Philadelphia, Pa., lawn seed. Adv. Exec.: R. S. Applebaum. S. Agency: Leonard Fellman & Assoc., Philadelphia. Acct. Exec.: John Jacobson.

SEA BREEZE LABORATORIES Inc., 122 Meyran Ave., Pittsburgh, Pa., Sea Breeze Antiseptic. Adv. Exec.: John H. Weisbrod. S. Agency: BBDO, Pittsburgh. Acct. Exec.: S. H. Niewenhouer Jr.

SEABROOKS FARMS Co., Bridgeton, N. J., Adv. Exec.: William M. Kline. S. D-C. Agency: Hilton & Riggio Inc., N. Y. Acct. Exec.: L. J. Riggio.

SEALTEST Inc., New York. (See National Dairy Products Corp., New York.)

SEALY Inc., 666 Lake Shore Drive, Chicago 11, Ill., furniture. Adv. Exec.: J. R. Lawrence. Agency: Ollan Adv., Chicago. Acct. Exec.: Jerome Joss.

SEALY MATTRESS Co., 1047 Florida St., Memphis, Tenn., mattress and dual purpose upholstered furniture. Adv. Exec.: Louis G. Haas. S. D-C. Agency: Lake-Spiro-Shurman Inc., Memphis.

SEARS ROEBUCK & Co., Homan & Arthington, Chicago, Ill., mail order and retail general merchandise. Adv. Exec.: G. W. Cunningham. Agencies: Roche, Williams & Cleary Inc., Chicago. Bisberne Adv. Co. Inc., Chicago. Ruthrauff & Ryan Inc., Chicago.

SECK & KADE Inc., 440 Washington St., New York, Pertussin. Adv. Exec.: F. E. Loes. Agencies: Erwin, Wasey & Co. Inc., N. Y. Acct. Exec.: Walter Holt. Canadian Adv. Agency Ltd., Montreal.

SEGAL SAFETY RAZOR DIV., SEGAL LOCK & HARDWARE Co., 395 Broadway, New York 13, N. Y., razors, blades. Adv. Exec.: Alfred Chase. Agency: Cayton Inc., N. Y.

SEIBERLING RUBBER Co., Akron, Ohio, tires, tubes, heels and soles, and mats. Adv. Exec.: John Walbeck. Agency: Meldrum & Fewsmith, Cleveland. Acct. Exec.: E. T. Morris and A. Meldrum.

SELZNICK RELEASING ORGANIZATION, New York. (See Vanguard Films Inc., New York.)

R. B. SEMLER Inc., 70 Elm, New Canaan, Conn., hair tonic, shampoo and Krems Dressing. Adv. Exec.: Jule Gordon. Agency: Erwin, Wasey & Co. Inc., N. Y. Acct. Exec.: P. Wesley Combs.

SERTA ASSOCIATES Inc., 666 Lake Shore Drive, Chicago 11, Ill., beds. Agency: A. Martin Rothbardt Inc.

SERUTAN Co., 290 Jelliffe Ave., Newark 1, N. J., Serutan and Geritol. Adv. Exec.: M. B. Rosenhaus. Agencies: Roy S. Durstine, N. Y. Acct. Exec.: Roy S. Durstine, Street & Finney Inc., N. Y.

SERVEL Inc., 119 N. Morton Ave., Evansville 20, Ind., gas refrigerator and air conditioners. Adv. Exec.: R. J. Canniff. Agency: Batten, Barton, Durstine & Osborne, N. Y.

SHASTA CASCADE WONDERLAND Assn., Golden Eagle Hotel Bldg., Redding, Calif., tourist promotion agency. Adv. Exec.: John F. Reginato. Agency: Beaumont & Hohman Inc., San Francisco.

THE SHASTA WATER Co., 699 Brannan, San Francisco 7, Calif., Shasta Water and Beverages.

W. A. SHEAFFER PEN Co., 311 Ave. H, Ft. Madison, Iowa, ink pens, ball point pens, desk sets, and lead pencils. Adv. Exec.: Grant F. Olson. Agencies: Russell M. Seeds Co. Inc., Chicago. Acct. Exec.: Geo. Bayard and Larry H. Maus. R. C. Smith & Son Ltd., Toronto.

SHELL OIL Co., 50 West 50th, New York, gasoline, motor oil, lubricants, oils and greases, aviation products, chemical products and all petroleum products. Adv. Exec.: D. C. Marschner. Agency: J. Walter Thompson Co., N. Y. Acct. Exec.: H. M. Stevens.

SHELL OIL Co., 100 Bush, San Francisco, Calif., gasoline, motor oil and other petroleum products. Adv. Exec.: E. R. Raphael. Agency: J. Walter Thompson Co., S. F. Acct. Exec.: R. A. Mott.

SHERRILL FURNITURE Corp., 201 E. 56th, New York 22, N. Y., furniture. Adv. Exec.: E. Richard Sherrill. Agency: Victor A. Bennett Co., N. Y. Acct. Exec.: Richard E. Forrest.

LOUIS SHERRY Inc., 3030 Northern Blvd., Long Island City 1, N. Y., candy and ice cream.

SHERWIN-WILLIAMS Corp., 101 Prospect Ave., New York, paints. Adv. Exec.: C. F. Toll. Radio Adv. Exec.: L. W. Dashach. S. D-C. Agency: Fuller, Smith & Ross Inc., Cleveland. Acct. Exec.: Herbert Loesch.

SHILLITOS DEPARTMENT STORE, 7th & Race & Shillito Pl., Cincinnati 2, Ohio, department store. Adv. Exec.: Donna Hoover.

SHIRRIFF'S Ltd., 2-24 Matilda St., Toronto, Ont., Canada, Shirriff's Lushu Jelly Powder, Bud Desserts, marmalades and cake mixes. Adv. Exec.: J. Whitehead. N. Agency: Cockfield, Brown & Co., Toronto. Acct. Exec.: R. O. Baker.

SHOE CORPORATION OF AMERICA, 35 N. 4th, Columbus, Ohio, shoes. Adv. Exec.: Clifford Levin. Agencies: Byer & Bowman Adv., Columbus. Acct. Exec.: Gus K. Eglwman. Herbert W. Frank Adv., Boston.

SHULTON Inc., 630 Fifth Ave., New York, toiletries and shaving requisites. Adv. Exec.: Elizabeth Shoemaker. Agency: Wesley Assoc., N. Y. Acct. Exec.: Leland G. Wesley.

SHUPTRINE Co., 31 Barnard St., Savannah, Ga., tetterine. Adv. Exec.: F. E. Johnston. S. Agency: Harvey-Massengale Co., Atlanta. Acct. Exec.: R. W. Harvey.

SHWAYER BROTHERS Inc., 1050 So. Broadway, Denver 9, Colo., luggage, folding tables and folding chairs. Adv. Exec.: Jesse Shwayer. Agency: Grey Adv., N. Y. Acct. Exec.: Ed. Richer.

SICKS' SEATTLE BREWING & MALT-ING Co., 3100 Airport Way, Seattle 4, Wash., malt beverages. Adv. Exec.: T. H. Sheehan. Agency: Western Agency, Seattle. Acct. Exec.: B. N. Hutchinson.

SIEGLER ENAMEL RANGE Co., Wilson Ave., Centralia, Ill., oil and gas heaters. Adv. Exec.: J. M. Morgan. Agency: Krupnick & Assoc., St. Louis. Acct. Exec.: Harvey Brown.

SIERRA CANDY Co., 2201 3rd, San Francisco 7, Calif., Subsidiary McPhail Candy Corp., packaged candies. Agency: Robert B. Young Adv., S. F.

SIGNAL OIL Co., 811 West 7th, Los Angeles, Calif., gasoline. Adv. Exec.: J. R. Fleming. Agency: Barton A. Stebbins Adv. Agency, L. A. Acct. Exec.: A. R. Gudelman.

SILICONE PRODUCTS CO. OF AMERICA, 7308 Associate Ave., Cleveland 9, Ohio, furniture and auto polish. Adv. Exec.: J. T. O'Brien. Agency: Palm & Patterson, Cleveland. Acct. Exec.: B. W. Wheeler.

SILKIN PAPER Corp., 343 Sansome, San Francisco 19, Calif., paper towels, Silk Brand Toilet Tissue, waxed paper and other paper products. Adv. Exec.: Gen. H. Batsford. Agency: Botsford, Constantine & Gardner, S. F. Acct. Exec.: David Botsford Jr.

SIMMONS Co., 230 Park Ave., New York 17, N. Y., furniture. Adv. Exec.: John W. Hubbell. Agency: Young & Rubicam, N. Y. Acct. Exec.: Gardner Laying.

FRANKLIN SIMON, 414 5th Ave., New York 18, N. Y., wearing apparel. Adv. Exec.: Mrs. Claire Lang. Agency: Hirschon-Garfied, N. Y.

THE WILLIAM SIMON BREWERY, 705 Clinton, Buffalo 10, N. Y., Simon Pure Beer and Old Abbey Ale. Adv. Exec.: Wm. K. Simon. Agency: Baldwin, Bowers & Strachan Inc., Buffalo.

SIMONIZ Co., 2100-20 Indiana Ave., Chicago, Ill., Simoniz and Household Simoniz. Adv. Exec.: W. Gardner Barker. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

SIMPLEX MANUFACTURING Corp., 540 N. Carrollton Ave., New Orleans 19, La., motor-bikes, bicycles, power lawn mowers, stationary gasoline engines and three wheel motorcycles. Adv. Exec.: J. Paul Treen. Agency: Stone-Stevens Inc., New Orleans.

SINCLAIR REFINING CO., 630 Fifth Ave., New York, petroleum products. Adv. Exec.: James J. Delaney. Agency: Morey, Humm & Johnstone Inc., N. Y. Acct. Exec.: Sylvester M. Morey.

SIoux CITY BREWING Co., W. 1st & Isabella, Sioux City, Iowa, Heidelberg Beer. Adv. Exec.: J. E. Miller. Agency: Atlas Adv., Sioux City. Acct. Exec.: Milton Bolstein.

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

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THE QUAKER OATS Co., 345 Merchandise Mart, Chicago 54 Ill., Quick Quaker Oats, Quaker Oats, Quick Mother's Oats, Mother's Oats, Mother's Oats with China, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies, New Pettijohn's, Quaker Milk Macaroni and Spaghetti, Aunt Jemima Pancake and Buckwheat Flours, Muffets, Shredded Wheat Biscuits, Ful-O-Pep, Live Stock & Poultry Feeds, Quaker Corn Meal and Pack-O-Ten. Adv. Exec.: Donald B. Douglas. Agencies: Sherman & Marquette, Chicago. Price, Robinson & Frank, Chicago. Acct. Exec.: Robert Everett, Ruthrauff & Ryan, Chicago. Gar W. Yates Adv., Chicago. Needham, Louis & Brorby, Chicago. National Export Adv. Service, N. Y. Spitzer & Mills Ltd., Toronto, Ont.

QUALITY BISCUIT Co., 1512 W. Pierce, Milwaukee 4, Wis., crackers and cookies. Adv. Exec.: Fred W. Krause. Agency: Hoffman & York Inc., Milwaukee.

QUALITY MACARONI Co., 352 Wacouta, St. Paul 1, Minn., macaroni and spaghetti. Adv. Exec.: Maurice Ryan. Agency: Bozell & Jacobs Inc., Minneapolis.

QUEEN CITY BREWING Co., Cumberland, Md., beer. Adv. Exec.: James W. Bishop. Agency: Lewis Edwin Ryan Inc., Washington. Acct. Exec.: Gordon Manchester.

QUEEN CUTLERY Co., 200 Madison Ave., New York 16, N. Y., Queen Cutlery. Adv. Exec.: Edward Conlin. Agency: Gotham Adv. Agency, N. Y. Acct. Exec.: Arthur A. Kron.

QUEEN STOVE WORKS Inc., 902-910 Marshall St., Alberta Lea, Minn., Superflame heating equipment and Superflame Blowers. Adv. Exec.: R. D. Putman, S. D.-C. Agency: Dwyer & Devoy, Minneapolis. Acct. Exec.: E. H. Devoy.

K. J. QUINN & Co., 481 Chelsea, East Boston 28, Mass., shoe polish and pastes. Adv. Exec.: Mrs. Paul J. Dorr. Agency: Ingalls-Minister Co., Boston. Acct. Exec.: Robert F. O'Brien.

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THE RABIN Co., 4800-10 De Kalb Ave., Los Angeles 56, Cal., Hollywood, extra cold cream. Adv. Exec.: Bruce W. Rabin. Agency: Mayers Co., L. A. Acct. Exec.: Henry Mayers.

RADIATOR VALVE COMPANY OF AMERICA, 428 S. 52nd St., Philadelphia, steam-heat master valves. Adv. Exec.: Nathan Feldstern. Agency: Lee Ramsdell & Co., Philadelphia. Acct. Exec.: Gerald F. Sellinger.

RADIO AND TELEVISION Div., SYLVANIA ELECTRIC PRODUCTS Inc., 254 Rano St., Buffalo, N. Y., television receivers, table radios and clock radios. Adv. Exec.: William D. Stroben, N. D.-C. Agency: Roy S. Durstine Inc., N. Y. Acct. Exec.: James Smyth.

RADIO WIRE TELEVISION Inc., 100 6th Ave., New York 13, N. Y., radio receivers, TV receivers and equipment. Adv. Exec.: I. J. Frisch. Agency: Reiss Adv., N. Y.

RAINIER BREWING Co., 1550 Bryant, San Francisco, Calif., Rainier Beer, Ale and Stout. Adv. Exec.: John H. Humphrey. Agency: Brisacher, Wheeler & Staff, S. F. Acct. Exec.: F. C. Wheeler.

RALSTON PURINA Co., 835 S. Eighth St., St. Louis, Mo., cereal and feed. Adv. Exec.: G. M. Philpott, S. Agencies: Gardner Adv., St. Louis. Brown Radio Productions, St. Louis. Acct. Exec.: S. W. Brown. James Fisher Co., Toronto.

RANGER JOE Inc., Chester, Pa., honey flavored popped wheat. Adv. Exec.: M. Berger. Agency: Lamb & Keen Inc., Philadelphia.

RAPINWAX PAPER Co., 150 26th Ave., S. E., Minneapolis 14, Minn., Rapinwax. Adv. Exec.: Nell E. Merrill. Agency: Ewell & Thurber Assoc., Chicago.

THE RATH PACKING Co., Waterloo, Iowa, food products. Adv. Exec.: J. A. Muth. Agency: Young & Rubicam, Chicago. Acct. Exec.: Erik Isgrig.

RAY OIL BURNER Co., 401 Bernal Ave., San Francisco, gas, oil and water heaters and furnaces. Adv. Exec.: George A. Martin. Agency: Alport & O'Rourke Adv., S. F. Acct. Exec.: John J. O'Rourke.

RAYTHEON MANUFACTURING Co., Waltham 54, Mass., commercial, electrical and electronic products. Adv. Exec.: Charles J. Olson. Agencies: Walter B. Snow & Staff Inc., Boston & Sutherland-Abbott, Boston.

RCA VICTOR DIV. OF RADIO CORPORATION OF AMERICA, Front & Cooper, Camden, N. J., records, phonograph needles and accessories, victrola phonographs and radio-phonograph combinations, RCA Victor 45-rpm instruments and records. Adv. Exec.: J. P. Taylor. Agency: J. Walter Thompson Co., N. Y.

READERS DIGEST Assn. Inc., Pleasantville, N. Y., The Readers Digest. Adv. Exec.: Frank Herbert. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. Acct. Exec.: Sam Harned.

REAL GOLD CITRUS PRODUCTS, Brookside at Grant, Redlands, Calif., frozen fruit juices and citrus oils. Adv. Exec.: Willis H. Parker. Agency: J. Walter Thompson Co., Los Angeles.

RE-CLEAN Corp., 350 5th Ave., New York 1, N. Y., home dry cleaner. Adv. Exec.: Pat Ricca. Agency: Cayton Inc., N. Y. Acct. Exec.: W. D. Cayton.

REDDI-WIP Inc., 4205 Forrest Park Blvd., St. Louis 8, Mo., cream. Adv. Exec.: Edward Thiele. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Jack Lythe.

RED STAR YEAST & PRODUCTS Co., 221 E. Buffalo St., Milwaukee, Wis., Red Star Yeast. Adv. Exec.: J. A. Kirkman Jr. Agency: Ellington & Co., N. Y. Acct. Exec.: T. S. Strong.

RED TOP BREWING Co., 1747 Central Ave., Cincinnati, O., Red Top and Barbarossa Beer. Adv. Exec.: Louis Ullman. Agency: Ruthrauff & Ryan, Cincinnati.

RED WAGON PRODUCTS Inc., 125 No. 9th, Minneapolis 3, Minn., Red Wagon Popcorn.

REED & BARTON, 144 W. Britannia, Taunton, Mass., silverware. Adv. Exec.: William T. Hurley Jr. Agency: Badger, Browning & Farcher, Boston. Acct. Exec.: C. P. Farcher.

REED CANDY Co., 1245 Fletcher, Chicago, Ill., candy. Adv. Exec.: Wallace H. Shape. Agency: Grant Adv., Chicago.

REEVES SOUNDRAFT Corp., 10 E. 52nd, New York 22, N. Y., TV picture tubes, and transcription equipment. Adv. Exec.: David O. S. Ruark. Agency: Hilton & Riggio Inc., N. Y. Acct. Exec.: Robert Stivers.

REID MURDOCH DIV. OF CONSOLIDATED GROCERS Corp., 325 N. La Salle, Chicago 10, Ill., Monarch Finer Foods. Adv. Exec.: J. H. Naylor. Agencies: Weiss & Geller Inc., Chicago. Irwin Vladimir & Co. of Illinois Inc., Chicago.

ROSE MARIE REID, 5200 W. Century Blvd., Los Angeles, Calif., swimsuits. Adv. Exec.: Alicia Kay Smith. N. Agency: Murray, Dymock, Carson Inc., L. A. Acct. Exec.: Ralph Carson.

REGAL-AMBER BREWING Co., 3250 20th, San Francisco 10, Calif., Regal Pale Beer. Adv. Exec.: Edward Gunderson. Agency: Abbott Kimball Co., S. F. Acct. Exec.: Alfred Ducato.

REGAL FLOORCOVERING Inc., 152 No. Main, Fall River, Mass., linoleum. Adv. Exec.: Murray H. Trinkle. Agency: Bo Bernstein & Co., Providence.

REGENT INDUSTRY, 673 N. Wells, Chicago, Ill., Arthur Godfrey Ukulele. Adv. Exec.: Jack Feinstein. Agency: W. B. Doner & Co., Chicago.

REGINA FURNITURE Co., 475 Atlantic Ave., Brooklyn, N. Y., furniture. Adv. Exec.: Fred Luca. Agency: William Wilbur Adv., N. Y. Acct. Exec.: Paul Kasander.

WM. B. REILY & Co., 640 Magazine, New Orleans 9, La., coffee and tea. Adv. Exec.: J. W. Reily. Agency: Walker Sausy-Adv., New Orleans.

REMBRANDT LAMP Corp., 259 E. Erie, Chicago 11, Ill., lamps and shades. Adv. Exec.: Murray R. Lewis. Agency: Harry J. Lazarus & Co., Chicago. Acct. Exec.: Larry J. Lazarus.

REMINGTON RAND Inc., 315 Fourth Ave., New York, business machines, office equipment and supplies and electric shavers. Adv. Exec.: S. H. Ensinger. Agencies: Leeford Adv. Agency Inc., N. Y. Acct. Exec.: David D. Lee, Robert Otto & Assoc. Inc., N. Y.

L. N. RENAULT & Sons, Norfolk Ave., Agassiz, Egg Harbor City, N. J., wines, champagne, sparkling burgundy and vermouths. Adv. Exec.: Maria Salvato. Agency: H. M. Dittman Adv. Philadelphia.

THE RENNER Co., 203 Pike, Youngstown 2, Ohio., Premium Ale and Beer.

Old Oxford Ale and Old German Beer. Adv. Exec.: Dr. S. W. Goldcamp.

RENUZIT HOME PRODUCTS Co., 1724 Chestnut, Philadelphia 3, Pa., Renuzit Dry Cleaner and Spot Remover. Adv. Exec.: Paul G. Pfauener. Agency: McKee & Albright Inc., Philadelphia. Acct. Exec.: James Gallagher.

REPUBLIC OIL REFINING Co., Benedum-Trees Bldg., Pittsburgh 22, Pa., gasoline, motor oils, greases and lubricants. Adv. Exec.: D. C. Thompson. Agency: Wiltman & Callahan, Pittsburgh. Acct. Exec.: R. F. Wiltman.

REPUBLIC PICTURES Corp., 1740 Broadway, New York 19, N. Y., Motion Pictures. Adv. Exec.: Steve Edwards. Agency: Donohue & Coe Inc., N. Y.

RESISTOL HATS Inc., Garland, Texas, hats. Adv. Exec.: Robert J. Roth Jr. Agency: Tracy-Locke Co. Inc., Dallas. Acct. Exec.: Clay Stephenson.

REVERE CAMERA Co., 320 E. 21st, Chicago 16, Ill., 8 mm and 16mm cameras, projectors and sound equipment and magnetic tape recorder. Adv. Exec.: E. J. McGookin. Agencies: Roche, Williams & Cleary, Chicago. Jones Frankel Co., Chicago. Acct. Exec.: J. Frankel.

REVERE COPPER & BRASS Inc., 230 Park Ave., New York, mill products. Revere Ware Copper Clad Stainless Steel Cooking Utensils. Adv. Exec.: Norman A. Schuele. N. Agency: St. Georges & Keyes Inc., N. Y. Acct. Exec.: Maubert St. Georges.

REVLON PRODUCTS Corp., 745 Fifth Ave., New York 22, N. Y., cosmetics and toiletries. Adv. Exec.: Hiram Vogel. Agency: Wm. H. Weintraub & Co., N. Y. Acct. Exec.: Norman B. Norman.

REX RESEARCH Corp., 600 Montrose Ave., Toledo 7, Ohio, Fly-Tox and Stockaid. Adv. Exec.: H. J. Halm. Agency: Miller Agency Co., Toledo.

REXALL DRUG Co., Rexall Square—8480 Beverly Blvd., Los Angeles 48, Calif., toiletries, Stag Toiletries (for men), medicines & vitamins: household products, pharmaceuticals, candles, appliances, stationery, rubber & hospital goods and first aid supplies. Adv. Exec.: Cleve W. Carey. Agencies: Batten, Barton, Durstine & Osborn, L. A. Acct. Exec.: Thomas C. Dillon, L. W. Ramsey Adv. Co., Hollywood. Acct. Exec.: W. E. Henderson.

REXALL DRUG Co. Ltd., 68 Broadview Ave., Toronto, Ont. Adv. Exec.: William E. Irwin, N. S. D.-C. Agency: Ronalds Adv., Toronto. Acct. Exec.: R. J. Avery.

REXON, Inc., 419 4th Ave., New York 16, N. Y., combination cases and lighters, ash trays. Adv. Exec.: Leon Schwalbe.

R. J. REYNOLDS TOBACCO Co., Winston-Salem 1, N. C., cigarettes and chewing tobacco. Adv. Exec.: W. T. Smither. Agency: Wm. Esty Co., N. Y. Acct. Exec.: William Esty.

RHEEM MANUFACTURING Co., 570 Lexington Ave., New York, water heaters, furnaces and water softeners. Adv. Exec.: F. D. Pailin, S. D.-C. Agency: Campbell-Ewald Co., N. Y. Acct. Exec.: Fred Gallagher.

RHODES PHARMACAL Co. Inc., 1814 E. 40th, Cleveland, Ohio, Indrin. Adv. Exec.: J. Sanford Rose. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Walter Zivi.

CHAS. W. RICE & Co., Union City, Ind., window shades. Adv. Exec.: P. J. Keck. Agency: Staley Adv., Ft. Wayne.

RICHARDSON Corp., 1069 Lyell Ave., Rochester 3, N. Y., soda, ice cream fruits and syrups. Adv. Exec.: L. J. Cox. Agency: Chas. L. Rumrill & Co., Rochester.

RICHFIELD OIL Corp., of New York, 542 Fifth Ave., New York, Richfield Gasoline, Richlub Motor Oil, lubricants and Richfield Fuel Oil. Adv. Exec.: B. N. Pollak. N. S. D.-C. Agency: Morey Humm & Johnstone Inc., N. Y. Acct. Exec.: L. B. Van Doren.

RICHFIELD OIL Corp., 555 S. Flower, Los Angeles, Calif., petroleum products. Adv. Exec.: Wm. G. King Jr. Agency: Hixon & Jorgensen Inc., L. A.

RICH MAID PRODUCTS Co., 2731 Berkeley Ave., San Bernardino, Calif., Rich Maid Punch and Rancho Beverages. Adv. Exec.: H. A. Castleman.

RICHMOND-CHASE Co., San Jose 7, Calif., Heart's Delight and Juicidrink juices and beverages. Agency: Brisacher, Wheeler & Staff, San Francisco.

RICH PRODUCTS Corp., 1149 Niagara, Buffalo 13, N. Y., Whip Topping. Adv. Exec.: Robert E. Rich. Agency: Comstock & Co., Buffalo.

RICH'S Inc., Broad, S. W., Atlanta 1, Ga., department store. Adv. Exec.: Richard H. Rich.

RIDD LABORATORIES Inc., Edmonds, Wash., iodine products, fungicide and germicide. Adv. Exec.: Ralph E. Gillette. Agency: Advertising Counselors Inc., Seattle.

RIECK-MCJUNKIN DAIRY Co., Forbes & Stevenson, Pittsburgh 19, Pa., dairy products. Adv. Exec.: Paul Patterson. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Acct. Exec.: William Geisinger.

JACOB RIES BOTTLING WORKS Inc., 112 W. Third, Shakopee, Minn., Rock Spring Water and Beverages. Adv. Exec.: William Ries. Agency: Erwin, Wasey & Co., Minneapolis. Acct. Exec.: William G. White.

RIGGIO TOBACCO Corp., 360 Furman, Brooklyn 2, N. Y., cigarettes and tobaccos. Adv. Exec.: Frank V. Riggio. Agency: Brooke, Smith, French & Dorrance, N. Y.

RINGLING BROS. AND BARNUM & BAILEY CIRCUS, Winter Quarters at Sarasota, Fla., Chicago offices at 139 N. Clark St. Radio Adv. Exec.: William B. Antes.

RIT PRODUCTS CORP., 1 E. 43rd New York, food products and brushless shaving cream. Adv. Exec.: P. H. Schatz. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: Vincent R. Bliss.

P. J. RITTER Co., Quality Lane, Bridgeton, N. J., catsup, pork and beans and chili sauce relish. Adv. Exec.: Paul J. Ritter. Agency: Lamb & Keen, Philadelphia.

RIVAL PACKING Co., 4500 S. Tripp Ave., Chicago, Ill., dog foods. Adv. Exec.: Harry L. Gadau. Agency: Charles Silver & Co., Chicago. Acct. Exec.: B. R. Solomon.

RKO RADIO PICTURES, Inc., 1270 Ave. of Americas, New York 26, N. Y., Subsidiary of R.K.O. Pictures Corp., motion pictures. Adv. Exec.: S. Barret McCormick. Agency: Foote, Cone & Belding, N. Y.

ROBB-ROSS Co., Sioux City, Iowa, pancake flour.

ANATOLE ROBBINS Inc., 5533 Sunset Blvd., Hollywood, Calif., cosmetics. Adv. Exec.: Roslyn Robbins.

ROBERTS-GORDON APPLIANCE Co., 44 Central Ave., Buffalo, burners and heating equipment. Adv. Exec.: L. C. Smyth. Agency: Landshett Inc., Buffalo. Acct. Exec.: H. L. Barber.

ROCHESTER BREWING Co., 770 Emperson, Rochester 13, N. Y., Old Topper Ale and Beer. Adv. Exec.: Clement Metzger. Agency: Ed. Wolf & Assoc., Rochester. Acct. Executives: Ed. Wolf and Alfred G. Scheible.

ROCKWOOD & Co., 88 Washington Ave., Brooklyn 5, N. Y., Chocolate and Confectionery. Adv. Exec.: H. A. Hamlin. Agency: Platt-Forbes Inc., N. Y. Acct. Exec.: William S. Walker.

I. ROKEACH & SONS, Inc., 240-48 Wythe Ave., Brooklyn 11, N. Y., grocery specialties. Adv. Exec.: Leo Rokeach. Agency: Keilson Co., N. Y. Acct. Exec.: Jacob F. Keilson.

ROMAN CLEANSER Co., 770 E. Mc-Nichols Rd., Detroit 12, Mich., cleanser. Adv. Exec.: Paul J. Riccardi. Agency: Gleason Adv., Detroit. Acct. Exec.: Ann I. Gleason.

ROMAN MEAL Co., 2101 So. Tacoma Way, Tacoma 1, Wash., pie crust. Adv. Exec.: William P. Matthaal. Agency: Guild, Bascom & Bonfigli, San Francisco. Acct. Exec.: Walter Guild.

RONSON ART METAL WORKS Inc., 1 Aronson Square, Newark, N. J., cigarette lighters and accessories. Adv. Exec.: Alfred R. Nathan. Radio Adv. Exec.: Herbert M. Stein. N. Agency: Grey Adv., N. Y. Acct. Exec.: Herbert Strauss.

THE E. W. ROSE COMPANY, 1750 East 27th, Cleveland 14, Ohio, liquid and ointment. Adv. Exec.: E. W. Rose. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: George E. Wasey.

ROSEFIELD PACKING Co., 1916 Webster, Alameda, Calif., Skippy Peanut Butter. Adv. Exec.: J. M. Rosefield. Agency: Guild Bascom & Bonfigli, San Francisco.

THE MARTIN ROSENBERGER WALL PAPER Co., 31 E. 4th, Cincinnati 2, Ohio, wallpaper. Adv. Exec.: Henry W. Stix. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: G. A. Honold.

ROYAL BARRY-CARTER MILLS Inc., 145 1st St., No., Nashville 3, Tenn., flour and feeds. Adv. Exec.: W. T. York. Agency: James F. Simons Co., Nashville.

DR. PEPPER Co., 5523 E. Mockingbird Lane, Dallas, Texas, beverage. Adv. Exec.: A. H. Caperton. N. S. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: H. B. Groseth.

PEPSI-COLA Co., 3 W. 57th, New York. Pepsi-Cola and Everness beverages. Adv. Exec.: Stirling Ross Wheeler. Agency: Blow Co., N. Y. Acct. Exec.: Milton Blow.

PEPSODENT—DIVISION OF LEVER BROS. Co., 505 Park Ave., New York 22, tooth powder, tooth Paste, antiseptic, toothbrush, shaving cream, creme shampoo, home wave, cosmetics, hair tonic. Adv. Exec.: Raymond F. Underwood. Agencies: Foote, Cone & Belding, N. Y.; Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., N. Y. Acct. Exec.: Robert McDonald, Cecil & Presbrey, N. Y.

PEQUOT MILLS, 47 Congress, Salem, Mass. (Div. Naumkeag Steam Cotton Co.), sheets and pillow cases and cotton sheeting. Adv. Exec.: John S. Welles. Agency: Jackson & Co., N. Y. Acct. Exec.: John Yeargain.

PERA STARCH Inc., Illinois, Ill. Pera Starch. Adv. Exec.: Cyril Geisler. S. D.-C. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: H. Blue.

PERFECT CIRCLE Corp., 552 S. Washington, Hagerstown, Ind., piston rings. Adv. Exec.: Herman C. Teator. Agencies: Henri Hurst & McDonald, Chicago. Acct. Exec.: E. F. Hascall. McConnell, Eastman & Co., Ltd., Toronto (Canadian).

PERFECTFORM Corp., 152 Madison Ave., New York 16, ladies slippers. Adv. Exec.: M. B. Desreau. Agency: Lane Adv. Agency, N. Y.

PERFECTION BISCUIT Co., 250 Pearl, Fort Wayne 1, Ind., biscuits, crackers, bread and cake. Adv. Exec.: J. S. Littlejohn. Agency: Wayne A. A., Ft. Wayne.

PERFEX MANUFACTURING Co., Shenandoah, Iowa, cleaner, liquid starch, hand dish washing prep., dairy cleaner and safety bleach, cleansers, etc. Adv. Exec.: K. C. Titus. Agency: Buchanan-Thomas Adv. Co., Omaha, Nebr. Acct. Exec.: Adam Reinemund.

PERM-ASEPTIC Corp., 432 Waverly Ave., Mamaroneck, N. Y., antiseptics, germicides, moth proofing. Adv. Exec.: L. J. Rampel.

PERSONNA BLADE Co., 43 W. 57th, New York 19, razor blades. Adv. Exec.: M. G. Kushell. Agency: J. D. Tarcher & Co., N. Y.

PET DAIRY PRODUCTS Co., 303 W. Walnut, Johnson City, Tenn., ice cream, dairy products. Adv. Exec.: L. A. Ballew. Agency: Robert E. Clarke & Assoc., Miami, Fla. Acct. Exec.: George I. Clarke.

PET MILK SALES Corp., 808 Olive, St. Louis 1, Mo., milk. Adv. Exec.: C. J. Hibbard. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: Henry O. Whiteside.

PETER PAN FOUNDATIONS, 312 5th Ave., New York 1, bras. Adv. Exec.: Phyllis Schwartz. Agency: Ben Sackheim Inc., N. Y. Acct. Exec.: Ezra Millstein.

PETER PAUL Inc., New Haven Rd., Naugatuck, Conn., Mounds, Almond Joy, Walnettos, Chocorettes, Cononets. Adv. Exec.: Elliott Plowe. Agency: Maxon Inc., New York. Acct. Exec.: Robert R. Ferry.

PETERS BRANCH, International Shoe Co., 1505 Wash Ave., St. Louis. Adv. Exec.: L. C. Hoppe. Agencies: Henri, Hurst & McDonald, Chicago. Russell C. Comer Co., Kansas City, Mo. Westheimer & Co., St. Louis. Direct (Dealer Co-oper. Adv.)

PETRI WINE Co., San Francisco 7, wines, vermouth and brandy. Adv. Exec.: Hugh D. Smith. Agency: Young & Rubicam, S. F. Acct. Exec.: Winton R. Smith.

PFEIFFER BREWING Co., 3740 Bellevue Ave., Detroit, beer. Adv. Exec.: William I. Brown. N. S. D.-C. Agency: Maxon Inc., Detroit. Acct. Exec.: William Laurie.

PHARMACO, Galloping Hill Road, Kenilworth, N. J., Feen-a-Mint. Adv. Exec.: Alan Brown. S. Agency: Doherty, Clifford & Shenfield, N. Y. Acct. Exec.: Robert Hayes.

PHARMA-CRAFT Corp., Inc., 405 Lexington Ave., New York 17, deodorant cream and bath cream, skin cream. Adv. Exec.: Henry A. Shull. Agencies: J. Walter Thompson Co., N. Y. McCann-Erickson, N. Y. Ruthrauff & Ryan, N. Y.

PHILADELPHIA DAIRY PRODUCTS Co., 4th & Poplar, Philadelphia 23, Pa., ice cream and milk. Adv. Exec.: J. H. Meehan. Agencies: Adrian Bauer Adv. Agency, Philadelphia. (Acct. Exec.: Alan Tripp.) & Scheck Adv. Agency, Newark, N. J.

PHILCO Corp., Tioga & C Sts., Philadelphia 34, Pa., radio, TV receivers, equipment and household appliances. Adv. Exec.: John F. Gilligan. Agency: Hutchins Adv. Co., Philadelphia.

DR. P. PHILLIPS CANNING Co., 80 W. Robinson Ave., Orlando, Fla., juices. Adv. Exec.: R. D. Robinson. Agency: David H. Obermeyer Adv. Counsel, Orlando.

CHAS. H. PHILLIPS Co., Div of Sterling Drug Inc., 1450 Broadway, New York 18, Phillips Milk of Magnesia, Babelts, tooth paste, tooth powder, face creams, Haley's M. O., Emergence cleaning fluid, lighter fluid and shoe white. Adv. Exec.: Hubbard D. Nitche Jr. Agencies: Thompson-Koch Co., N. Y. Dancer-Fitzgerald-Sample, N. Y. (Radio)

PHILLIPS-JONES Corp., 1225 Broadway, New York 1, men's shirts, sport shirts, pajamas, neckwear, collars. Adv. Exec.: Robt. J. Mohr. Agency: Grey Advertising Agency, N. Y. Acct. Exec.: Ted Kaufman.

PHILLIPS PACKING Co., Cambridge, Md., soups, vegetables, meat products and specialties. Adv. Exec.: Theodore Phillips. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: A. K. Aitkin.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., gasoline and motor oil. Adv. Exec.: O. E. Bettis. Agency: Lambert & Feasley, New York. Acct. Exec.: Frank Mace.

PICTSWEET FOODS, Mt. Vernon, Wash., canned peas, corn and frozen foods. Adv. Exec.: E. J. Watson. Agency: Brisacher, Wheeler & Staff, San Francisco, Calif. Acct. Exec.: Franklin C. Wheeler.

PIEDMONT APPLE PRODUCTS Co., S. 1st St., Charlottesville, Va. (Sub. of Inland Service Corp.), wine. Adv. Exec.: D. M. Rothwell. Agency: Adv. Inc., Richmond, Va.

PIEL BROS., 315 Liberty Ave., Brooklyn 7, N. Y., Piel's beer. Adv. Exec.: R. J. Pfeiffer. Agency: Kenyon & Eckhardt, New York.

PILLSBURY MILLS, Pillsbury Bldg., Minneapolis 2, Minn., Pillsbury's Best flour, Sno Sheen cake flour, cereals, mixes, farina. Adv. Exec.: Robert J. Keith. Agencies: Leo Burnett Co., Chicago. Acct. Exec.: Joe Greeley. Agencies: Pigeon & Associates, Minneapolis, Minn. Acct. Exec.: Allen Royce.

PILOT RADIO Corp., 37-06 36th, Long Island City 1, N. Y., TV, FM receivers and equipment. Adv. Exec.: Jerry Hart. Agency: Alfred Paul Berger Co., N. Y.

PILSENER BREWING Co., N. Cedar & Diamond Ave., Hazelton, Pa. Adv. Exec.: George P. Weaver.

PILSENER BREWING Co., Clark Ave. & W. 65th, Cleveland 2, Ohio, P. O. C. beer. Adv. Exec.: Geo. S. Carter. Agency: Meldrum & Fewsmith, Cleveland.

PINE BROS. Inc., 140 N. 8th, Philadelphia 7, (Sub. of Life Savers, Inc., Port Chester, N. Y.), glycerine throat tablets. Adv. Exec.: R. G. Cornelius. Agency: McKee & Albright, Philadelphia.

PINEX Co., 123 W. Columbia, Fort Wayne 2, Ind., cough remedy. Adv. Exec.: John H. Noll. Agency: Russel M. Seeds Co., Chicago. Acct. Exec.: Harry Goldsmith.

LYDIA E. PINKHAM MEDICINE Co., 271 Western Ave., Lynn Mass., vegetable compound. Adv. Exec.: Chas. H. Pinkham. Agency: Erwin, Wasely & Co., N. Y. Acct. Exec.: P. Wesley Combs.

PIONEER AIRLINES Inc., Love Field, Dallas 9, Adv. Exec.: Harding L. Lawrence. Agency: Rogers & Smith Adv., Dallas. Acct. Exec.: Dave McConnell.

PIONEER ICE CREAM—Div. of Borden Co., 205 E. 24th, New York 10, ice cream. Adv. Exec.: H. J. Dirkes. Agencies: Doherty, Clifford & Shenfield, N. Y. (Acct. Exec.: Joel Jacobs.) & Young & Rubicam, N. Y.

PIONEER SOAP Co., 18 & Carolina, San Francisco 10, Calif., soap. Adv. Exec.: Howard Bernhard. Agency: Rhodes & Davis, S. F.

PIPES BY LEE Inc., 320 E. 95th, New York 28, smoking pipes. Adv. Exec.: Lee H. Singer. Agency: Donahue & Coe, N. Y.

PITTSBURGH BREWING Co., 3340 Liberty Ave., Pittsburgh 1, Adv. Exec.: Herman A. Straub. Agency: Smith, Taylor & Jenkins, Pittsburgh. Acct. Exec.: R. P. Taylor.

PITTSBURGH WATER HEATER Co., 193 Chartiers Ave., Pittsburgh, gas and water heaters. Adv. Exec.: Vernon C. Neal. Agency: James A. Stewart Co., Carnegie, Pa.

PH. H. POSTEL'S MILLING Co., 2 W. Main, Mascoutah, Ill., Elegant feeds. Adv. Exec.: A. S. Lee. Agency: Warner & Associates, St. Louis.

PLANTABBS Corp., 1105 Maryland Ave., Baltimore, Md., Fulton's Plantabbs. Adv. Exec.: D. H. Fulton Jr. S. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: E. Lyeil Gunts.

PLANTERS NUT & CHOCOLATE Co., 832 S. Main, Wilkes-Barre, Pa., Planters salted peanuts and Hi Hat peanut cooking oil. Adv. Exec.: M. Peruzzi. Agencies: Goodkind, Joice & Morgan, Chicago. (eastern adv.) Raymond R. Morgan Co., Hollywood, Cal. (Pacific Coast adv.)

PLARACOT Corp., 228 W. 63rd, Chicago 21, towels and cloths.

PLASTI-GLO MFG. Co., 1932 W. Irving Park, Chicago 13, Ill., drapery hardware. Adv. Exec.: I. T. Ziemans.

PLOUGH Inc., 3022 Jackson Ave., Memphis, Tenn, aspirin, family medicines, beauty preparations, oil, skin cream, cement, complexion soap. Adv. Exec.: Frank G. Morris. Agencies: Lake-Spiro-Shurman Inc., Memphis. Acct. Exec.: Avron Spiro. Export Adv. Agency, Chicago (Export)

PLYMOUTH MOTOR Corp., Div. of Chrysler Corp., 634 Lynch Rd., Detroit 31, Mich., passenger and commercial motor vehicles. Adv. Exec.: H. B. Heberling. Agency: N. W. Ayer & Son, Phila.

H. & S. POGUE Co., 4th & Race, Cincinnati 1, Ohio, general merchandise. Adv. Exec.: Mrs. Olive Cooper. Agency: Douglas D. Simon Adv. Inc., N. Y. Acct. Exec.: Chas. Sandak.

POLLAK INDUSTRIES Corp., 612 Ludington, Escanaba, Mich., woodenware. Adv. Exec.: Fred Pollak. Agency: W. B. Doner & Co., Detroit. Acct. Exec.: Charles F. Rosen.

LEO POLLOCK Co., 139 Duane, New York 13, Polly Christmas Tree Lights. Adv. Exec.: Leo Pollock. Agency: Walter J. Gallagher Advertising, N. Y.

POMPEIAN OLIVE OIL Corp., 4201 Pulaski Highway, Baltimore 24, Md., olive oil. Adv. Exec.: Frank Masterstone. Agency: Joseph Katz Co., Baltimore.

A. H. POND Co., 120 E. Washington, Syracuse 2, N. Y., Keepsake diamond rings. Adv. Exec.: Albert W. Doolittle. Agency: Flack A. A., Syracuse, N. Y. Acct. Exec.: J. B. Flack.

POND'S EXTRACT Co., Export Ltd., 60 Hudson, New York 13, N. Y., vanishing and cold creams, skins freshener and cleansing tissues, liquefying cream and face powder, Pond's Lotion, Dry Skin Cream and hand cream. Adv. Exec.: P. P. Isaza. Agency: J. Walter Thompson Co., N. Y. Acct. Exec.: Ewan Henderson. (U. S., Canada and Export)

PORTWOOD Co., 855 6th Ave., New York 1, postage stamps for collectors. Agency: Lampert Agency, N. Y.

POTATO PRODUCTS Corp., East Grand Forks, Minn., potato chips, flour and shoestring potatoes. Adv. Exec.: Elmer Osking. Agency: C. Wendell Muench & Co., Chicago. Acct. Exec.: C. Wendell Muench.

PRENTICE-HALL Inc., 70 Fifth Ave., New York, books. Adv. Exec.: Stanley M. Brown.

PREPARED PRODUCTS Co., 474 S. Arroyo Parkway, Pasadena 1, Calif., Dixie Fry flour. Adv. Exec.: Walter W. Taylor. Agency: Dan B. Miner Co., Los Angeles, Cal. Acct. Exec.: Andrew D. Carpenter.

PRESSMASTER Co., 1430 N. Serrano Ave., Hollywood 27, Cal., personal electric presser. Adv. Exec.: Page Sowers. Agency: Macauley Co., 1121 S. Hill, Los Angeles. Acct. Exec.: Norman J. Boroughs.

PRESTO BEVERAGE Corp., 834 Sterling Pl., Brooklyn 16, N. Y., Presto Beverage Powder. Adv. Exec.: Howard B. Reiffel.

PREST-O-LITE BATTERY Co. Inc., Toledo 1, Ohio (Sub. of Electric Auto-Lite Co.), storage batteries for autos, trucks, buses, Diesels, tractors, radio and lightplants. Adv. Exec.: J. A. Minch. Agencies: Ruthrauff & Ryan Inc., Detroit. National Export Adv. Service Inc., N. Y.

PRIM PRODUCTS Co., 457 Stuart, Boston 16, Mass., plastic starch. Adv. Exec.: Alonzo J. Shadman. Agency: Copley Adv. Agency, Boston. Acct. Exec.: A. J. Cucchiara.

PRIMA-BISMARCK BREWING Co., 2762 S. Archer Ave., Chicago 8, Ill., malt beverages. Adv. Exec.: Ralph A. Heller. Agency: Newby & Peron, Inc., Chicago.

PRINCE MATCHABELLI Inc., 711 Fifth Ave., New York 22, perfumes and cosmetics. Adv. Exec.: Owen Stoner. Agency: Morse International, N. Y.

PRINCESS PAT Ltd., 2709 S. Wells, Chicago 16, Ill. (Sub. Lucille Young), beauty preparations. Adv. Exec.: Patricia Gordon. Agency: Fremont Adv. Agency, Inc., Chicago.

PROCTER & GAMBLE Co., 6th & Main, Cincinnati 1, Ohio, Ivory Flakes, Ivory Snow, Duz, Oxydol, Tide, Cheer, American Family Soaps and Flakes, Dreet, Joy, Spic and Span, Chipso, Bonus, Dash, P&G White Naphtha Soaps. Adv. Exec.: W. R. Chase. Agencies: Compton Adv., N. Y. (Acct. Exec.: Robert Holbrook), Ivory Soap, Ivory Flakes, Duz, Bonus, Granulated Package Soap; Pedlar & Ryan, N. Y. (Acct. Exec.: T. L. L. Ryan)—Dash; Dancer-Fitzgerald-Sample, Inc., N. Y. (Acct. Exec.: C. L. Fitzgerald), Dreet & Oxydol; Biow Co., N. Y. (Acct. Exec.: Milton Blow), Spic and Span, Joy Liquid Detergent; Benton & Bowles, N. Y. (Acct. Exec.: A. W. Hobler), Ivory Snow, P&G White Naphtha Soap, Chipso, Tide; Young & Rubicam, N. Y. (Acct. Exec.: Frank Fagan), Cheer, H. W. Kastor & Sons Adv. Co., Chicago. (Acct. Exec.: H. Kastor), American Family Soap & Flakes, Russel M. Seeds Co., Chicago. (Producer Red Skelton Program), Leo Burnett Co., Chicago, Ill. (Development Special Adv. Project).

PROGRESS BREWING Co., Box 1026, Oklahoma City 1, Okla., Progress beer. Adv. Exec.: M. F. Dykema. Agency: George Knox Adv., Oklahoma City. Acct. Exec.: Geo. Knox.

PROTO TOOLS, 2209 Santa Fe Ave., Los Angeles 54, Calif., Hand Tools. Adv. Exec.: Clifford Faust. Agency: Willard G. Gregory & Co., Los Angeles. Acct. Exec.: E. T. Johnson.

PRUDENCE FOODS, 188 State, Boston 9, Mass., Corned Beef Hash. Adv. Exec.: H. D. Carter. Agency: Chambers & Wiswell, Boston. Acct. Exec.: Charles F. Hutchinson.

PRUDENTIAL INSURANCE CO. OF AMERICA (The), Prudential Bldg., Newark 1, N. J., Adv. Exec.: G. E. Potter. Agencies: Calkins & Holden, Carlock, McClinton & Smith, N. Y. Calkins & Holden, Carlock, McClinton & Smith, L. A. (Western Adv.), Harry E. Foster Adv., Toronto.

JOHN PUHL PRODUCTS Co., 5900 W. 51st, Chicago 38, Ill. (sub. of Sterling Drug Co.), Ammonia & Bluing, laundry bleach. Adv. Exec.: Stanley H. Kord. Agency: Roche, Williams & Cleary, Chicago. Acct. Exec.: Edwin C. Olson.

PURE OIL Co., 35 E. Wacker Dr., Chicago 1, Ill., motor oil, gasoline, industrial lubricants, Pure tires, Pure batteries and accessories. Adv. Exec.: F. H. Marling. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Paul Harper.

PUREPAC Corp., 503-519 E. 72nd, New York 21, N. Y., Drugs & Insecticides. Adv. Exec.: Arthur J. Kinsman. Agency: Kent Adv., N. Y. (Radio) Acct. Exec.: H. E. Jordan.

PUREX Corp., 9300 Rayo Ave., South Gate, Cal., bleach, bowl clean & drain opener & Trend Detergent, News Detergent. Adv. Exec.: R. G. Hawley. Agency: Foote, Cone & Belding, Los Angeles. Acct. Execs.: Chester Hess, George Belsey.

PURITAN MILLS, 52 Mangum, N. W., Atlanta, flour. Adv. Exec.: Edward Brenner. Agency: Liller, Neal & Battle Adv. Agency, Atlanta.

PURITAN SALES Co., 916-932 Ashby, N. W., Atlanta 3, Ga., Drier-Outer & Mo's-N-Air. Adv. Exec.: Ira Schneid. Agency: Norman Frankel Adv., Atlanta, Ga.

PURITAN WINE Co., Boston, Mass., wine. Adv. Exec.: Samuel Berkman. Agency: David Malkiel Adv. Agency, Boston. Acct. Exec.: David Malkiel.

PURITY BAKERIES Corp., 919 N. Michigan Ave., Chicago 11, Ill., bread and cakes. Adv. Exec.: T. R. Weber. Agency: Young & Rubicam Inc., Chicago.

PURITY BISCUIT Co., Fifth South at Fourth West, Salt Lake City, Utah, crackers and cookies. Adv. Exec.: Howard J. Tracy. Agency: Gillham Adv. Agency Inc., Salt Lake City. Acct. Exec.: M. C. Nelson.

PYROIL Co., 122 Main, La Crosse, Wis., lubricants. Adv. Exec.: T. B. Gantebain. Agencies: Van Hecker Inc., Chicago. Acct. Exec.: C. E. Van Hecker. Central Purchasing Agency, Toronto. (Canadian)

QUAKER CITY CHOCOLATE AND CONFECTIONERY Co., 2140 Germantown Ave., Philadelphia 23, Pa., Good & Plenty Horrice flavored candy. Adv. Exec.: Lester G. Rosskam. Agency: Adrian Bauer Adv., Philadelphia. Acct. Exec.: Alan R. Tripp.

QUAKER MFG. Co., 223 W. Erie, Chicago, oil and gas heaters. Adv. Exec.: O. J. Long. Agency: Cruttenden & Eger Adv., Chicago. Acct. Exec.: Harley B. Hobbs.

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional
(Continued)

NORTHERN CALIFORNIA ELECTRICAL BUREAU, 1355 Market, San Francisco 3, lighting, appliances, radio and TV, adequate wiring. Adv. Exec.: C. R. Matthews. Agency: Jean Scott Frickleton Adv., S. F.

NORTHLAND SKI Mfg. Co., 1201 Henry St., N. E., North St. Paul, Minn., skis, ice hockey sticks, toboggans, snowshoes and accessories. Adv. Exec.: Christian A. Lund. Agency: Melamed-Hobbs, St. Paul. Acct. Exec.: Vern Soash.

NORWICH PHARMACAL Co., Eaton Ave., Norwich, N. Y., Norforms, Ungentine, powder and cream, Pepto-Bismol. Adv. Exec.: John Alden. Agencies: Benton & Bowles, N. Y. Moser & Cotins, Utica, N. Y. Acct. Exec.: J. N. Brown. Kiewewetter Assoc., N. Y. Acct. Exec.: E. G. Chase. Irwin Vladimir & Co., N. Y. (Export). Cockfield, Brown & Co., Toronto.

NOXZEMA CHEMICAL Co., 32nd & Falls Cliff Rd., Baltimore 11, medicated greaseless skin cream, shaving cream, cold cream and suntan lotion. Adv. Exec.: R. E. Yingling. Agencies: Sullivan, Stauffer, Colwell & Bayles Inc., New York. Irwin Vladimir & Co. Inc., N. Y. (Export).

NUN BETTER TEXTILE PRODUCTS, 691 Houston, N. E. Atlanta, Ga. (Div. Rittenbaum Bros.), utility cloths. Adv. Exec.: Max Rittenbaum. Agencies: Gordon-Allison & Co., Atlanta. Maurice C. Coleman & Assoc., Atlanta (radio).

NUTRENA MILLS Inc., 200 Grain Exchange, Minneapolis 15 (Div. of Cargill Inc.), livestock and poultry feeds. Adv. Exec.: E. C. Fuller. Agency: Bruce B. Brewer & Co., Kansas City, Mo. Acct. Exec.: Quentin Brewer.

NYCOL PRODUCTS Inc., 801 Hackett St., Iona, Mich., Nycol Antiseptic Solution. Adv. Exec.: Herbert Hymer, S. Agency: Wallace Lindeman Co., Grand Rapids.

O

THE OAKFORD Co., 318 S. Washington, Peoria, Ill., coffee, Perfection Syrup and Blue Ribbon Food Products. Adv. Exec.: D. L. Hinegardner. Agency: Arbingast, Becht & Assoc., Peoria.

OKAITE PRODUCTS Inc., 22 Thames, New York 6, N. Y., materials for household consumption and industrial production cleaning work. Adv. Exec.: Edw. L. Carlson. Agencies: Rickard & Co., N. Y. Acct. Exec.: E. Mayer. Calkins & Holden, Carlock, McClinton & Smith, N. Y. Acct. Exec.: Sherwood Smith.

O-CEDAR Corp., 2246 W. 49th, Chicago 9, Ill., polishes, mops, waxes, cleaners and furniture polish. Adv. Exec.: R. E. Smith. Agency: Young & Rubicam, Chicago. Acct. Exec.: Al Gass.

ODELL Co., 230 Wright St., Newark, N. J., Trol Hair Tonic. Adv. Exec.: Sheldon R. Odell. S. D.-C. Agency: L. Gumbinner Adv., N. Y. Acct. Exec.: Paul Gumbinner.

ODIN STOVE MFG. Co., 314 W. 12th St., Erie, Pa., Odin Beautyrange. Adv. Exec.: Everett Hampl. Agency: John Harder Fenstermacher Adv., Cory, Pa. OELERICH & BERRY Co., 864 N. Larabee, Chicago 10, Ill., syrup. Adv. Exec.: Francis J. Oelerich. Agency: E. H. Brown Adv., Chicago.

OERTEL BREWING Co., 1400 Story Ave., Louisville 6, Ky., Oertels 92 Beer. Adv. Exec.: E. G. Binder. Agency: M. R. Kopmeyer Co., Louisville. Acct. Exec.: M. R. Kopmeyer.

OHIO BELL TELEPHONE Co., 750 Huron Road, Cleveland, Ohio, telephone service. Adv. Exec.: L. L. Evert. S. Agency: McCann-Erickson, Cleveland. Acct. Exec.: Robert Dailey.

OHRBACH'S, 48 E. 14th, New York 3, N. Y., apparel. Adv. Exec.: Mark Klausner. Agency: Doyle Dane Bernbach Inc., N. Y.

OLD FASHIONED MILLERS Inc., 540 East 7th, St. Paul 1, Minn., flour. Adv. Exec.: Kathleen Knight. Agencies: Northwest Daily Press Assoc., Minneapolis. Arnold M. Niemeier & Assoc., St. Paul.

OLD JUDGE COFFEE Co., 704 N. Second, St. Louis 2, Mo., coffee and tea. Adv. Exec.: James H. Coleman. Agency: Gardner Adv., St. Louis.

OLD MONASTERY WINE Co., New Haven, Conn., Old Monastery Wines, Old 48 Brand Wines and Shalom, Brand Wines. Adv. Exec.: Larry Graber. Agency: Arnold & Co., Boston. Acct. Exec.: Arnold Z. Rosoff.

OLD READING BREWERY Inc., 9th and Laurel Sts., Reading, Pa., beer. Adv. Exec.: Harry Fishman.

OLDSMOBILE DIV., GENERAL MOTORS Corp., Townsend St., Lansing 21, Mich., motor cars. Adv. Exec.: R. E. Gifford. Agency: D. P. Brother & Co. Inc., Detroit. Acct. Exec.: Clarence Hatch Jr.

OLIVE TABLET Co., 29 E. 5th Ave., Columbus 1, Ohio, Dr. Edwards' Olive Tablets. Adv. Exec.: Fred E. Rathburn. Agency: Erwin, Wasey & Co. Inc., New York. Acct. Exec.: Geo. E. Wasey.

OLLENDORFF WATCH Co., 20 W. 47th St., New York, Gotham Watches. Adv. Exec.: Herbert Ollendorff. S. D.-C. Agency: Herman Morris Adv., N. Y. Acct. Exec.: Herman Morris.

OLNEY & CARPENTER Inc., Wolcott, N. Y., potato sticks. Adv. Exec.: Harry H. Davis. Agency: Fuller & Smith & Ross, N. Y. Acct. Exec.: F. B. Duncan.

OLSON RUG Co., 2800 N. Crawford, Chicago 41, Ill., remade rugs. Adv. Exec.: Arthur W. Prussing. Agencies: Mason Warner Co., Chicago. Acct. Exec.: M. M. Warner, Presba. Fellers & Presba, Chicago.

OLYMPIA BREWING Co., P. O. Box 947, Olympia, Wash., Olympia Beer. Adv. Exec.: Peter G. Schmidt. Agency: Botsford, Constantine & Gardner, Seattle. Acct. Exec.: C. P. Constantine.

OLYMPIC RADIO & TELEVISION Inc., 34-01 38th Ave., Long Island City, N. Y., Olympic Radio Receivers and Television Receivers. Adv. Exec.: George F. Bart. Agency: Stanley-Guerin Co., N. Y.

OMAR Inc., 1910 Harney, Omaha 2, Neb., bakery products. Adv. Exec.: John L. Gardner. Agency: Fitzmorris & Miller, Chicago. Acct. Exec.: Charles C. Fitzmorris Jr.

OMAR PRODUCTS Co., 1770 Genesee Ave., Columbus, Ohio, wallpaper cleaner. Adv. Exec.: Omar H. Schnelle. Agency: Wheeler-Kight & Gainey, Columbus.

OMNIBOOK MAGAZINE, 78 9th Ave., New York 11, Omnibook magazine. Adv. Exec.: William K. Hutson. Agency: Huber Hoge & Sons, N. Y. Acct. Exec.: Cecil C. Hoge.

ONTARIO BISCUIT Co., Div. of United Biscuit Co. of America, P. O. Box 977, Buffalo, N. Y., Adv. Exec.: Donald K. Templeton. S. Agency: Moss Chase Inc., Buffalo. Acct. Exec.: Edmund J. Feit.

OPELOUSAS OIL REFINERY, P. O. Box 591, Opelousas, La., Lou Ana Shortening and Lou Ana Salad Oil. Adv. Exec.: J. P. Doherty. S. Agency: William G. Teters Co., New Orleans. Acct. Exec.: William G. Teters.

JOHN OPITZ Inc., 50-14 39th St., Long Island City, N. Y., J-O Insecticides. Adv. Exec.: Henry V. Opitz. Agency: Tracy, Kent & Co., N. Y. Acct. Exec.: William Irwin Tracy.

ORANGE-CRUSH Co., 318 W. Superior, Chicago 10, Ill., Orange Crush and Old Colony Beverages. Adv. Exec.: Alden E. Fork. Agency: Campbell-Mithun, Chicago.

ORCHARD INDUSTRIES Inc., 18404 Morang Rd., Detroit 5, Mich., steel fishing rods. Adv. Exec.: Don H. Collins. Agency: Keeling & Co., Indianapolis. Acct. Exec.: Ralph Roberts.

OREGON - WASHINGTON - CALIF. PEAR BUREAU, 502 Woodlark Bldg., Portland 5, Ore., winter pears. Adv. Exec.: R. A. Patterson. Agency: Pacific National Adv., Portland. Acct. Exec.: Milton Foland.

ORIENTAL FOODS Inc., 4100 S. Broadway, Los Angeles, Calif., Jan-U-Wine and canned Chinese foods. Adv. Exec.: Peter Hyun Jr. S. Agency: Coleman-Jone Co., Los Angeles. Acct. Exec.: Jerry Coleman.

ORIENTAL SHOW-YOU Co., Columbia City, Ind., chop suey products. Adv. Exec.: Shinzo Ohki. Agency: Ross Adv., Ft. Wayne.

OUR OWN HARDWARE Co., 618 N. 3rd, Minneapolis 1, Minn., housewares. Adv. Exec.: S. P. Duffy. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: Ralph Campbell.

THE OVERBROOK EGG NOG Corp., 32 S. Hanover, Baltimore 1, Md., premium egg nog, mint and orange flavored gin and sloe gin. Adv. Exec.: S. Charles Friedenberg. Agency: Joseph Katz Co., N. Y.

OXO (UNITED STATES OF AMERICA), Ltd., 581 Boylston, Boston 15, Mass., beef products. Adv. Exec.: P. H. Vrooman. Agency: Platt-Forbes Inc., N. Y. Acct. Exec.: Parmelee Lyman.

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PABST BREWING Co., 221 N. LaSalle St., Chicago. Pabst Blue Ribbon Beer and Ale. Adv. Exec.: Nathan Perlstein. N. S. D.-C. Agency: Warwick & Legler, New York. Acct. Exec.: Henry Legler.

PACIFIC AMERICAN FISHERIES, Bellingham, Wash., salmon. Adv. Exec.: Howard L. Scott. Agency: Honig-Cooper Co., Seattle. Acct. Exec.: Warren Kraft.

PACIFIC BREWING & MALTING Co., San Jose, Cal., Wielands beer. Adv. Exec.: A. Geoffroy. Agency: Elliott, Goetze & Boone, San Francisco.

PACIFIC CHEMICAL Co., 114 W. College, Los Angeles 12, Cal. (Div. of American Marietta Co., Chicago.) Industrial cleaners, insecticides. Adv. Exec.: Martin L. Forsberg. Agency: Ruthrauff & Ryan, Chicago.

PACIFIC CITRUS PRODUCTS Co., Box 392, Fullerton, Calif., Hawaiian punch. Adv. Exec.: Reuben P. Hughes. Agency: Atherton Adv. Agency, Los Angeles.

PACIFIC COAST BORAX Co., 100 Park Ave., New York 17, Borax, Boric Acid, soap chips. Adv. Exec.: F. A. Schoepflin. Agency: McCann-Erickson, New York. Acct. Exec.: Royal Alderman.

PACIFIC COAST PACKERS, 2100 MacPherson Ave., New Westminster, B. C., Can., salad dressing. Adv. Exec.: F. H. Heaven. Agency: O'Brien Adv., Vancouver, B. C., Can. Acct. Exec.: D. M. Tyerman.

PACIFIC CRACKER Co., 6233 S. Gramercy Pl., Los Angeles, Calif., Crackers. Adv. Exec.: Fred Heaton. Agency: Mogge-Privett, Los Angeles. Acct. Exec.: Norton W. Mogge.

PACIFIC OLIVE Co., P. O. Box 708, Visalia, Calif., Early California Brand Olives. Adv. Exec.: John D. Seaman. S. Agency: Abbott Kimball Co. of California, Los Angeles. Acct. Exec.: Jimmy Fritz.

PACIFIC VINEGAR Co., 24th & Welcome Ave., Richmond, Calif., wine vinegar. Adv. Exec.: H. D. Harris. Agency: Ralph G. Cahn Adv., San Francisco.

PACKARD-BELL Co., 12333 West Olympic Blvd., Los Angeles, Calif., radio receivers. Adv. Exec.: Robert H. Thompson Jr., N. S. D.-C. Agency: Elwood J. Robinson Co., Los Angeles. Acct. Exec.: Jack Haynes.

PACKARD MOTOR CAR Co., 1580 E. Grand Blvd., Detroit 32, Adv. Exec.: Hugh W. Hitchcock. Agency: Young & Rubicam, New York. Acct. Exec.: E. E. Potter.

PAGE BOY Co., 2033 Cedar Springs Ave., Dallas 1, Tex., maternity dresses. Adv. Exec.: Miss Elsie Frankfurt. Agency: Laughlin-Wilson-Baxter & Persons, Dallas.

PAINÉ FURNITURE Co., 81 Arlington, Boston 16, Mass., furniture. Adv. Exec.: Carl Masson. Agency: Doremus & Co., Boston.

PAL BLADE Co., 43 W. 57th St., New York, Pal Hollow Ground Razor Blades and Personna Precision Blades. Adv. Exec.: Murray G. Kushell, N. S. Agencies: Al Paul Lefton Co., N. Y. Acct. Exec.: Robert Misch, J. D. Tarcher & Co., N. Y. Acct. Exec.: Ben Jaitin.

PALMER CHEMICAL Co., 1601 Forest, Georgetown, Texas, polish. Adv. Exec.: Dwight Phillips.

PALMER MFG. Corp., 2200 W. Fillmore, Phoenix, Ariz., air coolers and heating equipment. Adv. Exec.: Charles Dark. Agency: Miller Adv., Phoenix. Acct. Exec.: J. R. Miller.

PAN-AMERICAN COFFEE BUREAU, 120 Wall, New York 5, Adv. Exec.: Charles G. Lindsay. Agency: Federal Adv. Agency, N. Y.

PAN AMERICAN WORLD AIRWAYS, 135 42nd, New York 17, Adv. Exec.: Melville E. Stone. Agency: J. Walter Thomson Co., N. Y. Acct. Execs.: Samuel W. Meek and M. F. Hanson.

PARAMOUNT PICTURES Corp., 1501 Broadway, New York 18, Paramount motion pictures. Adv. Exec.: Sidney Blumenstock. Agency: Buchanan & Co., N. Y.

PARFUMS FVYAN Inc., 2 East End Ave., New York 2 perfumes. Adv. Exec.: Evelyn Westall. Agency: Hilton & Riggio, N. Y. Acct. Exec.: Peter Hilton.

PARK & TILFORD, 485 Fifth Ave., New York, tints and dyes. Adv. Exec.: Henry Bernard. Agency: Storm & Klein, N. Y. Acct. Exec.: Alliston E. Storm.

THE PARKER PEN Co., Court & Division, Janesville, Wis., fountain pens, mechanical pencils, desk sets, ink and lighters. Adv. Exec.: David G. Watrous. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: A. E. Hanser. Tatham-Laird, Chicago. Walsh Adv. Co., Ltd., Windsor, Ont., Canada (Canadian). Acct. Exec.: Gar Ryan.

PARKWAY BAKING Co., 1238 Ridge Ave., Philadelphia 23, bread. Adv. Exec.: G. L. Conly. Agency: J. M. Korn & Co., Philadelphia.

PARSONS AMMONIA Co., 19 Rector, New York 6, ammonia. Adv. Exec.: F. C. Ingham. Agency: Brisacher, Wheeler & Staff, N. Y.

JOHN G. PATON Co., 630 Fifth Ave., New York 20, honey, canned goods. Adv. Exec.: G. H. Wildman. Agency: Hilton & Riggio, N. Y.

MRS. PAUL KITCHENS Inc., 179 East St., Philadelphia, Pa., frozen seafood. Adv. Exec.: Edward J. Pizsek. S. D.-C.

PAXTON & GALLAGHER Co., Ninth & Jones, Omaha, Neb., coffee. Adv. Exec.: Edward A. Creighton Jr. Agency: Buchanan-Thomas Adv. Co., Omaha. Acct. Exec.: Charles Harding.

PAYNEX FURNACE Div., 801 Royal Oakes, Monrovia, Calif., furnaces. Adv. Exec.: Joseph J. Merlo. S. D.-C. Agency: Hixson & Jorgenson, Los Angeles. Acct. Exec.: Joel Benton.

PEACH BOARD OF CONTROL, Palisade, Colo., Colorado peaches, pears. Adv. Exec.: Oscar W. Jaynes. S. Agency: Conner Adv., Denver. Acct. Exec.: Cecil Conner.

PEARCE MFG. Co., Latrobe, Pa., Blankets and Woolen Goods. Adv. Exec.: F. J. Harvey. Agency: Edward M. Power Co., Pittsburgh.

PEARSON PHARMACAL Co., 154-160 W. 14th St., New York, Ennds Chlorophyll Tablets, Eye-Gene eye drops, Dew deodorant. Adv. Exec.: L. E. Amster. Radio Adv. Exec.: R. A. Duff. N. S. Agency: H. B. Cohen Adv., N. Y. Acct. Exec.: Stuart Smith.

F. H. PEAVEY & Co., Grain Exchange Bldg., Minneapolis, Minn., feeds, seeds, minerals, storage and merchandising. Adv. Execs.: F. Peavey Heffelfinger and P. F. Scheunemann. S. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: Ken Ruble.

PERLESS Co., 231 Main, Pawtucket, R. I., Department Store. Adv. Exec.: Arthur O. Marcello. Agency: Fitzgerald Inc., Providence, R. I. Acct. Exec.: Frank McCabe.

PERLESS TAILORED DRESSES, 1375 Broadway, New York 18, dresses. Adv. Exec.: Harry Friedman.

PEGGY MARTIN BLOUSE & SPORTSWEAR, Inc., 48 W. 37th, New York 18, Peggy Martin Originals. Adv. Exec.: Irving S. Friedman.

PENICK & FORD Ltd., 420 Lexington Ave., New York, My-T-Fine Desserts, Brer Rabbit Molasses, Brer Rabbit Syrup, Vermont Maid Syrup and Penick Syrup. Adv. Exec.: Charles F. Fleischmann. S. Agencies: BBDO, N. Y. Acct. Exec.: Charles Dalton, J. Walter Thompson Co., N. Y. Acct. Exec.: Robert Shivey.

PENN-CHAMP OIL Co., Butler, Pa. (Sub. of Pennsylvania Refining Co.) Dry Cleaner, Self-Polishing Wax, Window Cleaner, etc., Motor Oil, Lighter Fluid, DDT Insecticide & Stock Spray. Adv. Exec.: J. W. Westbrook. Agency: Paris & Peart, New York.

THE PENNSYLVANIA RAILROAD, 1617 Pennsylvania Blvd., Philadelphia 4, Adv. Exec.: G. E. Schabacker. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: Al Paul Lefton.

PENNSYLVANIA SALT MFG. Co., Widener Bldg., Philadelphia 7, lye, laundry and dry cleaning products, insecticides and agricultural chemicals. Adv. Exec.: Wm. P. Drake. Agency: Geare-Marston, Phila. Acct. Exec.: Edward Schull (Radio) heavy chemicals and B-K products, Kryoicide & Knox-Out insecticides, lye and agricultural chemicals.

PENNZOIL Co., Seneca St., Oil City, Pa., motor oil, gasoline and lubricants. Adv. Exec.: E. F. Johnson. Agency: Fuller & Smith & Ross, Cleveland. Acct. Exec.: E. F. Johnson.

PENNZOIL Co. (of Calif.), 942 S. Hope, Los Angeles 15, motor oils, lubricants. Adv. Exec.: D. V. Monroe. Agencies: Fuller & Smith & Ross, Cleveland. Acct. Exec.: E. J. Martin. Mayers Co., Los Angeles. Acct. Exec.: Henry Mayers.

MONTAGE STOVE & FURNACE WORKS, 2011 N. Columbia Blvd., Portland, Ore. furnaces, ranges and heaters. Adv. Exec.: J. W. Montage. Agency: Pacific National Adv., Portland. Acct. Exec.: Mac L. Olds.

MONTANA FLOUR MILLS Co., 1835 Merwin, Cleveland 13, flour and biscuit mix, breakfast food and wheat germ. Adv. Exec.: Oscar L. Spencer. Agency: Hubbell Adv., Cleveland. Acct. Exec.: Frank Hubbell.

WILLIAM MONTGOMERY Co., 999 N. 2d, Philadelphia, coffee. Adv. Exec.: John H. Durney. Agency: Aitkin-Kynett Co., Philadelphia.

MONTICELLO DRUG Co., 75 Broad St., Viaduct, Jacksonville 4, Fla., 666 Malarial and Cold Prep. (liquid), cold tablets, salve, nose drops. Adv. Exec.: Mrs. M. A. Christmas. Agency: Chas. W. Hoyt Co., N. Y. Acct. Exec.: J. R. Roberts.

MOODY BIBLE INSTITUTE, 820 N. La Salle, Chicago, Christian, educational school, correspondence courses, etc. Adv. Exec.: John H. Raymond.

BENJAMIN MOORE & Co., 511 Canal, New York, paints and varnishes. Adv. Exec.: H. B. Martin. Agency: St. Georges & Keyes Inc., N. Y.

MOORE DIV. OF CONLON-MOORE Corp., 105 E. Benton, Joliet, Ill., heating and cooking appliances. Agency: Kane Adv., Bloomington, Ill.

MOREY MERCANTILE Co., P. O. Box 5150 TA, Denver 17, Col., brand groceries. Adv. Exec.: W. W. Taylor Jr. Agency: Ball & Davidson, Denver.

MORNING MILK Co., Salt Lake City, Utah, evaporated milk. Agency: R. T. Harris Adv., Salt Lake City. Acct. Exec.: R. T. Harris.

PHILIP MORRIS & Co., 100 Park Ave., New York 17, cigarettes, smoking tobacco. Adv. Exec.: Patrick H. Gorman. Agencies: Biow Co., N. Y. Acct. Exec.: M. H. Biow. Albert Woodley Co., N. Y. Cecil & Presbrey, N. Y.

MORRISON MILLING Co., 319 E. Prairie, Denton, Texas, flour and meal. Adv. Exec.: E. W. Morrison Jr. Agency: Gandy-Owens Adv., Dallas. Acct. Exec.: W. P. Gandy.

MORTON DOG FOOD Co., 1500 S. 5th, Minneapolis, dog food. Adv. Exec.: H. D. Kane. Agency: MacKenzie Inc., Minneapolis.

MORTON SALT Co., 120 S. LaSalle, Chicago 3, salt. Adv. Exec.: G. W. Carrington. Agencies: Needham, Louis & Brorby, Chicago. Klau-Van Pletersom-Dunlap Assoc., Milwaukee. Acct. Exec.: A. R. McGinnis. Ewell & Thurber Assoc., Chicago.

MOTH-KING Corp., 14512 Burt Rd., Detroit 23, Mich., electric vaporizer. Adv. Exec.: B. L. Beudette. Agency: Campbell-Ewald Co., Detroit.

MOTHER'S CAKE & COOKIE Co., 810 81st St., Oakland, Calif. Adv. Exec.: T. H. Wilson, S. Agency: Ewell Adv., Oakland. Acct. Exec.: Ralph Jewell.

MOTOROLA Inc., 4545 Augusta Blvd., Chicago 51, radio receivers, TV receivers and communications equipment. Adv. Exec.: Ellis L. Redden. Agencies: Gourfain-Cobb, Chicago. Ruthrauff & Ryan, Chicago.

J. W. MOYER & Sons, 2336 O St., Lincoln, Neb., wax and furniture polish. Adv. Exec.: J. W. Moyer. Agency: Ayres Adv., Lincoln. Acct. Exec.: Gould B. Flagg.

MRS. BAIRD'S BAKERIES Inc., Dallas, Texas, bread. Adv. Exec.: Roland W. Baird. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Morris Hite.

MRS. TUCKER'S FOODS Inc., Sherman, Texas, shortening, salad oil and margarine. Adv. Exec.: W. S. Dorset. Agency: Crook Adv., Dallas. Acct. Exec.: Wilson Crook.

GEORGE MUEHLEBACH BREWING Co., 316 Oak, Kansas City 6, Mo., Muehlebach Pilsener Beer. Adv. Exec.: Adam T. Moncreur. Agency: McCann-Erickson, Chicago. Acct. Exec.: Joseph B. Bengt.

C. F. MUELLER Co., 180 Baldwin Ave., Jersey City, N. J., macaroni, spaghetti and noodles. Adv. Exec.: M. O'Rourke. Agency: Duane Jones Co., Inc., N. Y. Acct. Exec.: Eugene Hulshizer.

MUENCH-KREUZER CANDLE Co., 617 E. Hiawatha Blvd., Syracuse 1, N. Y., Emkay, novelty, decorative and religious candles. Adv. Exec.: Norbert C. H. Muench. Agency: Wilbur O. Richards Adv., Syracuse. Acct. Exec.: Wilbur O. Richards.

MUNTZ TV Inc., 1735 Belmont Ave., Chicago 13, television receivers. Agency: Michael Shore Adv., Chicago. Acct. Exec.: Michael Shore.

MURDOCK DISTRIBUTORS Inc., 9124 Sunset Blvd., Los Angeles 46, sterilization units. Adv. Exec.: Ray Kennedy. Agency: L. W. Ramsey Adv., Hollywood. Acct. Exec.: Frank R. Capka.

MURINE Co., 660 N. Wabash Ave., Chicago, Ill. Murine. Adv. Exec.: Thos. B. Singleton. Agencies: BBDO, Chicago. Acct. Exec.: Kenneth W. Ellis. Baker Adv., Toronto.

ARTHUR MURRAY SCHOOL OF DANCING, 11 E. 43rd New York, instruction by mail. Adv. Exec.: Mrs. Arthur Murray. Agency: Ruthrauff & Ryan Inc., N. Y. Acct. Exec.: Daniel M. Gordon.

C. H. MUSSELMAN Co., Biglerville, Pa., food products. Adv. Exec.: Elmer J. Yoder. Agency: Clements Co., Philadelphia.

MUSTEROLE Co., 1748 E. 27th, Cleveland, Musterole. Adv. Exec.: C. L. Berkeley. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: George Wasey.

MYER 1890 BOTTLING Co., 29 Mangin, New York 2, Myer 1890 Beverages. Adv. Exec.: Julius Myer. Agency: Joseph Katz Co., N. Y. Acct. Exec.: Marvin Rudwick.

E. MYERS LYE Corp., 386 Fourth Ave., New York, lye. Adv. Exec.: Robert Brunner. Agency: Wm. H. Weintraub & Co., N. Y.

MYSTIC FOAM Corp., 2003 St. Clair Ave., Cleveland, Mystic Foam. Adv. Exec.: Frank Lamorelle. S. D.-C. Agency: Carpenter Adv., Cleveland.

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NACOR MEDICINE Co., State Life Bldg., Indianapolis 4, Ind., tablets. Adv. Exec.: M. L. Haymann. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: Harry Schneiderman.

NAHIGIAN BROS. Inc., 169 N. Wabash Ave., Chicago 1, rugs. Adv. Exec.: Haig S. Nahigian. Agency: Wesley Aves & Assoc., Grand Rapids, Mich.

NALLEY'S Inc., 3410 S. Lawrence, Tacoma 1, Wash., mayonnaise, salad dressing, syrup, pickles, relish and potato chips. Adv. Exec.: Jos. G. Lohman. Agencies: Condon Co., Tacoma, Ruthrauff & Ryan, Seattle.

NAPA VALLEY GRAPE PRODUCTS Inc., 337 Jackson Ave., New York 84, wines. Adv. Exec.: M. Migliaccio. Agency: Emil Mogul Co., N. Y.

NARDIS SPORTSWEAR, 409 Browder, Dallas 1, Texas, misses and junior's sportswear. Adv. Exec.: Allen J. Gold. Agency: J. B. Taylor Inc., Dallas. Acct. Exec.: Tevis Bennett.

NARRAGANSETT BREWING Co., Elmwood Sta., Providence 7, R. I., Narragansett Ale and Lager Beer. Adv. Exec.: John W. Haley. Agency: Standish Inc., Providence.

NASH COFFEE, 1745 University Ave., St. Paul 4, Minn. Adv. Exec.: J. T. Hanson. Agency: Erwin, Wasey & Co., Minnesota. Acct. Exec.: Joseph MacGahan.

NASH-KELVINATOR Corp. (Kelvinator Division), 14250 Plymouth Rd., Detroit 32, Mich., electric refrigerators, water coolers, electric ranges, home freezers. Adv. Exec.: J. C. Honning. Agency: Geyer, Newell & Ganger, Detroit. Acct. Exec.: R. L. Wolfe.

NATCO Inc., 4401 W. North Ave., Chicago 39, Natco Sound Projector. Adv. Exec.: George Factor. Agency: Gordon Ely Co., Chicago. Acct. Exec.: Burton G. Feldman.

NATIONAL BISCUIT Co., 449 W. 14th, New York 14, biscuits, shredded wheat, crackers, baking products and dog food. Adv. Exec.: George O'Lea. Agencies: McCann-Erickson, N. Y. Needham & Grohmann, N. Y. MacLaren Adv. Co., National Breweries, 990 Notre Dame W., Montreal 3, Black Horse Ale and Porter, Kingsbeer Lager, Dow Ale and Stout, Frontenac Blue Label Lager Beer and White Cap Ale, Boswell Ale, Champlain Ale, Stout and Porter. Adv. Exec.: Norman J. Dawes. Agencies: BBDO, N. Y. Acct. Exec.: L. H. Sherill. Vickers & Benson, Montreal. Acct. Exec.: W. B. Dennis. MacLaren Adv., Montreal. Young & Rubicam, Montreal. Ronalds Adv., Montreal. Canadian Adv. Agency, Montreal.

NATIONAL BREWING Co., 3602 O'Donnell, Baltimore 24, National Premium Beer, National Bohemian Beer. Adv. Exec.: Norman S. Almony. Agency: Owen & Chappell, N. Y. Acct. Exec.: John Schneider.

NATIONAL CARBON DIV., UNION CARBIDE & CARBON CORP., 30 E. 42d, New York 17, Eveready Flashlight Batteries and Dry Cells, Eveready Radio Batteries. Adv. Exec.: A. J. Housman. Agency: William Esty Co., N. Y. Acct. Exec.: W. H. Wulfeck.

NATIONAL CRANBERRY ASSOC., Main St., Hanson, Mass., cranberry sauce and juice. Adv. Exec.: Ellen Stillman. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Karl M. Frost.

NATIONAL DAIRY PRODUCTS Corp., 230 Park Ave., New York 17, ice cream, dairy products and Kraft Foods. Adv. Exec.: Glenn Gundell. Agencies: N. W. Ayer & Son, N. Y. J. Walter Thompson Co., Chicago.

NATIONAL DIE CASTING Co., Touhy Ave., Chicago 45, food choppers, ricers, knife sharpeners and heaters. Adv. Exec.: G. W. Hanney. Agency: O'Grady-Andersen-Gray, Chicago. Acct. Exec.: Wm. O'Grady.

NATIONAL DISTILLERS PRODUCTS Corp., 120 Broadway, New York 5, whiskies, scotch whiskies, rums, specialties. Alyn Shilling. Agencies: Kudner Agency, N. Y. Acct. Exec.: C. M. Rohrbough. Lawrence Fertig & Co., N. Y. Acct. Execs.: Lawrence Fertig and Philip Lukin. Fletcher Richards Inc., N. Y. Honig-Cooper Co., San Francisco. Kenyon & Eckhardt, N. Y.

NATIONAL FRUIT FLAVOR Co., 421 Girod, New Orleans 6, La. Squeeze, Tru-Orange Squeeze, Virgil's Pale Dry Ginger Ale, Squeeze Lime Rickey Kornmix, Lix. Adv. Exec.: Ira B. Harkey.

NATIONAL GUARD BUREAU, Pentagon Bldg., Washington, D. C. (Depts. of the Army and Air Force). Personnel Procurement (Recruiting) Maj. Gen. Raymond H. Fleming (Acting Chief National Guard Bureau) Maj. E. L. Smith (Chief Information—Room 3-E-180—Pentagon Bldg., Washington, D. C.) Agency: Robert W. Orr & Assoc. Inc., N. Y.

NATIONAL NUGRAPE Co., 794 Forrest Road, N. E., Atlanta, Ga., NuGrape Soda, Sun Crest. Adv. Exec.: W. G. Grant. Agency: Liller, Neal & Battle, Atlanta. Acct. Exec.: G. L. Watts.

NATIONAL RADIO INSTITUTE, 16th & U Sts., N.W., Washington 9, D. C., home study courses in radio servicing, radio communications including television and electronics. Adv. Exec.: M. Armstrong. Agency: Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: R. E. Daiger.

NATIONAL REFINING Co., 1808 Standard Bldg., Cleveland 1, (Affil. of Ashland Oil & Refining Co.), gasoline, oils and greases. Adv. Exec.: C. J. Kurz. Agency: The Hubbell A. A., Inc., Cleveland. Acct. Exec.: A. H. Wagner.

NATIONAL SELECTED PRODUCTS Inc., 120 Broadway, New York 5, pie crust mix, corn muffin mix and cake icing. Adv. Exec.: Winslow J. Roehl. Agency: Geare-Marston, N. Y.

NATIONAL SHAWMUT BANK, 40 Water St., Boston, Mass., banking service. Adv. Exec.: John J. Barry. S. Agency: Biow Co., N. Y. Acct. Exec.: John E. Hamm.

NATIONAL SILVER Co., 295 5th Ave., New York 16, silverplate, pottery, dresserware, copperware and chrome-ware, giftware. Adv. Exec.: Edward Scharf. Agency: Grey Adv., N. Y.

NATIONAL SUGAR REFINING Co., 129 Front, New York 5, package sugar, (Invert Sugar), bulk sugar. Adv. Exec.: P. R. Copeland Jr. Agency: Young & Rubicam Inc., N. Y. Acct. Exec.: T. J. Smith.

NATIONAL TEA Co., 1000 N. Crosby, Chicago 10, groceries, produce and meats. Adv. Exec.: Frank Gruman. Agency: Schwimmer & Scott, Chicago.

NATIONAL TEXTILE & CHEMICAL Lab., Sangamon Ordnance Works, Illinois, starch. Adv. Exec.: P. V. McKinley. Agency: Henri, Hurst & McDonald, Chicago.

NATIONWIDE AIRLINES Inc., Detroit City Airport, Detroit 5, Daily Intra-State Air Service. Adv. Exec.: J. V. Wesner. Agency: Mullane Advertising Inc., Detroit. Acct. Exec.: William A. Mullane Jr.

NEDICK'S Inc., 44 W. 43rd St., New York, Nedick's orange drink concentrate and Nedick's Stores. Adv. Exec.: Daniel B. Scully. S. Agency: Wess & Geller, N. Y. Acct. Exec.: Max Tendrich.

NEHI Corp., 10th & 9th Ave., Columbus, Ga., Nehi and Par-T-Pak Beverages, Royal Crown Cola. Adv. Exec.: T. H. Stanley. Agency: BBDO, N. Y. Acct. Exec.: S. A. Harned.

NELSON BROS. FURNITURE Co., 4840 Broadway, Chicago, retail furniture store. Adv. Exec.: A. L. Blinder. S. Agency: George H. Hartman Adv., Chicago. Acct. Exec.: Thomas Kivlan.

NELSON-HALL Co., 210 S. Clinton St., Chicago, books and tools. Adv. Exec.: V. Peter Ferrara. S. D.-C. Agency: Adams Adv., Chicago. Acct. Exec.: Joe Voorhees.

NESCO Inc., 201 N. Michigan Ave., Chicago 1, decorated ware (Japaned and Lithographed), tinware, galvanized ware, kerosene stoves, ranges, heaters, electric roasters and casseroles, electric heaters and steel drums. Adv. Exec.: Joseph F. Manning Jr. Agency: Roche, Williams & Cleary, Chicago. Acct. Exec.: J. M. Cleary.

NESTLE Co. Inc., Colorado Springs, Colo., Instant Tea, bouillon cubes, evaporated milk. Adv. Exec.: Alan Flieger. Agencies: Cecil & Presbrey Inc., N. Y. Needham & Grohmann Inc., N. Y.

NESTLE'S CHOCOLATE Co. Inc., 60 Hudson, New York 13, Nestle's milk chocolate, chocolate coatings, cocoa and chocolate syrup; Instant Nestle's Chocolate Flavor for Milk. Adv. Exec.: T. F. Corrigan. Agency: Cecil & Presbrey Inc., N. Y. Acct. Exec.: Edward B. Noakes.

NESTLE-LEMUR Co., 902 Broadway, New York 10, cosmetics and toiletries, permanent wave machines and supplies. Adv. Exec.: Bernard Salomon. Agencies: R. T. O'Connell Co., N. Y. Acct. Exec.: R. T. O'Connell. L. H. Hartman Co., Inc., N. Y. Acct. Exec.: A. M. Ross. The Wesley Assoc., N. Y. Acct. Exec.: L. G. Wesley. Dorland Inc., N. Y. Acct. Exec.: Shirley Polikoff.

NESTOR JOHNSON MFG. Co., 1900 N. Springfield Ave., Chicago, card shuffler. Adv. Exec.: R. Notz. Agency: Aubrey, Moore & Wallace, Chicago. Acct. Exec.: Leonard Krick.

NETTLE CREEK INDUSTRIES, S. First St., Richmond, Ind., foam rubber casual pillows. Adv. Exec.: Ben J. Teator. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: E. W. Leach.

NEUHOFF PACKING Co., Adams St., Nashville, Tenn., bacon, sausage, etc. Adv. Exec.: D. M. McBride. Agency: Doyle Adv., Nashville. Acct. Exec.: Geo. W. Doyle.

NEVERUB Corp., 1901 Clybourn, Chicago 22, waxes, polishes, floor finishes. Agency: Sydney K. Lenby Adv., Chicago.

NEWELL GUTRADT Co., 368 Fremont, San Francisco 5, soap and cleaner. Adv. Exec.: A. Haas Jr. Agency: Guild, Bascom & Bonfigli, S. F.

NEWLY WEDS BAKING Co., 2453 S. Indiana, Chicago, Ice Cream 'N Cake Roll. Adv. Exec.: Paul Angell. Agency: Russel M. Seeds Co., Chicago. Acct. Exec.: Fred W. Swanson.

NEW ENGLAND COKE Co., 250 Boston, Adv. Exec.: Rudolph Bruce. S. D.-C. J. T. Chirgus Co., Boston. Acct. Exec.: W. Shepardon.

NEW ENGLAND CONFECTIONERY Co., 245 Mass. Ave., Cambridge 39, Mass., Necco Candies. Adv. Exec.: Wade Jones. Agency: C. J. LaRoche & Co., N. Y.

NEW YORK CENTRAL SYSTEM, 466 Lexington Ave., New York, Adv. Exec.: J. T. Webster. S. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: H. W. Frier.

NEW YORK STATE DEPT. OF COMMERCE, 112 State St., Albany, N. Y., travel and business promotion. Adv. Exec.: Herbert C. Campbell. S. Agency: BBDO, N. Y. Acct. Exec.: Phillip Carling.

NEW YORK TELEPHONE Co., 140 West St., New York, telephone service. Adv. Exec.: Kennerly Woody. S. Agency: BBDO, N. Y. Acct. Exec.: Don Velsey.

NICOLAY-DANCEY Inc., 5801 Grandy, Detroit, potato chips. Adv. Exec.: A. R. Pegler. Agency: Tom Schroeder Agency, Chicago. Acct. Exec.: Tom Schroeder.

NIX COSMETICS Co., Memphis, Tenn., Nixodan Analgesic Compound, Nix Deodorant, Nix Bleach Cream and Nix Liquid Bleach. Adv. Exec.: P. Edwards. S. D.-C. Agency: Cole & Co., Memphis. Acct. Exec.: Lester M. Cole.

NOMA ELECTRIC Corp., 55 W. 13th, New York 11, (Sub. Noma Elec. Co. of Canada, Toronto, Ont.), Christmas tree lights, Bubble Lites and Bubble Lite Tree. Adv. Exec.: H. J. Williams. Agencies: Albert Frank-Guenther Law Inc., N. Y. Accurate Adv. Agency, N. Y. (electronic doll).

NORGE DIV., BORG-WARNER Corp., Merchandise Mart, Chicago 54, refrigerators, washers, conventional and automatic gas ranges, electric ranges, electric water heaters, home freezers. Adv. Exec.: C. H. MacMahon. Agency: J. Walter Thompson Co., Chicago.

NORRIS Inc., 223 Peachtree, Atlanta, Ga., Norris Exquisite Candies. Adv. Exec.: Mrs. E. M. Coleman. Agency: Tucker Wayne & Co., Atlanta.

NORTH AMERICAN DYE Corp., 519 S. Fifth Ave., Mount Vernon, N. Y., soap dyes, creams, lotions, deodorant. Adv. Exec.: Lester B. Knight. Agencies: Atherton & Currier, N. Y. Acct. Exec.: J. W. Atherton. Will Burgess & Co., N. Y. (Barbara Barrington Div.).

NORTH STAR AIRCOACH, 6520 Selma Ave., Hollywood, Calif., airline. Adv. Exec.: Jack J. Gould. S. Agency: Shore Assoc., Beverly Hills, Calif. Acct. Exec.: Bette Mann.

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

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MARYLAND PHARMACEUTICAL Co., 2419 Greenmount Ave., Baltimore 16, Rem. Rel. Adv. Exec.: Walter Hollander. Agency: Jos. Katz Co., Baltimore.

C. H. MASLAND & Sons, Spring Road, Carlisle, Pa., rugs & carpets, hunting and fishing clothes. Adv. Exec.: C. H. Masland. Agency: Anderson & Cairns Inc., N. Y. Acct. Exec.: Karl Knipe.

SALLY MASON Inc., 498 7th Ave., New York 18, blouses, dresses. Adv. Exec.: Nat. Mason. Agency: Crofton Adv., N. Y. Acct. Exec.: Geo. Goldstein.

MASON, AU & MAGENHEIMER CONFECTIONERY MFG. Co., P. O. Box 549, Mineola, L. I., N. Y., Mason Peaks, Mason Mints, Mason Black Crows & Dots Confections. Adv. Exec.: F. E. Magenheimer. Agency: Turner, Leach & Co., N. Y.

MASSACHUSETTS RADIO & TELEVISION SCHOOL, 271 Huntington Ave., Boston 15, technical radio training. Adv. Exec.: G. R. Entwistle. S. Agency: N. W. Ayer & Son, Boston. Acct. Exec.: F. W. Brack.

MAURER-NEUER Corp, 1221 Baltimore, Kansas City 6, Mo., meat packer. Adv. Exec.: C. C. Neuer. Agency: C. Wendel Muench & Co., Chicago.

MAVAR SHRIMP & OYSTER Co., E. Beach & Maple Sts., Biloxi, Miss., shrimps and oysters. Adv. Exec.: John Mavar Jr. Agency: Caire Assoc., New Orleans.

EARL E. MAY SEED Co., Shenandoah, Iowa, seeds, nursery stock, hybrid corn and baby chicks. Adv. Exec.: R. E. Dearmont. Agency: Allen & Reynolds, Omaha.

GEORGE S. MAY Co., Engineering Bldg., Chicago, Ill., business engineering services. Adv. Exec.: C. A. Posson. Agencies: J. R. Fershall Co., Chicago. Acct. Exec.: James A. Duffy. M. M. Fisher, Chicago.

OSCAR MAYER & Co., 1241 N. Sedgwick, Chicago 10, meats. Adv. Exec.: Carl G. Mayer. Agency: Sherman & Marquette, Chicago.

MCCOLL-FRONTENAC OIL Co. Ltd., 380 St. James, Montreal, petroleum products. Adv. Exec.: J. E. King. Agency: Erwin, Wasey of Canada Ltd., Montreal. Acct. Exec.: Brian Devlin.

MCCONNON & Co., 326 E. Third, Winona, Minn., household, farm necessities and agricultural chemicals. Adv. Exec.: G. A. Ostrom. Agency: Graves & Assoc., Minneapolis (agricultural chemicals).

MCCORMICK & Co., 414 Light, Baltimore 2, spices, extracts, food colors, mayonnaise, mustard, insect powder and spray, household drugs, glue and coffee. Adv. Exec.: G. Mathews Baxter. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

MCDUGALL-BUTLER Co., 2929 Main St., Buffalo, N. Y., furniture polish. Adv. Exec.: A. S. Butler Jr. D-C. Agency: J. G. Kelly Co., Buffalo. Acct. Exec.: J. G. Kelly.

MCGRAW-HILL BOOK Co., 330 W. 42nd, N. Y. Adv. Exec.: Harold W. McGraw Jr. Agencies: Denhard, Pfeiffer & Wells Inc., N. Y. Schwab & Beatty Inc., N. Y.

A. D. McKELVY Co., 711 Fifth Ave., New York, Searforth Toiletries. Adv. Exec.: Benjamin M. Hines.

JAY G. McKENNA Inc., P. O. Box 877, Elkhart, Ind., Kennatrack Sliding Door Hardware. Adv. Exec.: Paul R. Fishbaugh. Agency: Lincoln J. Carter Adv. Agency, South Bend, Ind. Acct. Exec.: Lincoln Carter.

MCKENZIE MILLING Co., Quincy, Mich., pancake flour. Adv. Exec.: Carlton D. McKenzie. Agency: Aubrey, Moore & Wallace, Chicago. Acct. Exec.: Leonard Krick.

MCKESSON & ROBBINS Inc., Grasmere Ave., Bridgeport, Conn., tooth powder, deodorant, toiletries, vitamins products, cleanser and suntan oil. Adv. Exec.: Donald C. Berry. Agencies: J. D. Tarcher & Co., N. Y.; Ellington & Co. Inc., N. Y.; Murray Breese Assoc. Inc., N. Y.

W. F. McLAUGHLIN & Co., 610 N. LaSalle, Chicago 10, coffee. Adv. Exec.: Herbert P. McLaughlin. Agency: Earle Ludgin & Co., Chicago.

McMAHAN'S FURNITURE STORES, Adv. Dept., 1429 Fourth St., Santa Monica, Calif. Adv. Exec.: Miv Schaff.

McNAIR'S YIELD-TESTED SEED Co., P. O. Box 708, Laurinburg, N. C., tobacco seed. Adv. Exec.: A. D. Stuart. Radio Adv. Exec.: Dewey H. Evans Jr., S. D-C.

MEDOMAK CANNING Co., Rockland, Me., pie fillings. Adv. Exec.: Theodore Bird. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: J. R. Miniter.

MEGOWEN-EDUCATOR FOOD Co., 27 Jackson St., Lowell, Mass., Educator Crax, Clix, Saltines, Thinsies and Cape Cod Cookies. Adv. Exec.: Ralph G. Smith. N.S. Agency: John C. Dowd Adv., Boston. Acct. Exec.: Lawrence Duane.

B. MEIER & SON, 209 Bronx Terminal Bldg., Bronx, N. Y., Kretschmer's Wheat Germ, Broadcast Brand Canned Meats, Golden Mix and Betsy Ross Grape Juice. Adv. Exec.: Edwin Meier. S. D-C. Agencies: Gleason Adv. Chicago. Acct. Exec.: Ann Gleason. A. Meyerhoff & Co., Chicago. Acct. Exec.: Ben Green. Edwin Meier & Sons, New York. Acct. Exec.: Edwin Meier.

MELETIO SEA FOOD Co., 828 N. 6th St., St. Louis, Mo., Golden Dipt. Adv. Exec.: John H. Meletio. S. D-C. Agency: Oakleigh R. French Adv., St. Louis. Acct. Exec.: Al Maescher.

MELVILLE SHOE Corp., 25 W. 43d, New York 18, shoes. Adv. Exec.: John Gavin. Agencies: Anderson & Cairns, N. Y. Acct. Exec.: John N. Jackson. Neff-Rogow, N. Y. Pedlar & Ryan, N. Y.

MENNEN Co., 345 Central Ave., Newark, N. Y., Mennen Shave Products and Mennen Baby Products. Adv. Exec.: Leonard V. Colson. S. Agencies: Kenyon & Eckhardt, N. Y. Acct. Exec.: G. F. Lathrop. Grey Adv., N. Y. Acct. Exec.: L. B. Block.

MENTHOLATUM Co., 1360 Niagara St., Buffalo, N. Y., medicated stick. Adv. Exec.: A. T. Hyde. Agency: J. Walter Thompson Co., N. Y.

MERRILL-CLARK-MEINIG, 437 Fifth Ave., New York 16, women's gloves. Adv. Exec.: Emerson Carlson. Agency: Sterling Adv., N. Y. Acct. Exec.: Leona Bowman.

MERRILL LYNCH, PIERCE, FENNER & BEANE, 70 Pine, New York, investment services. Adv. Exec.: Louis Engel. Agency: Albert Frank-Guenther Law Inc., N. Y. Acct. Exec.: W. J. Torney.

CHARLES E. MERRY Co., 9 Cedar, Newton Center, 59, Mass., Welsh Rarebit. Adv. Exec.: Charles E. Merry. Agency: Coulston Co., Boston. Acct. Exec.: William R. Gibson.

METAL TEXTILE Corp., 847 E. First Ave., Roselle, N. J., metal knitted products and Golden Fleece Pot Cleaner. Adv. Exec.: Barclay A. Kingman. Agency: Franklin Fader Co., Newark. Acct. Exec.: Franklin Fader.

METRO-GOLDWYN-MAYER PICTURES Corp., New York. (See Loew's Inc., N. Y.)

METROPOLIS BREWERY OF NEW JERSEY, Lalor & Lambertson Sts., Trenton, N. J., Champale Malt Liqueur. Adv. Exec.: Benjamin Hertzberg. S. D. C. Agency: Hilton & Riggo, N. Y. Acct. Exec.: Abner Rubien.

METROPOLIS BREWERY, 501 First Ave., New York 16 (affiliate of Pilsner Brewing Co., Old Dutch Brewers Inc.), Champale Malt Liqueur and Pilsner's Original Beer. Adv. Exec.: Benjamin Hertzberg. Agency: Dorland Inc., N. Y.

METROPOLITAN LIFE INSURANCE Co., 1 Madison Ave., New York. Adv. Exec.: Robert C. Durham. Agencies: Young & Rubicam Inc., N. Y. Acct. Exec.: D. H. Payne. Young & Rubicam Inc., Montreal; Young & Rubicam Inc., Toronto.

METZ BREWING Co., 210 Hickory, Omaha 8, Neb., Metz Jubilee Beer, malt products. Adv. Exec.: Frank Curran. Agency: Buchanan-Thomas Adv., Omaha. Acct. Exec.: Douglas Abbott.

MEYENBERG MILK PRODUCTS Co., Russ Bldg., San Francisco 4, milk products. Adv. Exec.: William L. Murray. Agency: Meyers Co., Los Angeles. Acct. Exec.: J. P. Shelley.

MEYER FURNACE Co., 1300 S. Washington St., Peoria, Ill. Adv. Exec.: Charles A. Raper. S. D-C. Agency: Arbingast, Becht & Assoc., Peoria. Acct. Exec.: Harper Arbingast.

MIAMI MARGARINE Co., 107-109 E. Pearl, Cincinnati 2, Ohio, margarine. Adv. Exec.: J. P. Whitehurst. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: Stanley A. Willer.

MICHIGAN BULB Co., 950 Monroe Ave., Grand Rapids, Mich., flower bulbs. Adv. Exec.: Forrest C. Laug. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Walter McWilliams.

MICHIGAN CHEMICAL Corp., St. Louis, Mich., Pestmaster, DDT insecticides, Pharmaceuticals and industrial chemicals. Adv. Exec.: A. M. Byers. Agency: Meldrum & Fawcsmith, Detroit. Acct. Exec.: Wes Gillingham.

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MICKELBERRY'S FOOD PRODUCTS Co., 901 W. 49th Place, Chicago 9, sausage, bacon and meat products. Adv. Exec.: M. Mickelberry. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

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MID-CONTINENT PETROLEUM Corp., Mid-Continent Bldg., Tulsa, Okla., gasoline, lubricants and motor oil. Adv. Exec.: Dale C. Rogers. S. D-C. Agency: R. J. Potts-Calkin & Holden, Kansas City, Mo. Acct. Exec.: J. B. Woodbury.

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MIDLAND FLOUR MILLING Co., 2010 Toney Ave., North Kansas City 16, Mo., flour. Adv. Exec.: J. W. Cain. Agency: Crook Adv., Dallas, Tex. Acct. Exec.: James Anderson.

MIDLAND MFG. PRODUCTS Co., 12866 Woodward, Detroit 3, Mich., plastic toys, novelties and household items. Adv. Exec.: Don Dishell. Agency: Denman & Bettegridge, Detroit.

MIDWAY Co., Kearney, Neb. (affiliate of Western Mfg. & Supply Co.), miniature radios, gifts, novelty merchandise and intercommunication equipment. Adv. Exec.: C. S. Beshore. Agency: Arrow Adv., Kearney, Neb.

MIDWEST POPCORN Co., 1114 Howard, Omaha 8, Neb., popping supplies, vending machines. Adv. Exec.: Wm. B. Eggren. Agency: Allen & Reynolds, Omaha, Neb. Acct. Exec.: R. H. Reynolds.

D. W. MIKESSELL Inc., 142 S. Williams, Dayton, Ohio, potato chips. Adv. Exec.: James R. Fellows. Agency: Ankeney Adv., Dayton. Acct. Exec.: Edward J. Kalat.

MILADY BRASSIERE & CORSET Co., 6 E. 32d, New York 16. Adv. Exec.: David Aisenstat. Agency: Wexton Co., N. Y.

LOUIS MILANI FOODS Inc., 6058 S. Walker Ave., Maywood, Calif. Adv. Exec.: Lawrence Hoffman. Agency: Marketers Inc., Los Angeles.

MILES KIMBALL Co., Kimball Bldg., Oshkosh, Wis., gift wares, housewares, toys and greeting cards. Adv. Exec.: R. C. Robertson. Agency: Gordon Best Co., Chicago. Acct. Exec.: Frank Morr.

MILES LABORATORIES Inc., 1127 Myrtle, Elkhart, Ind., Alka-Seltzer, Nervine Liquid and Tablets, One-A-Day Brand Vitamins, Tabain Anti-Histaminic Compound, Bactine Antiseptic Bactericide, Cleanser and Deodorant. Adv. Exec.: H. S. Thompson. Agencies: Wade Adv., Chicago. Acct. Exec.: W. A. Wade. Robt. H. Otto & Assoc., N. Y. Acct. Exec.: R. H. Otto.

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MILFORD FARMS Inc., Milford, Pa., French dressing mix. Adv. Exec.: S. Salzman. Agency: Bass & Co., N. Y.

MILLER-BECKER Co., 8411 Central Ave., Cleveland 4, Ohio., Cotton Club Beverages. Adv. Exec.: Rudy Miller. Agency: Lang, Fisher & Stashover, Cleveland. Acct. Exec.: Alvin B. Fisher.

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MILLER & HOLLIS, 57 Beverly, Boston 14, Haviland Chocolates. Adv. Exec.: C. C. Brett. Agency: Arthur Sampson Co., Boston.

MILLER-JONES Co., 46 E. Fulton, Columbus Ohio, shoes, slippers, rubbers, purses and hosiery. Adv. Exec.: W. V. Davis. Agency: Mumm, Mullay & Nichols Inc., Columbus. Acct. Exec.: G. A. Slater.

I. MILLER PICKLES Inc., 337 Payne Ave., North Tonawanda, N. Y., pickle products. Adv. Exec.: I. Miller. Agency: Ellis Adv. Co., Buffalo. Acct. Exec.: Edward C. Pohl.

MILLER & RHOADS, Richmond 17, Va., department store. Adv. Exec.: C. Carroll Wyatt. Agency: Douglas D. Simon Adv., N. Y. Acct. Exec.: Chas. Sandak.

I. MILLER & SONS Inc., 43-10 23rd, Long Island City, N. Y., shoes and hosiery. Adv. Exec.: Irving E. Grossman. Agency: William Adv. Co., N. Y. Acct. Exec.: Sylvia Shields. Abbott Kimball Co., N. Y.

MILLER STOCKMAN SUPPLY Co., 1638 Lawrence, Denver 2, Col., hats, boots and riding equipment. Adv. Exec.: Henry Fischer. Agency: Curt Freiburger & Co., Denver.

MILLER TABLE PAD & VENETIAN BLIND MFG. Co., 1260 Coney Island Ave., Brooklyn 30, N. Y., venetian blinds, table pads, etc. Agency: Bobley Co., 9 W. 57th, N. Y. Acct. Exec.: Lloyd S. Howard.

MILNOT Co., Litchfield, Ill., milk compounds. Adv. Exec.: Martin Hauser. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: R. E. White.

MILWAUKEE FILE Co., 1571 W. Pierce, Milwaukee, Ill. Sharp. Adv. Exec.: L. E. Annheuser. Agency: Louise Mark & Assoc., Milwaukee.

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MINERVA WAX PAPER Co., 1430 Grant Blvd., Minerva, Ohio, wax papers and foil. Agency: H. Grider Adv., Cleveland.

MINNEAPOLIS BREWING Co., 1215 Marshall, N. E., Minneapolis 13, Grain Belt Beer. Adv. Exec.: Frank Kiewel Jr. Agency: EBD O, Minneapolis. Acct. Exec.: Ed Cashin.

MINNESOTA MINING & MFG. Co., St. Paul, Minn., sandpaper, tapes, adhesives and coatings, reflective sheeting and rubberized coating. Adv. Exec.: C. O. Moosbrugger. Agency: BBDO, Minneapolis. Acct. Exec.: Porter E. Harder.

MINUTE MAID Corp., 488 Madison Ave., New York 22, frozen orange juice. Adv. Exec.: Ambrose E. Stevens. Agency: Ted Bates & Co., N. Y.

MINUTE MOP Co., 18 E. 23rd, Chicago 16, mops. Adv. Exec.: J. L. Eillman. Agency: Guenther-Bradford & Co., Chicago.

MIRACLOTH Corp., 400 W. Madison, Chicago 6, Miracloth for cleaning. Agency: Campbell-Mithun, Chicago. Acct. Exec.: Gordon Bamberger.

MIRROLIKE MFG. Corp., 35-11 Queens Blvd., Long Island City 1, N. Y., wax. Adv. Exec.: Hugo Kiel.

MISSION BELL WINERIES, 665 Fourth St., San Francisco, Mission Bell Wine. Adv. Exec.: Hugh D. Smith. S. Agency: Young & Rubicam, S. F. Acct. Exec.: Richard L. McKee.

MISSION DRY Corp., 5001 S. Soto, Los Angeles, beer, ale and soft drinks. Adv. Exec.: W. J. Kuehn. Agency: The McCarty Co., L. A.

MODEL-CRAFT Inc., 521 W. Monroe, Chicago 6, rubber molding sets. Adv. Exec.: Kay Stanley. Agency: M. M. Owen Inc., N. Y.

MODGLIN Co., 3235 San Fernando Rd., Los Angeles 65, plastic products. Adv. Exec.: R. G. Rettig. Agency: Compton Adv., Hollywood.

MOLSON'S BREWERY Ltd., 1670 Notre Dame St. E., Montreal, Que., Canada, ale and porter. Adv. Exec.: Armand Pambrun. N. Agency: Cockfield, Brown & Co., Montreal. Acct. Exec.: Joe McDougall.

MONARCH WINE Co., 4500 Second Ave., Brooklyn 32, N. Y., wine. Adv. Exec.: Meyer H. Robinson. Agency: Donahue & Coe, N. Y. Acct. Exec.: Chas. E. Patrick.

MONSANTO CHEMICAL Co., 1700 S. Second, St. Louis 4, chemicals and plastics. Adv. Exec.: W. A. Rooney (Organic Div.). Agency: Gardner Adv., St. Louis. Acct. Exec.: C. H. Trapp, S. M. Ballard; Chas. Sweeney (N. Y.).

- LEISY BREWING Co., 3400 Vega Ave., Cleveland 13, Ohio. Leisy's Light, Dortmund Style Beer. Adv. Exec.: Herbert F. Leisy. Agency: McCann-Erickson, N. Y.
- LEKTROLITE Corp., 1907 Park Ave., New York 35, Flameless Cigarette Lighters. Adv. Exec.: G. Philip Schmitt. Agency: Lindsay Adv., N. Y. Acct. Exec.: Merrill K. Lindsay.
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- SOL LENZNER Corp., 636 Genesee, Buffalo 11, N. Y., herrings, Queen-O Beverages & Syrups. Adv. Exec.: J. L. Block. Agency: Bowman & Block, Buffalo. Acct. Exec.: Nat Block.
- LEONARD DIVISION, NASH-KELVINATOR Corp., 14250 Plymouth Rd., Detroit 32, Mich., refrigerators, home freezers, electric ranges, electric water heaters and air driers. Adv. Exec.: John C. Bonning. Agency: Geyer, Newell & Ganger, Detroit. Acct. Exec.: A. Hughes Wilson.
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- LEVER BROS. Co., 505 Park Ave., New York 22 (Exec. Offices), 80 Varick, New York 13 (General Office—Sls. & Adv.), toilet soap, flakes, Silver Dust, shortening. Adv. Exec.: J. A. Barnett. Agencies: Sullivan, Stauffer, Colwell & Bayles, N. Y. Acct. Exec. (Silver Dust) Thomas S. Coleman, J. Walter Thompson Co., N. Y. Acct. Exec. (Lux and Canadian Adv. on Surf) K. W. Hinks, N. W. Ayer & Son, Philadelphia. U. S. Advertising on Surf: Ruthrauff & Ryan, N. Y. Acct. Exec.: (Rinso) L. G. Frierson. National Export Adv., N. Y., Export Advertising.
- LEVERING COFFEE Co., 105 South, Baltimore 2, Lord Calvert Coffee, Lady Calvert Tea, Vesper Tea. Adv. Exec.: James M. Motley. Agency: Speed & Co., Baltimore. Acct. Exec.: F. B. Speed.
- HERBERT LEVY, 325 W. Jackson Blvd., Chicago 6, dresses. Adv. Exec.: Herbert Levy.
- I. LEWIS CIGAR MFG. Co., 165 Morris Ave., Newark 3, N. J., cigars. Adv. Exec.: Harry Lewis. Agency: Lewis A. A., Newark. Acct. Exec.: Milton L. Lewis.
- LEWIS HOWE Co., 319 So. Fourth, St. Louis 2, Nature's Remedy, Tums. Adv. Exec.: Irwin L. Mahl. Agencies: Dancer-Fitzgerald & Sample, N. Y., Ruthrauff & Ryan, Chicago.
- LEWYT Corp., 60 Broadway, Brooklyn 11, N. Y., vacuum cleaner & contract mfr. Agency: Hicks & Greist, N. Y. Acct. Exec.: Harold Greist.
- LOUIS L. LIBBY FOOD PRODUCTS, 5-26 4th Ave., Long Island City 1, N. Y., frozen foods. Adv. Exec.: Louis L. Libby. Agency: Paris & Peart, N. Y.
- LIBBY, McNEILL & LIBBY, Chicago 9, food products. Adv. Exec.: Chas. S. Bridges. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: T. P. Jardine, Foote, Cone & Belding, Chicago. Acct. Exec.: S. L. Williams and Gordon Buck, McConnell, Eastman & Co., Toronto.
- LIBERTY CHERRY & FRUIT Co., 227 W. Southern Ave., Covington, Ky., cherries and glaze fruits. Adv. Exec.: Thomas H. Bell. Agencies: Jesse M. Joseph Adv., Cincinnati. Acct. Exec.: Jesse M. Joseph. James Fisher Co., Toronto.
- LIBERTY ORCHARDS Co., 117 Mission, Cashmere, Wash. Apples & Cotelets. Adv. Exec.: A. L. Tertsgian. Agency: Beaumont & Hohman. Seattle. Acct. Exec.: T. M. White.
- LIEBMAN BREWERIES, 36 Forrest St., Brooklyn, N. Y., Rheingold Extra Dry Beer. Adv. Exec.: William L. Dye. S. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: Frank Delano.
- LIFE SAVERS Corp., No. Main St., Port Chester, N. Y., Life Savers. Adv. Exec.: Gordon C. Young. Agencies: Young & Rubicam, N. Y. Acct. Exec.: John E. Grimm Jr. Young & Rubicam, Toronto.
- LIFETIME STAINLESS STEEL Corp., 129 Concord, Framingham, Mass. (Dist.: Reynolds Metals Co. and International Silver Co.), stainless steel cookware and tableware. Adv. Exec.: Lark D. Jursek. Agency: James Thomas Chirug Co., Boston. Acct. Exec.: Wallace Shephardson.
- LIGGETT & MYERS TOBACCO Co., 530 Fifth Ave., New York 20, Chesterfields, smoking tobacco, plug tobacco, chewing tobacco and other brands of cigarettes. Adv. Exec.: Lawrence W. Bruff. Agency: Cunningham & Walsh, N. Y. Acct. Exec.: J. V. Tarleton.
- LIGHT GRAIN & MILLING Co., Liberal, Kan., pancake and waffle mix. Adv. Exec.: W. E. Bush. Agency: Lago & Whitehead, Wichita, Kan. Acct. Exec.: Paul A. Lago.
- LILY MILL Co., Shelby, N. C., yarns and sewing thread. Adv. Exec.: Jean W. Schenck. Agency: Bennett Adv., High Point, N. C. Acct. Exec.: Harold C. Bennett.
- LINCO PRODUCTS DISTRIBUTING Co., 2155 W. 80th, Chicago 20, bleach, disinfectant, ammonia, suds. Adv. Exec.: Salvatore Glachetti. Agency: Ruthrauff & Ryan, Chicago.
- LINCOLN INDUSTRIES Inc., Marlon, Va., furniture and plastics. Adv. Exec.: F. W. Bleckley. Agency: Houck & Co., Roanoke, Va. Acct. Exec.: Edwin Dedy.
- LINDSEY-ROBINSON & Co., 702 Shenandoah Ave., N. W., Roanoke, Va., Gambaill's Best Flour. Adv. Exec.: C. G. Lindsey Jr. S. Agency: Courtland D. Ferguson Inc., Richmond, Va. Acct. Exec.: H. P. Martin.
- LION Inc. (Gibbons Brewery), 700 N. Pennsylvania Ave., Wilkes-Barre, Pa., Gibbons Beer and Ale. Adv. Exec.: James Swartz. Agency: Henry W. Gann Adv., Scranton, Pa.
- LIONEL Corp., 15 East 26th, New York 10, toy electric trains, scale models, toy transformers and construction sets. Adv. Exec.: Joseph E. Hanson. Agency: Buchanan & Co. Inc., N. Y.
- THOMAS J. LIPTON Inc., 1500 Hudson St., Hoboken, N. J., tea, Frostee and soup. Adv. Exec.: W. B. Smith, N. S. Agencies: Young & Rubicam, N. Y. Acct. Exec.: E. L. Bond Jr. Ruthrauff & Ryan, N. Y. Acct. Exec.: T. W. Richey.
- LITTLE CROW MILLING Co., Warsaw, Ind., Coco-Wheats. Adv. Exec.: C. L. Maish. Agency: Rogers & Smith, Chicago. Acct. Exec.: R. H. Reynolds.
- LOFT CANDY Corp., 251 W. 42d, New York 18, candy, gifts, toys. Adv. Exec.: Leonard Wurzel. Agency: Al Paul Lefton Co., N. Y.
- LOGAN Co., 1115 Franklin, Louisville 6, Ky., iron and wire works. Adv. Exec.: W. Hume Logan. Agency: Farnson & Huff, Louisville.
- LOMBARDO WINE Co., 5909 So. Western Ave., Chicago 36, wines. Adv. Exec.: J. Finocchiaro. Agency: J. L. Cunningham & Co., Chicago.
- LONGERAN MFG. Co., 704 Clark St., Albion, Mich., oil and gas heaters and furnaces. Adv. Exec.: S. J. Lonergan. Agency: Fred M. Randall Co., Detroit. Acct. Exec.: Rod Hughes.
- LONG ISLAND DUCK GROWERS MARKETING COOPERATIVE Inc., Eastport, N. Y. Adv. Exec.: Marshall F. Spear. Agency: Brooke, Smith, French & Dorrance, N. Y. Acct. Exec.: Sturges Dorrance.
- LONGINES-WITTMANER WATCH Co., 580 5th Ave., New York 19, watches and scientific instruments. Adv. Exec.: Lillian L. Shapiro. Agency: Victor A. Bennett Co., N. Y.
- LOOK MAGAZINE, New York, N. Y. (See Cowles Magazines Inc., N. Y.), 488 Madison Ave., New York 22, Look Magazine, Quick Magazine. Adv. Exec.: Don Perkins (Look) Adv. Exec.: Jack Reiss (Quick). Agency: McCann-Erickson Inc., N. Y.
- LORD CALVERT BEVERAGES Inc., 1072 Atlantic Ave., Brooklyn 16, N. Y., Lord Calvert Beverages. Adv. Exec.: Marlow Hirschleifer.
- LORENZ BROOM & MOP Co., Arlington, Calif., sponge rubber broom. Agency: Elwood J. Robinson & Co., Los Angeles. Acct. Exec.: R. C. Neuman.
- P. LORILLARD Co., 119 W. 40th, New York 18, Old Golds, cigarettes, tobacco, cigars and chewing tobacco. Adv. Exec.: Alden James. Agencies: Lennen & Mitchell, N. Y., Geyer, Newell & Ganger, N. Y. (Embassy Cigarette).
- LOS ANGELES BREWING Co., 1910 N. Main, Los Angeles 53 (Sub.: Pabst Brewing Co.), beer. Adv. Exec.: Edward L. Morris. Agency: Warwick & Legler, Hollywood, Calif.
- LOS ANGELES SOAP Co., 617 E. First St., Los Angeles, White King Granulated Soap, Scotch Triple-Action Cleanser and Sierra Pine Toilet Soap. Adv. Exec.: E. M. Finehout, N. S. D.-C. Agency: Raymond R. Morgan Co., Hollywood. Acct. Exec.: Raymond R. Morgan.
- JOE LOWE Corp., 601 W. 26th, New York 1, Ice Cream-on-a-Stick. Adv. Exec.: Arthur S. Ensler. Agency: Blaine-Thompson Co., N. Y.
- R. LOWENBAUM MFG. Co., 2225 Locust, St. Louis 5, Mo., dresses and junior sportswear. Adv. Exec.: Joseph Glaser Jr. Agency: Marjorie Wilten Adv., Clayton, Mo.
- FREDERICK E. LOWENFELS & Son, 16 Jay, New York 13, butter. Adv. Exec.: Albert Lowenfels. Agency: Al Paul Lefton Co., N. Y. Acct. Exec.: R. Misch.
- LOEWS Inc., 1540 Broadway, New York 19, M-G-M Motion Pictures and Loew's Theatre Circuit. Adv. Exec.: Howard Dietz. Agency: Donahue & Coe, N. Y. Acct. Exec.: O. A. Kingsbury.
- LUBER-TONE Inc., 2112 Washington Ave., St. Louis, Mo., Luber-Tone lubricant for auto, aircraft and diesel engines. Adv. Exec.: Thomas T. Poleman, S.
- LUCKY CLUB Co., 635 Delmonte Way, St. Louis 12, Mo., Lucky Club Concentrate and Syrup, and Holiday Concentrate. Adv. Exec.: E. A. McDougal Smith. Agency: Maxwell Adv., St. Louis. Acct. Exec.: Jos. A. Maxwell.
- LUCKY LAGER BREWING Co., 2701 Newhall, San Francisco 19, Lucky Lager. Adv. Exec.: Eugene S. Selvage. Agency: McCann-Erickson, S. F. Acct. Exec.: Burton C. Granicher.
- LUCKY TIGER MFG. Co., 2901 Fairmount Ave., Kansas City 6, Mo., hair tonic, deodorant, shampoo. Adv. Exec.: S. W. Harris. Agency: Grant Adv., Chicago. Acct. Exec.: Hill Blackett.
- LUDEX'S Inc., 200 N. Eighth, Reading, Pa., cough drops and Ludex's 5th Ave. Bars. Adv. Exec.: Daniel W. Dietrich. Agency: J. M. Mathes Inc., N. Y. Acct. Exec.: Wilfred King.
- FLORENCE LUSTIG OF NEW YORK, 54 E. 57th, New York 22, women's fashions. Adv. Exec.: Florence Lustig. Agency: The Bobley Co., N. Y. Acct. Exec.: Harry W. Bobley.
- LUTHERAN LAYMEN'S LEAGUE, 3558 S. Jefferson Ave., St. Louis, Mo. N. Y. Agency: Gotham Adv., N. Y. Acct. Exec.: Arthur Kron.

M

- M. J. B. Co., 665 3rd, San Francisco, coffee, rice and tea. Adv. Exec.: Paul H. Beuter. Agency: Batten, Barton, Durstine & Osborn, S. F. Acct. Exec.: C. H. McDougall.
- M & M Ltd., 200 No. 12th, Newark 7, N. J., M & M Candy Coated Chocolate. Adv. Exec.: Chas. White. Agency: Wm. Esty Co., N. Y. Acct. Exec.: Mark Byron.
- M. AND N. CIGAR MFRS. Inc., 1390 E. 30th, Cleveland 14, Ohio, cigars. Adv. Exec.: Millard W. Newman. Agency: Ohio Adv., Cleveland.
- MABLEY & CAREW, Carew Tower, Cincinnati 2, Ohio, department store. Adv. Exec.: Norbert Duhren.
- MACDONALD METALS Inc., 19 Jackson, Worcester, Mass., stainless steel sponge. Adv. Exec.: L. E. Finch.
- MACFADDEN PUBLICATIONS Inc., 205 E. 42nd St., New York. Adv. Exec.: James L. Mitchell. Agency: Ruthrauff & Ryan Inc., N. Y.
- MACLEVA SLENDERIZING SALONS, 189 Lexington Ave., New York 16, slenderizing salons, exercise and reducing equipment. Adv. Exec.: Leonard B. Freund. Agency: Associated Adv., N. Y.
- MACKIE LOVEJOY MFG. Co., 1701 W. 13th, Chicago 8, closet accessories. Adv. Exec.: G. Burke. Agency: George N. Kahn Co., N. Y. Acct. Exec.: George N. Kahn.
- MACY'S NEW YORK (Main Store), Broadway & 34th, New York 1, (Sub.: R. H. Macy & Co.), department store. Branches: White Plains, Jamaica, Flatbush & Parkchester, N. Y. Adv. Exec.: Victor M. Ratner. Agency: Grey Adv., N. Y. Acct. Exec.: Jack Wyatt and Joseph Bailey.
- MADERA BONDED WINE & LIQUOR Co., 1300-1308 Russell, Baltimore 30, Md., wines and liquors. Adv. Exec.: Harvey B. Steinbach. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: E. Lyell Guntz.
- MAGNAVOX Co., Bueter Rd., Ft. Wayne, Ind., radio-phonograph receivers, TV receivers and electric devices. Adv. Exec.: Lauren K. Hagaman. Agency: Maxon Inc., Chicago. Acct. Exec.: Lester Sholty.
- MAGNOLIA PETROLEUM Co., Magnolia Bldg., Dallas, petroleum products. Adv. Exec.: R. M. Carter. Agency: Ratcliffe Adv. Agency, Dallas.
- MAICO Co., 21 No. Third, Minneapolis 1, Minn., hearing aids, audiometers, stethetrons, group hearing aids. Adv. Exec.: W. A. Smith. Agency: Brownson Co., Minneapolis.
- MAIER BREWING Co., 440 Aliso St., Los Angeles, Brew 102. S. Agency: John I. Edwards & Assoc., Los Angeles. Acct. Exec.: John I. Edwards.
- MAIL POUCH TOBACCO Co., 40th & Water, Wheeling, W. Va. (Sub. of Block Bros. Tobacco Co.), Stogies, smoking tobacco. Adv. Exec.: W. L. Harris. Agency: Charles W. Hoyt Co., N. Y.
- MAJESTIC FABRICATORS Inc., 9th Ave. & W. Iowa St., Evansville 7, Ind., furniture. Adv. Exec.: Walter E. Blankinship. Agency: Keller-Crescent Co., Evansville.
- MAJESTIC MFG. Co., 4550 Gustine St., St. Louis, ranges and ovens. Adv. Exec.: P. E. Harrington. Agency: Warner & Assoc., St. Louis.
- MAJESTIC RADIO & TELEVISION (Div. of Wilcox-Gay Corp.), 385 Fourth Ave., New York, radio and television receivers. Adv. Exec.: Joseph G. DeVico, D.-C.
- MALBE, 525 7th Ave., New York 18, blouses. Adv. Exec.: Al Feit. Agency: Shephard & Edwards, N. Y.
- MALCOLM'S HOUSE & GARDEN STORE, 524 N. Charles, Baltimore 1, Md., novelty and gift merchandise for house and garden. Adv. Exec.: Malcolm W. Lowenstein. Agency: Harry J. Patz Adv., Baltimore.
- MALL TOOL Co., 7740 So. Chicago, Chicago 19, tools. Adv. Exec.: Erling H. Anderson.
- MALLEABLE IRON RANGE Co., Beaver Dam, Wis., ranges, heaters and circulators. Adv. Exec.: B. W. Bell. Agency: Geer-Murray Co., Oshkosh, Wis.
- MALTEX Co., Burlington, Vt., cereals. Adv. Exec.: John A. Dobson. 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. Agency: George H. Hartman Co., Chicago.
- MANGEL'S, 1107 Broadway, New York, dresses. Adv. Exec.: Saul C. Guzy.
- MANHATTAN SOAP Co., 441 Lexington Ave., New York, Sweetheart Soap and Blu-White Flakes. Adv. Exec.: Archie Tarr, N. Agency: Scheideler, Beck & Werner, N. Y. Acct. Exec.: Joseph Scheideler.
- B. MANISCHEWITZ CO. OF NEW YORK Inc., 673 Broadway, New York 12, Matzos & Matzo Products. Adv. Exec.: Bernard Manischewitz. Agency: A. B. Landau Inc., N. Y. Acct. Exec.: Herman Younglieb.
- B. MANISCHEWITZ Co., 143 Bay, Jersey City 2, N. J., kosher food products. Adv. Exec.: Howard Manischewitz. Agency: A. B. Landau Inc., N. Y. Acct. Exec.: Herman Younglieb.
- MANNING'S Inc., 901 Battery, San Francisco 11, coffee and tea. Adv. Exec.: D. Rae TeRoller. Agency: Knolin Adv., S. F.
- MANSFIELD SHOES, Whitman, Mass., Adv. Exec.: Walter Avery. Agency: Young & Rubicam Inc., N. Y. Acct. Exec.: Raymond Browne.
- MARGO WINE Co., 12th & Sedgley Ave., Philadelphia 33, wines. Adv. Exec.: Jacob Gable. Agency: J. M. Korn & Co., Philadelphia (radio).
- MARHOEFER PACKING Co., 820 Fulton, Chicago 7, meat. Adv. Exec.: V. E. Langner. Agency: Ruthrauff & Ryan, Chicago.
- MARIETTA CONCRETE Corp., Westview, Marietta, Ohio, Marietta Concrete Silos. Adv. Exec.: F. Leonard Christy. S. Agency: Harry M. Miller Adv., Columbus. Acct. Exec.: Harold Billinger.
- MARINE TRUST Co. of Western New York 237 Main St., Buffalo, N. Y., banking services. Adv. Exec.: George J. Enser. S. Agency: BBDO, Buffalo. Acct. Exec.: Ted Higinbotham.
- MARLBORO SHIRT Co. Inc., Paca & Lombard, Baltimore, shirts, sportswear and outerwear. Adv. Exec.: A. J. Wolf. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.
- MARLIN FIREARMS Co., 79 Willow St., New Haven, Conn. (sales offices, 715 Fifth Ave., New York), rifles, shotguns and razor blades. Adv. Exec.: Lawrence Ferguson, S. D.-C. Agency: Scheideler, Beck & Werner, N. Y. Acct. Exec.: Philip E. Ganthner.
- MARS Inc., 2019 N. Oak Park Ave., Chicago 35, Milky Way, Snickers, Three Musketeers, Mars, Forever Yours, Dr. I. C. Adv. Agency: Leo Burnett Co., Chicago. Acct. Exec.: R. E. Ellis.
- MARSHALL CANNING Co., Marshalltown, Iowa, beans and canned vegetables. Adv. Exec.: A. W. Cober. Agency: L. W. Ramsey Co., Chicago.
- JOS. MARTINSON & Co., 85 Water, New York 5, coffee. Adv. Exec.: Joseph B. Martinson Jr. Agencies: Al Paul Lefton Co., N. Y. Acct. Exec.: Robert Misch; Neff-Rogov Inc., N. Y.

(Continued on page 380)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional
(Continued)

S. C. JOHNSON & SON Inc., 1525 Howe, Racine, Wis., floor waxes, floor polisher, laundry finish. Adv. Exec.: W. N. Connolly. Agencies: Needham, Louis & Brorby Inc., Chicago. Acct. Exec.: J. J. Louis. Erwin, Wasey & Co. Ltd., London, England.

WALTER H. JOHNSON CANDY CO., 4500 W. Belmont Ave., Chicago, candy bar. Adv. Exec.: F. H. Hanscom. Agency: Franklin Bruck Adv. Corp., N. Y.

JOHNSTON & MURPHY, 40-54 Lincoln, Newark 3, N. J., men's shoes. Adv. Exec.: Paul W. Stiegler. Agency: Raymond Adv., Newark, N. J. Acct. Exec.: Milton C. Tauder.

JORDAN MARSH CO., 450 Washington, Boston, Mass., department store. Adv. Exec.: Ellsworth B. Lawrence. Agency: Hirshon-Garfield Inc., Boston.

JOSKE'S OF TEXAS, San Antonio 6, Texas, Affiliate of Allied Stores Inc., New York, department store. Adv. Exec.: Carolyn Shelton. Agencies: Sterling Adv., N. Y.; Pitluk Adv. Co., San Antonio. Acct. Exec.: Jack Pitluk.

JUICE INDUSTRIES, Box 157, Dunedin, Fla., fruit juices. Adv. Exec.: B. C. Skinner. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

JULET CO., Sycamore, Ill., Howell's Root Beer and soda fountain syrups. Adv. Exec.: V. P. St. Aubin. Agency: C. Wendell Muench & Co., Chicago. Acct. Exec.: C. Wendell Muench.

JUNE DAIRY PRODUCTS CO., 105 Hudson, New York 13, N. Y., dairy products. Adv. Exec.: Phil Grant. Agency: Friend-Krieger Adv., N. Y. Acct. Exec.: B. Friend.

JUNKET BRAND FOODS DIV., Little Falls, N. Y., Fennet Powder and Tablets, Quick Fudge Mix and Danish Dessert. Adv. Exec.: Clement F. Thiesen. Agencies: McCann-Erickson, N. Y.; Noyes & Sprout Inc., N. Y.; McKim Adv. Ltd., Montreal.

K

KABO Inc., 729-737 Milwaukee Ave., Chicago 22, Ill., girdles, corsets, brassieres, bandeau and brasselletes. Adv. Exec.: R. M. Voorhees. Agency: Buchanan & Co., Chicago.

KAISER-FRAZER SALES Corp., Adv. Dept., Room 205, Administration Bldg., Willow Run, Mich., automobiles. Adv. Exec.: C. J. Leonard. S. Agency: William H. Weintraub & Co., N. Y. Acct. Exec.: B. R. Durkee.

KANNENGIESSER & Co., 76 9th Ave., New York 11, N. Y., banana flakes. Adv. Exec.: David Kannengiesser. Agency: Paris & Peart, N. Y.

KATZ DRUG CO., 1130 Walnut, Kansas City 6, Mo., drugs and general merchandise. Adv. Exec.: Glen D. Farris. Agency: Bruce: B. Brewer & Co., Kansas City.

KAUFMANN DEPARTMENT STORES, Pittsburgh 19, Pa. Adv. Exec.: Edgar J. Kaufmann. Agency: Wm. H. Weintraub & Co., N. Y.

KAUKAUNA DAIRY CO., Kaukauna, Wis., cheese. Adv. Exec.: E. A. Gillwing. Agency: Cramer-Krasselt Co., Milwaukee.

KEELEY BREWING CO., 516 E. 28th, Chicago 16, Ill., Ye Olde Inn Ale, Keeley Half & Half, Ye Olde Stout and Keeley Lager Beer & Ale.

KELLOGG CO., Porter & Stiles Sts., Battle Creek, Mich., Corn Flakes, Rice Krispies, Corn Soys, Corn Pops, macaroni, spaghetti, Pep, Shredded Wheat, Krumbles, Bran Flakes, Raisin Bran Flakes, Variety, All Bran and Gro-Pup Dog Food. Adv. Exec.: Ralph P. Olmstead. N. S. Agencies: Leo Burnett Co., Chicago. Acct. Exec.: Jim Weber, Kenyon & Eckhardt, N. Y. Acct. Exec.: John Brew.

NASH-KELVINATOR Corp., (Kelvinator Div.), 14250 Plymouth Rd., Detroit, Mich., refrigerators, water coolers, electric ranges, home freezers, condensing units, electric water heaters, ice cream cabinets and bottled beverage coolers. Adv. Exec.: J. C. Bonning. Agencies: Geyer, Newell & Ganser Inc., Detroit. Acct. Exec.: R. L. Wolfe. McKim Adv. Ltd., Toronto, Canada.

KENDALL MFG. CO., 125 Lawrence, Lawrence, Mass., Subsidiary of Beach Soap Co., Lawrence, soaps. Adv. Exec.: Louis K. Wolff. Agencies: Bennett, Walker & Medier, Boston. Acct. Exec.: E. C. Whittemore.

KENDALL MILLS—Division of Kendall Company, Walpole, Mass., cheese-cloth, nursery products, curtains, interlining, non-woven fabrics and synthetic haircloth. Adv. Exec.: Lawrence Davs. Agency: H. B. Humphrey, Alley & Richards, Boston. Acct. Exec.: J. T. Coenen.

KENDALL REFINING CO., 77 N. Kendall Ave., Bradford, Pa., motor oil, greases, gasoline and gear lube. Adv. Exec.: W. A. Knapp. Agency: Landshett Inc., Buffalo. Acct. Exec.: H. L. Barber.

KEN-L-PRODUCTS Div., QUAKER OATS Co., 141 W. Jackson, Chicago, Adv. Exec.: J. P. Odell. Agency: Ruthrauff & Ryan Inc., Chicago. Acct. Exec.: W. C. Johnson.

C. D. KENNY DIV., CONSOLIDATED GROCERS CORP., 518 S. Eutaw, Baltimore 1, Md., canned fruits, vegetables, coffees, teas and food products. Adv. Exec.: A. Freeman. Agency: Harry J. Patz Co., Baltimore. Acct. Exec.: H. J. Patz.

KENT PRODUCTS Inc., 612 Broadway, Kansas City 6, Mo., oleomargarine and butter. Adv. Exec.: C. W. Kent. Agency: Rogers & Smith, Kansas City.

KERR GLASS MFG. Corp., 417 So. Hill, Los Angeles 13, Calif., glass fruit jars, caps, lids and jelly glasses. Adv. Exec.: J. A. Bernier. Agency: McNeill, McCleery & Creamer, Hollywood. Acct. Exec.: Richard Creamer.

KEYSTONE CHIPSTEAK CO., Spring Garden Ave., Pittsburgh 12, Pa., frozen chipsteaks and hamburgers. Adv. Exec.: Curtis Pieper. Agency: Wiltman & Callahan, Pittsburgh. Acct. Exec.: R. F. Wiltman.

KEYSTONE LABORATORIES Inc., 491 So. Third, Memphis, Tenn., cosmetics, toilet articles and household preparations. Adv. Exec.: C. M. Clark. Agency: Cole & Co., Memphis. Acct. Exec.: Lester Cole.

KILGEN ORGAN CO., 4632 W. Florissant St., St. Louis, Mo. Adv. Exec.: Eugene R. Kilgen. Agency: H. George Bloch Adv., St. Louis.

C. M. KIMBALL CO., 131 State, Boston 9, Mass., ammonia, bleach, silver polishes and germicide. Adv. Exec.: David H. Barnes. Agency: Hoag & Provandie Inc., Boston. Acct. Exec.: P. H. Provandie.

LOUIS KING CIGAR CO., 86 Trumbull, Hartford 3, Conn., cigars. Adv. Exec.: Carl B. Blank.

KING MIDAS FLOUR MILLS, 660 Grain Exchange, Minneapolis 15, Minn., Div. of Van Dusen Harrington Co., wheat flour and rye flour. Adv. Exec.: Clayton Lisy. Agency: Olmsted & Foley Adv., Minneapolis.

KINGAN & CO. Inc., Blackford & Maryland Sts., Indianapolis 5, Ind., hams, bacon, canned meats, lard and shortening. Adv. Exec.: J. W. McElligott. Agency: Elmer L. Cline Adv., N. Y. Acct. Exec.: Elmer L. Cline.

KINGSBURY BREWERIES CO., 901 Marshall, Manitowoc, Wis., Kingsbury, Aristocrat of Beer. Adv. Exec.: O. H. King Cole. Agency: Barnes Adv., Milwaukee.

KIRKMAN & SON, Div. of Colgate-Palmolive-Peet Co., Seventh St., Jersey City 3, N. J., Borax Soap, soap flakes, Granulated Soap, soap powder, cleanser, complexion soap and glycerine. Adv. Exec.: William A. Hartman. Agency: Cunningham & Walsh, N. Y.

KIRSCH'S BEVERAGES Inc., 921 Flushing Ave., Brooklyn 6, N. Y., Kirsch's, Neff Beverages. Adv. Exec.: Alexander Gladstone. Agency: Grey Adv., N. Y.

KITCHEN ART FOODS Inc., 2320 N. Damen Ave., Chicago 47, Ill., Py-O-Mix Mixes, KA Soup-er-Mixes, Vegetable Flakes and KA Rice Feast. Adv. Exec.: Louis Weinberg Jr.

KLAUS GRABE Inc., 730 Lexington Ave., New York 22, N. Y., furniture. Adv. Exec.: Klaus Grabe.

MRS. KLEIN'S, 4565 So. State, Chicago 9, Ill., food products. Adv. Exec.: B. A. Klein. Agency: Sales Aide, Chicago. Acct. Exec.: Howard R. Gardner.

KNAPP-MONARCH CO., 3501 Bent, St. Louis 16, Mo., electrical appliances, electric fans, insulated jugs and Sparklet Syphons. Adv. Exec.: Robert L. Weisfel. Agencies: Gardner Adv., St. Louis; Olian Adv., St. Louis.

KNOX GELATINE CO., 13 Knox Ave., Johnstown, N. Y., gelatine. Adv. Exec.: W. C. Bittel. Agencies: Charles W. Hoyt Co., N. Y. Acct. Exec.: E. W. Hoyt. Murray Breese Assoc., N. Y.

KNUDSEN CREAMERY Co. of Calif., 1974 Santee, Los Angeles 54, Calif., dairy products. Agency: Heintz & Co. L. A. Acct. Exec.: June Morgan.

KOOLVENT METAL AWNING CORP. of AMERICA, Keystone Bldg., 324 Fourth Ave., Pittsburgh, Pa., aluminum awnings, canopies and umbrellas. Adv. Exec.: M. Harrison. N.S. D-C. Agency: Marsteller, Gebhardt & Reed, Pittsburgh. Acct. Exec.: John R. Burke.

KORACH BROTHERS Co., 913 W. Van Buren, Chicago 7, Ill., Juniors. Adv. Exec.: Melvin Stern. Agency: Brewer Adv., Chicago. Acct. Exec.: Jean Brewer.

KORDAY SPORTSWEAR Inc., 1385 Broadway, New York 18, N. Y., sports-wear. Adv. Exec.: Newton R. Herson. Agency: Williams Co., N. Y.

KORMON WATER CO., Fall River, Mass., Kormon Water Bleach. Agency: A. J. Kearns Co.

KOSTO Co., 1115 N. Franklin, Chicago 10, Ill., prepared dessert. Adv. Exec.: C. Sippel Jr. Agency: L. W. Ramsey Co., Chicago.

KRAFT FOOD CO., 500 Peshtigo Court, Chicago, Kraft Foods. Adv. Exec.: J. H. Platt. Radio Adv. Exec.: J. B. McLaughlin. N. S. Agencies: J. Walter Thompson Co., Chicago. Acct. Execs.: Arthur Farlow, Thomas Watson and C. W. Faltz; Needham, Louis & Brorby, Chicago. Acct. Execs.: W. R. Fowler and E. C. Dollard.

K-R-O Co., 19 N. Limestone, Springfield 99, Ohio, rodent exterminator. Adv. Exec.: H. P. Connable. Agency: Erwin, Wasey & Co., Chicago. Acct. Exec.: D. S. Elrod.

KROEHLER Mfg. Co., Naperville, Ill., furniture. Adv. Exec.: L. W. Keller. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: A. M. Semones.

KROGER CO., 35 E. 7th St., Cincinnati, Ohio, food stores. Adv. Exec.: William J. Sanning. Radio Adv. Exec.: J. R. Moran. S. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: James Nelson.

KROLL BROS. CO., 1858 W. Hastings, Chicago 8, Ill., furniture. Adv. Exec.: Samuel Kagan. Agency: A. Martin Rothbardt Inc., Chicago.

KRUEGER BEVERAGE CO., 249 Johnson Ave., Newark 8, N. J., Krueger Carbonated Beverages. Adv. Exec.: Arthur Culbertson.

G. KRUEGER BREWING CO., 75 Belmont Ave., Newark 3, N. J., Krueger Beer & Ale. Adv. Exec.: Fred J. Braun. Agency: Charles Dallas Reach Co. Inc., Newark.

KUHN PAINT CO., 4020 Center St., Houston, Texas, paints. Adv. Exec.: J. G. Crowell. S. D-C. Agency: Wilkinson-Schwartz & Tips Co., Houston. Acct. Exec.: Dave Williams.

KUNER-EMPCON CO., Brighton, Colo., food products. Adv. Exec.: Walter W. Gamsey. Agency: Arthur G. Rippey & Co., Denver. Acct. Exec.: C. G. Henderson.

L

LA CROSSE BREWERIES Inc., La Crosse, Wis., Peerless Beer. Adv. Exec.: Harold Strobel. Agency: Erwin, Wasey & Co., Minneapolis. Acct. Exec.: Joseph MacGahan.

V. LA ROSA & SONS, 473 Kent Ave., Brooklyn 11, N. Y., macaroni products. Adv. Exec.: Vincent S. LaRosa. Agencies: Klesewetter Assoc., N. Y., and Commercial Radio Service, N. Y.

LA TOURAINE COFFEE CO., 291 Atlantic Ave., Boston 10, coffee and tea. Adv. Exec.: A. E. Peterson. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: J. Raymond Miniter.

L. B. LABS. Inc., 1605 S. Central Ave., Glendale 4, Calif., hair oil, wave oil, shampoo. Adv. Exec.: John H. Olson. Agency: Glasser-Galley Inc., Los Angeles. Acct. Exec.: I. L. Siteman.

LADY ESTHER Ltd., 7171 W. 65th, Chicago 38, cosmetics and toilet preparations. Adv. Exec.: George H. Hargrave. (See individual company listing for advertising.)

LAMBERT PHARMACAL CO., 2117 Franklin St., Louis 6, antiseptic, tooth paste, tooth powder, shaving cream, cough drops, cream shampoo. Adv. Exec.: John A. Shiell. Agencies: Lambert & Feasley Inc., N. Y. Acct. Exec.: Gerald Blake II. National Export Adv. Service, N. Y.

LAMONT CORLISS & Co., New York, (See Nestles Chocolate Co. Inc., N. Y.)

LAN-O-SHEEN Inc., 424 Empire Bk. Bldg., St. Paul 1, Minn., cleaner, soap powder and No-Film Glass Cleaner Liquid. Adv. Exec.: Glenn M. Knoblauch. Agency: Melamed-Hobbs Inc., Minneapolis.

LANCE Inc., 1300 S. Boulevard, Charlotte 1, N. C., peanut food products. Adv. Exec.: W. E. Jordan.

LAND O'LAKES CREAMERIES, 2215 N. E. Kennedy, Minneapolis 13, butter, eggs, cheese, poultry, salad dressing, evaporated milk, dried milk, casein, feeds and seeds. Adv. Exec.: M. H. Mauritson. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Lee A. Terrill.

LAND TITLE BANK & TRUST CO., Broad & Chestnut Sts., Philadelphia, banking services. N. Agency: Adrian Bauer Adv., Philadelphia. Acct. Exec.: Adrian Bauer.

HARRY LANG Mfg. Co., 3rd & Vine Sts., Des Moines, Iowa, children's clothes. Adv. Exec.: C. H. Thompson.

LANGENDORF UNITED BAKERIES, 1160 McAllister St., San Francisco, bread, cakes and cookies. S. Agencies: Blow Co., San Francisco. Acct. Exec.: Norman E. Mork; Brisacher, Wheeler & Staff, S. F. Acct. Exec.: John Butler, Russell, Harris & Wood, S. F. Acct. Exec.: Royce Russell.

J. LANGRALL & BRO. Inc., 1205 Alliceanne, Baltimore 31, canned foods. Adv. Exec.: Daniel F. Kopp. Agency: Moses Adv., Baltimore.

LARABEE FLOUR MILLS CO., 525 Twenty West 9th St., Kansas City 6, Mo., (Sub. of Commander Larabee Milling Co., Minneapolis), Sunfed, Larabee's Best, Airy Fairy. Adv. Exec.: J. W. Stewart. Agency: Rogers & Smith, Chicago.

LARSON LABS., 211 W. 8th, Erie, Pa., adhesive balm, cream and pre-pate dressing. Adv. Exec.: R. K. Wilks. Agency: P. W. Price Adv., Erie, Pa.

LARUS & BROTHER CO., 22nd & Cary, Richmond 17, Va., tobacco, smoking mixture and cigarettes. Adv. Exec.: W. T. Reed Jr. Agency: Warwick & Legler Inc., N. Y. Acct. Exec.: Henry Legler.

LASKIN Bros., 325 N. 13th, Philadelphia 7, Nu-Eve Tricot Lingerie. Adv. Exec.: Harold Laskin. Agency: Herman Genth Adv., Philadelphia. Acct. Exec.: Herman Genth.

H. W. LAY & Co., 173 Blvd. N. E., Atlanta 2, Ga., potato chips, peanuts, peanut butter and Fritos. Adv. Exec.: W. B. Oliver. Agency: Lillier, Neal & Battle, Atlanta. Acct. Exec.: Al E. Sharp.

LEA INDUSTRIES, 1007 Madison, Oak Park, Ill., card shuffler. Adv. Exec.: Louis E. Almgren. Agency: Chicago Adv., Chicago.

LEAF GUM CO., 1155 N. Cicero Ave., Chicago 51 (Div. of Leaf Brands Inc.) Leaf Spearmint and Leafmint Gum, Pal, Bubble King and Cannon Ball, lic bubble gum. Adv. Exec.: Marshall Leaf. Agency: Bozell & Jacobs, Chicago. Acct. Exec.: Nathan E. Jacobs.

THE LE BLANC Corp., Lafayette, La., Hadaclor.

LECTRICOVERS Inc., 330 Fifth Ave., New York 1, electric blankets. Adv. Exec.: Arthur Price. Agency: Walter Weir Inc., N. Y. Acct. Exec.: William Swagerman.

FRANK H. LEE CO., Danbury, Conn. Fine Hats. Adv. Exec.: J. B. Beltaire. Agency: Grey Adv. Agency Inc., N. Y. Acct. Exec.: E. R. Richer.

LEEWARD PRODUCTS Ltd., 189 W. Madison, Chicago 2 (Div. of Dexter Thread Mills Inc.), threads, yarns and needlecraft items. Adv. Exec.: S. E. Finck. Agency: Tower Adv., Chicago. Acct. Exec.: M. Berman.

FRANCIS H. LEGGETT & Co., 27th & 12th Ave., New York 1, food products. Adv. Exec.: Roy B. Andersen. Agencies: Peck Adv., N. Y., and Joseph Jacobs Adv., N. Y.

LEHN & FINK PRODUCTS Corp., 445 Park Ave., New York 22, disinfectant, Fragrance Cream, deodorant cream, cosmetics, germicide, ammoniated tooth powder and paste. Adv. Exec.: Wm. Hausberg. Agencies: Lennen & Mitchell Inc., N. Y.; McCann-Erickson Inc., N. Y.; Grey Adv. Agency Inc., N. Y.; Spitzer & Mills Ltd., Toronto, (Canadian).

LEIGH FOODS Inc., 630 Fifth Ave., New York 20, frozen juice concentrate. Adv. Exec.: S. V. MacArthur.

HOLLOW SHOE POLISH Inc., 105-78 Van Wyck Blvd., Richmond Hill, N. Y. Shoe Polish & Sani-White. Adv. Exec.: Irving Sternberg. Agency: G. Lynn Sumner Co., New York. Acct. Exec.: Foxhall Finney.

D. H. HOLMES Co., 819 Canal, New Orleans, department store. Adv. Exec.: Sidney I. Donnaud. Agency: Walker Saussy Adv., New Orleans.

HOME-MAKERS HAVEN, 73-04 37th Ave., Jackson Heights, N. Y., kitchen utensils. Adv. Exec.: King Rosenbaum. Agency: Ritter, Sanford & Price, New York. Acct. Exec.: Dan Price.

HOME PRODUCTS INTERNATIONAL, 22 E. 40th, New York. (Div. American Home Prods. Corp.) (Foreign Distribution Home Prods.) Adv. Exec.: Walter Sauer. Agencies: McCann Erickson Inc., N. Y. Acct. Exec.: Luis Dillon, Foote, Cone & Belding, International Corp., N. Y.

HOMIX PRODUCTS Inc., 99 Hudson, New York 13, N. Y., OZ mixes. Adv. Exec.: Stella Reichman. Agency: Roy S. Durstine Inc., N. Y.

HONEYBUGS Inc., 47 W. 34th, New York 18, N. Y., slippers. Adv. Exec.: Edward White. Agency: Herbert W. Frank A. A., Boston.

HOOD CHEMICAL Co., 1937 S. Broad, Philadelphia 48, Pa., bleach, starch, ammonia. Adv. Exec.: P. E. Neff. Agency: Gray & Rogers, Phila. Acct. Exec.: Bill Edwards.

HOOKER GLASS & PAINT Co., 651 Washington Blvd., Chicago, Hooker Paints. Adv. Exec.: B. W. Kunst. S. D.-C. Agency: Proebsting-Taylor Adv., Chicago.

HORLACHER BREWING Co., 311 Gordon, Allentown, Pa., Perfection, Short Snorter, Horlacher's Coburger beer.

HORLICKS Corp., 2120 Northwestern Ave., Racine, Wis., malted milk & instant cocoa. Adv. Exec.: T. C. Thompson.

GEO. A. HORMEL & Co., Austin, Minn., food products. Adv. Exec.: Carson J. Morris. Agencies: BBDO, Minneapolis; Robt. Otto & Co., New York.

HORN & HARDART BAKING Co., 208 S. Warnock, Philadelphia 7, chain restaurants & retail shops. Adv. Exec.: L. W. Lowther. Agency: Clements Co., Phila.

JACOB HORNUNG BREWING Co., 3111 N. 22nd, Philadelphia 32, Hornung beer, Londonderry ale. Adv. Exec.: Albert J. Westerman. Agency: Clements Co., Phila.

HOROWITZ BROS. & MARGARETEN, Review Ave. at 29th, Long Island City 1, N. Y., noodle products, canned chicken & kosher foods. Adv. Exec.: Frederick Margaretten. Agencies: Keillon Co., New York & Advertisers Bestg. Co., N. Y.

HOTEL BAR FOODS Inc., 16 Jay St., New York. Adv. Exec.: Albert Lowenfels. S. Agencies: Al Paul Lefton Inc., N. Y. Acct. Exec.: Robert Misch. Coordinated Adv. Corp., N. Y. Acct. Exec.: Lest Wolff.

HOTPOINT Inc., 5600 W. Taylor St., Chicago 44 (Affiliate of General Electric Co.), electric ranges, refrigerators, freezers, water heaters, dishwashers. Adv. Exec.: C. C. Gramer. Agency: J. R. Fershall Co., 105 W. Adams, Chicago.

HOUSE BEAUTIFUL CURTAINS Inc., 38 W. 25th, New York 10, curtains. Adv. Exec.: Stanley Karlin. Agency: Miller A. A., N. Y.

HOUSE OF LOWELL, 441 S. College, Piqua, Ohio, hand cream, deodorants. Adv. Exec.: Ray V. Shipman. Agency: Hugo Wagenseil & Assoc. Dayton, Ohio. Acct. Exec.: William Guisewitz.

HOUSE OF OLD MOLINEAUX, 35 Lansdowne, Boston 15, wines. Adv. Exec.: Joseph T. Hanlon. Agency: Hirschon-Garfield, Boston.

HOUSEHOLD FINANCE Corp., 919 N. Mich. Ave., Chicago, Ill., family finance service. Adv. Exec.: N. T. Schwin.

HOUSTON PACKING Co., 3301 Navigation Blvd., Houston 1, Texas, ham, bacon, shortening, sausage. Adv. Exec.: W. G. Moody.

W. J. HOWEY Co., Howey-in-the-Hills, Fla., citrus fruits. Adv. Exec.: Henry Balch. Agency: Needham & Grohmann, N. Y.

HUBBARD MILLING Co., Mankato, Minn., concentrates, flour. Adv. Exec.: T. F. Yarger. Agency: Kinnard & Kinnard, Minneapolis.

HUBINGER Co., 601 Main, Keokuk, Iowa, Elastic starch. Adv. Exec.: A. M. Robinson. Agencies: Compton Adv., Chicago (powdered starch), N. A. Winter Adv. Agency, Des Moines, (liquid starch).

HUDEPOHL BREWING Co., 40 E. Mc-Michen Ave., Cincinnati 10, Ohio, Hudepohl beer, Chevy ale. Adv. Exec.: J. A. Hesselbrock. Agency: Stockton, West & Burkhardt, Cincinnati.

HUDNUT SALES Co. Inc., 113 W. 18th, New York, beauty preparations. Adv. Exec.: Donald Bryant. Agencies: Kenyon & Eckhardt Inc., N. Y. The G. Lynn Sumner Co. Inc., N. Y. Acct. Exec.: G. Lynn Sumner.

J. L. HUDSON Co., 1206 Woodward Ave., Detroit, department store. Adv. Exec.: William B. Bond. Radio Adv. Exec.: Sonia P. Manuel.

HUDSON MOTOR CAR Co., 12601 E. Jeff. Ave., Detroit, Mich., cars. Adv. Exec.: Geo. A. Browder. Agencies: Brooke, Smith, French & Dorrance, Detroit. Acct. Exec.: Guy C. Smith, Ronalds Adv. Agency Ltd., Toronto.

HUDSON PULP & PAPER Corp., 505 Park Ave., New York 22, napkins & gummed tape. Adv. Exec.: Richard C. Staclin. Agencies: Duane Jones Co., N. Y. (Hudson napkins); Robertson & Buckley, Chicago (gummed tape).

HULMAN & Co., 900 Wabash Ave., Terre Haute, Ind., baking powder. Adv. Exec.: Ralph Horton. Agency: Pollyea Inc., Terre Haute.

HUMBLE OIL & REFINING Co., Humble Bldg., Houston, Texas, gasoline and motor oil. Adv. Exec.: G. A. Mabry. N. Agency: Wilkinson-Schwartz & Tips Inc., Houston. Acct. Exec.: J. B. Wilkinson.

HUNT FOODS Inc., 3055 Wilshire Blvd., Los Angeles, Calif., food products. Adv. Exec.: R. P. Gillespie. Agency: Young & Rubicam Inc., L. A. Acct. Exec.: Donald Barr.

HYDROX Corp., 415 E. 24th, Chicago 16, ice cream. Adv. Exec.: H. G. Hodson. Agencies: Dancer-Fitzgerald-Sample, Chicago & Ivan Hill, Chicago.

HYGRADE FOOD PRODUCTS Corp., 2811 Michigan Ave., Detroit, meats & meat products. Adv. Exec.: Alan L. Radcliff. Agency: Brooke, Smith, French & Dorrance, Detroit.

HY-PHEN Corp., Mataoka, W. Va., Hy-Phen Tablets. Adv. Exec.: George R. Corvin S.

IDEAL FILM SUPPLY Co., 243 W. 55th, New York 19, N. Y., still film and motion picture film (black, white and color). Adv. Exec.: Morton Reisfeld. Agency: Richard & Gunter Inc., N. Y. Acct. Exec.: Morton Reisfeld.

IDEAL MACARONI Co., 2018 Scovill, Cleveland, Ohio, macaroni and spaghetti. Adv. Exec.: Leo C. Ippolito. Agency: Carpenter Adv. Co., Cleveland. Acct. Exec.: V. J. Siena.

IDEAL NOVELTY & TOY Co., 200 Fifth Ave., New York 10, N. Y., dolls and animals, toys. Adv. Exec.: B. F. Michom. Agency: Atlantic Adv., N. Y. Acct. Exec.: Irving Gluck.

IDEAL PICTURES Corp., 58 E. South Water St., Chicago, film rentals. Adv. Exec.: Milton Schwartz. S. D.-C. Agency: Schwimmer & Scott, Chicago. Acct. Exec.: Fred Vosse.

ILLINOIS CANNING Co., Hoopston, Ill., canned goods. Adv. Exec.: R. E. Snively. Agency: Goodkind, Joice & Morgan Inc., Chicago. Acct. Exec.: Fred Swanson.

ILLINOIS MEAT Co., 3939 Wallace, Chicago 9, Ill., meat products. Adv. Exec.: R. E. Brickman. Agency: Arthur Meyerhoff & Co., Chicago.

IMPERIAL PRODUCTS Inc., 525 Walnut, Cincinnati 2, Ohio, window shades, accessories, plastic drapes and cottage sets. Agency: Associated Adv., Cincinnati. Acct. Exec.: S. M. Levy.

IMPERIAL PRODUCTS Co., 1600 Fountain, Philadelphia 21, Pa., Air-Oma. Adv. Exec.: P. S. Halpern. Agency: Solis S. Cantor Adv., Philadelphia.

IMPERIAL SUGAR Co., Sugar Land, Texas, cane sugar. Adv. Exec.: W. H. Louviere. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Morris Hite.

INDEPENDENT GROCERS' ALLIANCE OF AMERICA, 131 S. Wabash Ave., Chicago 3, Ill., food products. Adv. Exec.: Dale W. Nolan.

INDEPENDENT MILWAUKEE BREWERY, 2701 S. 13th, Milwaukee 7, Wis., Braumeister, Lager & Pilsener, Independent and Log Cabin beer, ginger ale and sodas. Adv. Exec.: Fred K. Elsner. Agency: Al Herr Adv., Milwaukee. Acct. Exec.: Al Herr.

INDIAN ARCHERY & TOY Corp., 16 Clark St., Evansville, Ind. Adv. Exec.: Harry M. Brading.

INDUSTRIAL MANAGEMENT Corp., 3350 San Fernando Rd., Los Angeles 65, Calif., fire extinguishers. Adv. Exec.: C. G. Johnson. Agency: W. B. Geisinger & Co., L. A. Acct. Exec.: Robert Williams.

INDUSTRIAL TAPE Corp., New Brunswick, N. J., Texcel Cellophane Tape. Adv. Exec.: Walter Cramp. S. Agency: Kenyon & Eckhardt, N. Y. Acct. Exec.: Glen Wiggins.

IN-SINK-ERATOR MFG. Co., 1225 14th, Racine, Wis., garbage disposer. Adv. Exec.: Quinton A. Hammes. Agency: Cummings, Brand & McPherson, Chicago. Acct. Exec.: J. R. Christopher.

INTERNATIONAL CELLUCOTTON PRODUCTS Co., 919 No. Mich. Ave., Chicago 11, Ill., tissues, sanitary napkins and belts, deodorant powder, Anodyne Tablets, toilet tissues. Adv. Exec.: L. E. Meyer. Agencies: Foote, Cone & Belding, Chicago. Acct. Exec.: Robt. J. Koretz. The Export Adv. Agency Inc., Chicago (Export), Spitzer & Mills Ltd., Toronto, Ont., Canada (Canadian).

INTERNATIONAL CORRESPONDENCE SCHOOLS, Scranton, Pa., home study business and technical courses. Adv. Exec.: Paul V. Barrett. Agency: N. W. Ayer & Son Inc., Philadelphia.

INTERNATIONAL CORSET Co., 315 So. Union St., Aurora, Ill., corsets and combination garments. Adv. Exec.: H. P. Jinkins. Agency: Brandt Adv. Co., Chicago. Acct. Exec.: Eddy S. Brandt.

INTERNATIONAL HARVESTER Co., 180 No. Michigan Ave., Chicago 1, trucks and tractors, power units, refrigeration, farm equipment. Adv. Exec.: Wm. R. Odell Jr. Agencies: Aubrey, Moore & Wallace Inc., Chicago. Acct. Exec.: J. T. Aubrey. McCann-Erickson Inc., Chicago. Acct. Exec.: W. C. Krause. Young & Rubicam Inc., Chicago. Acct. Exec.: R. K. MacDougal. Leo Burnett Co. Inc., Chicago.

INTERNATIONAL LATEX Corp., 350 Fifth Ave., New York 1, Air Nurse, baby oil, creme and powder, baby pants, bathing caps, crib sheets, party pants, girdles, mitts, pillows, shoulder pads and tobacco pouch. Adv. Exec.: Mervin A. Elliott. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: William Berchtold.

INTERNATIONAL MILLING Co., 800 McKnight Bldg., Minneapolis, Minn., Robin Hood Flour. Adv. Exec.: R. E. Thompson. S. Agency: H. W. Kastor & Sons, Chicago. Acct. Exec.: John T. Urice.

INTERNATIONAL MINERAL & CHEMICAL Corp., 20 N. Wacker Drive, Chicago, Acct. Adv. Exec.: Donald E. Swanson. Agency: BBDO, Chicago. Acct. Exec.: William R. Purcell.

INTERNATIONAL SALT Co., Spruce & Adams, Scranton 3, Pa., salt. Adv. Exec.: James K. Gearhart. Agency: Duane Jones Co., N. Y.

INTERNATIONAL SHOE Co., 1509 Washington Ave., St. Louis 3, Mo., shoes. Adv. Exec.: A. L. Johnson.

INTERNATIONAL SILVER Co., 48 State, Meriden, Conn., sterling silver and silver plate. Adv. Exec.: George Morrison. Agencies: Cunningham & Walsh, N. Y.; Young & Rubicam, N. Y.; Fuller & Smith & Ross, N. Y.; Young & Rubicam Ltd., Toronto.

INTERSTATE BAKERIES Corp., General Headquarters, 406 W. 34th St., Kansas City, Mo., Advertising Offices, 5225 Wilshire Blvd., Los Angeles, Calif., Weber's Bread and Butter-Nut Bread. Adv. Exec.: Vee M. Bear. Radio Adv. Exec.: Ernest B. Hueter. S. Agencies: Dan B. Miner Co., L. A. Acct. Exec.: Isabelle Moses. R. J. Potts-Calkins & Klagsberg, Kansas City. Acct. Exec.: R. J. Potts.

INTERSTATE ENGINEERING Corp., 2250 East Imperial Highway, El Segundo, Calif., water coolers, vacuum cleaners, and precision aircraft parts.

INTERSTATE NURSERIES Inc., Hamburg, Iowa, nursery stock, flowers and garden seed. Adv. Exec.: L. Earl Sjulin S.

IODENT CHEMICAL Co., 2233 Park Ave., Detroit 1, Mich., tooth paste, tooth powder and tooth brushes, cough drops. Adv. Exec.: William A. Doyle. Agency: Grant Adv. Inc., Detroit, Acct. Exec.: W. O. Seelye.

IOWA SOAP Co., 810 Valley, Burlington, Iowa, (Subsidiary of Iowa Soap Co., Camden, N. J.), toilet soap. Adv. Exec.: Homer D. Banta. Agency: Weston-Barnett Inc., Waterloo.

IRONRITE Inc., 332 Cass Ave., Mt. Clemens, Mich., ironing machines. Adv. Exec.: Richard W. Sierk. Agency: Brooke, Smith, French & Dorrance, Detroit, Mich. Acct. Exec.: Clark Wilmot.

IROQUOIS BEVERAGE Corp., 200-262 Pratt, Buffalo 4, N. Y., Iroquois Indian Head beer and ale. Adv. Exec.: Nick J. Schwab. Agency: Lloyd Mansfield Co., Buffalo.

JOHN IRVING SHOE Corp., 119 Beach, Boston 12, Mass., shoes, handbags, hosiery and gloves. Adv. Exec.: S. H. Tushin.

ISBRANDTSEN & SONS INC., 26 Broadway, New York 4, N. Y., coffee. Adv. Exec.: Geo. Ruby. Agency: Cowan & Dengler Inc., N. Y. Acct. Exec.: Porter Leach.

ITALIAN SWISS COLONY, 781 Beach St., San Francisco, Calif., Italian Swiss Colony, Asti Brand, Gold Medal, Private Stock and Tipu Wines. Adv. Exec.: John S. Emmart. N. S. Agencies: Honig-Cooper Co., S. F. Acct. Exec.: Louis Honig, Harrington-Richards Inc., S. F. Acct. Exec.: Eugene Harrington.

ITASCA WEAVER'S GUILD, Itasca, Texas, drapery fabrics. Agency: Rogers & Smith, Dallas.

JACKSON BREWING Co., 620 Decatur St., New Orleans, La., Jax Beer. Adv. Exec.: Robert J. Fabacher. N. S. D.-C. Agencies: Fitzgerald Adv., New Orleans. Acct. Exec.: Joseph H. Epstein.

JACKSON INDUSTRIES Inc., 500 E. 40th, Chicago 15, Ill. TV receivers and radio phonographs receivers. Adv. Exec.: Henry Goldsmith. Agency: Lawrence Advertising Agency, Chicago. Acct. Exec.: Tom Whitehead.

JACOBY-BENDER Inc., 161 Avenue of the Americas, New York 13, N. Y. JB Watch Band. Adv. Exec.: Wm. Scheibel. Agency: Lewin, Williams & Saylor Inc., N. Y.

JAMISON BEDDING Inc., 110 No. First, Nashville, Tenn., Sweet Slumber Texlite Mattress. Adv. Exec.: Moulton Farrar. Agency: Doyno Adv. Agency, Nashville. Acct. Exec.: George W. Doyno.

JAX BREWING Co., Jacksonville 3, Fla., beer. Adv. Exec.: J. S. Ostner. Agency: Newman, Lynde & Assoc., Jacksonville.

JAYVEE BRAND Inc., 1900 S. E. Grand, Portland, Ore., baby line. Adv. Exec.: Geo. F. Mitchell. Agency: E. B. Burkitt Adv., Portland. Acct. Exec.: E. B. Burkitt.

JEFFERSON ISLAND SALT Co., Columbia Bldg., Louisville 2, Ky., salt. Adv. Exec.: Keith W. Reavis. Agency: Noble-Drury & Assoc., Nashville.

JEKYLL ISLAND PACKING Co., Brunswick, Ga., shrimp and frozen seafood. Adv. Exec.: Dick Cobb. Agency: Duane Jones Co., N. Y.

JELKE GOOD LUCK PRODUCTS, 505 Park Ave., New York 22, N. Y., margarine, whipped dressing products and bakery products. Adv. Exec.: J. Harvey Howells. Agency: Batten, Barton, Durstine & Osborn, N. Y. Acct. Exec.: Wm. Hesse.

ANDREW JERGENS Co., Spring Grove & Alfred, Cincinnati, Ohio, hand lotion, toilet soap and perfumes. Adv. Exec.: Chester T. Birch. Agencies: Robert W. Orr & Assoc. Inc., N. Y., Stockton, West, Burkhardt Inc., Cincinnati, Gotham Adv. Co. Inc., N. Y.

JEWEL FOOD STORES, department of Jewel Tea Co. Inc., 3617 So. Ashland, Chicago, Ill., chain food stores. Adv. Exec.: A. Werner.

J. D. JEWELL Inc., Gainesville, Ga., frying chicken. Adv. Exec.: Theron Brown. Agency: Crawford & Porter Adv., Atlanta.

JOHN WILEY JONES Co., Hardwood Ave., Caledonia, N. Y., Sunny Sol brand chemicals. Adv. Exec.: Robt. B. Jones. Agency: Chas. L. Rumrill & Co., Rochester.

JOHNS-MANVILLE Corp., 22 E. 40th at Madison Ave., New York, building material, insulations and allied industrial products. Adv. Exec.: H. M. Shackelford. Agency: J. Walter Thompson Co., N. Y. Acct. Exec.: W. C. McKeehan.

S. C. JOHNSON & SON Inc., 1525 Howe, Racine, Wis., paste liquid and cream wax, auto polish, electric floor polisher, product finishes, maintenance and industrial waxes, fabric finish and laundry finish. Adv. Exec.: W. N. Connolly. Agencies: Needham, Louis & Brorby, Chicago. Acct. Exec.: J. L. Louis. Erwin, Wasey & Co., Ltd., London, England.

JOHNSON, STEPHENS & SHINKLE SHOE Co., 4242 Laclede Ave., St. Louis 8, Mo., women's shoes. Adv. Exec.: Ray Hunnius. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: David P. Ferriss.

JOHNSON & JOHNSON, George & Hamilton, New Brunswick, N. J., baby powder, soap, cream and oil, filter disks, professional dental supplies, hospital supplies, dental floss, medicated plasters, surgical dressings, foot protectors, elastic goods. Adv. Exec.: E. G. Gerbic. Agencies: Young & Rubicam Inc., New York; N. W. Ayer & Son, N. Y.; Noyes & Sprul Inc., N. Y.; William Hart Adler Inc., Chicago; L. W. Frohlich & Co. Inc., N. Y. Acct. Execs.: Julian Farren, Edward Dent.

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional
(Continued)

B. F. GOODRICH Co., 500 S. Main St., Akron, Ohio, tires. Adv. Exec.: Frank T. Tucker. Radio Adv. Exec.: Glenn E. Martin. N. Agency: BBDO, N. Y. Acct. Exec.: Len Carey.

GOODYEAR TIRE & RUBBER Co. Inc., 1144 E. Market, Akron, Ohio, tires and tubes, mechanical goods, shoe products, flooring, films, vinylfilm, airfoam, repair materials, batteries and brake lining, balloons, balls, boats and rafts, car and home accessories, aviation products. Adv. Exec.: J. K. Hough. Agencies: Young & Rubicam Inc., N. Y.; Compton Adv. Inc., N. Y.; Kudner Agency Inc., N. Y.; Norman Malone & Assoc., Akron.

GORDON BAKING Co., 2303 E. Vernor, Detroit 7, Mich., bread. Adv. Exec.: G. P. Kemnitz. Agency: N. W. Ayer & Son, Detroit.

GOTTFRIED Co., 1778 E. 30th, Cleveland 14, Ohio, dresses. Adv. Exec.: C. L. Gottfried. Agency: Lustig Adv., Cleveland. Acct. Exec.: Leroy Lustig.

JAMES GRAHAM MFG. Co., Newark, Calif., Wedgwood Gas Ranges. Adv. Exec.: Clark Pettit.

GRANADA WINES, 95 Harvey, Cambridge, Mass. Adv. Exec.: John L. Campbell. Agency: Daniel F. Sullivan Co., Boston. Acct. Exec.: Charles W. Rankin.

GRAND UNION Co., 50 Church, New York 7, food, household products. Adv. Exec.: (Stores Div.) Mary K. Brown, (Route Div.) P. Ferry. Agencies: S. Duane Lyon Inc., N. Y.; Jesse Kram, N. Y.; French & Preston, N. Y.

W. T. GRANT Co., 1441 Broadway, New York 18, general merchandise. Chain. Adv. Exec.: Jos R. Rowen.

GRAPETTE Co., 112 E. Grinstead, Camden, Ark. Grapette beverages. Adv. Exec.: A. Roy Allen. Agency: Henri, Hurst & McDonald, Chicago.

L. J. GRASS NOODLE Co., 6027 Wentworth Ave., Chicago 21, Ill., egg noodles and soups. Adv. Exec.: A. Irving Grass. Agency: Charles Silver & Co., Chicago.

GREAT ATLANTIC & PACIFIC TEA Co., 420 Lexington Ave., New York 17, A & P chain stores. Adv. Exec.: Ralph W. Burger. Agencies: Paris & Peart, N. Y.

GREAT CHINA FOOD PRODUCTS Co., 2520-58 S. State, Chicago 16, canned Chinese food products. Adv. Exec.: Eugene Y. Liu. Agencies: Ewell & Thurber & Assoc., Chicago and H. C. Morris & Co., N. Y.

GREEN SPOT Inc., 1501 Beverly Blvd., Los Angeles 36, Green Spot orange and grapefruit beverages, grape concentrate. Adv. Exec.: H. M. Kitchen. Agency: Philip J. Meany Co., Los Angeles. Acct. Exec.: Philip J. Meany.

GREENWICH HOUSE Corp., 939 8th Ave., New York 19, pipes. Adv. Exec.: Nat Friedland. Agency: Ruth Brooke Adv., N. Y.

GREER SHOP TRAINING Inc., 2230 S. Michigan Ave., Chicago, trade school. Adv. Exec.: Roland S. Treland. S. Agency: Harry Atkinson Agency, Chicago. Acct. Exec.: C. F. Southward.

WILLIAM GRETZ BREWING Co., 1536 Germantown Ave., Philadelphia 22, Pa. Gretz beer. Adv. Exec.: Karl L. Gretz. Agency: Sebnager Inc., Phila. Acct. Exec.: F. H. Seberhagen.

GREYHOUND Corp., 141 W. Jackson Blvd., Chicago, bus transportation. Adv. Exec.: J. L. Williams. Agency: Beaumont & Hohman, Chicago. Acct. Exec.: T. R. McCabe.

GRID-L-RICH Inc., 645 N. Michigan, Chicago, Ill., Grid-L-Red pancake batter. Adv. Exec.: J. S. Friedman. Agency: Olan Adv. Co., Chicago.

GRIESEDIECK BROS. BREWERY Co., 1920 Shenandoah Ave., St. Louis 4, beer. Adv. Exec.: Harold W. Neusitz. Agency: Ruthrauff & Ryan, St. Louis. Acct. Exec.: Oscar Zahner.

GRIESEDIECK WESTERN BREWERY Co., 1201 West E St., Belleville, Ill., Stag beer. Adv. Exec.: Frank B. Griesedieck. Agency: Maxon Inc., Chicago. Acct. Exec.: Vinton Hall and Lester Sholy.

GRIESEDIECK WESTERN BREWERY Co., 3607 N. Florissant Ave., St. Louis 7, Mo., Hyde Park beer. Adv. Exec.: Frank B. Griesedieck. Agency: McCann-Erickson, Chicago. Acct. Exec.: Jos. B. Bengel.

GRIFFIN GROCERY Co., Muskogee, Okla., Griffin's coffee, tea, canned foods. Adv. Exec.: James C. Leake. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: E. A. Warner.

GRIFFIN MFG. Co., 410 Willoughby Ave., Brooklyn 5, N. Y., shoe polish. Adv. Exec.: W. F. Smith. Agency: Birmingham, Castleman & Pierce, N. Y. Acct. Exec.: A. Birmingham.

GRIGGS, COOPER & Co., 1821 University, St. Paul 4, Minn., foods, crackers, cookies, candies. Adv. Exec.: R. E. Norman. Agency: Campbell-Mithun, Minneapolis.

GROCERY STORE PRODUCTS Co., West Chester, Pa., food products. Adv. Exec.: Donald N. Givler. Agencies: Campbell-Ewald Co., Chicago; Ted Bates & Co., N. Y. Acct. Exec.: J. R. Busk.

JULIUS GROSSMAN Inc., 415 Fifth Ave., New York 16, shoes. Adv. Exec.: Samuel G. Staff. Agency: Sterling A. A., N. Y. Acct. Exec.: Wm. Forray.

GROVE LABORATORIES Inc., 2630 Pine St., St. Louis, 4-Way Cold Tablets, Bromo Quinine Cold Tablets and Grove's Chill Tonic. Adv. Exec.: Robert J. Piggott. S. Agencies: Harry B. Cohen Adv., N. Y. Acct. Exec.: Harry B. Cohen. Gardner Adv., St. Louis; Charles E. Claggett.

GRUEN WATCH Co., Time Hill, Cincinnati, Ohio. Adv. Exec.: Bernard N. Kliman. S. Agency: McCann-Erickson, N. Y. Acct. Exec.: Les Williams.

GUIPURE Inc., 652 N. Robertson Blvd., Hollywood 48, Calif., non-smear lip-stick. Adv. Exec.: Raymond Keane. Agency: Raymond Keane Adv., Los Angeles. Acct. Exec.: E. W. Keane.

CHARLES GULDEN Inc., 50 Elizabeth, New York 13, mustard. Adv. Exec.: A. Schief. Agency: Chas. W. Hoyt Co., N. Y.

GULF BREWING Co., 5301 Polk Ave., Houston, Texas, Grand Prize Beer. Adv. Exec.: Rex E. Potter. N. S. Agency: Foote, Cone & Belding, Houston. Acct. Exec.: Lovick Draper.

GULF OIL Corp., Gulf Bldg., Pittsburgh, Pa., gasoline and motor oil. Adv. Exec.: W. E. Dermody. Agencies: Young & Rubicam Inc., N. Y. Acct. Exec.: Paul C. Richardson. Calkins & Holden, Carlock, McCClinton & Smith Inc., N. Y. Acct. Exec.: J. Sherwood Smith.

GUNTHER BREWING Co., 1211 S. Conkling St., Baltimore, Md. Adv. Exec.: Henry R. Turnbull. S. Agency: Biow Co., N. Y. Acct. Exec.: John Hamm.

GUSTINETTES Inc., 30-28 Starr Ave., Long Island City, N. Y., slippers. Adv. Exec.: J. Gustin. Agency: Guilford Adv. Agency, N. Y.

GUTHRIE BISCUIT Co., 1 Montgomery, San Francisco, crackers. Adv. Exec.: C. J. Kellogg. Agency: Ruthrauff & Ryan, San Francisco. Acct. Exec.: H. O. Nelson.

H

HAAS, BARUCH & Co., 4700 Boyle Ave., Los Angeles 12, canned, preserved foods. Adv. Exec.: B. Kerker. Agency: Robert Smith Adv. Agency, Los Angeles. Acct. Exec.: Mel Smith.

A. C. L. HAASE Co., 4300 Geraldine, St. Louis 15, Mo., olives, olive oil, delicacies. Adv. Exec.: A. J. Bader. Agency: Hirsch & Rutledge, St. Louis.

HABITANT SOUP Co., Commercial St., Manchester, N. H., soups. Adv. Exec.: Remi Limoges. Agency: Chambers & Wiswell, Boston, Mass.

HACKER BREWING Co., 609 S. Union, Lawrence, Mass., Five X Ale, Amberlite Ale, Lager Beer. Adv. Exec.: Albert I. Richmond.

HAFFENREFFER & Co., 30 Germania, Boston 30, Pickwick Ale. Adv. Exec.: T. C. Haffenreffer. Agency: H. B. Humphrey, Boston.

HAFNER ASSOCIATES Inc., 350 Fifth Ave., New York 1, upholstery and plastic fabrics. Agency: Humbert & Jones, N. Y. Acct. Exec.: Kingsley E. Humbert.

HALF MOON FRUIT & PRODUCE Co., 161 Washington, San Francisco, grapefruit, strawberries, melons, turkeys. Adv. Exec.: S. H. Pağanucci. Agency: Roland Hauck, S. F. Acct. Exec.: Roland Hauck.

HALL BROTHERS Inc., 2505 Grand Ave., Kansas City 10, Mo., Hallmark Greeting Cards. Adv. Exec.: J. C. Hall. Agency: Foote, Cone & Belding, Chicago.

MARTIN L. HALL Co., 365 C St., Boston 27, Victor Coffee. Adv. Exec.: Stanley W. Ferguson. Agency: John C. Dowd Inc., Boston.

ROBERT HALL CLOTHES Inc., 1241 Broadway, New York 1, N. Y. (Div. of United Merchants & Mfg.). Clothing (men and women, boys and girls). Adv. Exec.: Frank B. Sawdon. Agency: Frank B. Sawdon Inc., N. Y. Acct. Exec.: F. B. Sawdon.

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. Agency: Erwin, Wasey & Co., Chicago. Acct. Exec.: Don Elrod.

HAMLINS WIZARD OIL Co., 230 W. Huron, Chicago 10, Ill. Adv. Exec.: John A. Schreiber. Agency: Ewell & Thurber Adv. Agency, Chicago.

THEO. HAMM BREWING Co., 720 Payne Ave., St. Paul, Minn., beer. Adv. Exec.: Clyde E. Rapp. N. S. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: R. L. Forrest.

HAMPDEN BREWING Co., 45-95 N. Chicopee, Williamsett, Mass., Hampden Mild Ale. Adv. Exec.: Wm. J. Massey. Agency: Reingold Co., Boston. Acct. Exec.: H. Q. Reingold.

PETER HAND BREWERY Co., 1000 W. North Ave., Chicago 14, Meister Brau beer. Adv. Exec.: Andrew S. Gantner. Agency: BBDO, Chicago. Acct. Exec.: Ken Ellis and Wm. Sternhoff.

JAMES HANLEY Co., 35 Jackson, Providence 3, R. I., Hanley beer. Adv. Exec.: J. W. Barnard.

HARDWARE MUTUALS, Stevens Point, Wis., insurance. Adv. Exec.: H. E. Manske. Radio Adv. Exec.: J. A. Toepel. S. Agency: Roche Williams & Cleary, Chicago. Acct. Exec.: Stewart Weston.

HARFORD FROCKS Inc., 3301 Colerain Ave., Cincinnati 25, (Div. of Fashion Frock's Inc.), dresses. Adv. Exec.: C. E. Israel. Agency: E. H. Brown A. A., Chicago. Acct. Exec.: Harry Schneiderman.

HARRIET HUBBARD AYER Inc., 505 Park Ave., New York 20 (sub. of Lever Brothers Co., N. Y.), toilet preparations. Adv. Exec.: David N. Jones. Agency: Ellington & Co., N. Y. Acct. Exec.: Van Davis.

A. HARRIS & Co., Main & Akard, Dallas 1, Texas, department store. Adv. Exec.: Arthur L. Kramer Jr. Agency: J. R. Flanagan A. A., N. Y.

A. S. HARRISON Co., P. O. Box 568, South Norwalk, Conn., floor wax. Adv. Exec.: Jacques Wiese. S. Agency: Calkins & Holden, N. Y. Acct. Exec.: Z. C. Barnes.

HARRISON PRODUCTS Inc., 45 2nd, San Francisco 5, Calif., Shut-Eye, No-Doz Awakeners Tablets. Adv. Exec.: Richard Golden. Agency: Sidney Garfield & Assoc., San Francisco.

HARTZ MOUNTAIN PRODUCTS, 36 Cooper Sq., New York 3, N. Y., bird and pet products. Adv. Exec.: Edgar Stern. Agency: Geo. H. Hartman Co., Chicago.

HARVEY-WHIPPLE Inc., 55 Emery St., Springfield, Mass., burners and air conditioning equipment. Adv. Exec.: Theodore A. Hodgdon.

HASKINS BROS. & Co., Div. of Manhattan Soap Co., Omaha, Neb., soap. Agency: Duane Jones Co., N. Y.

HASTINGS MFG. Co., Hastings, Mich., Castie Drout, spark plugs. Adv. Exec.: Don H. Collins. S. Agency: Keeling & Co., Indianapolis. Acct. Exec.: Lowell Stormont and William Hutchison.

HATHAWAY BAKERIES, 44 Life, Boston 35, Mass., bread and cakes. Adv. Exec.: S. Carl Crosby. Agency: Bresnick & Co., Boston.

HAUCK BAKERY Co., 2801 S. 7th St., Louis, Mo., bread and cakes. Adv. Exec.: L. A. Freund.

HECHT Co., 7th & F Sts., Washington, D. C., department store. Adv. Exec.: James Rotto. Radio Adv. Exec.: Vi Sutton. Agency: Harwood Martin Adv., Washington.

G. HEILEMAN BREWING Co., 1027 S. Third, Lehigh, Wis., Heileman's Old Style Lager beer. Adv. Exec.: F. B. Evans. Agency: Gordon Best Co., Chicago. Acct. Exec.: Gordon Best.

H. J. HEINZ Co., 1062 Progress, Pittsburgh 12, food products. Adv. Exec.: J. H. Letsche. Agencies: Maxon Inc., Detroit. Acct. Exec.: F. W. Oversch.

MacLaren Adv. Co., Toronto, Canada & National Export Adv. Ser., N. Y.

HELBROS WATCH Co., 6 W. 48th St., New York, watches. Adv. Exec.: Irwin H. Roseman. S. Agency: Wyatt & Schuebel, N. Y. Acct. Exec.: Reggie Schuebel.

HELIN TACKLE Co., 3669 Meldrum, Detroit 7, Mich., Flatfish fishing lures. Adv. Exec.: Charles Helin. Agency: Dudgeon, Taylor & Bruske, Detroit. Acct. Exec.: W. C. Dudgeon.

HELP Inc., 122 W. Kinzie, Chicago 10, cleaner, water softener, drain pipe cleaner. Adv. Exec.: Peter Bezek. Agency: Rogers & Smith, Chicago.

HELWIG & LEITCH, 101 N. Haven, Baltimore, syrup and mayonnaise. Adv. Exec.: L. Chickering. Agency: Harrison Pitt Inc., Baltimore. Acct. Exec.: Merlin J. Pitt.

HENRI'S FOOD PRODUCTS Co., 232 E. Keefe Ave., Milwaukee, salad dressings. Adv. Exec.: Helen M. Brockman. Agency: Cramer-Krassell Co., Milwaukee.

JOS. HENSLEBREWING Co., 73 Wilson Ave., Newark 5, N. J., Hensler's beer. Adv. Exec.: Don Stedfield. Agency: Lewin, Williams & Saylor, Newark. Acct. Exec.: Richard H. Gulick.

HERSHEL CALIFORNIA FRUIT PRODUCTS Co., San Jose, Calif., tomato paste. Agency: Brisacher, Wheeler & Staff, San Francisco.

CHRISTIAN HEURICH BREWING Co., 26th & D Sts., N. W., Washington, D. C., Senate and Old Georgetown beer. Adv. Exec.: Edward R. Wade. S. Agency: Henry Kaufman & Assoc., Washington. Acct. Exec.: R. C. O'Donnell.

HEYWOOD BOOT & SHOE Co., 70 Winter, Worcester 4, Mass. Adv. Exec.: Charles S. Hoar.

HILEX Co., 319 E. Kellogg Blvd., St. Paul 1, Minn., Hilex. Adv. Exec.: Asa A. Eldredge. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: Goodwin Alarik.

HILLS BROTHERS Co., 110 Washington, New York 16, food products. Adv. Exec.: Ralph R. Weaver. Agency: Biow Co., N. Y.

HINZE AMBROSIA Inc., 30 Rockefeller Plaza, New York 20, cosmetics. Adv. Exec.: J. E. Gabrielsen. Agency: Street & Finney, N. Y.

CHARLES E. HIRES Co., 206 So. 24th, Philadelphia 3, Pa. Hires R-J Root Beer, Purock Water. Adv. Exec.: John R. Minton. Agency: N. W. Ayer & Son, Philadelphia (All adv.).

H. H. HIXSON & Co., 1218 N. Halsted, Chicago 22, coffee. Adv. Exec.: N. A. Fick. Agency: Ewell & Thurber Assoc., Chicago. Acct. Exec.: Earl E. Sproul.

HOBBEN CANDY Corp., Ashley, Ill. Adv. Exec.: L. S. Hoben. Agency: Grant Adv., Dallas, Texas. Acct. Exec.: Samuel W. Hepworth.

RUBE P. HOFFMAN Co., Los Angeles 14, Calif., woolen & rayon piece goods. Adv. Exec.: William E. Bloch. Agency: Murray, Dymock, Carson, L. A.

HOFFMAN BEVERAGE Co., 400 Grove, Newark 6, N. J. (Sub. of Pabst Brewing Co.) Hoffman soda, Tom Collins Mixer, Dists. of Pabst Blue Ribbon Beer. Adv. Exec.: Nathan Perlstein. Agency: Warwick & Legler, New York. Acct. Exec.: Henry Legler.

HOFFMAN RADIO Corp., 3761 S. Hill St., Los Angeles, Calif., television sets. Adv. Exec.: Donald E. Larson. Agency: Walter McCreery Inc., Beverly Hills, Calif. Acct. Exec.: Richard Berggren.

HOGAN LABS, 155 Perry, New York 14, equipment. Adv. Exec.: Elliott A. Crooks. Agency: Barton A. Stebbins Adv. Agency, Los Angeles. Acct. Exec.: A. W. Gudelman.

JOHN HOHENADEL BREWERY, Philadelphia 29, Hohenadel beer & Indian Queen ale. Adv. Exec.: George R. Moore. Agency: Buckley Organ, Phila. Acct. Exec.: Geo. C. Martin.

HOL-GRAIN PRODUCTS, 1630 Fifteenth Ave., W., Seattle 99, Wash., rice wafers. Adv. Exec.: Llewellyn F. Wing. Agency: Pacific National Adv. Agency, Seattle.

HOLLEB & Co., 3225 S. Western Ave., Chicago 8, Ill., foods. Adv. Exec.: Nat Holleb. Agency: Kuttner & Kuttner, Chicago. Acct. Exec.: Chester Kuttner.

HOLLY SUGAR Corp., Golden Cycle Bldg., Colorado Springs, Colo., sugar. Adv. Exec.: R. L. Woodward. Agency: J. Walter Thompson Co., San Francisco.

HOLLYWOOD FILM STUDIOS, 7021 Santa Monica Blvd., Hollywood 38, Calif., photo enlargements. Adv. Exec.: D. Baskin. Agencies: Milton Weinberg Adv. Co., Los Angeles. Harold S. Schwartz & Assn., Chicago.

THE FRUIT BELT PRESERVING Co., East Williams, N. Y., canned apples. Adv. Exec.: C. I. Van Eenwyk. Agency: H. B. LeQuatte Inc., N. Y.

FRUIT INDUSTRIES Ltd., 416 W. 8th, Los Angeles 14, Calif., brandy, wines and champagnes. Adv. Exec.: A. J. Perelli Minnetti. Agency: McCann-Erickson, San Francisco.

FRUZOLA Co., 439 Third East, Salt Lake City, Utah. Fruzola and Lik-M-Ade. Adv. Exec.: J. F. Smith. Agency: Ross Journey & Assoc., Salt Lake City.

FUHRMANN & SCHMIDT BREWING Co., 301 E. Commerce, Shamokin, Pa., F & S Beer and Ale. Adv. Exec.: J. O. Schmidt Jr.

FULCRUM OIL Co., 315 13th St., Franklin, Pa., gun and reel oil. Adv. Exec.: Margaret Feldman.

W. P. FULLER & Co., 301 Mission, San Francisco, Calif., paints, glass and wallpaper. Adv. Exec.: L. H. Markwood. Agency: McCann-Erickson Inc., S. F. Acct. Exec.: H. Thomas.

FUNK BROS. SEED Co., 1402 W. Washington, Bloomington, Ill., Funk's G-Hybrid Seed Corn. Adv. Exec.: R. J. Laible. S. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: A. R. Crabb.

R. E. FUNSTEN Co., 1515 Delmar, St. Louis 3, Mo., Funsten's Pecans. Adv. Exec.: Hugh King. Agency: Oakleigh R. French & Assoc., St. Louis.

R. H. FYFE & Co., 2001 Woodward, Detroit 26, Mich., shoes. Adv. Exec.: Virginia Clee.

G

G. P. Corp., Box 888, Council Bluffs, Iowa, cereals and popcorn. Adv. Exec.: R. F. Willey.

GALE HALL ENGINEERING, 236 Huntington Ave., Boston, Mass., Mile-O-Meter. Adv. Exec.: A. J. White. Radio Adv. Exec.: R. Zokas. S. E. & J. GALLO WINERY, Box 1173, Modesto, Calif., wines, vermouth, champagnes. Adv. Exec.: Neil Shaver. Agency: BBDO, San Francisco. Acct. Exec.: C. E. Hales & Christy Allen.

GALVESTON-HOUSTON BREWERIES, Galveston, Texas, Southern Select Beer. Adv. Exec.: H. S. Autrey. Agency: Ruthrauff & Ryan, Houston.

GARRETT & Co. Inc., 882 3rd Ave., Brooklyn, N. Y., wine, burgundy and champagne. Adv. Exec.: C. B. Cole. Agency: Stockton-West-Burkhart Inc., Cincinnati.

GASSTERIA Inc., 1031 E. Washington St., Indianapolis, Ind., petroleum products. Adv. Exec.: Bernard C. McKay. S.

GAY APPAREL Corp., 307 W. 36th, New York 18, N. Y., Betty Gay Shops. Adv. Exec.: Joseph Nash.

GAYNES Inc., 500 7th Ave., New York 18, N. Y., women's apparel. Adv. Exec.: Ben Gaynes. Agency: Diamond & Barnett, N. Y.

GELLMAN MFG. Co., 1700 1st, Rock Island, Ill., sewing machine. Adv. Exec.: R. D. Wilder.

GEM PACKING Corp., 83 33rd, Brooklyn 32, N. Y., Edible Oils. Adv. Exec.: Remo F. Giordano. Agency: Emil Mogul Co., N. Y.

GENERAL BAKING Co., 420 Lexington Ave., New York 17, N. Y., bread and bakery products. Adv. Exec.: A. Waldron Stone. Agency: BBDO, N. Y. Acct. Exec.: Charles Dalton.

GENERAL CHEMICAL DIVISION, Allied Chemicals & Dye Corp., 40 Rector, New York 6, heavy chemicals, insecticides, Aerosol products. Adv. Exec.: J. J. Tomlinson. Agencies: Atherton & Currier, N. Y., Cunningham & Walsh, N. Y.

GENERAL CIGAR Co., 119 W. 40th, New York 18, cigars. Adv. Exec.: W. L. Rubin. Agencies: Federal A. A., N. Y., (Acct. Exec.: Jules Singer); J. Walter Thompson Co., N. Y., (Acct. Exec.: Howard Henderson) Donahue & Coe, N. Y., (Acct. Exec.: Robert E. Rinehart).

GENERAL DYESTUFF Corp., (Antara Products Div.), 435 Hudson, New York 14, N. Y., detergents. Adv. Exec.: D. M. Martin. Agency: R. T. O'Connell Co., N. Y.

GENERAL ELECTRIC Co., 5 Lawrence, Bloomfield, N. J., heating air conditioning and refrigeration equipment. Adv. Exec.: G. W. Hart. Agency: Kenyon & Eckhardt Inc., N. Y. Acct. Exec.: W. H. Green.

GENERAL ELECTRIC Co., 1285 Boston Ave., Bridgeport 2, Conn., clocks, fans, heating devices, home laundry equipment. Adv. Exec.: Geo. B. Park. Agency: Young & Rubicam, N. Y. Acct. Exec.: Frank Fagart.

GENERAL ELECTRIC Co., Schenectady, N. Y., electrical equipment. Adv. Exec.: Robert S. Peare. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

GENERAL ELECTRIC Co., Chemical Dept., Pittsfield, Mass., plastics, fests, silicates, molding compounds and insulating materials. Adv. Exec.: Alan T. Wolcott. Agency: Benton & Bowles Inc., N. Y. Acct. Exec.: E. R. Beach.

GENERAL ELECTRIC Co., Electronics Dept., Syracuse, N. Y., radio receivers, television receivers and equipment. Adv. Exec.: L. E. Pettit. Agency: Maxon Inc., N. Y. Acct. Exec.: M. F. Mahony.

GENERAL ELECTRIC Co., Lamp Dept., Nela Park, Cleveland 12, Ohio, GE lamps. Adv. Exec.: W. H. Robinson, Jr. Agency: Foster & Davies, Cleveland. Acct. Exec.: G. C. Cozens.

GENERAL FOODS Co., 250 Park Ave., New York, food products. Adv. Exec.: Robert R. Mathews, Richard Whidden. Agencies: Young & Rubicam Inc., N. Y., Jell-O, Jell-O Puddings, Minute Tapioca, Minute Rice, Minute Gelatin, Swans Down Cake, Family Flour, Instant Cake Mix, Corn Muffin Mix & Bran Muffin Mix, Sanka, Instant Sanka, Kaffee Hag, Grape-Nuts, Grape-Nuts Flakes, Grape-Nuts Wheat Meal, Raisin Bran, Post-Corn, all Birds Eye Products. Export: Bireley's Products, all products of Gen. Seafoods Div. & Electrico Sls. Inc., Div. Foote, Cone & Belding, N. Y., Instant Postum & Postum Cereal, Post's Krinkles, Calumet Baking Powder, Post Toasties, La France & Satina, Benton & Bowles Inc., N. Y., Certo, Sure-Jell, Log Cabin Syrup, Post's 40% Bran Flakes, Post's Raisin Bran, Post's Raisins, Post's Puffed Rice, Post's Puffed Wheat, Post's Sugar Crisp, D-Zerta, Bliss Coffee, Ridgways Tea, Maxwell House Tea, Diamond Crystal Salt, Walter Baker Products, Gaines Meal & Gaines Krunchon; all Snider Products, Yuban Coffee; Instant Maxwell House Soluble Coffee, Baker's 4-in-1 Cocoa Mix. Baker Adv. Agency: Ld., Toronto. Acct. Exec.: W. R. Baker.

GENERAL GROCER Co., 301 S. 8th, St. Louis 2, Mo., foods, coffee. Adv. Exec.: Dana Brown. Agencies: Ridgeway Co., St. Louis & Olan Adv. Co., St. Louis. Acct. Exec., Mrs. Margaret Hart Nelson.

GENERAL ICE CREAM Corp., 101 Nott Terrace, Schenectady 1, N. Y., dairy and meat products. Adv. Exec.: E. M. Rice. Agencies: McKee & Albright, Phila., Woodard & Co., Albany, Hoag & Provandie, Boston, Mass., Baldwin, Bowers & Strachan, Buffalo, Charles L. Rumrill & Co., Rochester, N. W. Adler & Son, Phila.

GENERAL MILLS, 400 2d Ave., Minneapolis 1, Minn., Whites, Kix, Cheerios, Bisquick, Betty Crocker Mixes, Gold Medal Flour, Softasilk cake flour, Crustquick bakers flour, Larro feeds and vitamin products, home appliances, industrial machinery. Adv. Exec.: S. C. Gale. Agencies: Dancer-Fitzgerald-Sample, New York — Donald Manchester & H. M. Dancer (Acct. Exec.); Knox Reeves Adv., Minneapolis, Minn.—E. E. Sylvestre & Wayne Hunt (Acct. Exec.); BBDO, Minneapolis, Minn.—J. M. Bridge (Acct. Exec.); Tatham-Laird, Chicago, Ill.—A. E. Tatham & G. A. Bolas (Acct. Exec.); Zimmer-Keller, Detroit, Mich.—(Larro Div.).

GENERAL MILLS, Sperry Division, 116 New Montgomery, San Francisco 6, flour, cereal, feeds (see General Mills). Adv. Exec.: J. S. Mitchell. Agency: Knox Reeves Adv., San Francisco. Acct. Exec.: H. R. Ohleyer.

GENERAL MOTORS Corp., General Motors Bldg., Detroit 2, Mich. and New York, cars, trucks, spark plugs, engines, radios, steering gear and household appliances. Adv. Exec.: S. D. Hopkins. Agencies: D. P. Brother & Co. Inc., Detroit; Campbell-Ewald Co. Inc., Detroit; Campbell-Ewald Co. of N. Y. Inc., N. Y.; Geyer, Newell & Ganger Inc., Dayton; Albert Frank-Guenter Law Inc., N. Y.; Kudner Agency Inc., N. Y.; Foote, Cone & Belding, Chicago; MacManus, John & Adams Inc., Detroit; Kircher, Helton & Collett, Dayton; MacLaren Adv. Co. Ltd., Toronto; The Baker Adv. Agency Ltd., Toronto.

GENERAL RETAIL Corp., 125 8th Ave., N. Nashville, Tenn., shoes. Adv. Exec.: W. H. MacLaren. Radio Adv. Exec.: Robert F. Lee Jr. S.

GENERAL SHOE Corp., 111 7th Ave., N. Nashville 3, Tenn. Adv. Exec.: Henry W. Boyd Jr. Agency: Noble-Dury & Assoc., Nashville. Acct. Exec.: Albert Noble.

GENERAL TIRE & RUBBER Co., Englewood Ave., Akron, Ohio, tires, storage batteries, rubber goods, vibration mounts and bearings. Adv. Exec.: Ralph Harrington. Agency: D'Arcy Adv. Co. Inc., Cleveland. Acct. Exec.: Stanley Seward.

GENESESE BREWING Co., 100 National, Rochester 5, N. Y., Genesee Beer. Adv. Exec.: James P. Duffy. Agency: Rogers & Porter, Rochester, N. Y.

GENEVA MODERN KITCHENS, Geneva, Ill., metal kitchen cabinets. Agency: O'Grady-Anderson-Gray, Chicago.

R. GERBER & Co., 6648 W. Randolph, Chicago 38, Ill., pop. corn, olive oil. Adv. Exec.: Fred F. Drucker. Agency: Newby & Peron, Chicago.

WILLIAM GERST BREWING Co., 821 6th Ave. S., Nashville 2, Tenn., Gerst 57 Beer. Adv. Exec.: John Ozler. Agency: Noble-Dury & Assoc., Nashville.

A. GETTELMAN BREWING Co., 4400 W. State, Milwaukee, Wis., beer. Adv. Exec.: D. P. MacRae. Agency: Hoffman & York, Milwaukee. Acct. Exec.: Joel Kursel.

GILL BROS. SEED Co., N.E. 99th & Halsey, Portland, Ore. Adv. Exec.: Ray W. Gill. S. Agency: Montgomery Adv., Portland. Acct. Exec.: Richard Montgomery.

MARTIN GILLET & Co., Lombard & Cheapside, Baltimore, He-No Tea, House of Lords Coffee, tea and mayonnaise, Fudline dessert. Adv. Exec.: J. Gill Jacobsen. Agency: Clinton D. Carr & Co., Baltimore.

GILLETTE SAFETY RAZOR Co., 15 W. First, Boston 6, Mass., shaving equipment. Adv. Exec.: A. Craig Smith. Agencies: Maxon Inc., Detroit (Acct. Exec.); Lou R. Maxon & Searle Hendee; Foote, Cone & Belding, N. Y.

I. GINSBERG & BROS., 1350 Broadway, New York 18, N. Y., dresses. Adv. Exec.: Ralph Ginsberg. Agency: Sidney Lightstone Adv., N. Y.

GIOIA MACARONI Co., 1700 Elmwood Ave., Buffalo 7, N. Y., macaroni products. Adv. Exec.: Horace A. Gioia. Agency: Storm Adv., Rochester. Acct. Exec.: Morry Storm.

GIPPS BREWING Corp., 500 S. Water St., Peoria, Ill., Gipps Beer. Adv. Exec.: Harry J. Krueger & D.C. Agency: Arbingast, Beach & Assoc., Peoria. Acct. Exec.: W. H. Arbingast.

GIRARD'S Inc., 502 Irwin St., San Rafael, Calif., Girard's Clear French Dressing and Girard's Wine Vinegar Dressing. S. Agency: Lockwood-Shackelford Adv., San Francisco. Acct. Exec.: Alan Cameron.

A. GIURLANI & BRO., 537 Front, San Francisco 26, Calif., olive oil, wines, vermouth. Adv. Exec.: G. Giurlani. Agency: Honig-Cooper Co., San Francisco.

GIVEN Mfg. Co., 3301 E. Frutland, Los Angeles 58, Calif., Waste King pulverators garbage disposer. Adv. Exec.: Hollis Harper, N. D.-C. Agency: H. M. Gardner & Assoc., L. A. Acct. Exec.: H. M. Gardner.

GLADE CANDY Co., 55 W. 8th, Salt Lake City 12, Utah. Glade candy. Adv. Exec.: J. V. Glade. Agency: Ad-Craftsmen, Salt Lake City.

GLASER, CRANELL Co., 2000 S. Western Ave., Chicago 8, Ill., preserves, mustard, sauces and Chinese foods. Adv. Exec.: R. J. Glaser. Agency: Schwimmer & Scott, Chicago.

GLENWOOD RANGE Co., 300 W. Water St., Taunton, Mass., ranges, washers and refrigerators. Adv. Exec.: Malcolm Leach. Agency: John C. Dowd Inc., Boston. Acct. Exec.: William J. Haughey.

GLIDDEN Co., 11001 Madison Ave., Cleveland, Ohio, paints, margarine, salad dressings, mayonnaise, shortening, livestock, poultry and pet feeds. Adv. Exec.: Tully H. Turney (Paint Div.), Joseph N. Fritsch (Feed Mill Div.). Agency: Meldrum & Fewsmitth Inc., Cleveland. Acct. Exec.: H. W. Cooper.

GLOBE BREWING Co., 327 S. Hanover, Baltimore 1, Md., Arrow Beer. Adv. Exec.: Donald C. McNamara. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: John McHugh.

GOLD MEDAL CANDY Corp., 2857 W. 8th, Brooklyn, N. Y., taffy and peanut brittle. Adv. Exec.: Sidney M. Kent. Agency: Donahue & Coe Inc., N. Y.

GLO-LURE Inc., Medford, Wis., fishing equipment. Adv. Exec.: Gordon Thielik.

GLUCKIN Corp., 148 Madison Ave., New York 11, N. Y., bras. Adv. Exec.: Harry Gluckin. Agency: Dowd, Redfield & Johnstone, N. Y.

GLUEK BREWING Co., 2000 N. E. Marshall, Minneapolis 18, Minn. Adv. Exec.: Louis A. Gluek. Agency: Vance Pidgeon & Assoc., Minneapolis.

GODCHAUX SUGARS, Carondelet Bldg., New Orleans 7, sugar, poultry litter, syrups. Adv. Exec.: J. A. Godchaux. Agency: Fitzgerald Adv. Agency, New Orleans. Acct. Exec.: J. Epstein.

H. C. GODMAN Co., 46 E. Fulton, Columbus 16, Ohio, shoes. Adv. Exec.: Dale Lawrence. Agency: Mumm, Mulvaney & Nichols, Columbus. Acct. Exec.: G. A. Slater.

GOEBEL BREWING Co., Rivard & Maple, Detroit 7, Mich., beer. Adv. Exec.: Arnold C. Graham Jr. Agencies: Brooke, Smith, French & Dorrance, Detroit. Acct. Exec.: C. A. Monroe, Russell, Harris & Wood, San Francisco, Calif. (Adv. on Goebel Brewing Co. of Calif.).

M. K. GOETZ BREWING Co., 6th & Albemarle, St. Joseph, Mo. Adv. Exec.: Allen B. Russell. S. Agency: Compton Adv., Chicago. Acct. Exec.: Richard K. Montgomery.

GOLD MEDAL HAIR PRODUCTS Inc., 337 Kings Highway, Brooklyn 23, N. Y., hair styles, hair pieces, marcel irons, dressing combs, sun glasses, hair and scalp preparations, Carbonel Products. Adv. Exec.: E. Sherman. Agencies: W. L. Vomack Inc., Brooklyn; Whiteby Assoc., N. Y.; Dowd, Redfield & Johnstone, N. Y.

GOLD SEAL Co., Bismarck, N. D., cleaning products. Adv. Exec.: Thomas S. Kleppe. Agency: Campbell-Mithun, Minneapolis, Minn. Acct. Exec.: Alden Grimes.

GOLDEN MIX, 105 W. Monroe, Chicago 3, Golden Mix for griddle cakes. Adv. Exec.: H. A. Dingeldin. Agency: J. R. Pershall Co., Chicago.

GOLDEN STATE Co., 425 Battery San Francisco 11, Calif., dairy products. Adv. Exec.: Don M. Lawton. Agency: BBDO, San Francisco. Acct. Exec.: C. T. Allen.

GOLDTONE RAZOR BLADE Co., 432 Plane, Newark 2, N. J., blades. Adv. Exec.: D. J. Nadeau. Agency: Market Research & Adv., N. Y.

SAMUEL GOLDWYN PRODUCTIONS Inc., 1270 6th Ave., New York 20, motion pictures. Adv. Exec.: Al Vaughan. Agency: Foote, Cone & Belding, N. Y.

GOOD FOODS Inc., 5725 Highway No. 7, Minneapolis 3, Minn., peanut butter. Adv. Exec.: A. M. Brisbois. Agency: Guild, Bascom & Bonfigli, San Francisco.

GOODALL Co., Cincinnati, Ohio. (See Palm Beach Co., Cincinnati.)

GOOD HUMOR Corp., 46-81 Metropolitan Ave., Brooklyn 8, N. Y., ice cream. Adv. Exec.: Walter Best.

GOOD LUCK FOOD Co., 101 Manhattan, Rochester 7, N. Y., desserts and pie crust mix. Adv. Exec.: Oscar Westgate. Agency: J. Walter Thompson Co., N. Y.

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ERIE BREWING Co., 22nd & State, Erie, Pa., Koehler's Beer. Adv. Exec.: A. W. Brevillier. Agency: Yount Co., Erie. Acct. Exec.: M. A. Yount.

ESKIMO PIE Corp., Bloomfield Bank & Trust Co., Bloomfield, N. J., Eskimo Pie. Adv. Exec.: William W. Wade. S. Agency: Buchanan & Co., N. Y. Acct. Exec.: William Dasheff.

ESSLINGER'S, Inc., 10th & Callowhill, Phila., 23, Pa., Esslinger's Premium Beer. Adv. Exec.: Robert M. Brown. Agency: J. Cunningham Cox, Philadelphia. Acct. Exec.: Joseph Cox.

ESSO STANDARD OIL Co., 15 W. 51st St., New York 19, petroleum products. Adv. Exec.: R. M. Gray. Agency: McCann & Erickson, N. Y. Acct. Exec.: J. L. Deane, Marschalk & Pratt, N. Y. Acct. Exec.: H. C. Marschalk.

EUCLID CANDY Co. Of CALIFORNIA Inc., 715 Battery, San Francisco 26, Cal. Love Nest, Red Cap, Full Almonds, Go, and Jumbo 5c Candy Bars. Adv. Exec.: J. W. McKey. Agency: Sidney Garfield & Assoc., San Francisco.

EVANS CASE Co., 21 East, No. Attleboro, Mass., cigarette lighters, cases and accessories. Adv. Exec.: Arthur Bates. Agency: McNeill, McCleery & Creamer Inc., Hollywood, Calif.

EVERSHARP Inc., 1800 Roscoe, Chicago 13, Ill., shaving instruments. Adv. Exec.: E. E. Felton. Agencies: Blow Co., N. Y., J. M. Mathes Inc., N. Y., McCann-Erickson, N. Y.

F

F & F LABORATORIES Inc., 3501 W. 48th Place, Chicago 32, Ill., F & F Cough Lozenges and Syrup Confections Items. Adv. Exec.: Bernard Fox. Agency: Schwimmer & Scott, Chicago.

FADA RADIO AND ELECTRIC Co., 525 Main, Belleville, N. J., radio receivers. Adv. Exec.: Herman N. Lubet. Agency: Sternfeld-Godley Inc., N. Y. Acct. Exec.: Samuel Godley.

FAIRMONT CANNING Co., Fairmont, Minn., ready-to-serve vegetable salad. Adv. Exec.: T. A. Fremming. Agency: Patton-Hagerty-Sullivan Inc., Chicago.

FAIRMONT FOODS Co., 1206 Jones St., Omaha, Neb., dairy products and feeds. Adv. Exec.: H. R. Moorman. S. Agencies: Buchanan-Thomas Adv., Omaha. Acct. Exec.: Robert Savage, Allen & Reynolds Adv., Omaha. Acct. Exec.: Robert Sanford.

FALLS CITY BREWING Co., 3050 W. Broadway, Louisville 11, Ky., Falls City Beer. Adv. Exec.: Henry Evers. Agency: Prater Adv., St. Louis. Acct. Exec.: Geo. L. Prater.

FALSTAFF BREWING Corp., 3617 Olive St., Louisville 8, Mo., Falstaff Beer. Adv. Exec.: Karl K. Vollmer. Agency: Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: Charles Hotchkiss.

FAMILY KITCHEN PRODUCTS Inc., 1548 S. Central Ave., Los Angeles 21, Calif., pie crust, biscuit and cookie mix. Adv. Exec.: Jane Stine. Agency: Botsford, Constantine & Gardner, San Francisco.

FANT MILLING Co., Sherman, Texas, fant and baking powder, feeds, mixes and corn meal. Adv. Exec.: James A. Fant. Agency: Couchman Adv., Dallas. Acct. Exec.: Albert Couchman.

S. W. FARBER Inc., 415 Bruckner Blvd., New York 54, N. Y., electrical appliances, automatic coffee robots, stainless steel cooking utensils and giftware. Adv. Exec.: I. Farber. Agency: Posner-Zabin Adv., N. Y. Acct. Exec.: James B. Zabin.

FARMER SEED & NURSERY Co., W. 4th St. & 9th Ave., Fairbault, Minn., farm and garden seeds, bulbs and plants. Adv. Exec.: R. J. Klekenapp. S. Agency: Graves & Assoc., Minneapolis. Acct. Exec.: Si Peterson.

FATHER JOHN'S MEDICINE Co., 73 Market St., Lowell, Mass., Father John's Medicine. Adv. Exec.: Willard A. Parker. S. Agency: John W. Queen Adv., Boston.

FAULTLESS STARCH Co., 1025 W. 8th, Kansas City 7, Mo., starch. Adv. Exec.: Merrill W. Hoty. Agency: Bruce B. Brewer & Co., Kansas City.

FRED FEAR & Co., Foot Joralemon, colors and clam products. Adv. Exec.: Gabriel Lowenstein. Agency: Hilton & Riggio Inc., N. Y.

FELBER BISCUIT Co., Grant Ave. & McCoy St., Columbus, Ohio, cracker and cookie products. Adv. Exec.: R. M. Engle. S. Agency: Harry Miller Inc., Columbus. Acct. Exec.: Jack Maguire.

JOHN J. FELIN & Co., 4142 Germantown, Philadelphia 40, Pa., pork packer. Adv. Exec.: Walter J. Phelan Jr. Agency: Lewis & Gilman Inc., Philadelphia.

FELS & Co., 73rd St. & Woodland Ave., Philadelphia, Fels-Naptha Soap, Fels-Naptha Chips, Rol and Felso. Adv. Exec.: Max Brown. S. Agencies: H. H. DuBois Inc., Philadelphia. McKee & Albright, Philadelphia.

H. FENDRICH Inc., 101 Oakley, Evansville 7, Ind., cigars. Adv. Exec.: F. C. Fischer. Agencies: C. A. Saas & Co., Indianapolis. Russel M. Seeds Co., Indianapolis.

FRANK FEHR BREWING Co., 412 Fehr Ave., Louisville 2, Ky., Fehr's X. L. Beer. Adv. Exec.: Fehr Kremer.

EARL FERRIS NURSERY, 811 4th, N. E., Hampton, Iowa, nursery stock. Adv. Exec.: Wayne Ferris. Agency: Lessing Adv. Co. Inc., Des Moines. Acct. Exec.: R. J. Flynn.

J. H. FILBERT Inc., 3701 Southwestern Blvd., Baltimore 29, Md., margarine and mayonnaise. Adv. Exec.: J. F. Diener. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y. Acct. Exec.: Luther Wood.

WILLIAM FILENE'S SONS Co., Subsidiary of Federated Department Stores, 426 Washington, Boston 1, Mass., ready-to-wear and accessories. Adv. Exec.: Lou Kaufman. Agencies: Dorland Inc., N. Y. Acct. Exec.: Goldie Heller, Batten, Barton, Durstine & Osborn, Boston.

FINDERS MFG. Co., 3669 So. Michigan Ave., Chicago 15, Ill., automatic deep-fry electric broiler and waffle iron and grill. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Chester D. Kuttner.

FINLAY STRAUSS JEWELRY Co., 25 W. 14th, New York 11, N. Y., installment jewelers. Adv. Exec.: E. P. Hirschberg.

FIRESIDE MARSHMALLOW Co., 5 W. Hubbard, Chicago 10, Ill., marshmallow creme, marshmallows and candy. Adv. Exec.: Peter Volld.

FIRESTONE TIRE & RUBBER Co., 1200 Firestone Parkway, Akron, Ohio, tires, tubes, auto accessories, home supplies, plastics, foamed rubber products and mechanical rubber goods. Adv. Exec.: C. B. Ryan. Radio Adv. Exec.: A. J. McGinness, N. S. D.-C. Agencies: Sweeney & James, Cleveland. Acct. Exec.: F. G. James. Gray Adv., N. Y. Acct. Exec.: B. I. Brown-oid.

FIRMAN LEATHER GOODS Corp., 137 E. 25th, New York 10, N. Y., bonded luggage. Adv. Exec.: Jessica Leighton. Agency: Mann-Ellis Inc., N. Y. Acct. Exec.: Jurt J. Mann.

FIRST NATIONAL STORES Inc., 5 Middlesex Ave., Somerville, Mass., food chain stores. Adv. Exec.: J. M. Duane. Agency: John C. Dowd Inc., Boston.

FISHER BROS. Co., 2323 Lakeside Ave., Cleveland, Ohio, Fisher foods. Adv. Exec.: George Fisher. Agency: Griswold-Eshleman Co., Cleveland. Acct. Exec.: Sam K. Betham.

FISHER CHEESE Co., Wapakoneta, Ohio, cheese. Adv. Exec.: Fred W. Fisher. Agency: Don Kemper Co., Dayton. Acct. Exec.: Don Kemper.

FISHER FLOURING MILLS Co., Harbor Island, Seattle 4, Wash., flour, Instant Cereal, Biskit Mix, cake flour, wheat germ, bakery flours and feeds. Adv. Exec.: W. S. Allen. Agency: Pacific National Adv., Seattle. Acct. Exec.: Trevor Evans.

FISHER NUT & CHOCOLATE Co., 2327 Wycliff, St. Paul, Minn., Salted-in-the-Shell Peanuts. Adv. Exec.: L. R. Smerling. Agency: Firestone-Goodman Adv., Minneapolis.

FITGER BREWING Co., 600 E. Superior, Duluth 2, Minn., Nordlager and Rex Imperial Dry Beers. Adv. Exec.: John Beerhalter.

FITZGERALD BROS. BREWING Co., 498 River, Troy, N. Y., Fitzgerald's Garryowen Ale, Burgomaster Beer and Pale Ale. Adv. Exec.: Arthur T. Newland. Agency: Hevenor Adv., Albany. Acct. Exec.: Edward T. Loveday.

FITZPATRICK BROS. Inc., 1300 W. 32nd Pl., Chicago 8, Ill., soap and cleansers. Adv. Exec.: D. C. Berber. Agency: Russel M. Seeds Co., Chicago.

FLAGSTAFF FOODS, Fayette St., North Babylon, N. Y., food products. Adv. Exec.: Harold Levy. S. Agency: Weiss & Geller, N. Y.

FLEETWOOD COFFEE Co., 246 E. 11th, Chattanooga 1, Tenn., packaged roasted coffee and tea. Adv. Exec.: R. H. Leiper. Agency: Liller, Neal & Battle Adv., Atlanta.

FLORENCE STOVE Co., 205 School, Gardner, Mass., gas, oil and electric ranges and heaters. Adv. Exec.: R. B. Carey. Agency: Ruthrauff & Ryan, N. Y. Acct. Exec.: R.M. Watson.

FLORIDA CITRUS COMMISSION, Lakeland, Florida, oranges, grapefruit, tangerines and limes. Adv. Exec.: Dawson Newton. Agencies: J. Walter Thompson Co., N. Y.; Noyes & Sproul Inc., N. Y.

FLORIDA CITRUS EXCHANGE, 110 Oak Ave., Tampa 1, Fla., fruit juices. Adv. Exec.: Carlisle Kyle. Agency: Yorkunas Adv., Tampa.

FLORIDA STATE ADVERTISING COMMISSION, Caldwell Bldg., Tallahassee, Fla. Adv. Exec.: Beverly Grizzard. S. Agency: August Dorr Adv., Miami. Acct. Exec.: August Dorr.

FLORISTS' TELEGRAPH DELIVERY Assn., 200 Lafayette Bldg., Detroit, Mich., Flower-By-Wire. Adv. Exec.: Harold R. Hewey. Agency: Grant Adv., N. Y. Acct. Exec.: Robert Cole.

FLOTILL PRODUCTS Inc., Fresno & Charter Way, Stockton, Calif., cannery. Adv. Exec.: Claude O. Young. Agency: Roy S. Durstine Inc., Los Angeles. Acct. Exec.: Robt. L. Nourse Jr.

FLOWERY MANICURE PRODUCTS Corp., 3636 Park Ave., New York 56, N. Y., manicure aids. Adv. Exec.: S. Quentin Lupo. Agency: G. Lynn Sumner Co., N. Y. Acct. Exec.: Foxhall Finney.

J. A. FOLGER & Co., 101 Howard, San Francisco 5, Cal., Folger's Coffee. Adv. Exec.: Walter P. Smith. Agency: Raymond R. Morgan Co., Hollywood. Acct. Exec.: Porter F. Anderson.

J. A. FOLGER & Co., 330 W. 8th, Kansas City, Mo., coffees. Adv. Exec.: Linton Bagley. Agency: Grant Adv., Chicago. Acct. Exec.: Howard A. Jones.

JAS. H. FORBES TEA & COFFEE Co., 922-926 Clark Ave., St. Louis 2, Mo., coffee, tea, spices, extracts and prepared mustards. Adv. Exec.: Jas. H. Forbes. Agency: Seelig & Co., Adv., St. Louis.

FORD MOTOR Co., 3000 Schaefer Road, Dearborn, Mich., cars, trucks, benzol, charcoal and other by-products. Adv. Exec.: Walker A. Williams. Agencies: J. Walter Thompson Co., Chicago; Kenyon & Eckhardt Inc., N. Y. Acct. Exec.: W. Breckenridge.

FOREMOST DAIRIES Inc., 2903 College, Jacksonville, Fla., milk, ice cream, milk products and orange juice. Adv. Exec.: Edward L. Volkwein. Agency: Fletcher D. Richards Inc., N. Y.

"42" PRODUCTS Ltd., 11500 Tennessee Ave., West Los Angeles 64, Calif., shampoo, hair oil and men's toiletries. Adv. Exec.: Max Mitchell.

FORGET-ME-NOT Co., 311 Wolf, Syracuse, N. Y., potato chips. Adv. Exec.: Fred Estlinbaum. Agency: Flack Adv. Agency, Syracuse. Acct. Exec.: David R. Allen.

L. C. FORMAN & SONS Inc., Pittsford, N. Y., piccalilli. Adv. Exec.: Wilbur E. Forman. Agency: C. Wendell Muench & Co., Chicago.

FORMFIT Co., 400 So. Peoria, Chicago 7, Ill., corsetry. Adv. Exec.: W. H. Lowry. Agency: MacFarland, Aveyard & Co., Chicago.

FORST PACKING Co. Inc., Kingston, N. Y., ham, bacon, frankfurters, smoked turkeys and sausage. Adv. Exec.: Henry Forst. Agency: Kaplan & Bruck, N. Y.

FORT PITT BREWING Co., 16th & Mary Sts., Sharnsburg 15, Pa., beer and ale. Adv. Exec.: C. J. Bernardino. Agency: Batten, Barton, Durstine & Osborn, Pittsburgh. Acct. Exec.: Faris Feland.

FOSTER BROS. MFG. Co., 811 Broad, Utica 2, N. Y., ideal beds, springs, mattresses and cribs. Adv. Exec.: Robert H. Clarke.

FOSTER-MILBURN Co., 468 Dewitt St., Buffalo, N. Y., Doan's Pills. Adv. Exec.: M. W. Landon. S. Agency: Street & Finney, N. Y. Acct. Exec.: Warren Faxon.

I. J. FOX Inc., 393 Fifth Ave., New York 16, N. Y., furs. Adv. Exec.: Maurice W. Rybeck.

FOX HEAD BREWING Co., 227 Maple Ave., Waukesha, Wis., Fox Head 400 Beer and Old Waukesha Ale. Adv. Exec.: J. R. Wickstrom. S. D.-C. Agency: Weiss & Geller, Chicago. Acct. Exec.: Marvin Mann.

PETER FOX BREWING Co., 2626 W. Monroe, Chicago 12, Ill., Fox DeLuxe. Adv. Exec.: A. L. Meyers. Agency: Carroll Dean Murphy Inc., Chicago.

FR Corp., 951 Brook Ave., New York 56, N. Y., photographic and X-ray chemicals and accessories. Adv. Exec.: Alfred J. Berman. Agencies: Kastor, Farrell, Chesley & Clifford Inc., N. Y.; Peck Adv., N. Y. Acct. Exec.: Norman Mack.

FRANCO AMERICAN HYGIENIC Co., 822 Custer Ave., Evanston, Ill., Duserb and Cutigene Skin Cream. S.

WALLY FRANK Ltd., 150 Nassau, New York 7, N. Y., pipes and tobaccos. Adv. Exec.: Ernest Brian. Agencies: Huber Hoge & Sons, N. Y.; Dundes & Frank Inc., N. Y.

FRANKENMUTH BREWING Co., Frankenmuth, Mich., Old Master Beer and Old English Brand Ale. Adv. Exec.: Bruce Berckmans. Agency: Ruthrauff & Ryan Inc., Detroit.

FRANKLIN BREWING Co., 117 N. Sandusky, Columbus 8, Ohio, beer. Adv. Exec.: Donald L. Hines. Agency: Kelly & Lamb Adv., Columbus.

FRAZAR FOODS Ltd., Desert Springs, Calif., jelly powder, dehydrated vegetables, meat tenderizer, seasoner and marmalades. Adv. Exec.: Nelson A. Ezzar. Agency: Hal Seidel Adv., Los Angeles. Acct. Exec.: Hal Seidel.

FREDONIA PRODUCTS Co., 200 Water, Fredonia, New York, wines. Adv. Exec.: Herbert Star. Agencies: Edward Hamburger Adv. Co., N. Y.; Pirsum Adv. Service, N. Y.

FREIHOFER BAKING Co., 20th & Indiana Ave., Philadelphia 32, Pa., dough and doughnuts. Adv. Exec.: John Hagy. Agency: Richard A. Foley Adv., Philadelphia. Acct. Exec.: Charles H. Eyles.

JULIAN FREIRICH, 46-01 5th, Long Island City, N. Y., bacon, corn beef, tongues and pork tenderloin. Adv. Exec.: J. Freirich. Agency: Peck Adv., N. Y. Acct. Exec.: A. S. Moss.

R. T. FRENCH Co., 50 Mustard St., Rochester 9, N. Y., mustard, spices, bird seed, bird gravel, worcestershire sauce, instant potato, pie crust mix and pie fillings, silver polish. Adv. Exec.: O. L. Westgate. Agencies: Richard A. Foley Adv. Inc., Philadelphia. Acct. Exec.: Charles H. Eyles. J. Walter Thompson Co., N. Y. Acct. Exec.: William Resor.

FRENCH SARDINE Co., Terminal Island, Calif., tuna, sardines and mackerel. Adv. Exec.: J. G. Scharer. Agency: Rhoades & Davis, San Francisco. Acct. Exec.: R. O. Davis.

FRESNOL MFG. Co., 122 N. Ave. 50, Los Angeles 42, Cal., ant poison. Adv. Exec.: C. L. Huffman.

S. FRIEDER & SONS Co., 319 No. 11th, Philadelphia 7, Pa., cigars. Adv. Exec.: Herbert S. Frieder. Agency: Al Paul Lefton Co., Philadelphia.

HENRY FRIEDRICKS & Co., 205 W. 39th, New York 18, N. Y., coats. Adv. Exec.: Melvin A. Turkel.

FRIEND BROS. Inc., 407 Main, Melrose 76, Mass., baked beans. Adv. Exec.: W. A. Friend. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: J. R. Miniter.

FRIGIDAIRE DIV., GENERAL MOTORS Corp., 300 Taylor, Dayton, Ohio, electric refrigerators, ranges, automatic washers, ironers, dryers, home freezers. Adv. Exec.: F. H. Peters. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: Fairfax M. Cone.

FRISBIE SYRUP Co., 1522 E. Sprague, Spokane 15, Wash., fancy foods. Adv. Exec.: Stuart Dunlap. Agency: Madson Adv., Spokane. Acct. Exec.: A. L. Madson.

FRITO COMPANY Inc., 2600 Cedar Springs, Dallas 4, Texas, Fritos. Adv. Exec.: C. E. Doolin. Agency: Glenn Adv., Dallas.

FRONTIER REFINING Co., Boston Blvd., Denver 2, Colo., petroleum products. Adv. Exec.: Joe E. Tracey. Agency: Bob Betts Adv., Denver. Acct. Exec.: R. J. Betts.

FROST BROS., Houston St., San Antonio 5, Texas, women's specialty store. Adv. Exec.: Lessi Ellen. Agency: Sterling Adv., N. Y. Acct. Exec.: Ray Hanna.

GEORGE D. DENNISON Co., 350 Fifth Ave., New York 1, N.Y. Agency: Leonard Gussow-James Hinger Adv., N. Y. C. DENNISON'S FOODS, 9957 Medford Ave., Oakland 3, Calif., food products. Adv. Exec.: Paul B. Butler. Agency: Brisacher, Wheeler & Staff, Los Angeles.

DERAN CONFECTIONERY Co., 134 Cambridge, Cambridge 41, Mass., Deran's candies. Adv. Exec.: John A. Morrow. Agency: Arnold & Co., Boston.

DERBY FOODS Inc., 3327 W. 47th Place, Chicago, Peter Pan Peanut Butter. Adv. Exec.: W. C. Mackey. N. Agency: Needham, Louis & Brorby, Chicago. Acct. Exec.: William Ohio.

DERBY OIL Co., 420 Douglas, Wichita 1, Kans., gasoline, motor oil, fuel oils and asphalt. Adv. Exec.: C. A. Kellogg. Agency: McCormick-Armbstrong Co., Wichita.

DES MOINES REGISTER & TRIBUNE, Des Moines, newspaper. Adv. Exec.: Charles Feldmann. Radio Adv. Exec.: Bert Stolp. S.

DESCO SHOE Corp., 21-07 Borden Ave., Long Island City 1, N. Y., casuals. Adv. Exec.: Fred J. Diamant. Agency: Leon A. Friedman, N. Y. C.

DE SOTO CHEMICAL Co., 15 N. DeSoto Ave., Arcadia, Fla., Gator Roach Hives. Adv. Exec.: Lowndes Treadwell. Agency: Griffith-McCarthy, Tampa. Acct. Exec.: R. E. McCarthy.

DeSOTO DIV. CHRYSLER Corp., 8000 Wyoming, Detroit 31, Mich., cars. Adv. Exec.: Karl H. Bronson. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

DETECTO SCALES, 540 Park Ave., Brooklyn 5, N. Y., scales, hampers & wastebaskets. Adv. Exec.: C. Harold Greene. Agency: The Joseph Katz Co., N. Y. C. Acct. Exec.: John Goufouel.

DEVOE & RAYNOLDS Co. Inc., 787 First Ave., New York, paints and varnishes. Adv. Exec.: Geo H. Fitch. Agency: J. Walter Thompson Co., N. Y. Acct. Exec.: John Hosch.

DIANA CORSET Co., 1 E. 33rd, New York 16, N. Y., girdles. Adv. Exec.: Sam Davis. Agency: Lester Harrison Inc., New York.

DIAMOND STATE BREWERY, Wilmington, Del., Stoeckle & Diamond State beer. Adv. Exec.: Harry Wachtel.

DIF Corp., South Ave., Garwood, N. J., cleaner. Adv. Exec.: Robert L. Kaiser. Agency: Birmingham, Castleman & Pierce, New York.

DINA-MITE FOOD Co. of California, 796 West Santa Anita Ave., San Gabriel, Cal., breakfast food. Agency: Coleman-Jones, Los Angeles.

DIVERSEY Corp., 1820 Roscoe, Chicago 13, cleaners, disinfectants. Adv. Exec.: Lynn A. Saylor. Agency: Crutenden & Eger, Adv., Chicago. Acct. Exec.: Robert Ware.

DIXIE BREWING Co., 2401 Tulane Ave., New Orleans 3, La., Dixie Beer. Adv. Exec.: H. H. Negueloua. Agency: Sewell, Thompson & Caire, New Orleans.

DIXIE COFFEE Co., 2021 Morris Ave., Birmingham 3, Ala., coffee, tea. Adv. Exec.: R. A. Schneider. Agency: Keegan Advertising Agency, Birmingham.

DIXIE CUP Co., 24th & Dixie Ave., Easton, Pa., paper containers. Adv. Exec.: J. D. Catlin. Agency: Hicks & Crist, New York. Acct. Exec.: Harry Hicks.

DIXIE FOUNDRY Co., Cleveland, Tenn., gas ranges, heaters. Adv. Exec.: Robert Rymer. Agency: Gordon-Alison & Co., Atlanta. Acct. Exec.: Lewis F. Gordon Jr.

DOBLER BREWING Co., 180 Elm, Albany 2, N. Y., Dobler Private Seal Lager Beer. Adv. Exec.: Douglas Gordon. Agency: Woodward & Co., Albany. Acct. Exec.: David Fris.

DODGE DIV. CHRYSLER Corp., 7900 Joseph Campau Ave., Detroit 11, Mich., cars and trucks. Adv. Exec.: A. E. Horne. Agencies: Ruthrauff & Ryan Inc., N. Y. and Detroit. Ross Roy Inc., Detroit.

DOESKIN PRODUCTS Inc., 11 W. 42nd New York, sanitary napkins, facial tissues and dinner napkins. Adv. Exec.: W. O. Bradley. Agencies: Federal Adv. Agency Inc., N. Y., Harry B. Cohen Adv. Co. Inc., N. Y.

DOLCIN Corp., 683 5th Ave., New York 22, Dolcin pharmaceuticals. Adv. Exec.: W. P. Morrison. Agency: Victor van der Linde Co., N. Y. Acct. Exec.: C. E. Rains.

DORSAY SALES Co., 71 Fifth Ave., New York, perfume and toilet preps. Adv. Exec.: J. I. Poses. Agency: Morton Freund A. A. Inc., N. Y.

DORSET FOODS, 44-02 23d, Long Island City 1, N. Y., canned meat, soup. Adv. Exec.: Benj. Ebin. Agency: Geare-Marston, N. Y.

DOUBLELAY & Co. Inc., 575 Madison Ave., New York, books. Adv. Exec.: Jerome S. Hardy. Agency: Franklin Spier Inc., N. Y.

DOUBLE-COLA Co., 1478 Market, Chattanooga 8, Tenn., Double Cola. Adv. Exec.: J. M. Geeslin. Agency: Aubrey, Moore & Wallace, Chicago. Acct. Exec.: L. B. Krick.

DOUGLAS AIRCRAFT Co., 3000 Ocean Park Blvd., Santa Monica, Calif., airplanes, guided missiles, electronic equipment and research. Adv. Exec.: O. B. Marble. Agency: J. Walter Thompson Co., L. A. Acct. Exec.: M. C. Borland.

DOW CORNING Corp., Midland, Mich., Silicenes eye glass cleaners. Adv. Exec.: L. P. Putnam. Agency: Don Wagnitz Adv., Midland, Mich. Acct. Exec.: Don Wagnitz.

DOYLE PACKING Co., 165 Branchport Chattanooga 8, Tenn., dog food. Adv. Exec.: J. Vaughan. Agency: John H. Riordan Co., L. A.

DRACKETT Co., 5020 Spring Grove Ave., Cincinnati 32, Ohio, dog candy. Adv. Exec.: A. H. Boylan. Agencies: Young & Rubicam Inc., N. Y.; The Ralph H. Jones Co., Cincinnati.

DRESS-OF-THE-MONTH-CLUB, 2323 S. Michigan Ave., Chicago 16, Ill., women's apparel. Adv. Exec.: Robert Hirschhermer. Agency: Kaufman and Assoc., Chicago. Acct. Exec.: Ad Rovin.

DREWREYS, U.S.A., 1408 Elwood Ave., South Bend 24, Ind., Drewreys Ale & Beer. Adv. Exec.: Leslie D. Fairbairn. Agency: Maxon Inc., Detroit. Acct. Exec.: William Laurie.

DUDE RANCH FOODS, 8001 So. Beach, Los Angeles, Calif., preserves, syrups and jams. Adv. Exec.: Arthur Tucey. Agency: Erisacher, Wheeler & Staff, Los Angeles.

DULANE Inc., 8550 W. Grand Ave., River Grove, Ill., Electrical Appliances. Adv. Exec.: Robert J. Flanagan. Agency: Lausen & Salomon, Chicago, Ill. Acct. Exec.: Milton H. Sellhorn.

JOHN H. DULANY & SON, Fruitland, Md., frozen, canned foods. Adv. Exec.: R. M. Kirk. Agency: Foote, Cone & Belding, New York. Acct. Exec.: Kenath Sponsel.

DULUTH BREWING & MALTING Co., 231 S. 29th Ave., W., Duluth 6, Minn., Royal Bohemian beer.

ALLEN B. DUMONT LABORATORIES, 730 Bloomfield Ave., Clifton, N. J., TV receivers & equipment. Agency: Campbell-Ewald Co., New York. Acct. Exec.: Winslow H. Case.

JUDSON DUNAWAY Corp., Grove & Third, Dover, N. H., moth destroyers, insecticides, toilet bowl cleaner, drain opener. Adv. Exec.: Nelson C. Latremore. Agency: J. M. Mathes Inc., N. Y.

DUNCAN COFFEE Co., 1200 Carr, Houston 1, Texas, Admiration, Bright & Early, Maryland Club coffee, Duncan tea. Adv. Exec.: C. W. Duncan. Agencies: Mercado Co., Houston; Tracy-Locke Co., Dallas. (Maryland Club Coffee).

DUNN & MCCARTHY, 41-49 Washington, Auburn, N. Y., shoes. Adv. Exec.: John J. Lane. Agency: Amos Parrish & Co., New York. Acct. Exec.: David T. Levine.

DUO-THERM DIV., Motor Wheel Corp., E. Saginaw St., Lansing, Mich., heaters, furnaces and fuel oil appliances. Adv. Exec.: Louis C. Vandertill. Agency: Young & Rubicam, Chicago. Acct. Exec.: Erik Isgrig.

I. E. du PONT de NEMOURS & Co., Wilmington, Del. Adv. Exec.: William A. Hart. Radio Adv. Exec.: F. Lynn Dewey. N. Agency: BBDO, N. Y. Acct. Exec.: Maurice Collett.

DUQUESNE BREWING Co., Pittsburgh 3, Pa., Duquesne Pilsener, Can-O-Bear. Adv. Exec.: R. W. Friday. Agency: Walker & Downing, Pittsburgh.

DURACLEAN Co., Duraclean Bldg., Deerfield, Ill., Duraclean, Duraproof. Adv. Exec.: I. H. Marshall. Agency: Western Adv. Agency, Racine, Wis. Acct. Exec.: R. J. Wentzel.

DURALAQUE MFG. Co., 3661 Windsor Pl., St. Louis 13, Mo., cleaner. Adv. Exec.: Lansden McCandless. Agency: Warner & Assoc., St. Louis.

DURALUX Co., 770 Spruce, Wooster, Ohio. (Affil. of Buckeye Aluminum Co.), vacuum coffee makers. Adv. Exec.: Paul J. Malarkey. Agency: Direct.

DURHAM-ENDERS RAZOR Corp., Box 62, Mystic, Conn., Razors & Blades. Adv. Exec.: Duncan H. Henderson. Agency: Fletcher D. Richards Inc., New York. Acct. Exec.: John Barreau.

DURKEE FAMOUS FOODS Div. GLID-DEW Co., 1400 Commerce Bldg., Cleveland 14, Ohio. Adv. Exec.: N. B. Betzold. Agencies: Meldrum & Fawcett Inc., Cleveland. Acct. Exec.: H. S. Gardner. Emil Reinhardt A. A., Oakland, Calif.

DURKEE-MOWER, 66-A Brookline, Lynn, Mass., Marshmallow Fluff, Sweetco. Adv. Exec.: H. Allen Durkee. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Karl Frost.

DUTCHESS UNDERWEAR Corp., 350 Fifth Ave., New York, ladies' nylon and rayon underwear. Adv. Exec.: Rene T. Selver. Agency: Ray Austrian Adv., N. Y. Acct. Exec.: C. Goldschmidt.

DWARFIES Corp., Council Bluffs, Ia., popped rice & wheat, 10-vitamins and iodine. Adv. Exec.: J. T. Oberdin. Agency: Buchanan-Thomas Adv., Omaha, Neb. (Radio) Acct. Exec.: A. Reinemund.

DWINELL-WRIGHT Co., White House coffee, and tea, Caraja coffee. Adv. Exec.: G. Roland Crampton.

E & B BREWING Co., 2437 Orleans, Detroit 7, Mich., E & B Premium Beer, and E & B Golden Ale. Adv. Exec.: Louis T. Ranson. Agency: Simons-Michelson Co., Detroit.

EASE Inc., 2228 N. Hollywood Way, Burbank, Calif., soaps. Adv. Exec.: Robert L. Stone.

EASTERN AIR LINES Inc., 10 Rockefeller Plaza, New York, air transportation. Adv. Exec.: M. M. Frost. Agency: Fletcher D. Richards Inc., N. Y. Acct. Exec.: Bradley Walker.

EASY WASHING MACHINE Corp., Solar & Spencer, Syracuse 1, N. Y., washers and ironers. Adv. Exec.: Richard E. Weiss. Agency: Batten, Barton, Durstine & Osborn, Buffalo, N. Y. Acct. Exec.: Dale Casto.

EAST IDAHO BREWING Inc., 601 No. First, Pocatello, Idaho, Aero Club Beer. Adv. Exec.: Morris Rosauer.

EAST SIDE WINERY, Lodi, Calif., wine and brandy. Adv. Exec.: Howard Fuller. Agency: MacWilkins, Cole & Weber, Seattle. Acct. Exec.: Geo. Weber.

EASTERN WINE Corp., Bronx Terminal Market, New York 31, N. Y., champagne and sparkling burgundy. Adv. Exec.: Martin Lefcort. Agency: H. C. Morris & Co., N. Y.

PETER ECKRICH & SONS Inc., 1025 Osage St., Fort Wayne, Ind., meat products. Adv. Exec.: Lavern E. Gelow. S. Agency: Westheimer & Block, St. Louis. Acct. Exec.: Emma Brohr.

ECLIPSE FOOD PRODUCTS Inc., 663 Admiral, Providence, R. I., coffee and fruit syrups. Adv. Exec.: Ralph Peacock. Agency: Joseph Maxfield Co., Providence. Acct. Exec.: Joseph M. Finkle.

ECLIPSE SLEEP PRODUCTS Inc., 36 Milford, Brooklyn 8, N. Y., springs and beddings. Adv. Exec.: Irving Weisglass. Agency: E. T. Howard Co., N. Y.

EDMUNDSON-DUHE RICE MILL Co., Rayne, La., rice. Adv. Exec.: J. Otto Broussard. Agency: Griffith-McCarthy Inc., Tampa. Acct. Exec.: R. E. McCarthy.

EGAN FICKETT & Co., 226 W., New York, N. Y., oranges and grapefruit. Adv. Exec.: Bernard Egan. Agency: Dorothy B. Skinner Adv., 66 Harrison, N. Y.

EKCO PRODUCTS Co., 1949 N. Cicero Ave., Chicago 39, Ill., pressure cookers, kitchen tools, cutlery, tinware and bakings pan equipment. Adv. Exec.: Earl Lewis. Agencies: Earle Ludgin & Co., Chicago. Dancer-Fitzgerald-Sample, Chicago.

ELECTRIC AUTO-LITE Co., Champlain & Mulberry, Toledo, Ohio, spark plugs, batteries, starting, lighting and ignition equipment. Adv. Exec.: D. B. Seem. Agencies: Ruthrauff & Ryan Inc., Detroit. Acct. Exec.: Tod Reed. Cecil & Presbrey Inc., N. Y. Nat'l. Export Adv. Service Inc., N. Y.

ELECTRIC COMPANIES ADVERTISING PROGRAM, 30 Rockefeller Plaza, New York, Agency: N. W. Ayer & Son Inc., N. Y. Acct. Exec.: Dwight C. Van Meter.

ELECTRIC DEODORIZER Corp., 9999 Broadway, Detroit 4, Mich., electric deodorizer and safety switch. Adv. Exec.: R. J. Schuler. Agency: Karl G. Behr Adv., Detroit.

ELGIN AMERICAN DIV. OF ILLINOIS WATCH CASE Co., 853 Dundee Ave., Elgin, Ill., compact cigarette cases, dresser sets, simulated pearls and lighters. Adv. Exec.: Dale Mehrhoff. Agencies: Russel M. Seeds Co., Chicago.

Acct. Executives: Harry B. Goldsmith Jr. and Geo. Bayard. Stewart, Lovick & McPherson, Vancouver, B. C.

ELGIN NATIONAL WATCH Co., 107 National St., Elgin, Ill., watches. Adv. Exec.: Gordon Howard. Agency: Young & Rubicam, Chicago. Acct. Exec.: Robert Burton.

ELENA BROTHERS WINERY, Etiwanda, Calif., wines, sparkling wines and brandies. Adv. Exec.: John B. Ellena. Agency: Edward S. Kellogg Co., Los Angeles. Acct. Exec.: Edward S. Kellogg.

ELLIS CANNING Co., 1575 Alcott, Denver 4, Colo., chili and canned goods. Adv. Exec.: N. L. Kohn. Agency: Ted Levy Adv. Agency, Denver. Acct. Exec.: Ted Levy.

DR. ELLIS SALES Co., 158 49th St., Pittsburgh, Pa. Adv. Exec.: J. A. Magnussen. Agency: Smith, Taylor & Jenkins, Pittsburgh. Acct. Exec.: R. P. Taylor.

ELMER CANDY Co., 540 Magazine, New Orleans 2, La., candy and preserves. Adv. Exec.: M. M. Elmer. Agency: Walker Saussy-Adv., New Orleans.

EMBREE MANUFACTURING Co., 10 W. Mravlag Place, Elizabeth, N. J., Wipe-On plastic base coating. Adv. Exec.: Elliot S. Howell. S. D-C. Agency: Metropolitan Adv., N. Y. Acct. Exec.: Harry Adair.

EMERSON DRUG Co., Lombard & Eutaw, Baltimore 1, Md., Bromo-Seltzer. Adv. Exec.: John H. Kelly. Agencies: Batten, Barton, Durstine & Osborn, N. Y. Acct. Exec.: Robert Euechner. F. H. Hayhurst Co. Ltd., Toronto.

EMERSON RADIO & PHONOGRAPH Corp., 111 8th Ave., New York 11, N. Y., radio and television receivers. Adv. Exec.: Charles Robbins. Agency: Foote, Cone & Belding, N. Y.

EMERY, BIRD, THAYER Co., 11th & Walnut, Kansas City 6, Mo., affiliate of Scruggs Vandervoort Barney Inc., St. Louis, dept. store. Adv. Exec.: Roy Craft. Agency: R. J. Potts-Calkins & Holden, Kansas City.

ENO-SCOTT & BOWNE, 60 Orange, Bloomfield, N. J., Scott's Emulsion & Scott's Ointment, Eno Effervescent Salt, Brylcreem. Adv. Exec.: Walter J. Werner. Agency: Hewitt, Oglivy, Benson & Mather, N. Y.

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EFFECTIVE
JANUARY 1, 1952

AVERY-KNODL, INC.

HAS BEEN APPOINTED
NATIONAL
REPRESENTATIVE
FOR
W S L S

610 K. C. NBC
W S L S
SERVING ROANOKE
AND WESTERN VIRGINIA

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional
(Continued)

COLONIAL AIRLINES Inc., 230 Park Ave., New York. Adv. Exec.: Branch T. Dykes. Agency: Monroe Greenhalp Co. Inc., N. Y. Acct. Exec.: David E. Dener.

COLONIAL BAKING Co., 4410 Gravois, St. Louis 16, Mo., bread products. Adv. Exec.: W. H. Williams. Agency: Herrod & Assoc., St. Louis.

COLONIAL PROVISION Co., 128 Cross, Boston, Mass., smoked shoulders. Adv. Exec.: William C. Waugh. Agency: Arnold & Co., Boston. Acct. Exec.: Arnold Z. Rosoff.

COLORADO MILLING & ELEVATOR Co., 620 Equitable Building, Denver, 1, Colo., flour, feed and grain products. Adv. Exec.: Forrest G. Meyer. Agencies: Ed. M. Hunter & Co., Denver. Acct. Exec.: Ed. M. Hunter. Arthur G. Rippey & Co., Denver. Acct. Exec.: Vernon Ewing.

COLORADO POTATO FLAKE & Mfg. Co., 1298 S. Broadway, Denver, Colo., potato chips. Adv. Exec.: W. L. McCole. S. D.-C. Agency: Curt Frieberger Adv., Denver.

COLT SHOES Inc., 657 Atlantic Ave., Boston 11, Mass., shoes. Adv. Exec.: Edw. Traeger. Agency: Goulston Co., Boston. Acct. Exec.: Harry L. Barnett.

COLUMBIA BAKING Co., 375 Highland Ave., Atlanta 2, Ga., bread and cake. Adv. Exec.: Thos. M. Healy. Agency: Freitag Adv., Atlanta.

COLUMBIA PICTURES Corp., 729 Seventh Ave., New York 19, N. Y., motion pictures. Adv. Exec.: Arthur Schmidt. Agency: Weiss & Geller, N. Y.

COLUMBIA RECORDS Inc., 1473 Barun Ave., Bridgeport 3, Conn., subsidiary of Columbia Broadcasting System, Columbia Masterworks of Popular Records. Adv. Exec.: Albert B. Earl. Agency: McCann-Erickson, N. Y. Acct. Exec.: Arthur J. Kemp.

COMET RICE MILLS, 1800 Cedar, Beaumont, Texas, rice. Adv. Exec.: Neil D. Simon. Agency: Leche & Leche Inc., Dallas. Acct. Exec.: Miles F. Leche.

COMSTOCK CANNING Corp., 203 W. Miller, Newark, N. J., pie, sliced apples. Adv. Exec.: Harold J. Torrey. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Howard H. Bede.

CONFECTIONS Inc., 180 No. Loomis, Chicago 7, Ill., snacks, Olde Style Seasoned Popcorn, Flur-y-Pop Popping Corn, Snacks Cheezies and Puf-Etts. Adv. Exec.: W. T. Hawkins.

CONGRESS CIGAR Co., 250 Fifth Ave., New York 1, N. Y., cigars. Adv. Exec.: D. A. Jenks. Agency: Schwimmer & Scott, Chicago.

CONMAR PRODUCTS Corp., 140 Thomas, Newark 1, N. J., slide fasteners. Adv. Exec.: B. P. Fischer. Agency: Wm. H. Weintraub & Co., N. Y. Acct. Exec.: James Eyster.

CONSOLIDATED CIGAR Corp., 67 W. 44th, New York 18, N. Y., cigars. Adv. Exec.: S. J. Silberman. Agency: Erwin, Wasey & Co., N. Y.

CONSOLIDATED COSMETICS Inc., 30 W. Hubbard, Chicago 10, Ill., liquid cream oil, all purpose cream soap, hand lotion, shampoo, denture adhesive, deodorant pads, lipstick and hair conditioner. Adv. Exec.: J. L. Youngusband. Agency: Ross Roy-Fogarty Inc., Chicago.

CONSOLIDATED DAIRY PRODUCTS Co., 635 Elliott Ave., W., Seattle 99, Wash., milks, butter and cheese. Adv. Exec.: J. C. Hubbard Jr. Agency: Mac Wilkins, Portland, Ore.

CONSOLIDATED PRODUCTS Co., 119 N. Washington St., Danville, Ill., feed. Adv. Exec.: Frank A. South. S. Agency: Dancer-Fitzgerald-Sample, Chicago. Acct. Exec.: Sewall Gardner.

CONSOLIDATED ROYAL CHEMICAL Corp., 657 W. Chicago Ave., Chicago, Krank's Shave Kreem, Mar-O-Oil, Peruna, Hypercin and Kolor-Bak. Adv. Exec.: William D. Field. S. D.-C. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Ruddle Singer Jr.

CONTINENTAL BAKING Co., 630 Fifth Ave., New York 29, N. Y., bread and cake. Adv. Exec.: Lee Mack Marshall. Agency: Ted Bates & Co., N. Y. Acct. Exec.: Walker G. Everett.

CONTINENTAL COFFEE Co., 375 W. Ontario, Chicago 90, Ill., coffee and tea. Adv. Exec.: Jacob Cohn. Agency: Western Adv., Chicago. Acct. Exec.: J. R. McCue.

CONTINENTAL FOODS Inc., Hoboken, N. J. (See Thomas J. Lipton Inc., Hoboken, N. J.)

CONTINENTAL MILLS Inc., Seattle, Wash., Adv. Exec.: John Heilly. Agency: Taskett Agency, Seattle.

CONTINENTAL OIL Co., Ponca City, Okla., gasoline and motor oil. Adv. Exec.: W. A. Morgan. Agency: Geyer, Newell & Granger Inc., N. Y. Acct. Exec.: C. A. Brocker.

COOK CHEMICAL Co., 935 N. Wabash, Kansas City Mo., Real-Kill Bug Killer. Adv. Exec.: L. E. Juengling. S. D.-C. Agency: Philip E. Lindsay Adv., Kansas City. Acct. Exec.: Philip E. Lindsay.

COOK PAINT & VARNISH Co., 14th and Knox, Kansas City, Mo., paints, wallpaper and accessories. Adv. Exec.: C. O. Bratten Jr. Agency: R. J. Potts-Calkins & Holden Inc., Kansas City. Acct. Exec.: J. B. Woodbury.

F. W. COOK Co., 11 N. W. 7th, Evansville 8, Ind., Cooks Goldblume Beer and Cook's 500 Ale. Adv. Exec.: Wm. J. Cleary. Agency: Fred W. Lahr Adv., Indianapolis.

COOPERATIVE GRANGE LEAGUE FEDERATION EXCHANGE Inc., Terrace Hill, Ithaca, N. Y., Adv. Exec.: B. B. Gervan. Radio Adv. Exec.: E. J. Biggie.

O. A. COOPER Co., Humboldt, Neb., Cooper Quality Guarded Feeds. Adv. Exec.: Guy Cooper Jr. S. D.-C. Agency: Universal Adv., Omaha. Acct. Exec.: Millard Rosenberg.

ADOLPH COORS Co., Golden, Colo., Coors Beer and Malted Milk. Adv. Exec.: Paul G. Reeves. Agency: MacGruder-Bakewell-Kosta Inc., Denver.

COOTER Co., 308 W. Washington, Chicago 6, Ill., food products, soap and cleansers. Adv. Exec.: C. L. Pankratz. Agency: C. L. Miller Co., Chicago. Acct. Exec.: Irving M. Tuteur.

CORN PRODUCTS REFINING Co., 17 Battery Pl., New York 4, N. Y., syrup, salad and cooking oil, corn starch, puddings and laundry starch. Adv. Exec.: Wm. E. Hecht. Agency: C. L. Miller Co., N. Y.

COSMETICS DISTRIBUTORS Inc., 257 Cornelson Ave., Jersey City 6, N. J., Div., Block Drug Co., Minipoo Dry Shampoo. Adv. Exec.: G. J. Abrams. Agency: Joseph Katz Co., N. Y. Acct. Exec.: Nat Wildman.

E. J. COSSMAN & Co., 1003 Penn Ave., Pittsburgh 22, Pa., Wild West Toys. Adv. Exec.: Milton Levine. Agency: John R. C. Williams, Pittsburgh.

COTT BEVERAGE Corp., 197 Chatham, New Haven 9, Conn., beverages. Adv. Exec.: Albert Cott. Agency: John C. Dowd Inc., Boston.

COTTON PRODUCTS Co., Opelousas, La., shortening and salad oil. Adv. Exec.: J. P. Doherty. Agency: William G. Teters Adv., Baton Rouge. Acct. Exec.: W. G. Teters.

CRAG PRODUCTS, Inc., 744 Broad, Newark 2, N. J., hobby cement. Adv. Exec.: B. F. Ames. Agency: Franklin Fader Co., Newark, N. J. Acct. Exec.: Franklin Fader.

CRAWFORD'S Inc., 1013 Walnut St., Kansas City 8, Mo., maternity apparel. Adv. Exec.: Mrs. E. N. Plank. Agency: Allmayer-Fox Agency, Kansas City. Acct. Exec.: Elinor Fox.

CREAM OF WHEAT Corp., 730 Stinson Blvd., Minneapolis 13, Cream of Wheat. Adv. Exec.: G. V. Thomson. Agencies: Batten, Barton, Durstine & Osborn, Minneapolis. Acct. Exec.: Edward Cashin. Robert Otto & Co., N. Y.

CREAMETTE Co., 428 First, No., Minneapolis 1, Minn., Creamettes and Mother's Macaroni Products. Adv. Exec.: C. L. Norris. Agency: Martin-Williams Inc., Minneapolis. Acct. Exec.: Royce Martin.

CREMO BREWING Co., Belden St., New Britain, Conn., Crema Beer.

CRESCENT ELECTRIC SUPPLY Co., 765 Iowa St., Dubuque, Iowa. Adv. Exec.: Raymond F. Fessler. Agency: W. D. Lyons Co., Cedar Rapids, Iowa. Acct. Exec.: R. B. Creswell.

CREST SPECIALTY Inc., 633 W. Washington Blvd., Chicago 6, Ill., collar stay downs, reel pipe cleaners, extension ty-racks and plastic linoleum binding. Adv. Exec.: S. S. Elliot. Agency: Edward A. Grossfeld & Staff, Chicago. Acct. Exec.: E. A. Grossfeld.

CRIBBEN & SEXTON Co., 700 N. Sacramento Blvd., Chicago, gas ranges and space heaters. Adv. Exec.: J. J. Brandt. Radio Adv. Exec.: B. M. Kewin. D.-C. Agency: Christian Adv., Chicago. Acct. Exec.: R. Rezek.

CRISTY CHEMICAL Corp., 21 Putnam Lane, Worcester, Mass., Cristy Drygas. Adv. Exec.: Quintin Cristy. S. D.-C. Agency: Humbert & Jones, N. Y. Acct. Exec.: Ralph C. Jones.

CROFT BREWING Co., 165 Terrace, Boston 20, Mass., Croft Cream Ale. Adv. Exec.: Winslow Sears. Agency: Albert Frank-Guenther Law Inc., Boston.

CROSLEY Div.—Avco Mfg. Corp., 1329 Arlington St., Cincinnati, Ohio, radio and TV receivers and home appliances. Adv. Exec.: V. C. Havens. Radio Adv. Exec.: Henry V. Onorati. N. S. D.-C. Agency: Benton & Bowles, N. Y. Acct. Exec.: Neal Wyland.

CROSMAN ARMS Co., 15 Henrietta, Rochester 7, N. Y., air rifles, pellets and targets. Adv. Exec.: Stephen Hahn. Agency: Scrivener-Lewis & Co., Rochester. Acct. Exec.: Al Scrivener.

CROSS CANADA SALES, 106 Adelaide St. W., Toronto, Can., plastic starch. Adv. Exec.: W. Cross. Agency: Tandy Adv. Agency Ltd., Toronto. Acct. Exec.: W. H. Wilkes.

CROSSLAND MFG. Co., 2294 Albion, Toledo, Ohio, mothproofing products. Adv. Exec.: Hugh J. Crossland. Agency: Dorrance-Waddell Inc., N. Y.

CROSSE & BLACKWELL Co., Food Div., 6901 Eastern Ave., Baltimore 24, Md., Liquor Div., 840 Key Highway, Baltimore 30, Md., food products and liquors. Adv. Exec.: T. J. Finucan. Agencies: VanSant, Dugdale & Co., Baltimore. Emery Adv. Corp., Baltimore. Erwin, Wasey & Co., N. Y. McKim Adv. Ltd., Toronto, Canada.

CROWN LUGGAGE Co., 413 W. Redwood St., Baltimore, Md., luggage. Adv. Exec.: Leonard Katz, S. Agency: Kastor, Farrell, Chesley & Clifford, N. Y. Acct. Exec.: Walter Smith.

CRYSTAL CREAM & BUTTER Co., 1013 D. Sacramento, Calif., dairy products. Adv. Exec.: C. V. Hansen. Agency: Hoefler, Dieterich & Brown Inc., San Francisco. Acct. Exec.: John Hoefler.

CUBAN NATIONAL TOBACCO COMMISSION, Dept. Of Agriculture, Havana, Cuba, cigars and tobacco. Adv. Exec.: Carlos M. Galagarza. Agencies: Sindicato de Publicidad Internacional, Havana & Grant Adv., Havana.

CUBBISON MELBA TOAST & CRACKER Co., 3419 Pasadena Ave., Los Angeles, Calif., toast, crackers and flour mix. Adv. Exec.: E. B. Huchting. Agency: Larry Raymond Adv. Co., L. A. Acct. Exec.: Larry Raymond.

CUDAHY PACKING Co., So. Side Station, Omaha, Neb., meats, meat products, butter, eggs, poultry, cheese, shortening and margarine. Adv. Exec.: L. G. Tremblay. Agencies: Grant Adv., Chicago. Acct. Exec.: W. R. Watson. Grant Adv. Ltd., Toronto.

CULLIGAN ZEOLITE Co., Walter Ave., Northbrook, Ill., water softeners and service. Adv. Exec.: A. T. Franz. Agency: Frederick, Franz & MacCowan, Chicago. Acct. Exec.: Alex Franz.

CUMBERLAND BREWING Co., 711 No. Center, Cumberland, Md., Old Export Beer. Adv. Exec.: C. Midden-dorf Jr. Agency: Harry Feigenbaum Adv., Philadelphia. Acct. Exec.: Leonard Schoor.

CURTICE BROTHERS Co., 155 W. Main, Rochester 4, N. Y., ketchup, canned and frozen vegetables and tomato juice cocktail. Adv. Exec.: F. J. Miller. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: Geo. C. Wiswell.

CURTIS PUBLISHING Co., Independence Square, Philadelphia, Pa., The Saturday Evening Post, Ladies Home Journal, Country Gentleman, Holiday and Jack & Jill. Adv. Exec.: Arthur W. Kohler. Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y.; N. W. Ayer & Son Inc., Philadelphia. Acct. Exec.: L. Davis Jones. Lamb & Keen Inc., Philadelphia. Acct. Exec.: J. O. Ellington.

CURTISS CANDY Co., 1101 Belmont Ave., Chicago 13, Ill., Baby Ruth, Butterfinger, Jolly Jack Candies, Curtiss Fruit Drops & Mints and Curtiss Gum. Adv. Exec.: C. B. Lahon. Agency: C. L. Miller Co., Chicago. Acct. Exec.: I. M. Tuteur.

CYNTHIA SWEETS Co., 16 New, East Boston 28, Mass., Cynthia Sweets, Miss Cynthia, Foss and Chimney Corner Chocolates. Adv. Exec.: Monroe L. Sharaf. Agency: George Riseman & Co., Boston. Acct. Exec.: Gale Lasker.

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D-W-G Cigar Corp., 2180 E. Milwaukee Ave., Detroit 11, Mich., cigars. Adv. Exec.: Julius Gilbert. Agency: Century A. A., Detroit.

DAD'S ROOT BEER Co., 2800 N. Talmann Ave., Chicago 18, Ill., Dad's Old Fashioned Root Beer. Adv. Exec.: Sam Goldstein. Agency: Malcolm-Howard A. A., Chicago. Acct. Exec.: Arthur Holland.

DAGGETT CHOCOLATE Co., 400 Main, Cambridge 42, Mass., Page & Shaw, Apollo, Walter M. Lowney & Daggett chocolates & candy. Gobelino chocolates. Adv. Exec.: F. L. Daggett. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Karl M. Frost.

DAIRY PRODUCTS GUILD, 1201 W. 8th, Cincinnati, ice creams. Adv. Exec.: R. C. Ruhl. Agency: G. P. Gundlach & Co., Cinn.

DAIRYMEN'S LEAGUE COOPERATIVE ASSN., 100 Park Ave., New York 17, milks & milk products. Adv. Exec.: Paul L. Talbot. Agency: Barlow A. A., Syracuse. Acct. Exec.: E. S. Barlow.

DALLAS-FORT WORTH BREWING Co., 1026 Young, Dallas 2, Texas, Blue-bonnet Beer. Adv. Exec.: Harry B. Heutel. Agency: J. B. Taylor Inc., Dallas.

D'ARRIGO BROS. Co., 271 Market Terminal, Boston 10, Mass., broccoli, celery, chefs-salad. Adv. Exec.: Andrew D'Arrigo. Agency: Ingalls-Minter Co., Boston. Acct. Exec.: Robt. F. O'Brien.

KAY DAUMIT Inc., 105 Hudson, Jersey City 2, N. J. (Sub. of Colgate-Falm-olive-Feet Inc.), shampoo and hair dressing (Lustre Creme). Adv. Exec.: Robert E. Healy. Agency: Lennen & Mitchell Inc., N. Y. Acct. Exec.: Gordon Cates.

DAWSON'S BREWERY, 29 Brook, New Bedford, Mass., Dawson's beer. Adv. Exec.: Bennett Rockman. Agency: Bresnick & Co., Boston.

DAY & NIGHT Div. of Affiliated Gas Equipment Inc., 700 Royal Oaks Drive, Monrovia, Calif., Panelray, water heaters. Adv. Exec.: Gene B. MacFarland. S. D.-C. Agency: Hixon & Jorgensen, Los Angeles. Acct. Exec.: Tyler MacDonald.

DAYTON BREAD Co., 913 So. Patterson Blvd., Dayton 2, Ohio, bread. Adv. Exec.: Geo. A. Geis. Agency: Hutzler A. A., Dayton. Acct. Exec.: H. H. Hutzler.

DAYTON SPICE MILLS Co., Dayton 1, Ohio, Old Reliable coffee, tea. Adv. Exec.: C. F. Spicka. Agency: Advertising-Merchandising Assoc., Dayton, O.

DEARBORN STOVE Co., 619 Mercantile Bank Bldg., Dallas, Texas, gas heaters. Adv. Exec.: C. K. Foster. D.-C. Agency: Rogers & Smith, Dallas. Acct. Exec.: Wilson Goss and Gar Yates.

DECCA RECORDS Inc., 50 W. 57th, New York 19, N. Y., Decca Records. Adv. Exec.: Mort L. Nasatir. Agency: Cunningham & Walsh, N. Y.

DECORATIVE CABINETS Corp., 261 5th Ave., New York 18, N. Y., E-Z-Do wardrobes, accessories. Adv. Exec.: Sidney Derman. Agency: Reiss Adv., 221 W. 57th, N. Y. C. Acct. Exec.: Joseph Reiss.

DELAWARE LACKAWANNA & WESTERN COAL CO. (The Blue Coal Corp.), coal. Adv. Exec.: Wm. Englehart Jr. Agencies: Ruthrauff & Ryan Inc., N. Y. Acct. Exec.: Edward Simons. Vickers & Benson Ltd., Montreal.

DELTA AIR LINES Inc., Municipal Airport, Atlanta, Ga., airlines. Adv. Exec.: J. H. Cobb Jr. Agency: Burke Dowling Adams Inc., Montclair, N. J.

DELCO APPLIANCE DIVISION, General Motors Corp., 391 Lyell Ave., Rochester 1, N. Y., Delco-Heat (heating equipment); Delco water systems (pumps); Delco Appliance Electric Motors. Adv. Exec.: Stuart J. Rice. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: William H. Steele.

DELTA CHEMICAL MFG. Co., Western Ave. & Washington Blvd., Baltimore 30, Md., cleanser & bleacher. Adv. Exec.: D. H. Kamjan. Agency: Frank D. Webb Adv. Co., Baltimore.

CARMO SHOE MFG. Co., Union, Mo., shoes. Adv. Exec.: I. Kaplan. Agency: Datche Adv. Co., St. Louis.

CARNATION Co., 5045 Wilshire Blvd., Los Angeles 36, Calif., evaporated milk. Adv. Exec.: Paul H. Willis. Agencies: Erwin, Wacey & Co., L. A. Acct. Execs.: Norman Best, Eric Lerner and Archibald Douglass Baker Adv. Ltd., Toronto, Canada. Acct. Exec.: W. E. Trimble.

CARR-CONSOLIDATED BISCUIT Co., 188 N. Penna. Ave., Wilkes-Barre, Pa., cookies and crackers. Adv. Exec.: Fred W. Paget. Agency: Batten, Barton, Durstine & Osborne, N. Y.

CARSON PIRIE SCOTT & Co., 1 S. State, Chicago 3, Ill., general merchandise. Adv. Exec.: John T. Pirie Jr. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: John Willmarth.

CARTER HOTELS OPERATING Corp., 7th Ave. & 31st St., New York, Hotel Governor Clinton, Hotel George Washington and Hotel Dixie. Adv. Exec.: Shepard Henkin. Agencies: Koehel, Landis & Landan, N. Y. Acct. Exec.: A. Landis. H. C. Morris Agency, N. Y. Acct. Exec.: H. C. Morris.

CARTER PRODUCTS Inc., 53 Park Place, New York 8, N. Y. Carter's Little Liver Pills and Carto-Phyll Deodorant Tablet. Acct. Exec.: Phillip Richardson. Agencies: Ted Bates Inc., N. Y., Coleman, Prentiss & Varley Inc., N. Y.

CARY SALT Co., Ave. B East & Poplar Sts., Hutchinson, Kan., salt. Adv. Exec.: Warren K. Rodat. S. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: Gerald Uplikke.

CASE'S PORK PACK Co., 644 Washington, Trenton, N. J., pork roll and pork pack. Adv. Exec.: Clifford L. Case. Agency: Weightman Inc., Philadelphia. Acct. Exec.: J. Gruftug Rensel.

CASITE Div., Hastings Mfg. Co., Hastings, Mich., motor oil. Adv. Exec.: Don H. Collins. S. Agency: Keeling & Co., Indianapolis, Ind. Acct. Exec.: L. H. Stormont.

CAT'S PAW RUBBER Co., Warner & Ostend, Baltimore 30, Md., Rubber Heels & Soles. Adv. Exec.: Larry L. Esterson. Agency: S. A. Levynne Co., Baltimore. Acct. Exec.: S. A. Levynne.

CEDEGREEN FROZEN PACK Corp., P.O. Box 633, Bellingham, Wash., frozen foods. Adv. Exec.: John Walker. S. Agency: Bozell & Jacobs Inc., Seattle, Wash. Acct. Exec.: Ralph S. Combs.

CELANESE CORP. OF AMERICA, 180 Madison Ave., New York 16, N. Y., textiles, plastics and chemicals. Adv. Exec.: Albert S. Dempewolf. Agency: Ellington & Co., N. Y.

CELLOWAX Co., 7 So. Gay, Baltimore 2, Md., Cellowax and Bluko Cleaner. Adv. Exec.: Mrs. Nellie Swartz. Agency: Joseph Katz Co., Baltimore.

CENTAUR - CALDWELL DIV. OF STERLING DRUG Inc., 1450 Broadway, New York 18, N. Y., Fletcher's Casatoria, baby powder with olive oil brushless shaving cream. Adv. Exec.: R. E. Gray. Agencies: Carl S. Brown Co., N. Y., Thompson-Koch Co., N. Y., Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: George Torney.

CENTENNIAL FLOURING MILLS Co., 340 Central Bldg., Seattle 4, Wash., family flour, cake flour, pancake and waffle flour and feeds. Adv. Exec.: Howard W. Taylor. Agency: Honig-Cooper Co., Seattle. Acct. Exec.: Warren Kraft.

CENTIVRE BREWING Corp., 2501 Spv Run Ave., Fort Wayne 3, Ind., Old Crown Ale and Beer. Adv. Exec.: Herman G. Centivre. Agency: Westheimer & Block, St. Louis. Acct. Exec.: Louis Westheimer.

CERTIFIED BRANDS, Inc., 512 Delaware, Kansas City 6, Mo., affiliate of Fleming Co., Topeka, Kan. Fleming Coffee and Golden Wedding Coffee. Adv. Exec.: C. E. Dahlstrom. Agency: Rogers & Smith, Kansas City.

CHALMERS GELATINE Corp., Williamsville, N. Y., Chalmers Gelatine. Adv. Exec.: Henry E. Wilkie. S. Agency: Armand S. Weill Co., Buffalo, N. Y.

CHAMBERS BROS., FUR Mfr., 350 Seventh Ave., New York 1, N. Y., Furs. Adv. Exec.: Albert M. Chambers. Agency: Norman D. Waters & Assoc., N. Y.

CHAMBERS DISTRIBUTING Co. Inc., 34 Exchange Place, Jersey City, N. J., Chambers Gas Ranges. Adv. Exec.: Charles W. Zemer. Agency: Lewin, Williams & Saylor Inc., Newark. Acct. Exec.: Sheldon F. Berlow.

CHAMBERLAIN SALES Corp., 702 6th Ave., Des Moines 9, Iowa, lotion. Adv. Exec.: D. S. Chamberlain. Agency: Batten, Barton, Durstine & Osborn, Chicago. Acct. Exec.: K. W. Ellis.

CHAMPION MOTORS Co., Minneapolis, Minn., outboard motors. Adv. Exec.: Earle L. Du Monte. Agency: Alfred Colie Co., Minneapolis. Acct. Exec.: Kirk McCoy.

CHAMPION SPARK PLUG Co., 900 Upton Ave., Toledo, Ohio, spark plugs. Adv. Exec.: J. F. Lewis Jr.

CHAP STICK Co., 2101 Hudson St., Lynchburg, Va., Chap Stick, Chap-ans and So-Fair. Adv. Exec.: Everett Bond. S. D.-C. Agency: Lawrence G. Gumbinner, N. Y. Acct. Exec.: Paul G. Gumbinner.

CHARMS Co., 601 Bangs Ave., Asbury Park, N. J., Charms Candy. Adv. Exec.: W. W. Reid III. Agencies: Scheck Adv. Agency, Newark. Acct. Exec.: Morris Scheck, Gould & Tierney Inc., N. Y. Acct. Exec.: Donald R. Mayer.

CHASE CANDY Co., 4230 Gravois Ave., St. Louis 16, Mo., Chase Candies, Cello-Fresh Bags and Nickel Naks. Adv. Exec.: Smith H. Cady Jr. Agency: Glee R. Stocker & Assoc., St. Louis.

CHATTANOOGA MEDICINE Co., 1715 W. 38th St., Chattanooga, Tenn., Black Draught Syrup, Black Draught Tablets, Cardui and Soltice. Adv. Exec.: Frank Walsh. S. Agencies: Harry B. Cohen Adv., N. Y. Acct. Exec.: Harry B. Cohen. Street & Finney, N. Y. Acct. Exec.: Robert Finney, Noble-Dury & Assoc., Nashville. Acct. Exec.: Albert Noble.

CHELSEA MILLING Co., Chelsea, Mich., biscuit mix and pie crust. Adv. Exec.: Howard Holmes. Agency: Clark & Rickerd Inc., Detroit.

CHEMICALS Inc., 2601 Wood, Oakland 7, Calif., starch and bleach. Adv. Exec.: Herman Harris. Agency: Sidney Garfield & Assoc., San Francisco. Acct. Exec.: William A. Morrison.

CHESAPEAKE & OHIO RAILWAY Co., 1214 Terminal Tower, Cleveland, Ohio, transportation. Adv. Exec.: Thomas J. Deegan Jr. Agency: Robert Conahay & Assoc., N. Y. Acct. Exec.: Robert S. Conahay.

CHEVROLET MOTOR Div., General Motors Corp., General Motors Bldg., Detroit, Mich., cars and trucks. Adv. Exec.: W. G. Power. Agency: Campbell-Ewald Co. Inc., Detroit. Acct. Exec.: H. G. Little.

CHICAGO ELECTRIC MFG. Co., 6333 W. 65th, Chicago 38, Ill., portable washers and electric appliances, freezers and fans. Adv. Exec.: Edmond J. Molloy. Agency: LeVally Inc., Chicago. Acct. Exec.: Rhodes V. Newbell.

CHICAGO MILWAUKEE, ST. PAUL & PACIFIC RAILROAD Co., Rm. 796 Union Station Bldg., Chicago, transportation. Adv. Exec.: C. C. Dille, S. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: J. V. Gil-mour.

CHICAGO ROLLER SKATE Co., 4406-4458 W. Lake, Chicago 24, Ill., roller skates, rink, dance, racing, sidewalk-stell wheels, rubber tire wheels. Adv. Exec.: Robert R. Ware. Agency: C. J. Ollendorf Adv., Chicago.

CHICAGO WESTERN CORP., 4119 W. Grand, Chicago 51, Ill., chicken. Adv. Exec.: Laurence H. Brink. Agency: Phil Gorden Agency, Chicago. Acct. Exec.: Phil Abrams.

CHOCOLATE PRODUCTS Co., 415 W. Scott, Chicago, Ill., chocolate drinks, and chocolate ice cream coatings. Adv. Exec.: John W. Erickson. Agency: Melamed, Hobbs Inc., Minneapolis. Acct. Exec.: Louis Melamed.

CHRISTIE, BROWN & Co. Ltd., 202 King, East, Toronto 2, Canada, biscuits. Adv. Exec.: H. S. Romani. Agency: MacLaren Adv. Co. Ltd., Toronto.

CHRISTMAS CLUB Corp., 230 Park Ave., New York, service offered to financial institutions. Adv. Exec.: Rita E. Rawll. S. Agency: Brooke, Smith, French & Dorrance, N. Y. Acct. Exec.: Harry Pengel.

CHRYSLER Corp., Detroit, Mich., cars and trucks. Adv. Exec.: Herman L. Weckler. Agencies: Ruthrauff & Ryan Inc., N. Y.; Ross Roy Inc., Detroit; McCann-Erickson Inc.; N. W. Ayer & Son Inc., Philadelphia; Batten, Barton, Durstine & Osborn Inc., N. Y. Acct. Exec.: Geo. Vonderlin.

Grant Adv. Inc., Detroit. Zimmer-Keller Inc., Detroit. Zedar Talbott Inc., Detroit.

CHUNK-E-NUT PRODUCTS Co. of PITTSBURGH Inc., 2908 Smallman, Pittsburgh 1, Pa., Chunk-E-Nut Peanut Butter vacuum packed peanuts and nut-meats. Adv. Exec.: J. D. Moss. Agency: C. J. LaRoche & Co., N. Y.

CHURCH & DWIGHT Co., 70 Pine, New York 5, N. Y., baking soda. Adv. Exec.: P. F. Curran. Agencies: J. Walter Thompson Co., N. Y. and Mc-Kim Adv. Ltd., Montreal.

CINCH PRODUCTS Inc., 4540 W. Colorado Blvd., Los Angeles 26, Calif., cake and corn bread mixes. Adv. Exec.: E. W. Murphy. Agency: Elwood J. Robinson Adv., L. A. Acct. Exec.: Mel Jensen.

CINCY PRODUCTS Co., 2817 Highland Ave., Cincinnati 12, Ohio, wall paper cleaner. Adv. Exec.: J. E. Skidmore. Agency: Ralph H. Jones Co., Cincinnati.

CINDERELLA FOODS, Dawson, Ga., peanut butter. Adv. Exec.: C. M. Crukshank. Agency: Beaumont & Hohman Inc., Atlanta. Acct. Exec.: J. L. Laube.

CITIES SERVICE Co., 60 Wall St., New York, gasoline and oil. Adv. Exec.: Tom DeBow, N. S. D.-C. Agency: Ellington & Co., N. Y. Acct. Exec.: C. L. Landon.

CITRUS PRODUCTS Co., 11 East Hubbard, Chicago, Ill., Kist Beverages, Chocolate Soldier Chocolate Drink, Flus, Blue Bird and Century Concentrates. Adv. Exec.: M. E. Lucas. Agency: Schwimmer & Scott Inc., Chicago. Acct. Exec.: C. Lilienfeld.

CLARK BROTHERS CHEWING GUM Co., Merchant St., N. S., Pittsburgh 12, Pa., Clark's Teaberry, and Clark's Tendermint Chewing Gum. Adv. Exec.: Chas. Clark. Agency: McCann-Erickson, N. Y.

D. L. CLARK Co., 503 Martindale, Pittsburgh 12, Pa., candies. Adv. Exec.: L. A. Daly. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CLARY MULTIPLIER Corp., 408 Juniper St., San Gabriel, Calif., adding machines, calculators and cash registers. Adv. Exec.: Merwin Eberle, S. D.-C. Agency: BBDO Los Angeles. Acct. Exec.: R. M. Schmelzer.

CLASSIC PRODUCTS Co., 130 W. 26th, New York 1, N. Y., Canasta Play Kits. Adv. Exec.: M. Rubinfo. Agency: Ritter, Sanford & Price Inc., N. Y.

CLEAN PRODUCTS Co., 815 E. Mound, Columbus 5, O., wallpaper cleaner. Adv. Exec.: George W. Gusler. Agency: Byer & Bowman Adv., Columbus. Acct. Exec.: R. Testement.

CLEAN HOME PRODUCTS Inc., 2029-33 Clybourn, Chicago, Ill., Apex Moth Products and Vapair Room Deodorant. Agency: Walter L. Rubens & Co., Chicago.

CLEARSITE LABS, 916 Forbes, Pittsburgh 19, Pa., chemically treated cloth for fogproofing. Adv. Exec.: T. A. O'Leary. Agency: John R. C. Williams Adv., Pittsburgh.

CLEVELAND-SANDUSKY BREWING Corp., 2764 E. 55th, Cleveland 4, Ohio, Old Timers Ale and Gold Bond Beer. Adv. Exec.: Dorothe E. Schlect. Agency: H. Grider Adv., Cleveland.

CLICQUOT CLUB Co., Millis, Mass., Clicquot Club Pale Dry and Golden Ginger Ales and Sparkling Water. Adv. Exec.: Frank Weston. Agency: Frank Weston Adv., Providence.

CLUB ALUMINUM PRODUCTS Co., 1250 Fullerton Ave., Chicago, Club Aluminum Cookware. Adv. Exec.: C. E. Anderson. N. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Owen Smith.

CLUETT, PEABODY & Co. Inc., Arrow collars, shirts, ties, handkerchiefs, underwear and sport shirts. Adv. Exec.: G. A. Phillips. Agency: Young & Rubicam Inc. N. Y.

COCA-COLA Co., 515 Madison Ave., N. Y. 22, N. Y., Coca-Cola. Adv. Exec.: Felix W. Coste. Agency: D'Arcy Adv. Co., N. Y.

COFFEY APIARIES, Whitsett, Texas, honey. Adv. Exec.: Whitman Coffey.

COKER'S PEDIGREE SEED Co., Carolina Ave., Hartsville, S. C., seed. Adv. Exec.: J. W. Talbert. S. D.-C. Agency: Liller, Neal & Battle, Atlanta, Ga.

COLDEN MFG. Co., 71 Bruen, Newark 5, N. J., UFI-Sist #716 Baby Crib Mattress. Adv. Exec.: R. B. Young. Agency: Jack P. Felton Adv., N. Y. Acct. Exec.: J. P. Felton.

COLE HOT BLAST MFG. Co., 3817 S. Racine Ave., Chicago, gas, oil, coal and wood stoves. Adv. Exec.: A. F. Wedderspoon. Agency: Symonds, McKenzie & Co., Chicago.

COLGATE-PALMOLIVE-PEET Co., 105 Hudson, Jersey City 2, N. J., Soap, Shave Creams, Dental Cream, Beauty Preps., Tooth Powder, Shampoo, Detergent, Deodorant & Ajax Cleanser, Denture Cleanser, Hand Lotion, Shaving Stick, Talc for Men, Vaseline Products. Adv. Exec.: Robert E. Healy. Agencies: Sherman & Marquette, N. Y. Acct. Exec.: William Breen, Ted Bates & Co., N. Y. Acct. Exec.: Douglas Morris, William Esty Co., N. Y. Acct. Exec.: A. E. Hardin, Lennen & Mitchell, N. Y. Acct. Exec.: Gordon Cates, Honig-Cooper Co., San Francisco. Street & Finney Inc., N. Y. Grant Adv., N. Y.

COLGATE-PALMOLIVE-PEET Co. Ltd., 64 Colgate Ave., Toronto, Ont., Palmolive Soap, Shave Cream, Fab, Colgate Dentifrices, Halo Shampoo, Super Suds, Veto, Ajax Cleanser, Colgate Shave Cream, Vel, Odex Soap, Lustre Creme Shampoo, Colgate Beauty Soap, Cashmere Bouquet Soap and cosmetics. Adv. Exec.: Robert E. Jones, Radio Adv. Exec.: Peter Adamson, N.S. Agencies: Spitzer & Mills Ltd., Toronto. Acct. Execs.: Joe Charles and Jack Bedford, L. J. Heagerty Adv., Toronto. Acct. Exec.: L. J. Heagerty, Harry Foster Adv., Toronto. Acct. Execs.: Robert Cauley and Peter Morgan, Grant Adv., of Canada, Toronto. Acct. Exec.: Joe Wren.

COLLEGE INN FOOD PRODUCTS Co., 4301 So. Ashland Ave., Chicago 9, Ill., tomato juice cocktail, boned chicken and chicken ala king. Adv. Exec.: Paul F. Tevis. Agency: Weiss & Geller Inc., Chicago. Acct. Exec.: Bernard Gross.

(Continued on page 372)

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BROOKSIDE DISTILLING PRODUCTS Corp., 610 So. Washington Ave., Scranton, Pa., whiskies, brandies, wines. Adv. Exec.: Jos. M. Gentile. Agency: Henry W. Gann A. A., Scranton.

BROWN SHOE Co., 1800 Washington Ave., St. Louis 3, Mo., shoes for children, men & women. Adv. Exec.: R. G. Stolz. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Donald Colvin.

JIM BROWN STORES, 6560 Juniata Ave., Cleveland, Ohio. Adv. Exec.: E. G. Pettie.

BROWN & HALEY, 110 E. 26th, Tacoma 1, Wash., "Almond Roca" Candy. Adv. Exec.: J. C. Haley. Agency: Honig-Cooper Co., Seattle, Wash.

BROWN & WILLIAMSON TOBACCO Corp., 1600 W. Hill, Louisville 1, Ky., cigarettes, tobacco & plug tobacco. Adv. Exec.: Wm. S. Cutchins. Agencies: Russel M. Seeds Co., Chicago, Ill. (Acct. Exec.: Freeman Keyes) and Ted Bates & Co., N. Y. C. (Acct. Exec.: Thomas Harrington).

E. T. BROWNE DRUG Co., 127 Water, New York 5, N. Y., soap, ointment & bleach cream. Adv. Exec.: E. T. Browne. Agencies: Cole & Company, Memphis, Tenn. Acct. Exec.: Lester W. Cole, The Export A. A., Inc., Chicago. (Export)

BROWNSTEIN-LOUIS Co., 1228 San Julian, Los Angeles 15, Cal., women's mannish shirts & men's sport shirts. Adv. Exec.: Ross L. Lewin. Agency: Mayers Co., Los Angeles. Acct. Exec.: Larry Lewin.

E. L. BRUCE Co., P.O. Box 397, Memphis, Tenn., floor cleaner. Adv. Exec.: Hurvey Creech. S. Christiansen Adv., Chicago.

BRUNSWICK - BALKE - COLLENDER Co., 623 S. Wabash Ave., Chicago 5,

Ill., billiard & bowling equipment. Adv. Exec.: John C. Gibbons. Agency: Al Paul Lefton Co., Chicago.

BRYANT HEATER DIV., AFFILIATED GAS EQUIPMENT Inc., 17825 St. Clair Ave., Cleveland, Ohio, heating equipment. Adv. Exec.: Howard A. Kennedy. Agency: Fuller & Smith & Ross, Cleveland. Acct. Exec.: A. C. Schnieder.

LANE BRYANT Inc., 465 Fifth Ave., New York 17, N. Y., women's apparel; stores & mail order. Adv. Exec.: Robert Wadsworth (Mail Order Div.). Agency: E. H. Brown A. A., Chicago. Acct. Exec.: Murrey Schneiderman.

BUBBLE UP Corp., 1064 W. Fifth Ave., Columbus 8, O., Bubble Up Beverages. Adv. Exec.: Carl Keller. Agency: Jack Kelly Adv. Agency, Columbus, Ohio. Acct. Exec.: Jack Kelly.

BUCKEYE BREWING Co., 1501 Michigan, Toledo 1, Ohio, Buckeye Beer. Adv. Exec.: Clarence Heuerman. Agency: W. B. Doner & Co., Detroit.

BUCKEYE POTATO CHIP Co., 2687 E. 5th, Columbus 3, Ohio, potato chips, pretzels & shoestring potatoes. Adv. Exec.: Fred Klein. Agency: Byer & Bowman, Columbus. Acct. Exec.: R. W. Testament.

BUDGET PACK, Inc., 3140 East Pico Blvd., Los Angeles 23, Calif., beans, rice, dried fruit, candy, macaroni, spices & desserts. Adv. Exec.: Martin Gordon. Agency: Ted H. Factor Agency, Los Angeles.

BUITONI MACARONI Corp., 99 Hudson, New York 8, N. Y., macaroni. Adv. Exec.: Edward D. Lancelotti. Agency: Harold J. Siesel Co., N. Y. C.

BULOVA WATCH Co., 630 Fifth Ave., New York, watches. Adv. Exec.: Raymond F. Warren, S. Agency: Blow Co., N. Y. Acct. Exec.: C. Terrence Clyne.

BUNNY BEAR Inc., 210 Broadway, Everett 49, Mass., crib mattresses, auto bed and seat, other nursery necessities. Adv. Exec.: Richard W. Girvin. Agency: Silton Bros., Boston, Mass. Acct. Exec.: Jason Silton.

BUNTE BROS., 3301 Franklin Blvd., Chicago 24, Ill., confectionery. Adv. Exec.: Ferdinand A. Bunte. Agencies: Presba, Fellers & Presba Inc., Chicago. Schoenfeld, Huber & Green Ltd., Chicago. Acct. Exec.: Merritt R. Schoenfeld.

BURGER BREWING Co., Liberty at Central Pkwy., Cincinnati 14, Ohio, "Burger" Beer & Ale. Adv. Exec.: J. F. Koons. Agency: Midland A. A., Cincinnati, Ohio. Acct. Exec.: Byron Fischer.

EDWARD & JOHN BURKE, 47-24 27th, Long Island City 1, N. Y., ale, pale dry ginger ale, club soda. Adv. Exec.: L. Peter Candler. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y. C. Acct. Exec.: David Ogilvy.

BURKHARDT BREWING Co., 529 Grant, Akron 11, Ohio, beer & ale. Adv. Exec.: W. G. Burkhardt. Agency: Fuller & Smith & Ross, Cleveland.

T. W. BURLESON & SON, 224 No. Rogers, Waxahachie, Tex., honey. Adv. Exec.: T. E. Burleson. Agency: Rogers & Smith, Dallas. Acct. Exec.: Randall E. Brooks.

BURLINGTON BREWING Co., 425 McHenry St., Burlington, Wis., Van Merritt Beer. Adv. Exec.: Bob Jackson. S. Agency: Critchfield & Co., Chicago.

BURPEE CAN SEALER Co., 218 W. Liberty, Barrington, Ill., tin can sealers & pressure cookers and canners. Adv. Exec.: D. E. Hall. Agency: Albert Frank-Guenther Law, Chicago, Ill.

BURRUS MILL & ELEVATOR Co., P.O. Box 1897, Fort Worth 1, Texas (Sub. of Tex-O-Kan Flour Mills Co., Dallas, Texas), Light Crust. Adv. Exec.: John H. Hicks, Jr. Agency: Tracy-Locke Co., Dallas, Tex. Acct. Exec.: Clay W. Stephenson.

BURRUS MILLS Inc., 1100 Mercantile Bank Bldg., Dallas, Tex., Light Crust Flour, Texo Feed, Hearts Delight Flour and Feed. Adv. Exec.: John H. Hicks Jr. N. S. D.-C. Agencies: Tracy-Locke Co., Dallas. Acct. Exec.: Herbert Lehman. Rowland Broiles Co., Ft. Worth. Acct. Exec.: Earl Goss. Claude Aniol Co., San Antonio. Acct. Exec.: Claude Aniol.

BURTON-MORROW Co., Ft. Joralemon, Brooklyn 2, N. Y., extracts. Adv. Exec.: Gabriel Lowenstein. Agency: Hilton & Riggio, N. Y. C.

BUXTON Inc., 93 Orleans, Springfield 1, Mass., billfolds & card-tainer & access. Adv. Exec.: Robt. H. Chapman. Agency: J. Walter Thompson Co., N. Y. C. Acct. Exec.: Samuel Dobbs.

C

CABANY PRODUCTS Inc., 9025 Santa Monica Blvd., Los Angeles, Calif., oriental cleaner. Adv. Exec.: Mrs. Mildred Cabany. Agency: Mogge-Privett Inc., L. A. Acct. Exec.: Snowden Hunter Jr.

CAHOKIA FLOUR Co., 8060 Manchester, St. Louis, Mo. Adv. Exec.: R. R. Zimmerman. Agency: Harold Kirsch Co., St. Louis.

JOHN E. CAIN Co., 678 Mass. Ave., Cambridge 39, Mass., mayonnaise. Adv. Exec.: C. L. Kehew. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: Geo. C. Wiswell.

CALATINA CITRUS Co., 370 Commonwealth Ave., Boston, Mass., Moja Orange Juice and Puretex Lemon and Lime Juices. Adv. Exec.: Jack Meyers. Agency: Harry M. Frost Adv., Boston. Acct. Exec.: Ray McLaughlin.

CALIFORNIA ARTIFICIAL FLOWER Co., 400 Reservoir Ave., Providence 7, R. I., Calart Flowers. Agency: Knight & Gilbert Inc., Providence.

CALIFORNIA FIG INSTITUTE, 846 Divisadero, Fresno, Calif., dried figs. Adv. Exec.: A. E. Thorpe. Agency: Elwood J. Robinson & Co., L. A. Acct. Exec.: Elwood J. Robinson.

CALIFORNIA FRUIT GROWERS EXCHANGE, 707 W. Fifth, Los Angeles 13, Calif., oranges, lemons and grapefruit. Adv. Exec.: Paul S. Armstrong. Agencies: Foote, Cone & Belding, L. A. Acct. Exec.: Nelson Carter. Spitzer & Mills Ltd., Toronto, Canada.

CALIFORNIA FRUIT GROWERS EXCHANGE, PRODUCTS Dept., 616 E. Grove, Ontario, Calif., citrus fruit products. Adv. Exec.: M. L. Chapman. Agency: Foote, Cone & Belding, L. A. Acct. Exec.: Nelson Carter.

CALIFORNIA & HAWAIIAN SUGAR REFINING Co. Ltd., Matson Bldg., San Francisco 5, Calif., sugars. Adv. Exec.: T. M. Norton. Agency: Honig-Cooper Co., S. F. Acct. Exec.: Robert Akey.

CALIFORNIA LIMA BEAN GROWERS Assn., 1100 E. 5th, Oxnard, Calif., lima beans. Adv. Exec.: John Murdy. Agency: Mogge-Privett Inc., L. A.

CALIFORNIA PACKING Corp., 215 Fremont, San Francisco 19, Calif., canned fruits, vegetables, fish, dried fruit and coffee. Adv. Exec.: W. P. Rogers. Agency: McCann-Erickson Inc., S. F. Acct. Exec.: F. H. McCrea.

CALIFORNIA PRUNE & APRICOT GROWER'S Assn., Market & San Antonio, San Jose 5, Calif., prunes & apricots. Adv. Exec.: E. N. Thayer. Agency: Long Adv. Service, San Jose. Acct. Exec.: Alvin Long.

CALO DOG FOOD Co. Inc., 1530 E. 12th, Oakland, Calif., dog food. Adv. Exec.: Charles F. Williams. Agency: Frank Wright Adv. Agency, S. F. Acct. Exec.: Frank Wright.

CALORIC STOVE Corp., Widener Bldg., Philadelphia, gas ranges. Adv. Exec.: J. W. Roberts. Agency: Neal D. Ivey Co., Philadelphia. Acct. Exec.: G. W. Miller.

CALSO WATER Co., 333 12th St., San Francisco, Calso Water. Adv. Exec.: J. G. Knapp. S. Agency: Hinig-Cooper Co., S. F. Acct. Exec.: Heber Smith.

CAMDEN COUNTY BEVERAGE Co., Fillmore & Bulson, Camden 4, N. J., Camden Filter, Camden Light Lager and Lord Camden Ale. Adv. Exec.: Charles A. Bodine. Agency: Wayne Adv. Agency, Philadelphia.

CAMEO CLEANSER Corp., 6440 Ravenswood Ave., Chicago 26, Ill., cleanser. Adv. Exec.: A. B. Cross. Agency: Maxon Inc., Chicago.

S. H. CAMP and Co., 109 W. Washington, Jackson, Mich., Camp Surgical Supports for women, men and children. Adv. Exec.: Clark B. Clemons. Agency: Frank H. Kaufman & Co., N. Y. Acct. Exec.: Frank H. Kaufman.

WILLIAM A. CAMP CO. Inc., 100 Hudson, New York 13, N. Y., nuts, sardines and kippered snacks. Adv. Exec.: Joseph T. McGuire. Agency: Bass & Co. Inc., N. Y.

CAMPANA SALES Co., Batavia, Ill., Campana Italian Balm, Cake Make-Up, Coles, Lippick, Magic Touch Cream Make-Up, DDD Prescription and vitamin candy. Adv. Exec.: Richard M. Crull. Agencies: Wallace-Ferry-Hanly Co., Chicago. Acct. Executives: L. T. Wallace and Lester H. Ploetz, Morey, Hamm & Johnstone Inc., N. Y. H. W. Kastor & Sons, Chicago. Acct. Exec.: Herman Kastor, Cockfield, Brown & Co. Ltd., Montreal, Canada.

H. D. CAMPBELL Co., Rochelle, Ill., farm supplies. Adv. Exec.: H. D. Campbell. Agency: Cummings, Brand & McPherson, Rockford. Acct. Exec.: W. W. Jones.

CAMPBELL CEREAL Co., 1212 Foshay Tower, Minneapolis, Minn., Malt-O-Meal. Adv. Exec.: Rosalie K. Kretchmer. S. Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Art Lund.

CAMPBELL SOUP Co., 100 Market St., Camden, N. J., soups, ketchup, Franco-American products, V-8 Vegetable Juices, Campbell's Pork and Beans and Campbell's Tomato Juice. Adv. Exec.: R. M. Budd. Radio Adv. Exec.: John G. Hoagland, N. S. Agencies: Ward Wheelock Co., Philadelphia, Dancer-Fitzgerald-Sample, N. Y.

CANADA DRY GINGER ALE Inc., 100 Park Ave., New York 17, N. Y., carbonated beverages, alcoholic beverages. Adv. Exec.: W. S. Brown. Agencies: J. M. Mathes Inc., N. Y. Acct. Exec.: William T. Okie. MacLaren Adv. Co., Toronto, Ontario.

CANADA STARCH Co. Ltd., Sun Life Bldg., Montreal 1, Canada, food products. Adv. Exec.: C. R. Norwood. Agency: Vickers & Benson Ltd., Montreal.

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CANADIAN CANNERS Ltd., 44 Haghson St. S., Hamilton, Ont., Canada, soup and baby food. Adv. Exec.: Frederick A. Stock. S. Agency: F. H. Hayhurst Co., Toronto. Acct. Exec.: Palmer Hayhurst.

CANDO Co., 13-15 Custon House St., Boston, Mass., silver and metal polish. Adv. Exec.: James A. Byrne. Agency: Chambers & Wiswell, Boston. Acct. Exec.: George Chambers.

JOHN B. CANEPA Co., 310 W. Grand Ave., Chicago 10, Ill., macaroni products. Agency: J. Edward Long Adv., Chicago.

A. J. CANFIELD Co., 6788 South, So. Chicago, Ill., Canfield Ginger Ale and carbonated beverages. Adv. Exec.: C. T. Jegan. Agency: William Met Adler Inc., Chicago. Acct. Exec.: K. C. Ring.

CANNON SHOE Co., Lafayette Ave. and Dickson St., Baltimore 17, Md., shoes. Adv. Exec.: Charles Le Boutillier.

CAPITAL CITY PRODUCTS Co., 525 W. 1st Ave., Columbus 8, Ohio, margarine and food products. Adv. Exec.: H. A. Patzer. Agency: R. W. Knopf Co., Columbus. Acct. Exec.: R. W. Knopf.

CAPITAL AIRLINES, Washington National Airport, Washington, D. C., passenger, mail and express air service. Adv. Exec.: James W. Austin. Agency: Lewis Edwin Ryan Inc., Washington. Acct. Exec.: Robert Cory.

CARBOLA CHEMICAL Co., Natural Bridge, Va., insecticides and paint. Adv. Exec.: H. T. Koenig, S. D.-C. Agency: Armand S. Weill Co., Buffalo, N. Y. Acct. Exec.: Robert K. Weill.

CARBONA PRODUCTS Co., 30-50 Greenpoint Ave., Long Island City 1, N. Y., cleansers, cleaning fluid and shoe polish. Adv. Exec.: Andrew F. Warren. Agency: Ralph Harris, Adv., N. Y.

CARDINET CANDY Co., 2172 Market, Oakland 7, Calif., Baffle Bar, Nob-Hill and Uno Candy Bars. Adv. Exec.: E. H. Cardinet. Agency: Elliott, Daly & Sherman Inc., S. F.

ALLEN D. CARDWELL MFG. Corp., Whiting St., Plainville, Conn., electronic devices, variable air capacitors. Adv. Exec.: Henry H. Holliday.

CARL BRANDENFELS, St. Helens, Ore., scalp and hair applications and massage. Adv. Exec.: Carl Brandenfels. Agency: Frederick E. Baker & Assoc., Seattle. Acct. Exec.: Robert A. Baker.

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WEEKLY OF FOREIGN
LANGUAGE AT ESTABLISHED
PEAK HOURS

Language *Population

- ITALIAN 175,000**
- SPANISH 85,000**
- CHINESE 40,000**
- GREEK 25,000**
- FRENCH 25,000**

* U. S. Census Bureau
S.F. Chamber of Commerce

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BOOK HOUSE FOR CHILDREN, 360 N. Michigan Ave., Chicago, publishing. Adv. Exec.: F. Leroy Hess. Agency: Presba, Fellers & Presba, Chicago. Acct. Exec.: W. B. Presba.

BORDEN Co., 350 Madison Ave., N. Y., milks, cheese, ice cream, coffee, mince meat, dog foods, casein, adhesives and durite. Adv. Execs.: Stuart Peabody and Henry Schachte (Nat'l). Agencies: Young & Rubicam, N. Y.; Diane Jones Co., N. Y.; Doherty, Clifford & Shenfield, N. Y.; Plead Adv. Co., N. Y.; Cortez F. Enloe, N. Y.; James Thomas Chirurg Co., N. Y.

BORG-ERICKSON Corp., 469 E. Ohio, Chicago, Ill., bathroom scales. Adv. Exec.: J. M. Zapolone. Agency: Wallace-Ferry-Hanly Co., Chicago.

BOSCH BREWING Co., Memorial Road, Houghton, Mich., Bosch Beer. Adv. Exec.: J. Raymond Fox. Agency: Brindley-Roth, Detroit, Mich.

BOSCO Co., 180 Madison Ave., New York 16, N. Y., milk amplifier. Adv. Exec.: Leo Wallerstein. Agency: Robert W. Orr & Asso., N. Y.

BOSTON BEER Co., 245 W. 2d, South Boston 27, Mass., Boston Light Ale, Boston Light Beer, B.B. Stock Ale. Adv. Exec.: James F. Malone. Agency: Haldeman & Schindler, Boston. Acct. Exec.: Aaron Schindler.

BOSTWICK LABORATORIES Inc., 706 Bostwick Ave., Bridgeport 5, Conn. (Sub. of Connecticut Chemical Research Corp.), plastic spray, fire extinguisher, Aerosol Insect Killer, roach spray, insecticide, air refresher, auto wax and household wax, chrome aluminum spray paint and spot remover, air conditioner and moth proofers. Adv. Exec.: J. Schenberg. Agency: Grey Adv. Agency Inc., N. Y.

BOTANY MILLS, Dayton Ave., Passaic, N. J., mfr. of worsted woolen and merino yarns, women's and men's wear fabrics, wholesale and retail. Botany tie, robes, scarfs, hand-knitting yarns, socks, Lanolin Soap and Cosmetics, Botany Cleaning Fluid, etc. Adv. Exec.: Harry K. Lowe. Agencies: Alfred J. Silberstein-Bert Goldsmith, N. Y. C. Acct. Exec.: Bert Goldsmith. Sterling A. A., N. Y. C. Acct. Exec.: R. Engelmere. Gotham Adv. Co., N. Y. C. (export).

BOURJOIS Inc. and BARBARA GOULD Inc., 35 W. 34th St., N. Y. C., Evening In Paris, Mais Oul, Beau Belle, Endearing Perfumes and Barbara Gould Products. Adv. Exec.: Richard Lockman, S. D-C. Agency: Foots Cone & Belding, N. Y. Acct. Exec.: B. David Kaplan.

BOVRIL OF AMERICA, 350 Fifth Ave., New York, N. Y., Bovril. Adv. Exec.: Gene Reilly. Agency: Victor A. Bennett Co., N. Y. C. Acct. Exec.: Victor Bennett.

BOWEY'S Inc., 679 Orleans St., Chicago, Dari-Rich Chocolate Flavor. Adv. Exec.: George B. Millikan. S. D-C. Agency: Sorensen & Co., Chicago. Acct. Exec.: John T. Bull.

BOWMAN BISCUIT Co., 842 Walnut, Denver 17, Colo., cookies and crackers. Adv. Exec.: D. M. Harris. Agency: Ball & Davidson, Inc., Denver. Acct. Exec.: C. A. Salstrand.

BOWMAN DAIRY Co., 140 W. Ontario, Chicago 10, Ill., dairy products. Adv. Exec.: P. H. Kemper. Agency: J. Walter Thompson Co., Chicago. Acct. Exec.: Theodore P. Jardine.

BOWMAN GUM, 4865 Stenton Ave., Phila. 44, Pa., Blony & Bub Bubble Gum. Adv. Exec.: Harry Shapiro. Agencies: Franklin Bruck Adv. Corp., N. Y. C. George Moll Adv., Phila., Pa.

BOYD COFFEE Co., 1336 S.W. 2nd Ave., Portland 1, Ore., coffee. Adv. Exec.: R. P. Boyd. Agency: Mac Wilkins, Cole & Weber, Portland. Acct. Exec.: Don Dawson.

BOYER BROS., Altoona, Pa., Mällo-Cup Candy Bar. Adv. Exec.: R. J. Boyer. Agency: Hening & Co., Philadelphia, Pa.

E. J. BRACH & SONS, 4656 W. Kinzie, Chicago 44, Ill., candy. Adv. Exec.: Edwin O. Blomquist. Agency: J. Walter Thompson Co., Chicago. (All Adv.) Acct. Exec.: Victor C. P. Dreiske.

BRAUER BROS. SHOE Co., 22 So. Sarah, St. Louis 8, Mo., shoes. Adv. Exec.: A. J. Brauer, Jr. Agency: Marjorie Wilten Adv., Clayton, Mo.

BRAVO MACARONI Co., 89 Canal, Rochester 11, N. Y., spaghetti, macaroni & egg noodles. Adv. Exec.: Horace Glota. Agency: Feldman-Laffer, Rochester. Acct. Exec.: Samuel H. Feldman.

BREAKSTONE BROS., 45 Hubert, New York 13, N. Y., dairy products. Adv. Exec.: L. M. Becker. Agencies: McKee & Albright, Phila. (Acct. Exec.: J. C. Gallagher.) and H. C. Morris & Co., N. Y. C. (Acct. Exec.: H. C. Morris.)

JOHN H. BRECK Inc., 115 Dwight St., Springfield, Mass., Breck Hair & Scalp Preparations. Adv. Exec.: Edward J. Breck. Asst. Adv. Mgr.: John R. Gillman Jr. S. Agency: Charles Sheldon Agency, Springfield. Acct. Exec.: Charles Sheidon.

PETER BREIDT BREWING Co., 600 Pearl, Elizabeth, N. J., Breidt's Beer, Ale & Half & Half.

MARCUS BREIER SONS, 1107 Broadway, New York 10, N. Y., jackets, sportswear. Adv. Exec.: Louis Breier. Agency: William A. A., N. Y. C. Acct. Exec.: Al Grody.

BREWING CORP. OF AMERICA, 9400 Quincy Ave., Cleveland 6, Ohio, Carling's Red Cap Ale, Carling's Black Label Beer. Adv. Exec.: P. G. Byrnes. Agencies: Benton & Bowles, N. Y. C. (Carling's Red Cap Ale); Lang, Fisher & Stashower, Cleveland, O. Fred P. Stashower (Carling's Black Label Beer).

BREYER ICE CREAM Co., 43rd & Woodland Ave., Philadelphia 4, Pa., ice cream. Adv. Exec.: William J. Shaw. Agency: McKee & Albright, Phila.

CHAS. D. BRIDDELL, Inc., Crisfield, Md., tools. Adv. Exec.: E. Layton Riggin. Agency: Van Sant, Dugdale & Co. Inc., Baltimore, Md. Acct. Exec.: D. J. Loden.

BRIDGEPORT BRASS Co., Bridgeport, Conn., pipes, wire & brass goods. Adv. Exec.: Philip Davidson. Agency: Hazard Adver. Co., N. Y. C. Acct. Exec.: Herbert Peck.

H. C. BRILL Co., 375-381 Verona Ave., Newark 4, N. J., spaghetti & spaghetti sauces. Adv. Exec.: Harry C. Brill. Agency: Tracy Kent & Co., N. Y. C. Acct. Exec.: Wm. I. Tracy.

BRIMM'S PLASTIC-LINER Co., 1740 Bailey Ave., Buffalo 11, N. Y., plastic-liner for false teeth. Adv. Exec.: H. Berghash. Agency: BBDO, Buffalo, N. Y.

BRISTOL-MYERS Co., 630 Fifth Ave., New York 20, N. Y., tooth paste, shaving cream, Mum, Sal Hepatica, Vitalis, hand lotion, tooth brushes, antiseptic powder and Resistab. Adv. Exec.: Dr. Delmas K. Kitchen. Agencies: Doherty,

Clifford & Shenfield Inc., N. Y. Acct. Execs.: Joel Jacobs, Harry Ireland, Young & Rubicam Inc., N. Y. Acct. Exec.: J. E. Grimm Jr., Kenyon & Eckhardt Inc., N. Y. Ronalds Adv. Agency Ltd., Montreal, Can., (Canadian) Boclaro Adv., N. Y. (Foreign).

THE BROADWAY, 401 So. Broadway, Los Angeles 13, Cal., women's apparel. Adv. Exec.: Miss Dorothy Skaar Hansen. Agency: McCann-Erickson, Los Angeles.

BROCK & Co., 420 E. Erie Ave., Phila. 34, Pa., frozen French fried potatoes. Adv. Exec.: Walter E. Buechele. Agency: The Richard A. Foley Adv. Agency, Inc., Philadelphia. Acct. Exec.: James L. Tabor.

B. J. BROCK & Co., 4513 W. 153rd Lawndale, Los Angeles, Cal., dinnerware & accessories. Adv. Exec.: Eileen B. Hopkins. Agency: J. M. Straus, Los Angeles.

BROCK CANDY Co., Chattanooga, Tenn., Brock Candy Bar. Adv. Exec.: W. E. Brock Jr. Agency: Liller, Neal & Battle Adv. Agy., Atlanta. Acct. Exec.: W. W. Neal.

(Continued on page 370)

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BALIAN ICE CREAM Co., 9532 State St., South Gate, Calif., frozen dairy products. Adv. Exec.: Willard D. Bretz. S. Agency: Tullis Co., Hollywood. Acct. Exec.: Howard Tullis.

P. BALLANTINE & SONS, 57 Freeman, Newark 1, N. J., ales, beer, porter, stout. Adv. Exec.: Henry Gorski. Agency: J. Walter Thompson Co., N. Y. C. Acct. Executives: Walter R. Hine and Kelsey Denton.

L. BAMBERGER & Co., 131 Market, Newark 1, N. J., department store. Adv. Exec.: Miss Nan Findlow. Agency: United A. A., Newark, N. J.

BANKERS LIFE & CASUALTY Co., 4434 Lawrence Ave., Chicago. Adv. Exec.: Charles Balfanz. Radio Adv. Exec.: Maurice Polakow. Agency: Weiss & Geller, Chicago.

BARBARA GOLD Inc. (See Bourjois Inc. listing).

BARBASOL Co., 846 N. Senate Ave., Indianapolis 7, Ind., Barbasol Shaving Cream, Barz Lotion Deodorant and Fore'n'Aft Shaving Lotion. Adv. Exec.: A. E. Reynolds. Agency: Erwin, Wasey & Co., N. Y. C. Acct. Exec.: G. E. Wasey.

BARCELO, MARQUES & Co., Avenida de Hostos 114, Arcebo, Puerto Rico, rum. Adv. Exec.: Guillermo A. Marques. Agency: L. H. Hartman Co., N. Y. C. Acct. Exec.: Louis H. Hartman.

BARKIN, LEVIN & Co., 512 7th Ave., New York 18, N. Y., women's coats. Adv. Exec.: Morton S. Levin. Agency: Sterling A. A. Inc., N. Y. C. Acct. Exec.: Joel Kaplan.

BARNEY'S CLOTHES, 106 7th Ave., New York 11, N. Y., men's & boys' clothing. Adv. Exec.: Fred Pressman. Agency: Emil Mogul Co., New York, N. Y. Acct. Exec.: Milton Guttenplan.

BAUER & BLACK Div., Kendall Co., 2500 S. Dearborn, Chicago 16, Ill., surgical dressings, sutures, elastic goods and allied products. Adv. Exec.: George A. Percy. Agency: Leo Burnett & Co., Chicago.

LUDWIG BAUMAN, 35th St. & 8th Ave., New York 18, N. Y., furniture, clothing, etc. Adv. Exec.: H. Presser.

BAUMER FOODS, 4301 Tulane Ave., New Orleans, La., preserves, pepper sauce. Adv. Exec.: Alvin A. Baumer. Agency: Stone-Stevens, New Orleans. Acct. Exec.: Helion Dickson.

BAVARIAN BREWING Co., 528 W. 12th, Covington, Ky., Bavarian's Old Style beer. Adv. Exec.: William R. Schott. Agency: Ralph H. Jones Co., Cincinnati.

H. C. BAXTER & BRO., P. O. Box 319, Brunswick, Me., canned, frozen & dehydrated foods. Adv. Exec.: F. Webster Browne. Agency: James Thomas Chirung Co., Boston, Mass. Acct. Exec.: Edmund Shea.

BAYER Co., 1450 Broadway, New York. Bayer Aspirin. Adv. Exec.: Harvey M. Manss. N. S. Agencies: Thompson-Koch, N. Y. Acct. Exec.: C. A. Baumgartner. Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: George G. Torney.

BAYUK CIGARS Inc., 9th & Columbia Ave., Philadelphia 22, Pa., Bayuk Phillies, Prince of Smiles, Bayuk Ribbon, Mapacuba and Charles Thomson Cigars. Adv. Exec.: E. M. Hirst. Agency: Neal D. Ivey Co., Philadelphia. Acct. Exec.: N. D. Ivey.

J. W. BEARDSLEY'S SONS, 696 Frelinghuysen Ave., Newark 5, N. J., shredded codfish, mustard & peanut butter. Adv. Exec.: Leonard de S. Beardsley. Agency: Tracy-Kent & Co., N. Y. C.

BEAU BRUMMELL TIES, 440 East McMillan, Cincinnati 6, Ohio, ties. Adv. Exec.: Harry J. Weisbaum. Agency: Louis A. Smith Co., Chicago.

L. E. BEAUDIN SHOE Co., Factory St., Hanover, Pa., shoes. Adv. Exec.: George V. Foye. Agency: Charlop Fradkin Advertising, N. Y. C. Acct. Exec.: Russell Fradkin.

BEAUMONT Co., 2630-52 Pine St., Louis 3, Mo., 4-Way Cold Tablets. Agency: Harry B. Cohen Adv. Co.

A. S. BECK SHOE Co., 25 W. 43rd, New York 18, N. Y., Shoes (Ladies' & Men's), Handbags, Hosiery. Adv. Exec.: Saul Schiff. Agency: Dorland Inc., N. Y. C. Acct. Exec.: Arthur Pettingell.

ARTHUR BECK Co., 1801 S. Jefferson, Chicago 16, Ill., Art-Beck Baster. Agency: Cummings, Brand & McPherson Adv., Chicago.

BEECH-NUT PACKING Co., Canajoharie, N. Y., Coffee, Strained Foods, Junior Foods, Peanut Butter & Gums. Adv. Exec.: Ralph Foote. Agency: Kenyon & Eckhardt, N. Y. C. Acct. Exec.: Geo. MacGregor.

PAUL F. BEICH Co., Bloomington, Ill., Whiz Mint, Chewy Nougat, Cream Peanut Cluster, Etc., Pecan Pete Candy. Adv. Exec.: Paul M. Belch. Agency: Biddle Co., Bloomington.

BELDEN MFG. Co., 4647 W. Van Buren, Chicago 44, Ill., Insulated Copper Wires, Cables & Cords. Adv. Exec.: Edgar Stanton, Jr. Agency: Fensholt Co., Chicago, Ill. Acct. Exec.: F. D. Ewing.

BELL BAKERIES, 425 4th Ave., New York 1, N. Y., Bread, Cake. Adv. Exec.: Miss F. V. Peterson.

BELL BRANDS FOODS, 2555 Chambers, Los Angeles 58, Calif., Potatoes, Chips, Peanut Butter, Frenches, Shoe String Potatoes, Malzies & Cheez Puffs. Adv. Exec.: J. P. Hickey. Agency: McCann-Erickson, Los Angeles. Acct. Exec.: William Lee.

BELL TELEPHONE LABS Inc., 463 West, New York 14, N. Y., Adv. Exec.: P. B. Findley. Agency: N. W. Ayer & Son, N. Y.

BELLIN-WONDERSTOEN Corp., 211 W. 61st, New York 23, N. Y., Hair Eraser. Adv. Exec.: Fred S. Foster. Agency: Emerson-Rogers, N. Y.

BELMONT RADIO CORP., 5921 W. Dickens Ave., Chicago 39, Ill., Radio. Adv. Exec.: Allen Henry. Agency: Henri Hurst & McDonald, Inc., Chicago, Ill. Acct. Exec.: K. W. Sickinger.

BELTONE HEARING AID Co., 1450 W. 19th, Chicago 6, Ill., Hearing Aids. Adv. Exec.: David H. Barnow. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Henry Flarsheim.

E. H. BENDIKSEN Co., South Bend, Wash., canned oysters. Adv. Exec.: E. H. Bendiksen. Agency: Botsford, Constantine & Gardner, Seattle. Acct. Exec.: J. P. Heverly.

BENDIX HOME APPLIANCES, Div. Avco Mfg. Corp., 3300 W. Sample, South Bend 24, Ind., Bendix Home Laundry. Adv. Exec.: Kenneth R. Davis. Agency: Tatham-Laird, Inc., Chicago.

BEN-HUR PRODUCTS, 800 Traction Ave., Los Angeles 13, Cal., Ben-Hur coffee, tea, spices, extracts and Jell-A-Teen desserts, Golden West coffee. All Breeds dog food. Adv. Exec.: R. R. Chaney. Agency: Mogge-Privett, Inc., Los Angeles. Acct. Exec.: A. R. Mogge.

BENJAMIN FRANKLIN HOTEL, Chestnut & Ninth Sts., Philadelphia. Adv. Exec.: Ralph W. Temple. S. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: James C. Gibson.

BENRUS WATCH Co., 200 Hudson, New York 13, N. Y., Benrus Watches. Adv. Exec.: Harvey M. Bond. Agency: J. D. Tarcher & Co., N. Y. Acct. Exec.: Leonard Tarcher.

BENSON & HEDGES, 435 Fifth Ave., New York 16, N. Y., cigarettes, cigars, and tobaccos. Adv. Exec.: Carl V. Schuchard. Agencies: Kudner Agency, N. Y. (Acct. Exec.: M. C. Rohrabough) and Al Paul Lefton Co., N. Y.

BERGHOFF BREWING Corp., 1025 Grant Ave., Fort Wayne 4, Ind., Berghoff-1887 Beer. Adv. Exec.: F. B. Evans, Jr. Agency: Geo. H. Hartman Co., Chicago, Ill. Acct. Exec.: Geo. H. Hartman.

BERKE BROS. DISTILLERIES, 1010 Massachusetts Ave., Boston, Mass., rum, gins, cordials, brandies, nectars and whiskeys. Adv. Exec.: E. S. Berkozitz. Agency: Reingold Co., Boston. Acct. Exec.: Harold Reingold.

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BEROLIO IMPORT CO., Inc., 99 Hudson, New York 13, N. Y., Olive Oil. Agency: Emil Mogul Co., N. Y.

BERWICK CAKE Co., 1127-1131 Harrison Ave., Boston 19, Mass., cake. Adv. Exec.: Walter Kilvert.

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BESTWEST FOOD PRODUCTS Co., 3113 E. Layton, Cudahy, Wis., boneless roast turkey. Adv. Exec.: Albert Laskin. Agency: Mautner Agency, Milwaukee.

BETTY ZANE CORN PRODUCTS, 640 Bellfontaine Ave., Marion, Ohio, Popcorn and Popcorn Oil. Adv. Exec.: M.J. Newton. Agency: Kane Adv., Bloomington, Ill. Acct. Exec.: Arthur P. Kane.

BEWLEY MILLS, 1101 E. 9th St., Fort Worth 1, Tex., Flour, corn meal and feeds for poultry and livestock. Adv. Exec.: H. M. Banner. Agency: Glenn Adv., Fort Worth. Acct. Exec.: Ray K. Glenn.

BIB Corp., Bartow Road, Lakeland, Fla., orange juice. Adv. Exec.: W. Paul Lee. S. Agency: Blaine-Thompson Co., N. Y. Acct. Exec.: Albert Lesser.

BIGELOW-SANFORD CARPET Co. Inc., 140 Madison Ave., New York 16, N. Y., carpets, rugs and linings. Adv. Exec.: R. Richard Carlier. Agency: Young & Rubicam Inc., N. Y.

BIRDS EYE-SNIDER Div., 383 Madison Ave., New York 17, N. Y., Adv. Exec.: Luther Haggerty. Agency: Benton & Bowles Inc. (All Slider Products.)

BIRGE CO., 390 Niagara, Buffalo 1, N. Y., Birge Wallpaper-Home. Adv. Exec.: W. E. Piaget. Agency: Lloyd Mansfield Co., Buffalo.

HENRY BIRKS & SONS, Toronto, Can., Shops. Adv. Exec.: C. G. Winsor. Agency: Locke, Johnson & Co., Toronto.

BISCEGLIA BROS. WINES Corp., 4760 30th, Long Island City 1, N. Y., Wines. Adv. Exec.: Bruno Bisceglia. Agency: St. Georges & Keyes, N. Y. Acct. Exec.: Stanley J. Keyes.

BLACKHAWK BREWING Co., 1801 W. Third, Davenport, Ia., Blackhawk Pilsner & Blackhawk Old Lager. Adv. Exec.: S. P. Porter. Agency: L. W. Ramsey A. A., Davenport.

BLANTON Co., 3400 No. Wharf, St. Louis 7, Mo., Margarine, Salad Dressing, Mayonnaise, Salad and Cooking Oils. Adv. Exec.: H. E. Threlkeld. Agency: Wesley K. Nash Co., St. Louis.

BLATZ BREWING Co., 1120 N. Broadway, Milwaukee, (Blatz Beer). Adv. Exec.: Val A. Schmitz, N. S. Agencies: Kastor, Farrell, Chesley & Clifford, N. Y. Acct. Exec.: William Chesley, William Weintraub & Co., N. Y. Acct. Exec.: Charles Higgins.

BLOCK DRUG Co., 257 Cornellson Ave., Jersey City, N. J., Tooth Powder, Tooth Paste, Polident, Toothache Drops, Syrup, Brushes, Ointment & Soap, Hand Deodorant Cream, Alkalds. Adv. Exec.: Geo. J. Abrams. Agencies: Cecil & Presbrey, N. Y. Acct. Exec.: S. Dalsimer, Noyes & Sproul, N. Y. Dowd, Redfield & Johnstone, N. Y. Acct. Exec.: E. Johnstone, Joseph Katz Co., N. Y. Acct. Exec.: J. J. Gibbons Ltd., Toronto, Can. Baker Adv. Agency, Toronto, Can.

WILLIAM H. BLOCK Co., 50 N. Illinois, Indianapolis 9, Ind., Women Specialties. Adv. Exec.: M. S. Block. Agency: Albert Woodley Co., N. Y.

BLUE DEW CORP., 1392 Niagara St., Buffalo 13, N. Y., Bluing Products. Adv. Exec.: Frank Genco. Agency: Bowman & Block, Buffalo.

BLUE MAGIC, 815 Biddle, Ardmore, Pa., Starch. Adv. Exec.: Carl Bender. Agency: Julian G. Pollock Co. Acct. Exec.: R. J. Bauderer.

BLUE MOON FOODS, Throp, Wis., Cheese, Milk Solids and Butter. Adv. Exec.: Harold Oldroyd. Agency: Friend-Krieger A. A., N. Y.

BLUE RIBBON BAKEWARE & ENTERPRISES Corp., 4956 Forrest Ave., Downers Grove, Ill., Cake Pans, Cooking Utensils, etc. Adv. Exec.: Kenneth W. Walker. Agency: Kane Adv., Bloomington, Ill. Acct. Exec.: Edmund R. Kane.

BLUHILL FOODS, 711 So. Broadway, Denver 9, Colo., Cheese, Peanut Butter, Preserves, Salad Dressing, Candy, etc. Adv. Exec.: Math Brunner. Agencies: Wayne Welch, Denver, and Glasser-Gailey, Los Angeles, Calif.

BLUMENTHAL BROTHERS, Margaret & James Sts., Philadelphia 37, Pa., Goobers, Raisinets, Packaged Confections, etc. Adv. Exec.: Samuel K. Blumenthal. Agency: Lavenson Bureau of Advertising, Phila. Acct. Exec.: H. A. Egbert and James H. Lavenson.

BMC MANUFACTURING Corp., 5-9 Griswold, Binghamton, N. Y., Juvenile Wheel Goods, Children's Tractors, Auto Wagons and Attachments, Wrenches. Adv. Exec.: J. Donald Scully. Agency: Riger & Sheehy, Binghamton, N. Y. Acct. Exec.: Fred Riger.

BOHEMIAN DISTRIBUTING Co., 2254 E. 49th, Los Angeles 58, Cal., Liqueurs, Cordials and Acme Beer. Adv. Exec.: Paul Taranto. Agencies: Foote, Cone & Belding, Los Angeles; Davis & Co., Los Angeles.

BON TON FOODS, S. Richland Ave., York, Pa., Potato Chips, Corn Twists, Pop Corn, etc. Adv. Exec.: W. W. Steele. Agency: W. H. Long Co., York. Acct. Exec.: John R. Adams.

BONAFIDE MILLS, 295 Fifth Ave., N. Y., Bonny Maid Floor Coverings. Adv. Exec.: A. Spector. Agencies: Gibraltar Adv. Agency, N. Y.; H. W. Fairfax Adv. Agency, N. Y. Acct. Exec.: Stanley I. Fisher.

BOND STORES Inc., 5th Ave. at 35th St., New York 1, N. Y., men's and women's clothes. Adv. Exec.: S. N. King. Agencies: Grey Adv. Inc., N. Y. Acct. Exec.: Theodore Kaufman, Neff-Rogow Inc., N. Y. (Radio).

BONNEE FROZEN FOODS Co., 8144 Olive, St. Louis, Mo., Beef Steaks. Adv. Exec.: L. John Lewis. Agency: Oakleigh R. French & Associates, St. Louis.

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ARMAND COMPANY, 120 Des Moines, Des Moines 6, cosmetics, toiletries. Adv. Exec.: Carl Weeks. Agency: Ivan Hill Inc., Chicago. Acct. Exec.: Ivan Hill.

ARMOUR & Co., 4301 S. Racine, Chicago, grocery, meats and soap products. Adv. Exec.: D. B. Hause. Radio Adv. Exec.: H. H. Leland. N. S. D-C. Agencies: Foote, Cone & Belding, Chicago. Acct. Exec.: Jim Hill. John W. Shaw Adv., Chicago. Acct. Exec.: Edward Hughes.

ARMOUR & Co., Union Stock Yards, Chicago 9, meat, eggs, poultry, cheese, margarine & dog food. Adv. Exec.: D. B. Hause. Agencies: Foote, Cone & Belding, Chicago (Acct. Exec.: Carl Hertzberg); John W. Shaw Adv., Inc., Chicago; Smith, Taylor & Jenkins, Pittsburgh; Merrill Kremer, Inc., Memphis, Tenn.; Olmsted & Foley, Minneapolis.

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ARROW MILLS Inc., Becker Ave., Houston 1, Tex. (subsidiary: Continental Grain Co., Chicago), flour & feeds. Agency: Aylin A. A., Houston. Acct. Exec.: Robert Aylin.

ASHLAND OIL & REFINING Co., 1409 Winchester Ave., Ashland, Ky., Ashland gasoline, motor oils, greases, naphas, kerosene, asphalts, road oils. Adv. Exec.: F. W. Munro. Radio Adv. Ass't: R. S. Boyd. S. Agency: Byer & Bowman Adv., Columbus, Ohio.

ASSN. of AMERICAN RAILROADS, Transportation Bldg., 17 & H Sts., N. W., Washington, D. C. Adv. Exec.: Robert S. Henry. Agency: Benton & Bowles, N. Y. Acct. Exec.: John L. Cobbs Jr.

ATLANTA BAKING Co., 165 Bailey, S. W., Atlanta 3, bread. Adv. Exec.: Jacob Srochl. Agencies: Calvin Stanford Adv. Agency, Atlanta (Acct. Exec.: Calvin Stanford) & W. E. Long Co., Chicago.

ATLANTIC BREWING Co., 1549 W. Fullerton Ave., Chicago 14, Tavern pale beer. Adv. Exec.: Leo M. Lederer. Agency: W. B. Doner & Co., Chicago.

ATLANTIC COAST FISHERIES Co., 4 Fish Pier, Boston 10, Mass., frozen & fresh fish and fox & mink food. Adv. Exec.: Frank R. Dalton.

ATLANTIC REFINING Co., 260 S. Broad, Philadelphia 1, Pa., gasolines and motor oil. Adv. Exec.: Richard Borden. Agency: N. W. Ayer & Son, Philadelphia. Acct. Exec.: Norton Cottrill.

ATLANTIC SYRUP REFINING Corp., Richmond & Tioga Sts., Philadelphia, Pa., syrup. Adv. Exec.: E. Donald Burns. Agency: J. Robert Mendte Inc., Philadelphia.

ATLANTIS SALES Corp., 50 Mustard St., Rochester 9, N. Y., mustard, sauce, Instant Potato, pie crust fillings mix, spices, extracts, bird seed, pet food and silver polish. Adv. Exec.: O. L. Westgate. Agencies: Richard A. Foley Agency, Philadelphia, Pa. (Acct. Exec.: Chas. E. Eyles.) and J. Walter Thompson Co., N. Y. C. (Acct. Exec.: Wm. Resor.)

ATLAS BREWING Co., 1503 W. 21st, Chicago 8, Ill., Atlas Prager and Atlas All American beer. Adv. Exec.: August C. Gomer. Agency: Ollian Adv. Co. of Chicago, Chicago.

ATWOOD COFFEE Co., 1129 Currie Ave., N. Minneapolis 3, Minn., coffee. Adv. Exec.: Thomas Atwood. Agency: Campbell-Mithun, Minneapolis.

AUNT MID Co., 1028 E. 87th, Chicago 19, packed spinach, cole slaw and tossed salad. Adv. Exec.: Russell La Mantia. Agency: Schwimmer & Scott Inc., Chicago. Acct. Exec.: Eugene Colin.

JAMES AUSTIN Co., Mars, Pa., wax carpet cleaner & A-1 bleach. Adv. Exec.: H. G. Austin Jr. Agency: W. Craig Chambers, Pittsburgh, Pa. Acct. Exec.: Craig Chambers.

AUSTIN, NICHOLS & Co., Kent Ave. & No. 3rd, Brooklyn 11, scotch, whiskey, brandy, champagnes, mineral water. Adv. Exec.: T. F. McCarthy. Agency: Alfred Lilly Co., N. Y. Acct. Exec.: Charles Mosler.

AUTOMATIC BURNER Corp., 1823 Carroll Ave., Chicago, oil burners. Adv. Exec.: J. W. Hearst. Agency: Ollian Adv. Co., Chicago.

AUTOMATIC EQUIPMENT MFG. Co., 2500 C St., South Sioux City, Neb., hayrake, farm sprayer, cattle carrier, hog oiler and chemicals. Adv. Exec.: Jack Hennig. S. D-C. Agency: Dove Adv., Sioux City, Iowa. Acct. Exec.: Joe Keller.

AUTOMATIC WASHER Co., Newton, Iowa, electric washers. Adv. Exec.: J. Wesley George. Agency: W. W. Garrison & Co., Chicago. Acct. Exec.: Earl Lines.

AVOSET Co., 38 First, San Francisco 5, Calif., dairy cream. Adv. Exec.: S. B. Gilpin. Agency: Harrington-Richards Div., S. F. Acct. Exec.: A. Smith.

AXEL BROTHERS Inc., 2110 48th Ave., Long Island City, N. Y., Columbia diamond rings. Adv. Exec.: Arthur M. Hollis. N. S. D-C. Agency: Bayard Adv., N. Y. Acct. Exec.: Harvard Tigler.

B-1 BEVERAGE Co., 4000 Lindell Blvd., St. Louis 8, Mo., B-1 Lemon Lime Soda and B-1 Sparkling Water. Adv. Exec.: Oliver C. Thener. Agency: Wm. Zaiken & Asso., St. Louis.

B. C. REMEDY Co., 423 Morris, Durham, N. C., B. C. for headache & neuralgia. Adv. Exec.: J. F. Goodrich. Agencies: Harvey-Massengale Co., Inc., Durham, N. C. Acct. Exec.: C. Knox Massey. N. W. Ayer & Son, Phila., Pa. Acct. Exec.: Brydon S. Green.

B. T. BABBITT Inc., 386 Fourth Ave., New York 16, N. Y., Lyons, Cleanser, Acme Lime, Glim & Swerl Suds. Adv. Exec.: Robert Brenner. Agencies: Kenyon & Eckhardt, N. Y. C. (Swerl Suds); Wm. H. Weintraub & Co., Inc., N. Y. C. (Bab-O & Glim); J. J. Gallagher, Montreal, Can. (Canadian); Gotham Adv. Co., Inc., N. Y. C. (Overseas Mkts. Adv.)

B.W.B. FOODS, Mexico, N. Y., beans. Adv. Exec.: Richard G. Whitney. Agency: Fellows Adv. Agency, Syracuse.

BABYJUICE CORP. OF MASS., 13 No. Market, Boston 9, Mass., oranges. Adv. Exec.: H. A. Albertson. Agency: John C. Dowd Inc., Boston.

BACHMAN BAKERIES, 2501 Kutztown Rd., Reading, Pa., pretzels. Adv. Exec.: W. Raymond McGonigle. Agency: Altkin-Kynett Co., Phila., Pa.

BACONETTE PRODUCTS Co., 1925 Glendale Blvd., Los Angeles 39, bacon flavoring. Adv. Exec.: H. Lund. Agency: Jordan Co., Los Angeles. Acct. Exec.: George Stellman.

BADGER PAPER MILLS, Peshtigo, Wis., waxed paper. Agency: Richard H. Brady Co., Stevens Point, Wis.

MRS. BAIRD'S BAKERIES, 1401 N. Carroll St., Dallas, Texas, bread. Adv. Exec.: Roland W. Baird. S. Agency: Tracy-Locke Inc., Dallas. Acct. Exec.: Morris Hite.

BAKER BOY BAKERIES, 1234 S. Lorena, Los Angeles 23, cake. Adv. Exec.: Milton Katz. Agency: Mayers Co., Los Angeles. Acct. Exec.: James P. Shelley.

BALLARD & BALLARD Co., 912 E. Broadway, Louisville 1, Ky., Ballard's Obelisk and Oven Ready Biscuits, frozen rolls, poultry and dairy feeds. Adv. Exec.: V. H. Engelhard Jr. Agency: Henri, Hurst & McDonald, Inc., Chicago. Acct. Exec.: W. E. Jones.

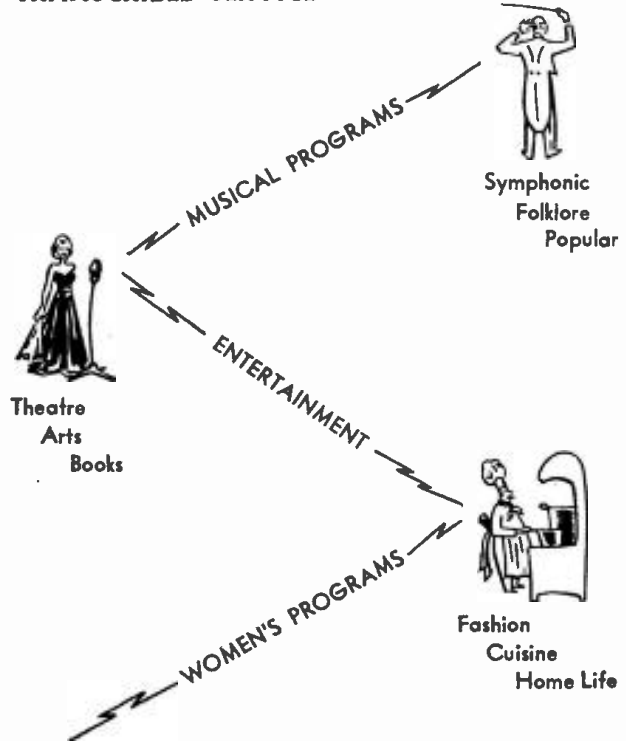
BARTON MFG. Co., 4157 N. Kingshighway, St. Louis 15, Mo., shoe polish. Adv. Exec.: W. H., Clark. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: Paul Lehner.

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ABBOTTS DAIRIES Inc., 3041 Chestnut, Philadelphia 4, Pa., dairy products and ice cream. Adv. Exec.: George G. Dffenback. Agency: Richard A. Foley Inc., Philadelphia. Acct. Exec.: Lee E. Hood.

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ACME BREWERIES, 762 Fulton, San Francisco 1, Calif., beer. Adv. Exec.: Neil Weeks. Agency: Foote, Cone & Belding, S. F.

ACME-EVANS CO. Inc., 902 W. Washington Ave., Indianapolis 9, Ind., All Purpose flour, cake flour, white and yellow corn meal, mixed commercial feeds. Adv. Exec.: Wm. H. Bowman. Agency: A. L. Perkins Co., Indianapolis, Ind. Acct. Exec.: Tobin C. Carlin.

AC SPARK PLUG DIVISION GENERAL MOTORS Corp., Flint 2, Mich., spark plugs, oil filters, fuel pumps, speedometer cables, air cleaners, tachometers, etc. Adv. Exec.: F. E. Ray. Agency: D. P. Brother & Co., Detroit. Acct. Exec.: T. F. Campbell.

ADAMS CORPORATION — KORN KURLS Div., 1128 Harvey, Beloit, Wis., Adams Korn Kurlis, Adams Kornfections, Adams Kurlis Kues. Adv. Exec.: R. S. Hartman. Agency: C. Wendel Muench & Co., Chicago, Ill.

ADAM HAT STORES Inc., 665 Broadway, New York 12, hats. Agency: Ward Wheelock Co., Phila. Adv. Exec.: Jane Shaler. Acct. Exec.: A. A. Bailey.

ADELPHI PAINT & COLOR WORKS Inc., 8600 DuMont Ave., Ozone Park, N. Y., Redi-Blend paints. Adv. Exec.: Bernard N. Cullen, S. Agency: Robert J. Abramson & Assoc., N. Y. Acct. Exec.: Robert J. Abramson.

ADLER SHOES FOR MEN, 122 E. 42nd, New York 17, N. Y. Shoes. Adv. Exec.: Herbert M. Adler. Agency: Frederick-Clinton Co., Inc., N. Y. Acct. Exec.: Harold Rieff.

ADMIRAL CORP., 3800 Courtland St., Chicago, Admiral Radios, Television Receivers and Appliances. Adv. Exec.: S. D.-C. Seymour Mintz. Radio Adv. Exec.: Edwin J. Sherwood. Agency: Erwin, Wasey, Chicago. Acct. Exec.: Peter Finney.

ADOLPH'S FOOD PRODUCTS, 7511 Santa Monica Blvd., Los Angeles 16, Calif., seasoned meat. Adv. Exec.: Robt. H. Deutsch. Agency: Mayers Co. Inc., L. A. Acct. Exec.: James P. Shelley.

AEROLUX LIGHT CORP., 653 11th Ave., New York 19, N. Y., Aerolux Lights. Adv. Exec.: P. J. Kayatt.

AETNA PLYWOOD & VENEER Co., 1731 Elston Ave., Chicago, plywood, veneers and allied products. Adv. Exec.: George Garland. D.-C. Wamsley & Heer Inc., Chicago. Acct. Exec.: R. Heer.

AIR KING PRODUCTS Co., Inc., 170 53rd, Brooklyn 32, N. Y., radios, television and wire recorders. Adv. Exec.: Edwin Weiss. Agency: Bennett, Walther & Menadier, N. Y.

AIRLINE FOODS Corp., 1130 Elizabeth Ave., W. Linden, N. J., coffee, tea, fruit products, macaroni, macaroni products and dessert products. Adv. Exec.: Fred Mathei. Agency: Chambers & Wiswell Inc., Boston, Mass.

AIRADIO Inc., Melrose Ave. & Barry Pl., Stamford, Conn., aircraft communications equipment and variable condensers. Adv. Exec.: W. E. Burgess & W. L. Gustavson. Agency: Hugh Graham & Assoc. Inc., New Britain, Conn.

ALABAMA - GEORGIA SYRUP Co., North Court, Montgomery, Ala., syrup. Adv. Exec.: J. E. Griggs. Agency: Fitzgerald Adv. New Orleans. Acct. Exec.: Joe L. Killen.

ALBERS MILLING Co., 5045 Wilshire Blvd., Los Angeles 36, Cal., cereals, feeds and dog food. Adv. Exec.: Wm. N. Huse. Agency: Erwin, Wasey & Co., L. A. Acct. Exec.: Eric Lifner.

ALL-AMERICAN DRINKS Corp., 55 W. 42nd, New York 18, N. Y., "Joe Louis" Punch. Adv. Exec.: John Roxborough. Agency: W. B. Graham & Assos. Inc., N. Y. Acct. Exec.: V. H. Cooke.

ALLEN EDMONDS SHOE CORP., Belgium, Wis., shoes. Adv. Exec.: Rich Allen. Agency: Jim Baker Assos., Milwaukee. Acct. Exec.: H. A. Dillon.

J. P. ALLEN & Co., 215 Peachtree, N. E., Atlanta, Ga., apparel. Adv. Exec.: Sarabelle Sliect. Agency: Spadea Inc., N. Y. Acct. Exec.: James V. Spadea.

ALLEN MFG. Co., 300 10th Ave., Nashville, Tenn., ranges, heaters and oil burning appliances. Adv. Exec.: M. M. Dowlen.

ALLES & FISHER Inc., 716 Columbus Ave., Boston 20, Mass., cigars. Adv. Exec.: Simon C. Hyneman. Agency: L. B. Hawes General Adv., Boston.

ALLIED MILLS, Inc., Board of Trade Bldg., Chicago, Ill., flour, pancake flour and feeds. Adv. Exec.: John L. Richardson. Agency: Western Adv., Chicago, Ill. Acct. Exec.: Lee Hammett.

ALLIS-CHALMERS MFG. Co., Tractor Div., Milwaukee, farm equipment. Adv. Exec.: Charles N. Karr. Radio Adv. Exec.: Reuben L. Smith. N. Agency: Bert S. Gittins Adv., Milwaukee. Acct. Exec.: G. L. Seaman.

ALLSTATE INSURANCE Co., 3245 W. Arlington St., Chicago, Ill., automobile insurance. Adv. Exec.: Robert E. Gorman. S. Agency: Christiansen Adv., Chicago. Acct. Exec.: H. E. Christiansen.

ALTES BREWING COMPANY, 3765 Hurbut Ave., Detroit 14, Mich., Altes Lager Beer. Adv. Exec.: Francis L. Congdon. Agencies: McCann-Erickson, Detroit. Acct. Exec.: H. Doering. Ross Roy Inc., L. A.

ALTORFER BROS. Co., East Peoria 8, Ill., ABC washers & ironers. Adv. Exec.: H. W. Altorfer. Agency: Cramer-Krasselt Co., Milwaukee.

AMANA REFRIGERATION Inc., Amana, Iowa, food freezers and refrigerators. Adv. Exec.: M. E. Morris. Agency: Maury, Lee & Marshall, N. Y. Acct. Exec.: Maury Bergman.

FRED W. AMEND Co., 805 No. Griffin, Danville, Ill., Chuckles Candy. Adv. Exec.: Fred W. Amend. Agency: Henri, Hurst & McDonald, Chicago.

AMERICAN BAKERIES Co., 520 Ten Pryor Street Bldg., Atlanta 1, Ga., bread, cakes & crackers. Adv. Exec.: W. E. Tompkins. Agency: Tucker Wayne & Co., Atlanta.

AMERICAN BEAUTY MACARONI, Kansas City Div., 552 Campbell St., Kansas City, Mo., macaroni, spaghetti and egg noodles. Adv. Exec.: Ralph Sari. S. D.-C. Agency: Rogers & Smith, Kansas City. Acct. Exec.: Mori Greiner.

AMERICAN BIRD PRODUCTS Inc., 2810 W. 25th Pl., Chicago 8, bird foods. Adv. Exec.: Fred Marstella. Agency: Bergen LaGrange, Indianapolis.

AMERICAN BREWING Co., 717 Bienville, New Orleans 2, La., Regal Beer. Adv. Exec.: J. Eddie Reed. Agency: Walker Saussy-Adv., New Orleans.

AMERICAN CHICLE Co., 3030 Thompson Ave., Long Island City, N. Y., Chiclets, Black Jack, Beeman's Pepsin, Dentyne and Adams Pepsin chewing gums. Adv. Exec.: Russell L. Harris. N. S. Agencies: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y. Acct. Exec.: G. W. Anderson. Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: R. J. Cabrera.

AMERICAN CIGARETTE & CIGAR Co., 111 Fifth Ave., New York 3, N. Y., Pall Mall Cigarettes, Antonio y Cleopatra & International Cigars. Adv. Exec.: A. Gordon Findlay (Cigars) & Alan C. Garratt (Cigarettes). Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

AMERICAN COFFEE COMPANY Inc., 800 Magazine, New Orleans 10, La., French Market, French Opera, Morning Joy, and St. Charles Coffees. Adv. Exec.: George W. Dodge. Agency:

Bauerlein Inc., New Orleans. Acct. Exec.: Clark Salmon Jr.

AMERICAN CRANBERRY EXCHANGE, 90 W. Broadway, New York 7, N. Y., cranberries. Adv. Exec.: Harold E. Bryant. Agency: Batten, Barton, Durstine & Osborn, N. Y. Acct. Exec.: Leicester H. Sherrill.

AMERICAN DRY MILK INSTITUTE, Inc., 221 No. La Salle, Chicago 1, Ill., dry milk solids. Adv. Exec.: B. W. Fairbanks. Agency: Glenn Jordan, Stoezel Inc., Chicago.

AMERICAN EXPRESS Co., 65 Broadway, New York, Travelers Cheques. Adv. Exec.: James K. McArthur. S. Agency: Benton & Bowles, N. Y. Acct. Exec.: Lester Rounds.

AMERICAN FRIGID - DOUGH, Inc., 4920 W. Madison, Chicago 44, Ill., Frigid-Dough. Adv. Exec.: Marvin R. Polkow. Agency: Schwimmer & Scott, Chicago.

AMERICAN FRUIT GROWERS Inc., 122 E. 7th, Los Angeles 14, Calif., fresh fruits, vegetables and frozen foods. Adv. Exec.: Nelms Black. Agency: Mogge-Privett Inc., L. A.

AMERICAN GIRL SHOE Co., 120 Kingston, Boston 11, Mass., girl shoes. Adv. Exec.: O. J. Sullivan. Agency: Bresnick & Co., Boston, Mass. Acct. Exec.: Oscar Bresnick.

AMERICAN HOME FOODS Inc., 22 E. 40th, New York 16, N. Y., baby food, baking mix, Chef-Boy-Ar-Dee products. Adv. Exec.: Warren Tingdale. Agencies: Young & Rubicam, N. Y.; Ted Bates & Co., N. Y.; W. Earl Bothwell Inc., N. Y.

AMERICAN INDEMNITY Co., P. O. Box 1259, Galveston, Texas, insurance. Adv. Exec.: C. S. Kuhn.

AMERICAN LADY Inc., 148 Madison Ave., New York 16, N. Y., foundation garments and brassieres. Adv. Exec.: L. V. Dougherty.

AMERICAN LIFE & ACCIDENT INSURANCE Co., 3805 Lindell Blvd., St. Louis, Mo., insurance. Adv. Exec.: S. B. Hunt. Agency: Advertising Radio Service Co., St. Louis.

AMERICAN LIMOGES CHINA CO. Inc., 787 11th Ave., New York 19, dinnerware. Agency: Scheck Adv. Agency, Newark.

AMERICAN LUGGAGE WORKS Inc., 699 Elmwood Ave., Providence 7, R. I., luggage. Adv. Exec.: Edgar A. Barwood. Agency: The Reingold Co., Boston. Acct. Exec.: Harold Reingold.

AMERICAN MAIZE-PRODUCTS Co., 100 E. 42nd, New York 17, syrups, sugars, starches, oil & chemicals & instant dessert. Adv. Exec.: James B. Melick. Agency: Kenyon & Eckhardt, N. Y.

AMERICAN MOLASSES Co., 120 Wall, New York 5, molasses. Adv. Exec.: John G. Jones. Agency: Chas. W. Hoyt Co., N. Y.

AMERICAN OIL Co., American Bldg., Baltimore 2, Md., Amoco gas and petroleum products. Adv. Mgr. E. F. Kalkhof. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: John T. McHugh.

AMERICAN POP CORN Co., Sioux City 6, Iowa, Jolly Time Volumized Pop Corn. Adv. Mgr.: S. A. Thatcher. Agency: Buchanan-Thomas Adv. Co., Omaha. Acct. Exec.: Robert E. Savage.

AMERICAN SAFETY RAZOR Corp., 315 Jay, Brooklyn 1, razors, blades & lighters. Adv. Exec.: Charles Solomon. Agencies: Federal A. A., N. Y.; BBDO, N. Y.; McCann-Erickson, N. Y.; National Export Adv. Service, N. Y.; Young & Rubicam Ltd., London, W. I., England & F. H. Hayhurst Co. Ltd., Toronto, Canada.

AMERICAN STEEL WOOL MFG. Co. Inc., 42-24 Orchard, Long Island City 1, N. Y., scouring pads, steel wool in all forms. Agency: Needham & Grohmann, Inc., N. Y. Acct. Exec.: John Handley.

AMERICAN STORES Co., 424 No. 19th, Philadelphia 30. Adv. Exec.: Joseph S. Kraemer.

AMERICAN STOVE Co., St. Louis, gas ranges, oil stoves, oil heaters and oil furnaces. Adv. Exec.: Tom Gibbons. Agency: Krupnick & Assoc., St. Louis. Acct. Exec.: Tom J. Connelly.

AMERICAN SUGAR REFINING Co., 120 Wall, New York 5, sugars & syrup. Adv. Exec.: Paul Allen. Agency: Ted Bates & Co., N. Y.

AMERICAN TEA & COFFEE Co., 2424 Charlotte Ave., Nashville, Tenn., coffee and tea. Adv. Exec.: M. R. Bubis. S. Agency: Simon & Gwynn, Memphis. Acct. Exec.: Milton Simon.

AMERICAN TELEPHONE AND TELEGRAPH Co., 195 Broadway, New York 7, Radio Adv. Mgr.: Will Whitmore. Agencies: N. W. Ayer & Son, Philadelphia, and Cunningham & Walsh, New York.

AMERICAN TELEVISION, Inc., 5050 N. Broadway, Chicago, TV sets. Adv. Exec.: E. Conrad. Agency: Turner Adv. Agency, Chicago. Acct. Exec.: A. F. Marthens.

AMERICAN TOBACCO Co., 111 Fifth Ave., New York 3, tobacco, Lucky Strike and Herbert Tareyton cigarettes, Roi-Tan cigars, etc. Adv. Exec.: Albert R. Stevens. Agencies: BBDO, N. Y. (Acct. Exec.: Thayer Cummings); The M. H. Hackett Co., N. Y.; and Lawrence C. Gumbinner Adv. Agency, Inc., N. Y.

AMERICAN VITAMIN ASSOCIATES Inc., 6253 Hollywood Blvd., Hollywood 28, vitamins. Adv. Exec.: Fred J. Johnston. Agency: Counselors, Hollywood. Acct. Exec.: Frank J. Miller.

AMUROL PRODUCTS Co., 116 S. Michigan Ave., Chicago 3, Amuroi Ammoniated Tooth Powder, Paste and Chewing Gum. Adv. Mgr.: E. S. Petrulis. Agency: O'Neil, Larson & McMahon, Chicago.

ANAHIST Co. Inc., 21 Grey Oaks Ave., Yonkers, N. Y., Anahist tablets, atomizers and Hist-O-Plus. S. D.-C. Agencies: BBDO, N. Y. Acct. Exec.: Herb West. Ted Bates & Co., N. Y. Acct. Exec.: C. L. MacNelly.

ANCHOR HOCKING GLASS CORP., Lancaster, Ohio, Fire-King ovenware and Fire-King dinnerware. Adv. Exec.: J. H. Gilluley. S. Agency: William H. Weintraub & Co., N. Y. Acct. Exec.: J. Reeder.

ANDURS SCOFIELD Co., 645 Oakland Park, Columbus, Ohio, peanut butter. Adv. Exec.: A. W. Jeager. Agency: Eyer & Bowman, 203 E. Broad, Columbus. Acct. Exec.: Gene Hameroff.

ANGLO CALIFORNIA NATIONAL BANK OF SAN FRANCISCO, 1 Sanson St., San Francisco, Calif., banking services and automobile financing. Adv. Exec.: Monroe A. Bloom, N. S. D.-C. Agencies: Foote, Cone & Belding, S. F. Acct. Exec.: Innis Bromfield, Gordon & Engelman, S. F. Acct. Exec.: Yvonne Engelman.

ANNIS FURS, 1274 Liberty, Detroit 26, furs. Adv. Exec.: Russell R. Taylor. Agency: W. B. Donner & Co., Detroit. Acct. Exec.: Felix Hower.

APEX ELECTRICAL MFG. Co., 1070 E. 152nd, Cleveland 10, Ohio, cleaners, washers & ironers. Adv. Exec.: Harry G. McDavitt Jr. Agency: Meldrum & Fawcsmith, Cleveland. Acct. Exec.: H. W. Cooper.

K. ARAKELIAN Inc., Madera, Calif. (operating as Mission Bell Wineries), wines. Adv. Exec.: Stanley Smith. Agency: Young & Rubicam, S. F.

ARBOGAST & BASTIAN Inc., 19 Hamilton, Allentown, Pa., canned meats. Adv. Exec.: John Shaffer. Agency: Kenneth Phifer Adv., Allentown.

ARIZONA BREWING Co. Inc., P. O. Box 1672, Phoenix, A-1 Pilsner Beer. Adv. Exec.: J. F. Lanser Jr. Agency: Advertising Counselors of Arizona, Phoenix. Acct. Exec.: Ivan Shun.

WERTHEIM ADVERTISING ASSOC.
11 W. 42d St., New York 18
Tel.: Wisconsin 7-5976

Radio Dept.: Edward L. Wertheim,
Madeline George, Ray Buras.

THE WESLEY ASSOCIATES
347 Madison Ave., New York 17
Tel.: Murray Hill 6-7077

Radio Dept.: Harry Weiner, media di-
rector.

Radio Accounts: Cigar Enjoyment
Parade (S); Shulton Inc. (N-S).

WESTERN ADVERTISING AGENCY
668 S. Coronado, Los Angeles 5
Tel.: Dunkirk 7-7367

Radio Dept.: Milton V. Carlson, radio
director; Ruth Johnson, timebuyer;
Ed Lytle, agency producer.

Radio Accounts: Voice of Prophecy
Inc. (N-S); Inter-American Di-
vision, SDA (S); Art Frost; Ontra
Cafeterias; Live Food Products;
Stationers Corp.

WHITE ADVERTISING AGENCY
19 W. 10th, Tulsa, Okla.
Tel.: 2-5194

Radio Dept.: Marguerite Cunningham,
John Howley, account executives.
Oklahoma City—415 Commerce Ex-
change, Stephen Olesluk, account
executive.

WESTHEIMER & BLOCK
315 N. Seventh St., St. Louis 1
Tel.: Garfield 4080

Radio Dept.: Louis E. Westheimer,
partner; Frank Block, partner; Bi-
ron Valter, copy chief; Emma D.
Brohr, copy and research; Donald
Scott, copywriter; Betty J. Still-
man, media director.

WEST-MARQUIS INC.
1220 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-2214

Radio Dept.: G. B. Winkler, director.
San Francisco 3—785 Market St. Tel.:
Garfield 1-1716. A. M. Adlett, ac-
count executive.

Seattle 4—Dexter-Horton Bldg. Tel.:
Mutual 1066. Welles Wiley, vice
president.

Portland 5—American Bank Bldg. Tel.:
Broadway 7373. Richard Stanton,
vice president.

Long Beach 12—602 Pacific Ave. Tel.:
7-5171. Jack Horner, manager.

TOM WESTWOOD ADV. AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 8496

Radio Dept.: Tom Westwood, account
executive; Agnes M. Larson, time-
buyer.

Radio Accounts: Hebrew Christian
Hour (N); Voice of China (N);
Fundamental Evangelistic Assn.;
So. Calif. Lutheran Synod; Showers
of Blessing; Bible Treasury Hour
(N).

WARD WHEELOCK COMPANY
2400 Lincoln Liberty Bldg., Philadel-
phia 7
Tel.: Rittenhouse 6-7500

Radio Dept.: Russ Johnston, vice pres-
ident, radio director; Robert G.
Alexander, general manager; John
deBevec, media director.

Hollywood—Calif. Bank Bldg. Tel.:
Hillside 7521. Carroll Carroll, vice
president.

New York—444 Madison Ave. Tel.:
Plaza 3-7120.

THOMAS C. WILSON ADV. AGENCY
P. O. Box 1011, Reno, Nev.
Tel.: 27011

Radio Dept.: Roy Powers, Thomas C.
Wilson, account executives; Effie
Mitchell, timebuyer.

Radio Accounts: Reno Chamber of
Commerce; Bonanza Air Lines;
Reno Brewing Co.; Harolds Club;
First Nat'l Bank of Nevada; Cres-
cent Creamery.

WINIUS-BRANDON CO.
1708 Olive St., St. Louis 3
Tel.: Chestnut 6380

Radio Dept.: Vernon L. Morelock, vice
president and radio director; Rosa-
lie A. Babich, assistant radio di-
rector; William S. Sanborn, Walter
W. Winus, account executives.

Radio Accounts: Deep Rock Oil Corp.;
Wayco Petroleum Co.; American
Packing Co.; Mexican-American
Hat Co.; Coie Milling Co.

WOLFE-LICLING-CONKEY INC.
76 Adams West, Detroit 26
Tel.: Woodward 1-1865

Radio Dept.: Cyrilla Anderson, radio
director; Robert Mulvogue, Allen
Storey, Claire Jickling, Albert Con-
key, account executives.

Radio Accounts: J. L. Hudson Co.;
Morley Bros.; Employers Assn. of
Detroit (S).

WOODARD & VOSS INC.
24 James St., Albany, N. Y.
Tel.: 3-1248

Radio Dept.: Philip Voss, radio direc-
tor and account executive; Tedford
Woodard, account executive.

WORTMAN, WILCOX & CO. INC.
345 Madison Ave., New York 17

Tel.: Murray Hill 4-5920
Radio Dept.: Elbert B. M. Wortman,
director and account executive;
Hortense Essler, timebuyer.

Y

YAMBERT PROCHNOW MCHUGH
& MACAULAY INC.
220 N. Canon Drive, Beverly Hills,
Calif.
Tel.: Bradshaw 25418, Crestview 55531

Radio Dept.: Tom Monahan; Ralph
Yambert, radio director; Raymond
E. Prochnow.

Radio Accounts: First Thrift of
L. A.; Superior Macaroni Co.;
Lorraine Burton Foods Co.; Mag-
netic Springs Water Co.; Jessica
Somers Driver; Wetherby-Kayser
Shoe Stores; Calif. School of Prac-
tical Nursing; Western Confections
Co.

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 9-5000

Radio Dept.: Everard W. Meade, vice
president and director of radio and
in charge of production; Joseph A.
Moran, vice president and associate
director of radio; David Levy, vice
president in charge of radio talent
and new programs; Rodney Erick-
son, supervisor of radio operations;
John L. Swayze, manager, radio
commercial copy; Harry Rauch,
manager, radio publicity depart-
ment; Frank Coulter Jr., manager,
radio timebuying.

Chicago 1—333 N. Michigan Ave. Tel.:
Financial 6-0750. Philip Bowman,
radio director; Marion Reuter,
chief timebuyer; Margaret Alger,
Kay B. Presnell, radio timebuyers.

Detroit 26—645 Griswold St. Tel.:
Woodward 1-0067.

San Francisco 4—235 Montgomery St.
Tel.: Douglas 2-6977. Edward Mer-
rill, vice president and manager;
James McManus, radio timebuyer.

Hollywood 28—6253 Hollywood Blvd.
Tel.: Hollywood 9-2731. Walter
Bunker, vice president and man-
ager, radio; Edward Meade, vice
president and director, radio; Mil-
ton Samuel, manager, radio pub-
licity.

Montreal — University Tower. Tel.:
Plateau 4691. Jean-Francois Pel-
letier, radio.

Toronto 1—Bank of Nova Scotia Bldg.
Tel.: Adelaide 5035. George Lamont,
media supervisor; W. D. Byles, ra-
dio supervisor.

Mexico, D. F.—Edijo 7-Sexto Piso. Tel.:
10-49-00. Luis Gurza, vice president
and radio supervisor.

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. (N); Thomas
J. Lipton Inc. (N); Metropolitan
Life Insurance Co. (N); Petri Wine
Co. (N); Purity Bakeries (S);
Rath Packing Co. (N); Schlitz
Brewing Co. (S); Singer Sewing
Machine Co. (S), and others.

Z

ZIMMER, KELLER & CALVERT INC.
28 Adams Ave., Detroit 26, Mich.
Tel.: Woodward 1-9151

Radio Dept.: A. H. Ritter, radio direc-
tor; Clyde Wortman, timebuyer;
John Eury, Robert Marker and
Richard Long.

Radio Accounts: General Mills Inc.;
Stroh Brewery Co.; Farmers &
Manufacturers Beet Sugar Assn.



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N Network, S Spot, R Regional
(Continued)

GEORGE TAYLOR ADV. AGENCY
420 Market St., San Francisco 11
Tel.: Garfield 1-6812

Radio Dept.: George Taylor, timebuyer; Carl Christopher, account executive.

Radio Accounts: J. E. French Co.; Ho-berg's Resorts; Byington Electric Exposition Fish Grotto; Glad Tid-ing Temple; Doelger Homes; Pan-elli's; Electra Sewing Center; North Bay Elec.; Roberts at the Beach; Stage Door Theatre; Far-ber's Jewelers.

J. WALTER THOMPSON COMPANY
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000

Radio Dept.: Stanley Resor, president; John U. Reber, vice president in charge of radio; James O. Luce, Anne C. Wright, Jayne M. Shan-non, timebuyers; Virginia Spragle, H. Bart McHugh Jr., Howard Reilly, radio talent buyers.

Chicago—410 N. Michigan Ave. Tel.: Superior 7-0303. George C. Reeves, manager; Harold R. Korke, radio director; Ed Fitzgerald, radio time-buyer.

San Francisco—320 California St. Tel.: Garfield 3510. Henry T. Stanton, vice president and general man-ager; Fred Fidler, vice president and manager; Frances Austin, ra-dio timebuyer.

Los Angeles—6399 Wilshire Blvd. Tel.: Madison 2661. Cornwell Jackson, vice president; James L. Thomp-son, general manager; Eileen Henriquez, radio timebuyer.

Radio Accounts: P. Ballantine & Sons (S); Bowman Dairy Co. (S); Dou-glas Aircraft Co. (S); Fanny Farm-er Candy Shops (S); Ford Dealer Adv. Assns. (S); Indiana Bell Tele-phone Co. (S); Johns-Manville (N);

Kilmer & Co. (S); Kraft Foods Co. (N-S); Lever Bros. (N-S); Libby, McNeill & Libby (S); Meyenberg Milk Products (S); Michigan Hos-pital Service (S); Northern Trust Co. (S); Olive Advisory Board (S); Owens-Illinois Glass Co. (S); Pan American World Airways (S); Pan American-Grace Airways (S); Pen-ick & Ford Ltd. (S); RCA (N-S); Real Gold Citrus Products (S); Safeway Stores Inc. (S); Shell Oil Co. (S); Southwest Airways Co. (S); Standard Brands Inc. (S); Swift & Co. (S); Ward Baking Co. (S); Yellow Cab Co. (S).

ARTHUR TOWELL INC.
119 Monona Ave., Madison 3, Wis.
Tel.: 6-2668

Radio Dept.: Phillip Davies, radio di-rector.

TRACY, KENT & CO. INC.
515 Madison Ave., New York 22
Tel.: Eldorado 5-4404

Radio Dept.: Philip A. Baecker, time-buyer; Larry A. Wolfe, writer; Frank S. Kent, William Irwin Tracy, account executives.

Radio Accounts: H. C. Brill Co. Inc.; Taylor Reed Corp., Utility Co.

TRACY-LOCKE COMPANY
1307 Pacific Ave., Dallas 1
Tel.: Prospect 8655

Radio Dept.: Philip L. McHugh, radio director.

TURNER ADVERTISING AGENCY
101 E. Ontario St., Chicago 11
Tel.: Michigan 2-6426

Radio Dept.: John K. Turner, J. Gor-don Turner, Robert B. Wesley, A. F. Marthens.

Radio Accounts: Burton-Dixie Corp.

U

C. J. ULRICH & ASSOC.
127 N. Dearborn St., Chicago 2
Tel.: Dearborn 2-5465

Radio Dept.: C. J. Ulrich

V

VANSANT, DUGDALE & CO.
15 E. Fayette St., Baltimore 2
Tel.: Lexington 5400

Radio Dept.: Robert V. Waish, radio director; Rita G. Eastman, assist-ant radio director; Mr. Walsh, Miss Eastman, Gertrude M. Talbot, timebuyers; R. E. Daiger, C. M. Buchanan, H. G. Erck, T. F. C. Quinn, D. J. Loden, account ex-ecutives.

Radio Accounts: Anchor Post Products; Baltimore Nat'l Bank; Black & Decker (home utilities); Charles D. Briddell; Central Savings Bank; The Crosse & Blackwell Co.; Equitable Trust Co.; Eastern Venetian Blind; A. B. Farquhar; Fram Corp. (auto-motive); Gibbs & Co.; International Bedding; Kent-Coffey Mfg. Co.; Koppers Co. (American ham-mered); M a n h a t t a n Laundry; Glenn L. Martin Co.; Maryland Title Guarantee Co.; F. S. Royster Guano Co.; Schluderberg-Kurdle Co.; Sherwood Bros. Inc.; B. F. Shriner Co.; Tighman Packing Co.; U. S. F. & G. and F. & G.; Weaver Bros. & Interstate; U. S. Second Army.

CARLO VINTI ADVERTISING
431 Fifth Ave., New York 16
Tel.: Murray Hill 9-8476

Radio Dept.: Carlo Vinti, timebuyer; Louise Vinti, program, Beatrice Messina, secretary.

San Francisco, Philadelphia and Chi-cago branch offices.

W

GEOFFREY WADE ADVERTISING
20 N. Wacker Drive, Chicago 6
Tel.: State 2-7369

Radio Dept.: Paul McCluer, general manager; Louis J. Nelson, media director; Jack Farnell, director of radio operations; D. S. Williams, radio timebuyer.

Hollywood 28—5223 Selma Ave. Tel.: Hillside 7457. R. E. Dwyer, man-ager; Forrest F. Owen Jr., radio di-rector; Ed Pierce, asst. radio di-rector.

Radio Accounts: Miles Labs (N-S); Murphy Products Co. (S); De Mets Inc. (S).

LOUIS E. WADE INC.
204 Paramount Bldg., Fort Wayne 2
Tel.: Anthony 6282

Radio Dept.: Louis E. Wade, account executive and timebuyer; G. W. Hahn, account executive.

Radio Accounts: ABC Coach Lines; G. E. Bursley Co.; The Howard Co.; Patterson-Fletcher Co.; Meyer Drug Co.; Wolf Bedding Co.

HUGO WAGENSEIL & ASSOC.
Talbot Bldg., Dayton 2
Tel.: Hemlock 5542

WALKER & DOWNING
532 Oliver Bldg., Pittsburgh 22
Tel.: Grant 1-1900

Radio Dept.: Robert Stevens, Charles Urquhart, co-directors and time-buyers; William O. Burge, Frank A. Orr, assistant directors.

Radio Accounts: Pittsburgh-Consoli-dated Coal; Champion Coal; Ster-ling Oil; Colonial Biscuit; Jersey Farms; Duquesne Brewing; Galen Labs; Fan Tan Gum.

WALLACE-FERRY-HANLY CO.
400 W. Madison St., Chicago 6
Tel.: Franklin 2-6440

(For Personnel, see Hanly, Hicks and Montgomery.)

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 4-5800

Radio Dept.: William P. Warwick, radio-TV director; Robert Steen, assistant radio-TV director; Tevis Huhn, radio director.

Los Angeles 5—2405 W. 8th St. Tel.: Dunkirk 3-1141. Cecil Underwood, radio director.

Radio Accounts: Equitable Life Assn. Soc. (N); Pabst Sables Co. (N-S); Hoffman Beverage Co.; Larus & Bros. Co. (S); Ex-Lax Inc. (S); Los Angeles Brewing Co.; Kingan & Co. (N-S).

WATTS, PAYNE-ADVERTISING
900 S. Main St., Tulsa 3
Tel.: 3-8108

Radio Dept.: Don Mitchell, radio di-rector; Don Watts, president; Les-lie S. Hauger, vice president.

Dallas—Fidelity Bldg. Tel.: Riverside 5201. Marie Callahan, radio direc-tor; Burke Gilliam, manager.

Radio Accounts: Oklahoma Tire & Sup-ply Co.; Tennessee Dairies; United Federal Savings & Loan; Mid-West Chevrolet; Bell Oil & Gas Co.; White Auto Stores; Blackburn's Syrup; Bryan & Sons.

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.

LUTHER WEAVER & ASSOC.
405 Oppenheim Bldg., St. Paul 1
Tel.: Garfield 4715

Radio Dept.: Luther Weaver, radio di-rector; Don Gardner, account ex-ecutive.

Radio Accounts: Paint Mfg. Co.; also includes foods and grain marketing (N), and a bank.

THE ARMAND S. WEILL CO.
170 Franklin St., Buffalo 2
Tel.: Washington 6250

Radio Dept.: Alice C. Taylor, manager, media department; Ben H. Bernin, co-ordinator of radio; Don Wells, RFD director.

Toronto 2—225 Mutual St. Tel.: Em-pire 3-5112. Allan F. Waters, gen-eral manager.

MILTON WEINBERG ADVERTISING
3508 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 34134

Radio Dept.: William H. Krauch, di-rector; Bernard Weinberg, talent buyer; Selma Solmann, timebuyer.

WILLIAM H. WEINTRAUB & CO.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-3900

Radio Dept.: Harry Trenner, vice president in charge of radio; Car-los A. Franco, general manager radio; Gladys York, timebuyer.

WEISS & GELLER INC.
400 N. Michigan, Chicago 11
Tel.: Delaware 7-1124

Radio Dept.: Marvin L. Mann, vice president, secretary and radio di-rector; Helena Clayton, timebuyer.

WELSH-HOLLANDER ADVERTISING
412 W. 6th St., Los Angeles 14
Tel.: Michigan 0876

Radio Dept.: Henry W. Welsh, A. M. Hollander.

K T S W

EMPORIA KANSAS SPEAKING

From the Heart of the Magic Circle the Magic Wand of this 250 watt MBS affiliate tells the selling story of finer products to many thousands of KTSW listeners — cities — towns — farms and ranches.

The obvious sales factor in this rich market is simple but powerful. You can not sell the KTSW Listeners on any other station and now the vastly increased KTSW audience is one of the richest markets in these United States.

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K T S W
EMPORIA, KANSAS

Speak for You
To this Exclusive Audience

SHERMAN & MARQUETTE
 919 No. Michigan Ave., Chicago 11
 Tel.: Delaware 7-8000
 Radio Dept.: Louis E. Tilden, radio director; Clifford E. Bolgard, timebuyer.
 New York 20—10 Rockefeller Plaza.
 Tel.: Plaza 7-6400. John B. Crandall, timebuyer; William B. Templeton, radio director.
 Radio Accounts: Colgate-Palmolive-Feet (N-S); The Quaker Oats Co. (N-S); The Nestle's Co. (S); Oscar Mayer & Co. (S).

CHARLES SILVER & CO.
 737 N. Michigan Ave., Chicago 11
 Tel.: Superior 7-6625
 Radio Dept.: B. R. Solomon, account executive; Maxine Ziv, timebuyer.
 Radio Accounts: Rival Packing Co.; I. J. Gross Noodle Co.; Elam Mills; Arlington Park Jockey Club.

SIMMONDS & SIMMONDS INC.
 201 N. Wells St., Chicago 6
 Tel.: Andover 3-6645
 Radio Dept.: Georgia Xenos, radio timebuyer; Phil W. Tobias Sr., Phil W. Tobias Jr., Harry O'Neil, George O'Leary, Curtis R. Winters, account executives.
 St. Louis—611 Olive St. Tel.: Chestnut 1162. Sherwin Tobias, vice president.
 Dallas—1,000 Fidelity Bldg. Tel.: Prospect 8064. P. J. Crandall, vice president.

SIMON & GWYNN
 622 Commerce Title Bldg., Memphis
 Tel.: 5-2404
 Radio Dept.: Milton Simon, H. N. Gwynn, partners, account executives; G. K. Leckie, W. E. Davidson Jr., account executives.
 Radio Accounts: American Snuff Co.; American Tea & Coffee; Delta Chemical Co.; The Humko Co.; Oliver-Finnie Co.; Ronco Foods.

JAMES F. SIMONS CO.
 914 Sudekum Bldg., Nashville 3, Tenn.

SIMONS-MICHELSON CO.
 Lafayette Bldg., Detroit 26
 Tel.: Woodward 3-3000
 Radio Dept.: R. N. Hughes, radio director.
 Radio Accounts: Cunningham Drug Co.; E & B Brewing Co.; Gerson's Inc.; Koepflinger Bakery; Krut-Chee Potato Chips; Marshall Drug Co.; Benjamin Rich; Taylors Inc.; Velvet Peanut Products.

LEONARD M. SIVE ASSOC. INC.
 22 W. 7th St., Cincinnati 2
 Tel.: Garfield 3000

Radio Dept.: Robert G. Grannen, radio director; Patricia L. Mackzum, timebuyer; Frederick R. Sullivan, Leonard M. Sive, Cyril J. Wedding and Dorothy M. Grant, account executives.

Radio Accounts: The Rubel Baking Co.; Tom Collins Jr. Co.; Cincinnati Chevrolet Dealers; Queen Optical Co.; Rollmans & Sons Co.; Loring Andrews Co.; A. G. Schwab & Sons Inc.; The Dorsel Co.

SMITH & BULL AGENCY
 6642 Sunset Blvd., Hollywood 28
 Tel.: Hempstead 5671

Radio Dept.: Richard T. Parker, radio director; James T. Darden, radio timebuyer.

Radio Accounts: Marshall and Clampert (S); Western Harness Racing Assn. (S); Seaboard Finance Co. (S); Triangle Pub. (West Coast) (S).

SMITH, TAYLOR & JENKINS INC.
 223 Fourth Ave., Pittsburgh 22
 Tel.: Atlantic 1-9312

Radio Dept.: Les Sterne, radio director; Tom Cadden, script and production; Dick Pearson, script and publicity; Ron Taylor, Cook Thompson, Bob Quaid, Morris Tandy, Bill Sutherland, account executives.

CHARLES N. STAHL ADV. AGENCY
 440 S. Boylston St., Los Angeles 17
 Tel.: Madison 7844

Radio Dept.: John F. Courcier, radio director and account executive; Kay Dunlap, timebuyer.

Radio Accounts: Dr. Beauchamp; Fletcher Jones.

STANLEY ADV. AGENCY INC.
 2616 David Broderick Tower, Detroit 26
 Tel.: Woodward 6-6155

Radio Dept.: Stanley Altschuler, president and radio director; Leonard Kotowski, account executive; Violet Skladd, timebuyer.

BARTON A STEBBINS
 1250 Wilshire Blvd., Los Angeles 17
 Tel.: Trinity 8821

Radio Dept.: E. C. Bloodworth, radio director; A. W. Gudelman, timebuyer; Mr. Gudelman and Nat Jeffras, account executives.

Radio Accounts: Signal Oil Co. (N), Certified Grocers of Calif.

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); C. Gold Medal Macaroni; Pellissier Dairy Farms; Slavick Jewelry Co.; XLNT Food Co.; Yami Yogurt Distributors (S).

STERLING ADVERTISING AGENCY
 535 Fifth Ave., New York 17
 Tel.: Murray Hill 7-3400

STOCKTON-WEST-BURKHART INC.
 1300 First Nat'l Bank Bldg., Cincinnati 2
 Tel.: Dunbar 5600

Radio Dept.: Ranald S. West, vice president, director of radio; Miner Raymond III, manager of radio production; Robert A. McDowell, vice president and director of media; James A. Gray, radio timebuyer; Lawrence G. Puchta, J. J. H. Phillips, account executives.

New York 22—501 Madison Ave. Tel.: Eldorado 5-1041. Richard Dunn, manager.

Radio Accounts—C. G. & E.; Ohio Oil (RN); Hudepohl (RN-S); Mosler Safe Co.

STOCKWELL & MARCUSE
 1407 Industrial Bank Bldg., Detroit 26
 Tel.: Woodward 1-4484

Radio Dept.: William H. Stockwell, Philip R. Marcuse, Donald S. Hodgens, account executives.

Radio Accounts: Automobile Club of Michigan; Industrial Nat'l Bank; Sams Inc.; Star Carpet Cleaning Co.; Bruce Wigle Co.; Merchants & Merchandise Bank; Detroit Creamery Co.; Dick Connell Chevrolet; Detroit Builders Show; Thomas J. Doyle Co.; Glitter Products Co.

STORM & KLEIN INC.
 50 E. 42d St., New York 17
 Tel.: Murray Hill 7-4660

Radio Dept.: Edward Klein, media director; Arthur Klein, timebuyer.

Radio Accounts: The Tintex Co. (tints and dyes) (S); Park & Tilford Inc. (cosmetics and perfumes) (S).

STRANG & PROSSER ADVERTISING AGENCY
 Securities Bldg., Seattle 1
 Tel.: Main 2552

J. M. STRAUS & CO.
 422 So. Western Ave., Los Angeles 5
 Tel.: Dunkirk 3-5072

Radio Dept.: Jack M. Straus

STREET & FINNEY INC.
 76 9th Ave., New York 11
 Tel.: Watkins 4-8510

Radio Dept.: Howard Miller, radio program director; Warren Faxon, John T. Kelly Jr., Robert Finney, account executives; Helen A. Thomas, timebuyer.

Chicago 3—120 S. LaSalle St. Tel.: Randolph 6-3657. Frank E. Duggan, account executive.

Radio Accounts: Foster Milburn Co. (S); Chattanooga Medicine Co. (S); G. T. Fulford Co. (S); Serutan, Co. (S).

CHARLES R. STUART ADV.
 625 Market St., San Francisco
 Tel.: Douglas 2-2438

Radio Dept.: Fred M. Parke, account executive.

Radio Accounts: Bank of America (N).

DANIEL F. SULLIVAN CO.
 216 Tremont St., Boston 16
 Tel.: Hancock 6-7643

Radio Dept.: Eugene Stafford, radio 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.: Philip H. Cohen, vice president and radio director; Arthur S. Pardoll, radio business manager.

Hollywood 22—6253 Hollywood Blvd. Tel.: Gladstone 5048. John J. Van-Nostrand, vice president and radio director.

Radio Accounts: American Chiclet Co.; American Cigarette & Cigar Co.; American Petroleum Institute; Carter Products Inc.; J. H. Filbert Inc.; Grove Labs Inc.; Lever Bros. Co.; McCormick & Co. Inc.; Noxzema Chemical Co.; Rubsam & Horrman Brewing Co.; Simoniz Co.; Smith Bros.; Speldel Corp.; Whitehall Pharmaceutical Co.

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.: E. L. Taggart, Douglas R. Young, account executives; Ray Lewis, radio director and timebuyer.

Radio Accounts: Pontiac Dealers Club of S. Calif.

TATHAM-LAIRD INC.
 20 N. Wacker Drive, Chicago 6
 Tel.: Randolph 6-2171

Radio Dept.: George A. Bolas, radio director; Paul Schlesinger, Joseph Perry, radio timebuyer.

New York 22—595 Madison Ave. Tel.: Plaza 3-7057. Lawrence Holcomb.

Radio Accounts: General Mills Inc. (N); The Toni Co. (N); George Wiedemann (S).

(Continued on page 364)



• If you are looking for power, KSON has the kind that counts . . . the power of the largest listening audience per dollar in the San Diego market!

• KSON share of audience in its market, mornings and afternoons, was higher than any other unaffiliated station's share of audience in its market, on the entire Pacific Coast.

—Radio Audience Indexes unaffiliated stations, July-Aug. '51

Call your nearest Forjoe office for saturation power-packed spot rates, as low as: 6 spots daily only \$3 each!

KSON is the AIMS station for San Diego, which means the leading independent in San Diego, California



there's only
ONE
KINGSPORT
 and it's delivered by:
WKPT
 250 WATTS — FULL TIME
 —AND—
WKPT—FM
 4.8 KW — FULL TIME
NBC AFFILIATE
5th LARGEST CITY
 IN TENNESSEE*
57,000
 POPULATION IN METROPOLITAN AREA
 *1950 Bureau of Census
 yes, there's only
ONE
KINGSPORT
 —Nat'l. Rep.—
 DONALD COOKE
 —Southern Rep.—
 DORA-CLAYTON

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

M. EVANS RICHMOND
1518 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-2334

Radio Dept.: M. Evans Richmond, Dale O'Donnell, Robert S. Richmond.

Boston 16—230 Boylston St. Tel.: Columbia 6-4491, R. S. Richmond.

Hollywood—Yucca Vine Bldg. Tel.: Hempstead 3517, M. K. Reiss.

RINGER & ASSOCIATES INC.
3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8131

Radio Dept.: Mrs. Ilse Stein, media buyer.

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5768

Radio Accounts: Berg Bros. Clothing; Ford Optical; John Kohler Clothing; Huskey's Inc.; Royal Shoe Stores; N. Y. Sample Dress Shop; Shulte Optical Co.; Spro's Apparel; Stanley's Corrective Shoes.

ROBERTSON ADVERTISING AGENCY
721 U. S. Nat'l Bldg., Denver 2
Tel.: Keystone 6269

Radio Dept.: Walter Kranz, radio director; Marshall Robertson, Mary Robertson, timebuyers; John Eby, Wendell McWilliams, account executives; Margaret Pierson, traffic director.

Radio Accounts: Miller Super Markets; Elitch Gardens; Frumess Jewelry Co.; Cottrell Clothing Co.; Jack Wehner Real Estate; O'Meara Motor Co.; 1st Nat'l Bank of Englewood; Western Reddi-Wip; Thoro Products Co.; Albany Hotel; Grayson Apparel Co.; Anderson's Inc.; Wolfberg Theatres; Accurate Lock & Key Co.; Weicker Transfer & Storage Co.

ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17
Tel.: Mutual 6293

Radio Dept.: Larry Kraft, radio director; Robert C. Neuman, timebuyer; Elwood J. Robinson, Melvin A. Jensen, John W. Haynes, James W. Raymond, account executives.

ROCHE, WILLIAMS & CLEARY INC.
135 S. La Salle St., Chicago 3
Tel.: Randolph 6-9760

Radio Dept.: P. R. Stewart, radio director; N. J. Cavanagh, timebuyer.

Radio Accounts: The Studebaker Corp. (N-S); Holland Furnace Co. (N-S); Chi-Milwaukee-St. Paul & Pac. R. R. Co. (S); Hardware Mutual Casualty Co. (S); John Puhl Products Co. (S); Stewart & Ashby Coffee Co. (S); Kitchen Art Foods Inc. (S).

IRVING ROSEN ADVERTISING
230 Fifth Ave., New York 1

Radio Dept.: Irving Rosen; E. Wayne, associate.

ROSS ADVERTISING AGENCY
4053 Lindell Blvd., St. Louis 8
Tel.: Lucas 1322

Radio Dept.: Clark F. Ross, owner.

Los Angeles 4—184 S. Alvarado. Tel.: Dunkirk 7-2148.

S. Nyack, N. Y.—156 Piedmont Ave. Tel.: 7-2506.

CHARLES ROSS ADV. AGENCY
1418 N. Highland Ave., Hollywood 28
Tel.: Hudson 2-1184

Radio Accounts: Barr Mfg. Co.; Hollywood Ranch Market; Mildred's Market; King Upholsterers; Home Interior Service; Vaughn Singer Motors; Newnan Auctioneers.

ROSS, GARDNER & WHITE
2326 W. 8th St., Los Angeles 5
Tel.: Dunkirk 7-7211

Radio Dept.: Edward B. Ross, radio director; Frank Ryhlick, assistant radio director; William W. Schweit, radio timebuyer.

Radio Accounts: General Electric Supply Corp.; Jaclane of Calif.; See's Candy; Ashburn's Furniture Stores; Electro-Way Garbage Disposer.

BRINDLEY ROTH INC.
131 Lafayette W., Detroit 26

Radio Dept.: H. Benton Brindley.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400

Radio Dept.: Wilson Tuttle, vice president and radio director; K. S. Pratt, vice president.

Chicago 1—360 N. Michigan Ave. Tel.: Financial 5-1833. Norman Heyne, vice president.

Hollywood 28—1680 N. Vine St. Tel.: Hillside 7593. Glenn Middleton, head of radio production.

Detroit 2—7430 Second Blvd. Tel.: Trinity 4-2200. Tod Reed, vice president and manager.

Cincinnati 2—Carew Tower. Tel.: Main 2413. John L. Magro, manager.

St. Louis 1—812 Olive St. Tel.: Main 0127. Oscar A. Zahner, senior vice president and manager.

Dallas 2—Reserve Loan Life Bldg. Tel.: V-4-4986. Roger Bacon, manager.

New Orleans 12—411 Carondelet Bldg. Tel.: CA 4559. James L. Hyde, manager.

Houston 2—712 Main St. Tel.: Charter 4-1741. W. Van A. Combs, manager.

Seattle 1—Northern Life Tower. Tel.: Elliott 1572. Francis G. Mullins, vice president and manager.

San Francisco 4—235 Montgomery St. Tel.: Exbrook 4618. John L. Harvey, vice president and manager.

Toronto—2 Toronto St. Tel.: Plaza 1515.

Radio Accounts: Allied Florists (S); Chrysler (Dodge) (S); D. L. & W. "Blue Coal" (N-S); Prest-O-Lite Battery (S); Auto-Lite (N); Garrett Co. (S); Lever Bros. U. S. (N-S); Lever Bros. Canada (N-S); Wrigley Gum (N); Griesedeck Brewery (S); Morris B. Sachs; Galveston-Houston Brewery (S).

LEWIS EDWIN RYAN
726 Jackson Place, N.W., Washington 6, D. C.

Tel.: Republic 7606
Radio Dept.: William J. Green, radio director and timebuyer.

S

MAXWELL SACKHEIM & CO.
670 Fifth Ave., New York 19
Tel.: Plaza 8-2086

Radio Dept.: Rae Elbroch, timebuyer.
Radio Accounts: Joy Hosiery Mills; Dilson Candy Co.; Popular Merchandise Club.

ST. GEORGES & KEYS INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1180

Radio Dept.: Stanley J. Keyes Jr., radio director.

Baltimore 18—2111 N. Charles St. Tel.: Belmont 7095.

Radio Accounts: Bisceglia Bros. Wines; Davison Chemical Corp. (S).

WALKER SAUSSY ADVERTISING
823 Perdido St., New Orleans
Tel.: Magnolia 3218

Radio Dept.: Walker Saussy, owner; J. Michael Verges Jr., radio director; Charles Bloom II, Moise Bloch, John Arthur, P. J. Stakelum Jr., Dorothea Schlesinger, account executives; Alvin Camus, radio timebuyer.

Radio Accounts: American Brewing Co. (R); Holsum Bakeries Inc.; Wm. B. Reily Co. Inc. (R); Elmer Candy Co.; Petrolane Gas Co. (R); Consolidated Companies Inc. (R).

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.

Chicago—75 E. Wacker Dr. Tel.: Dearborn 2-0826. Marty Hogan, manager.

Radio Accounts: Bond Television Inc.; Robert Hall Clothes (S); Abelson's Inc.

THE SAXTON AGENCY
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 8-2142

Radio Dept.: H. Ellis Saxton; Thomas Landsiedel, account executive; Eunice Grobe, timebuyer.

SCHEIDLER, BECK & WERNER
487 Park Ave., New York 22
Radio Dept.: Vera Brennan, radio director and timebuyer.

SCHOENFELD, HUBER & GREEN LTD.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-0818

Radio Dept.: Lewis G. Green, radio director; Merritt R. Schoenfeld, account executive; Miriam R. Orr, timebuyer.

Radio Accounts: Bunte Candy; Enzo Jel Co.; Wakefield Coffee Co.

SCHOLTS ADV. SERVICE
1201 W. Fourth St., Los Angeles 17
Tel.: Michigan 2396

Radio Dept.: Tom D. Scholts, radio director; Ruth S. Arnot, timebuyer.

SCHWIMMER & SCOTT INC.
75 E. Wacker Drive, Chicago 1
Tel.: Dearborn 2-1815

Radio Dept.: Evelyn Vanderpoeg, timebuyer.

SCOTT'S ADVERTISING AGENCY INC.
11 Pemberton Square, Boston 8
Tel.: Capital 7-2425

Radio Dept.: George L. Stingel, radio director and account executive; James H. Mohan, radio 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; Peggy Thomas, timebuyer; Henry Page, account executive.

Radio Accounts: Aleene's Corsage Kits; Sleep-Aire Mattress Co.; Budrow & Co.; Eject Donut Sales Co.; Multi-Flavor Inc.

RUSSEL M. SEEDS CO.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-1045

Radio Dept.: Jack Simpson, radio director; Merle Myers, timebuyer.

Hollywood 28—1469 N. Vine St. Tel.: Hudson 2-1206. Lionel C. Place, manager.

Indianapolis 4—Lemcke Bldg. Tel. Market 1395.

Radio Accounts: Brown & Williamson Tobacco Co. (N-S); Pinex Co. (S); Procter & Gamble (N); Princeton Farms.

ROSCOE W. SEGAR AGENCY
2125 N. E. 48th Ave., Portland 13, Ore.
Tel.: Trinity 3445

Radio Dept.: Roscoe W. Segar, account executive; D. D. Segar, timebuyer and account executive.

Radio Accounts: Niklas & Son; G. B. Wallace Co.

SHAFFER, BRENNAN, MARGULIS ADV. CO.
4 N. 8th St., St. Louis 1
Tel.: Main 2579

Radio Dept.: Sam B. Margulis, partner, radio director.

THE LEONARD SHANE AGENCY
1177 Wilshire Blvd., Los Angeles
Tel.: Michigan 3231

Radio Dept.: Leonard Shane, president; Robert S. Howell, production and radio director; J. M. Lench, Steve Shaffer, account executives; Jeanne McFarland, timebuyer.

THE SHAW CO.
816 W. 5th St., Los Angeles 13
Tel.: Mutual 5161

JOHN W. SHAW ADVERTISING
716 N. Rush St., Chicago 1
Tel.: Dearborn 2-5082

Radio Dept.: Richard Trentledge, radio director; Augusta Young, timebuyer; John W. Shaw, E. J. Hughes Jr., D. Guerrant, W. J. Wilmont, account executives.

Radio Accounts: Armour & Co. (N); Standard Milling (S).

In Charleston, S. C.

1390 SINCE 1930



Studios "Atop The Francis Marion Hotel"

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WCSC

The CBS Station for the Coastal Carolinas

THE MOST RECENT HOOPER REPORT ON THIS FIVE STATION MARKET, SHOWS THAT WCSC HAS AS MANY LISTENERS AS THE NEXT TWO LEADING STATIONS COMBINED.



PEDLAR AND RYAN INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1500

Radio Dept.: Wilfred S. Roberts, dir. of radio; John Halpern, assistant radio director; T. C. Fisher, vice president in charge P&G account; Donald Quinn, radio timebuyer; Donald Shaw, vice president, account executive.

Radio 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.

Radio Accounts: Willson Dairy; The Handy Window Shade.

THE PHILLIPS-RAMSEY CO.
604 First Nat'l Bank Bldg., San Diego 1
Tel.: Franklin 2121

Radio Dept.: Orva Huff, radio production director; Robert F. Lewis, media director; W. L. Phillips, C. C. Ramsey, account executives.

PLATT-FORBES INC.
7 E. 44th St., New York 16
Tel.: Murray Hill 7-3440

Radio Dept.: Thomas O'Donnell, media director.

Boston 16-31 Providence St. Tel.: Kenmore 6-3103. Irvin Gould, manager.

PLAZA ADVERTISING AGENCY INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 6-6550

Radio Dept.: John T. O'Flaherty, president; Nancy M. Viaroll, radio timebuyer.

POSNER-ZABIN ADVERTISING
95 Madison Ave., New York 1
Tel.: Murray Hill 9-2676

Radio Dept.: James B. Zabin, Jack Posner.

Radio Accounts: John T. Stanley Co.; King Refrigerator Co.; and others.

R. J. POTTS-CALKINS & HOLDEN
215 W. Pershing Rd., Kansas City 8
Tel.: Grand 5775

Radio Dept.: William J. Brewer, radio director.

POTTS-TURNBULL CO.
912 Baltimore Ave., Kansas City 6, Mo.
Tel.: Victor 9400

Radio Dept.: N. P. Rowe, vice president and radio director.

POWELL-GRANT ADV. INC.
1166 Fenoscot Bldg., Detroit 26
Tel.: Woodward 1-4321

Radio Dept.: Robert H. Powell, advertising executive and chief timebuyer; Bill Gayek, advertising executive; Patricia Freeman, copy chief.

JOHN O. POWERS CO.
110 William St., New York 38
Tel.: Worth 4-7361

Radio Dept.: Robert W. Powers.

PRATER ADVERTISING AGENCY INC.
705 Chestnut St., St. Louis 1
Tel.: Garfield 6490

Radio Dept.: George L. Prater, account executive and radio director; Barbara Block, copywriter; Robert O. Scott, radio dept. assistant; Doris Nave, radio steno.

Radio Accounts: Falls City Brewing Co. Inc. (N-S).

PRESBA, FELLERS & PRESBA CO.
360 N. Michigan, Chicago 1
Tel.: Central 6-7683

Radio Dept.: Marquis M. Smith, vice president and radio director; E. E. Eldridge, timebuyer.

PROFILE ADVERTISING
73 B St., Manchester, N. H.
Tel.: 4-4991

Radio Dept.: Falko M. Schilling, radio director.

Nashua, N. H.—277 Main St. Tel.: 4292. Paul Sheldon, production manager.

Radio Accounts: Second Nat'l Bank; Hayward Farms.

R

RADIO ADV. CORP. OF AMERICA
47 Audubon Ave., Jersey City 5
Tel.: Bergen 4-2332

Radio Dept.: Albert A. Fiore, radio director; Paul Apello, account executive; John Critelli, timebuyer.

Radio Accounts: Watchung Lake Inc.; Radio Church; Rev. H. B. Rittenhouse; Bible Books; River Motors; Champ Motors; and others.

RANDALL CO.
75 Pearl St., Hartford 3, Conn.
Tel.: 7-1179

Radio Dept.: Florence Grady, radio director.

Radio Accounts: Crown Petroleum; Elgin & Levin; General Electric Supply; George E. Dewey Co.; Harry Glotzer; Hartford Gas Co.; Hatry & Young; Hoffman Wallpaper Co.; New England Laundry Co.; Savitt Jewelers; Sir Allo Shoe Clinic; State Line Potato Chips; Wachtel's Dept. Store.

FRED M. RANDALL CO.
3314 Book Tower, Detroit 26
Tel.: Woodward 1-4662

Radio Dept.: Charles E. Foerster.

RAY-HIRSCH CO. INC.
37 W. 57th St., New York 19
Tel.: Murray Hill 8-3515

Radio Dept.: Murray Hirsch.

Radio Accounts: Mother's Food Products.

KNOX-REEVES ADV. INC.
600 First Nat'l-Soo Line Bldg., Minneapolis 2

Tel.: Bridgeport 7701

Radio Dept.: R. E. Neff, vice president of radio; William S. Shepherd, radio director; K. P. Torgerson, vice president and media director; Phil Archer, radio timebuyer; R. W. Stafford, John H. Sarles, vice presidents and account executives; R. H. Burbank, account executive.

San Francisco 4—Shell Bldg. Tel.: Yukon 6-0678. W. A. Johnson, timebuyer.

Radio Accounts: General Mills Inc. (N-S); Pacific Gamble Robinson Co.; Midland Nat'l Bank; Art Instruction Inc.

REINCKE, MEYER & FINN
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440

Radio Dept.: Frank M. Baker, radio director.

Radio Accounts: Anderson Co. (S-N); Chicago Burlington & Quincy; Lehon Co.; Otation; Sterling Ins. Co.; von Schrader Mfg. Co.; Photo Finishers Assoc.; International Sports Show; Bismarck Hotel; Henric's.

EMIL REINHARDT ADVERTISING
1736 Franklin St., Oakland 12
Tel.: Templebar 2-2408

Radio Dept.: Joseph Connor, radio director; James C. Resor, timebuyer; James C. Prindiville, James B. Innis, Roland Irving, account executives.

Radio Accounts: Central Bank; Golden Crust Bread; Grocers Milk Co.; Kilpatrick's Bakery; Old Home Bakers; S. F. Brewing Corp.

REISS ADVERTISING
221 W. 57th St., New York 19
Tel.: Plaza 7-8030

Radio Dept.: Alice Brothers, timebuyer.

FLETCHER D. RICHARDS INC.
10 Rockefeller Plaza, New York 20
Tel.: Judson 6-5400

Radio Dept.: J. S. Davidson, vice president and radio director; George E. Pamental, timebuyer.

Chicago—221 N. La Salle St. Tel.: Financial 6-3585.

San Francisco 8—(Harrington-Richards Div.) 256 Sutter St. Tel.: Exbrook 2-6025. Virginia Miller, timebuyer.

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 Razor Corp.

(Continued on page 362)

AM
1330 K.C.
5 K.W.

FM
107.5
20 K.W.

WEVD

Year after year the foremost national and local advertisers of a large variety of quality products continue to use the facilities of WEVD to reach the Jewish population in the New York Metropolitan area.

They have tested and found proof of the vast buying power represented by the more than 600,000 families with a population approximating 3,000,000, who come within the radius of influence of the Yiddish spoken and written word.

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Without Extra Charge

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HENRY GREENFIELD, MANAGING DIRECTOR

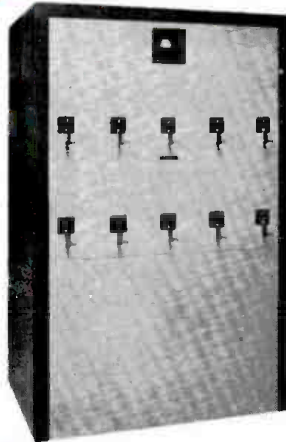
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REQUIREMENTS**



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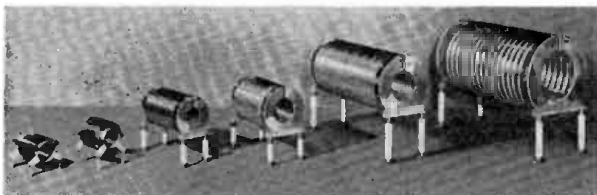


● The **CONTINENTAL 5 Tower 5 KW Power Division and Phase Control Unit** is pictured above. CONTINENTAL specializes in the production of various types of antenna phasing equipment, in which each layout is individually engineered to meet the requirements of the particular directional array involved.

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● Typical Components by CONTINENTAL, above, are used in the assembly of phasing and coupling equipment.

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- Custom-Built Phasing Equipment for Directional Arrays
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HOME OF CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERGREEN 1137

FCC RULES AND REGULATIONS
(Continued from page 410)

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.

§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 equivalent²⁴ of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.²⁴ 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 equivalent²⁵ of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.²⁴ 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).]

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 controlled²⁶ by any person²⁷ 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)²⁸ 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

²⁴In 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 Hags-trom Map Co. (Four Color Retail Trading Area Map).

²⁵The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

²⁶The word "person", as used herein, includes all persons under common control.

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.

* [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				

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 two-thirds 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 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 subdivision. 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.

§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 application²⁹ 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.

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."

(Continued on page 414)

** 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."

²⁹ Formal application required. See Standards of Good Engineering Practice for form number.

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F-134

Used in high power broadcasting and industrial service up to 22 Mc.



F-5680

Used in broadcasting and industrial applications up to 50 Mc.



F-892-R

Used in 5 and 10 KW AM transmitters.

"Federal Always Has Made Better Tubes"



Basic Technical Data Covering The Complete Line of FEDERAL POWER TRIODES WATER COOLED

TYPE	DESCRIPTION	Maximum Plate Dissipation	μ	Maximum Plate Input	Maximum DC Plate Voltage	Maximum Frequency for Maximum Ratings	Filament Voltage
F-6C22	UHF General Purpose	1 KW	9	2 KW	3,000 V	500 MC	6.5
F-8002	VHF General Purpose	1.2	21.5	3	3,500	150	16
F-5917	VHF Amplifier	5	20	8	4,000	110	7.5
F-328-A	General Purpose	5	16	8	8,000	3	21.5
F-328-B	General Purpose (Two Phase Filament)	5	16	8	8,000	3	21.5
F-889-A	General Purpose	5	21	16	8,500	50	11
F-6009	HF General Purpose	6	25	12	6,000	30	13
F-891	General Purpose	6	8.5	18	12,000	1.6	11/22
F-129-B	HF General Purpose	7.5	26	18	12,000	30	18
F-5874	Audio Amplifier	7.5	6	15	6,000		7
F-220C/320-B	General Purpose	10	40	22.5	15,000	4.0	21.5
F-343-A	General Purpose	10	40	36	18,000	4.0	21.5
F-892-A	General Purpose	10	50	30	15,000	1.6	11/22
F-5666	Industrial, HF General Purpose	12.5	21	20	10,000	22.5	11
F-893-A	General Purpose	20	36	70	20,000	5	10 per section
F-858	General Purpose	20	42	40	20,000	1.5	22
F-880	HF General Purpose	20	20	60	10,500	25	12.6
F-5658	HF General Purpose	20	20.5	60	10,500	25	12
F-5771	HF General Purpose	22.5	20	60	12,500	25	7.5
F-342-A	General Purpose	25	40	50	20,000	4.0	20
F-9C23	HF General Purpose	25	32	50	15,000	20	22
F-5512	VHF General Purpose Oscillator	25	38	80	9,000	110	6.2
F-124-A	HF General Purpose	40	42	135	20,000	20	13.6 per section
F-9C30	HF General Purpose	40	42	120	15,000	20	7.5 per section
F-125-A	Audio Amplifier	40	4.75	100	15,000		13.6 per section
F-9C28	Audio Amplifier	40	4.75	100	15,000		7.5 per section
F-895	HF General Purpose	40	37	140	17,000	6	19 per section
F-5918	HF General Purpose	60	37	300	17,500	22	28.5
F-862-A	General Purpose	100	45	200	20,000	1.6	33
F-898-A	General Purpose	100	45	200	20,000	1.6	16.5 per section
F-134	HF General Purpose	150	21	450	20,000	22	25

AIR COOLED							
TYPE	DESCRIPTION	Maximum Plate Dissipation	μ	Maximum Plate Input	Maximum DC Plate Voltage	Maximum Frequency for Maximum Ratings	Filament Voltage
F-123-A	HF General Purpose	125 W	14.5	375 W	2,000	30 MC	10
F-127-A	HF General Purpose	200	38	950	3,000	30	10
F-204-A	General Purpose	250	23	690	2,500	3	11
F-212-E	General Purpose	275	16	700	2,000	4.5	14
F-849	General Purpose	400	19	875	2,500	3.0	11
F-450TH	HF General Purpose	450	38	3 KW	6,000	40	7.5
F-128-A	HF General Purpose	600	36	3	3,500	30	11
F-132-A	Audio Amplifier	600	10	1.8	3,500		11
F-7C26	VHF Amplifier	1 KW	17	3	3,000	150	9.0
F-8002-R	VHF General Purpose	1.2	21.5	3	3,500	120	16
F-7C23	Pulse	1.2	25		17,000	5	11.0
F-5680	Pulse	1.2	25		17,000	5	13.0
F-5680	HF General Purpose	2.5	25	12	6,000	30	13.0
F-5996	HF Industrial	2.5	25	12	6,000	30	13.0
F-7C25	HF Industrial	2.5	25	5.6	4,500	50	11
F-3X2500A3	VHF Amplifier	2.5	20	8	4,000	110	7.5
F-891-R	General Purpose	4	8.5	15	10,000	1.6	11/22
F-892-R	General Purpose	4	50	18	10,000	1.6	11/22
F-129-R	HF General Purpose	5	26	18	12,000	30	18
F-889-RA	HF General Purpose	5	21	16	8,500	25	11
F-343-AA	General Purpose	5	40	20	18,000	4	21.5
F-220CA/370BA	General Purpose	5	40	22.5	15,000	4	21.5
F-8C25	Audio Amplifier	5	6	10	5,000		7
F-5667	Industrial, HF General Purpose	7.5	21	20	10,000	22.5	11.0
F-124-R	HF General Purpose	20	42	100	20,000	20	13.6 per section
F-9C31	HF General Purpose	20	42	100	15,000	20	7.5 per section
F-9C29	Audio Amplifier	20	4.75	50	15,000		7.5 per section
F-893-AR	General Purpose	20	36	70	20,000	5	10 per section
F-895-R	General Purpose	20	37	110	17,000	6	19 per section

Federal also manufactures vacuum tubes for Rectifying and for Special Purpose; for Television (round and rectangular)

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FCC RULES AND REGULATIONS
(Continued from page 412)

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 charge 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.]

§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 licensee 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 location. 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 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 interference¹⁸ 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 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 1:00 a.m., and 6:00 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 by the Commission.

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 operator's 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.

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. Such transmissions may not exceed one hour during the period between 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. The Commission shall be notified by the licensee of the FM broadcast station of its intent to transmit such facsimile.

(b) FM broadcast stations may, upon securing authorization from the Com-

(Continued on page 416)

¹⁸ As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting Agreement.



COMPLETE KITS FOR TOWER LIGHTING

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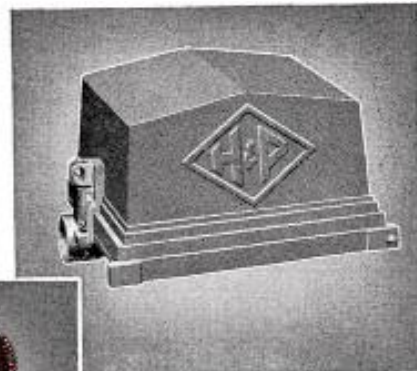
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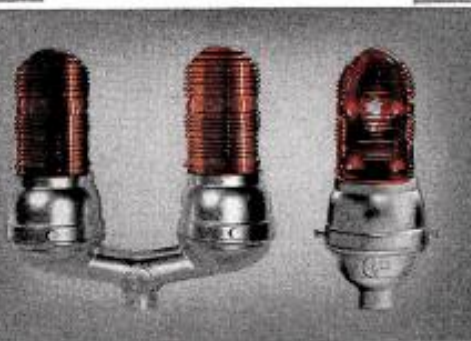
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(Continued from page 414)

mission, transmit multiplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations; *Provided* that the transmission of such facsimile does not reduce the quality of aural programs simultaneously transmitted by the licensee below that required by the Standards of Good Engineering Practice Concerning FM Broadcast Stations and that no degradation of such aural programs will result from such facsimile transmissions when received on FM receivers not equipped with filter or other additional equipment.

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 any other network organization.

§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 within 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 exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or 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 or 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 matters) 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 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.

¹⁹The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

²⁰As 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.

²¹All 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.

²²These 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.

²³Effective 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.

²⁴The 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.

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.]

Reports to be Filed ²⁶

ALL BROADCAST STATIONS . . .

§1.341 *Financial report, broadcast licensees 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 licensees 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 stockholders; (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 (Continued on page 418)

²⁶ See footnote 24, above.

²⁷EDITOR'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."

²⁸ Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.

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Install proved G-E TRANSMITTING TUBES

And here's the proof...

General Electric "firsts" like the types shown here are still in use, still giving dependable 1952 station service!



1922



GL-862-A

1928



1928



1937



1940



1945



TODAY your nearby G-E tube distributor offers a full line of proved General Electric transmitting tubes to meet your socket needs—power tubes, rectifiers, receiving types. Each is design-tailored to do its special job—each precision-built for top-rating performance—each has the dependability so typically G-E. *Each pays dividends in beyond-average tube life.* . . . To know the economy of G-E tubes in radio-TV broadcasting—the convenience of G-E on-the-spot delivery service—keep in touch with your local General Electric distributor! *Electronics Division, General Electric Company, Schenectady 5, New York.*

You can put your confidence in—

GENERAL  **ELECTRIC**

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(Continued from page 416)

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.²⁸

(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 of a Standard Broadcast, FM Broadcast and Television Broadcast Station and an Auxiliary Broadcast Station (Remote Pickup Broadcast, Broadcast STL, Television Pickup, Television STL and Television Inter-city Relay) shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a non-broadcast station shall be filed at least 60²⁹ days 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 1.341-1.344, 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 certain date, 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.

(c) The following application forms should be used:

[EDITOR'S NOTE: There follows a list of forms to be used in filing for license renewals.]

IN AM RULES . . .

§1.334 *Normal license period.*—(a) All standard broadcast station licenses will be issued for a normal license period of three 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:

[EDITOR'S NOTE: Expiration dates for licenses began Aug. 1, 1951 for stations in Delaware and Pennsylvania, are listed chronologically thereafter for stations in groups of other states down to June 1, 1954 for stations in New Jersey and New York.]

IN FM RULES . . .

Commercial Stations

§1.3218 *Normal license period.*—(a) All FM broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to

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.

expire at the hour of 3:00 a.m., Eastern Standard Time, in accordance with the following schedule and at three-year intervals thereafter:

[EDITOR'S NOTE: Expiration dates for licenses began Aug. 1, 1951 for stations in Delaware and Pennsylvania, are listed chronologically thereafter for stations in groups of other states down to June 1, 1954 for stations in New Jersey and New York.]

Station Identification

IN AM RULES . . .

§1.3187 *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 §1.3287 of the Commission's Rules Governing FM Broadcast Stations.

IN FM RULES . . .

§1.3287 *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 §1.3187 above.]

Sponsored Programs

(Announcement of)

IN AM RULES . . .

§1.3189 *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 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

(Continued on page 421)

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(Continued from page 418)

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.]

[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you . . ." or "Smith Stove Co. offers you . . ." or "Ajax Pens bring you . . ." The following are not acceptable: "Write to the Comb Man . . ." or "Send your money to Nylons, Box . . ." or "This program is sponsored by your Sink Man . . ."]

Recordings and Transcriptions

(Identification of)

IN AM RULES . . .

§3.188 *Mechanical records*²⁹—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 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.]

Political Broadcasts

FOR AM AND FM ³⁰

§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 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

²⁹ 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.

³⁰ Sec. 3.190, reprinted here, is from AM rules. In FM it is 3.290.

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; inspections*.—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 program ³¹ of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.³²

(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.³³

(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.^{34, 35, 37}

(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.³⁶

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.]

* EDITOR'S NOTE: Proposed rule-making proceedings, designed to clarify the rebroadcasting rules, were pending on Jan. 1.

(Continued on page 422)

²⁹ As used in Sec. 3.191, program includes any complete program or part thereof, or any signals if other than A-3 emission.

³⁰ 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.

³¹ 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.

³² The broadcasting of a program relayed by a remote pickup broadcast station (Sec. 4.401) is not considered a rebroadcast.

³³ Informal application may be employed.

³⁴ 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.

³⁵ Formal application required. See Standards of Good Engineering Practice for form number.

Revocations, Modifications, Suspensions

OF STATION LICENSES (ALL CLASSES)

§1401 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.

§1402 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 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.

§1403 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 desired, 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 the place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1404 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

* 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) which is identical to §3.192, reprinted here.

passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

FOR ALL STATIONS . . .

§3.192 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. §1904.)

(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.—Whoever 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;

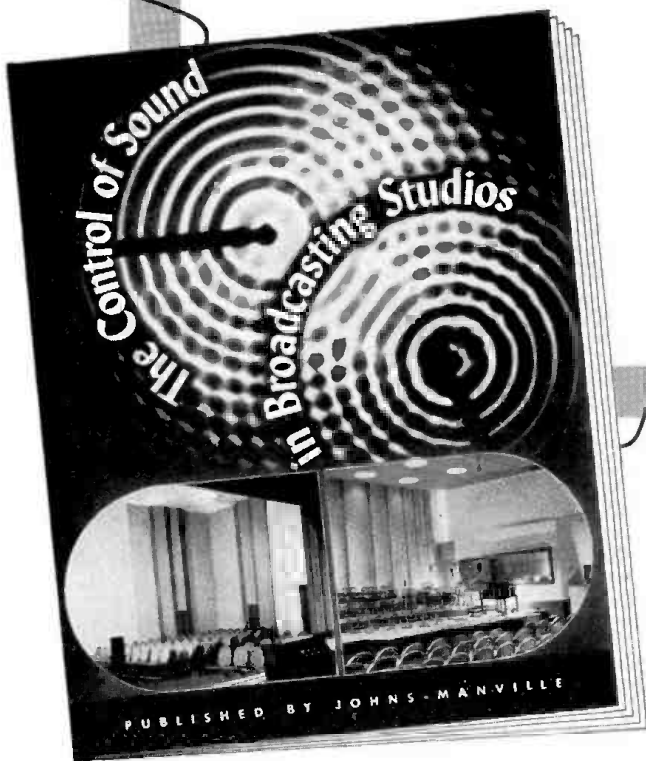
(3) There is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;

(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

(Continued on page 424)

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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	KFDM	Beaumont, Tex. (III-A)	DA-N-5,000	WCHS	Charleston, W. Va. (III-A)	DA-N-5,000	KTAR	Phoenix, Ariz. (III-A)	DA-N-5,000			
KAFY	Bakersfield, Cal.	N-1,000	KPQ	Wenatchee, Wash. (III-A)	DA-N-5,000	WKTY	La Crosse, Wis. (III-B)	DA-1,000	KNGS	Hanford, Cal. (III-B)	DA-N-1,000			
KFMB	San Diego, Cal. (III-B)	DA-1,000	WJLS	Beckley, W. Va. (III-B)	LS-1,000	†KABI	Ketchikan, Alaska (III)	LS-1,000	WSUN	St. Petersburg, Fla. (III-A)	DA-N-5,000			
KFRM	Kansas City, Mo. (III)	DA-D-5,000			DA-N-5,000	WKAQ	San Juan, P. R. (III-A)	5,000	KWAL	Wallace, Idaho (III-B)	DA-N-1,000			
KSD	St. Louis, Mo. (III-A)	DA-N-5,000	570 KC. REGIONAL											
KOPR	Butte, Mont. (III-B)	DA-N-1,000	WGWD	Gadsden, Ala. (III)	D-1,000	WRAG	Carrollton, Ala.	D-1,000	KCOM	Stout City, Ia. (III-B)	DA-1,000			
WGR	Buffalo, N. Y. (III-A)	DA-N-5,000	KNCO	Alturas, Cal. (III)	D-1,000	KFKM	San Bernardino, Cal. (III-B)	DA-1,000	WLBZ	Bangor, Me. (III-A)	DA-N-5,000			
KFYR	Bismarck, N. D. (III-A)	DA-N-5,000	KLAC	Los Angeles, Cal. (III-A)	LS-5,000	†KCSJ	Pueblo, Colo. (III-B)	DA-1,000	WRBC	Jackson, Miss. (III-B)	LS-5,000			
WKRC	Cincinnati, O. (III-B)	LS-5,000			N-1,000	WDLP	Panama City, Fla. (III-B)	DA-N-1,000	WVNV	Newark, N. J. (III-A)	DA-5,000			
WACW	Waycross, Ga.	D-1,000	WGMS	Washington, D. C. (III)	D-1,000	WAGA	Atlanta, Ga. (III-A)	DA-N-5,000	WAGE	Syracuse, N. Y. (III-B)	LS-5,000			
WKYB	Paducah, Ky.	LS-1,000	WACL	Waycross, Ga.	D-1,000	WIDG	Idaho Falls, Ida. (III)	LS-5,000	WDNC	Durham, N. C. (III-B)	LS-5,000			
WVMI	Biloxi, Miss. (III)	D-1,000	WQYB	Paducah, Ky.	LS-1,000	WVVK	Versailles, Ky. (III-B)	DA-1,000	KGW	Portland, Ore. (III-A)	DA-5,000			
WMCA	New York, N. Y. (III-A)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WEEI	Boston, Mass. (III-A)	DA 5,000	WHJB	Greensburg, Pa. (III-B)	LS-1,000			
WSYR	Syracuse, N. Y. (III-A)	DA-5,000	WMCA	New York, N. Y. (III-A)	DA-5,000	WKZO	Kalamazoo, Mich. (III-A)	DA-N-5,000			DA-U-N-5,000			
WWNC	Asheville, N. C. (III-A)	DA-N-5,000	WBAP	Ft. Worth, Tex. (III-A)	DA-5,000	WOW	Omaha, Neb. (III-A)	5,000	WROL	Knoxville, Tenn. (III-A)	DA-5,000			
WKBN	Youngstown, O. (III-A)	DA-N-5,000	WFAA	Dallas, Tex. (III-A)	DA-5,000	WROW	Albany, N. Y. (III-B)	LS-5,000	KWFT	Wichita Falls, Tex. (III-A)	DA-5,000			
WNAX	Yankton, S. D. (III-A)	DA-N-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WGTM	Wilson, N. C. (III-A)	DA-5,000	WCAX	Burlington, Vt. (III-A)	DA-5,000			
WFAA	Dallas, Tex. (III-A)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	KUGN	Eugene, Ore. (III)	DA-N-1,000	WWNR	Beckley, W. Va. (III)	LS-1,000			
WBAP	Ft. Worth, Tex. (III-A)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WARM	Scranton, Pa. (III)	DA-5,000	WTMJ	Milwaukee, Wis. (III-A)	DA-N-5,000			
KUTA	Salt Lake City, Utah (III-A)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WMSB	Uniontown, Pa. (III-B)	DA-N-1,000			DA-N-5,000			
KVI	Seattle, Wash. (III-A)	5,000	WVMI	Biloxi, Miss. (III)	D-1,000	KTBC	Austin, Tex. (III-B)	LS-5,000	630 KC. REGIONAL					
WMAM	Marinette, Wis. (IV)	LS-2,500	WVMI	Biloxi, Miss. (III)	D-1,000	KSUB	Cedar City, Utah (III-B)	DA-N-1,000	WAVU	Albertville, Ala. (III)	D-500			
		N-100	WVMI	Biloxi, Miss. (III)	D-1,000	WLVA	Lynchburg, Va. (III-B)	DA-1,000	KVMA	Magnolia, Ark. (III)	D-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000	KHQ	Spokane, Wash. (III-A)	5,000	KVOD	Denver, Colo. (III-A)	DA-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000	KGMB	Honolulu, T. H. (III-A)	5,000	WMAL	Washington, D. C. (III-A)	DA-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WSAV	Savannah, Ga. (III-A)	DA-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000						DA-N-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				KIDO	Boise, Idaho (III)	DA-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WLAP	Lexington, Ky. (III)	LS-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WJMS	Ironwood, Mich. (III-B)	DA-U-N-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				KXOK	St. Louis, Mo. (III-A)	DA-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				KOH	Reno, Nev. (III-A)	LS-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WIRC	Hickory, N. C. (III)	DA-N-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WMFD	Wilmington, N. C. (III-B)	D-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WQAN	Scranton, Pa.	DA-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WPRO	Providence, R. I. (III-A)	D-500			
			WVMI	Biloxi, Miss. (III)	D-1,000				KGFX	Pierre, S. D. (IV)	DA-N-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				KMAC	San Antonio, Tex. (III-A)	D-200			
			WVMI	Biloxi, Miss. (III)	D-1,000				†KJNO	Juneau, Alaska (III)	LS-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				KPOA	Honolulu, T. H. (III-A)	5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000						D-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				640 KC. CLEAR					
			WVMI	Biloxi, Miss. (III)	D-1,000				KFI	Los Angeles, Calif. (I-A)	50,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WOI	Ames, Ia. (II)	D-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WHKK	Akron, O. (II)	LS-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000						DA-L-N-L-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WNAD	Norman, Okla. (II)	D-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				650 KC. CLEAR					
			WVMI	Biloxi, Miss. (III)	D-1,000				WSM	Nashville, Tenn. (I-A)	50,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				KRCT	Baytown, Tex. (II)	D-250			
			WVMI	Biloxi, Miss. (III)	D-1,000				660 KC. CLEAR					
			WVMI	Biloxi, Miss. (III)	D-1,000				KOWB	Omaha, Neb. (II)	D-500			
			WVMI	Biloxi, Miss. (III)	D-1,000				WNBC	New York, N. Y. (I-A)	DA-50,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WESC	Greenville, S. C. (II)	D-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				KSKY	Dallas, Tex. (II)	D-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				†KJAR	Fairbanks, Alaska (III-A)	10,000			
			WVMI	Biloxi, Miss. (III)	D-1,000						(Also see 610 kc.)			
			WVMI	Biloxi, Miss. (III)	D-1,000				670 KC. CLEAR					
			WVMI	Biloxi, Miss. (III)	D-1,000				WMAQ	Chicago, Ill. (I-A)	50,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				680 KC. CLEAR					
			WVMI	Biloxi, Miss. (III)	D-1,000				KNBC	San Francisco, Cal. (I-B)	50,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WPIN	Clearwater, Fla. (II)	D-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WCTT	Corbin, Ky. (II)	DA-N-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WCBM	Baltimore, Md. (II)	LS-10,000			
			WVMI	Biloxi, Miss. (III)	D-1,000						DA-U-N-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WLAW	Lawrence, Mass. (II)	DA-50,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WDBC	Escanaba, Mich.	DA-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				KPEQ	St. Joseph, Mo. (II)	DA-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WINR	Binghamton, N. Y.	LS-1,000			
			WVMI	Biloxi, Miss. (III)	D-1,000						DA-U-N-5,000			
			WVMI	Biloxi, Miss. (III)	D-1,000						(CP from 1490 kc)			
			WVMI	Biloxi, Miss. (III)	D-1,000				WRNY	Rochester, N. Y. (II)	D-250			
			WVMI	Biloxi, Miss. (III)	D-1,000				WPTF	Raleigh, N. C. (II)	DA-N-50,000			
			WVMI	Biloxi, Miss. (III)	D-1,000				WISR	Butler, Pa. (II)	D-250			
			WVMI	Biloxi, Miss. (III)	D-1,000						(Continued on page 426)			

FCC RULES AND REGULATIONS

(Continued from page 422)

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.

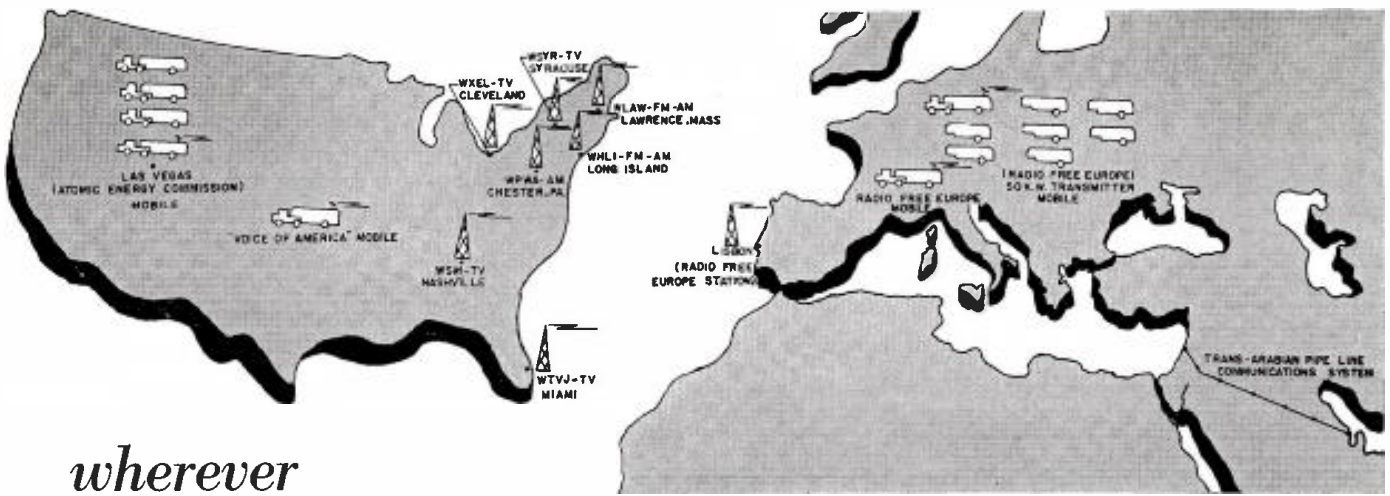
EDITOR'S NOTE: In a statement issued by the FCC in 1948, licensees were warned that no transfers of station control are permitted until after Commission approval. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether they are changes in control before consummating the transaction.]

INVOLUNTARY TRANSFERS AND ASSIGNMENTS

§1.323 *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.



wherever

SUPERIOR ENGINEERING

and PERFORMANCE are demanded

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Installations throughout the world — whether mobile or fixed communications systems ranging in power up to 50 KW, or TV — AM — FM broadcast stations — reflect the recognized abilities of this engineering organization uniquely skilled in the design, development and manufacture of wholly integrated broadcast, television and communications projects; and transmitter and receiver units, including custom-built assemblies for special purposes.

Adler Communications Laboratories gives you engineering and plant facilities, technical know-how and operating experience especially suited to the unusual — whether it be the design and manufacture of special assemblies such as video amplifiers and monitors, ringdown panels, video and audio switchers, consoles, etc., or the engineering design and construction of huge trailer-enclosed mobile communications units, and complete broadcast stations. A C L has provided the design, engineering, assembly, wiring, installation and field testing for many important clients. Where deadlines are a must, the flexibility of the A C L organization has proven itself time and again. We invite your inquiry.

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TV - AM - FM BROADCASTING STATIONS: WXEL-TV, Cleveland, Ohio . . . WSM-TV, Nashville, Tenn. . . WSYR-TV, Syracuse, N. Y. . . WHEC-TV, Rochester, N. Y. (in process) . . . KARK-TV, Little Rock, Ark. (in process) . . . WHLI-AM & FM, Hempstead, L. I. . . WLAW-AM, Lawrence, Mass. . . WPAW-AM, Chester, Pa. . . . WTVJ-TV, Miami, Fla. (consultation).

*RCA subcontract †Federal Telecommunications subcontract

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BROADCASTING • Telecasting

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AM Stations by Frequencies

(Continued from page 424)

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WMPS	Memphis, Tenn. (II)	LS-10,000 DA-N-5,000	KTRH	Houston, Tex. (II)	DA-50,000
KABC	San Antonio, Tex. (II)	LS-50,000 DA-N-10,000	WFLB	Williamsburg, Va. (II)	D-500
KOMW	Omaha, Wash. (II)	D-1,000	WJAC	Santurce, P. R. (II)	DA-10,000
WAPA	San Juan, P. R. (II)	10,000			
690 KC. (Canadian) CLEAR					
WVOK	Birmingham, Ala. (II)	DA-D-50,000	750 KC. CLEAR		
KGGF	Coffeyville, Kan. (II)	LS-10,000 DA-U-N-5,000	WSE	Atlanta, Ga. (I-A)	50,000
WWEZ	New Orleans, La. (II)	DA-5,000	WBMD	Baltimore, Md. (II)	D-1,000
KSTL	St. Louis, Mo. (II)	D-1,000	KMMJ	Grand Island, Neb. (II)	D-1,000
KRCO	Prineville, Ore.	D-1,000			
WHLM	Bloomsburg, Pa. (II)	DA-D-1,000			
KUSD	Vermillion, S. Dak. (II)	DA-D-1,000			
KEPO	(CP from 920 kc) El Paso, Tex. (II)	DA-5,000 *DA-1,000			
KPFT	Lamesa, Tex. (II)	D-250			
KSVK	Richfield, Utah (II)	D-1,000			
WCVT	Bristol, Va. (II)	D-10,000			
WNVT	Warsaw, Va. (II)	D-250			
KULA	Honolulu, T. H. (II)	10,000			
700 KC. CLEAR					
WLW	Cincinnati, O. (I-A)	50,000			
710 KC. CLEAR					
WKRG	Mobile, Ala. (II)	LS-1,000 DA-N-250 *LS-1,000 *DA-N-500 *LS-1,000			
KMPC	Los Angeles, Cal. (II)	LS-10,000 DA-N-10,000 *DA-N-50,000			
WGBS	Miami, Fla. (II)	LS-50,000 DA-U-N-10,000			
WTOM	Rome, Ga. (II)	D-1,000			
KRBS	Shreveport, La. (II)	LS-10,000 DA-U-N-5,000			
WHB	Kansas City, Mo. (II)	LS-10,000 DA-U-N-5,000			
WOR	New York, N. Y. (I-B)	DA-50,000 D-250			
WTPR	Paris, Tenn. (II)	D-250			
KGNC	Amatillo, Tex. (II)	DA-10,000			
KURV	Edinburg, Tex. (II)	D-250			
KIRO	Seattle, Wash. (I-B)	DA-N-50,000			
WDSM	Superior, Wis. (II)	DA-N-5,000			
KFBC	Cheyenne, Wyo.	LS-10,000 DA-U-N-1,000			
WKJB	Mayaguez, P. R. (II)	LS-1,000 N-500			
720 KC. CLEAR					
WGN	Chicago, Ill. (I-A)	50,000			
730 KC. (Mexican) CLEAR					
WKTC	Thomasville, Ga. (II)	D-1,000			
KWGB	Goodland, Kan. (II)	D-1,000			
WFMW	Madisonville, Ky. (II)	D-250			
WMTW	Vanceville, Ky. (II)	D-1,000			
KTRY	Rastrop, La. (II)	D-250			
WHFL	Hammond, La. (II)	D-250			
WACE	Chicopee, Mass. (II)	D-1,000			
KWOA	Worthington, Minn. (II)	D-1,000			
KWRE	Warrenton, Mo. (II)	D-500			
WFMG	Goldsboro, N. C. (II)	D-1,000			
WOHS	Shelby, N. C. (II)	D-250			
WHWL	Nanticoke, Pa. (II)	D-1,000			
WPIT	Pittsburgh, Pa. (II)	D-1,000			
WPAL	Charleston, S. C. (II)	D-1,000			
WLIL	Levonir City, Tenn. (II)	D-500			
WDIA	Memphis, Tenn. (II)	D-250			
WKSJ	Pulaski, Tenn. (II)	D-250			
KOPP	Ogden, Utah (II)	D-1,000			
WPIC	Alexandria, Va. (II)	D-1,000			
KULE	Ephrata, Wash. (II)	D-250			
740 KC. (Canadian) CLEAR					
†WBAM	Montgomery, Ala. (II)	DA-D-50,000			
†KBIG	Avalon, Cal. (II)	DA-D-10,000			
KCBS	San Francisco (II)	DA-50,000			
WORZ	Orlando, Fla. (II)	DA-1,000			
WVLN	Oleyn, Ill. (II)	D-250			
KBOE	Okaloosa, Ia. (II)	D-250			
WNOP	Newport, Ky. (II)	DA-D-1,000			
WTAO	Cambridge, Mass. (II)	D-250			
KPBM	Carlsbad, N. M. (II)	D-1,000			
WGSM	Huntington, N. Y. (II)	DA-D-1,000			
WMBL	Morehead City, N. C. (II)	D-1,000			
WPAQ	Mont Air, N. C. (II)	D-1,000			
KRMG	Tulsa, Okla. (II)	LS-50,000			
WVCH	Chester, Pa. (II)	D-250			
WIRJ	Humboldt, Tenn. (II)	D-250			
WJTC	Tullahoma, Tenn. (II)	D-250			
†KACE	Dallas, Tex. (II)	LS-10,000 DA-U-N-5,000			

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WEAB	Greer, S. C. (II)	D-250			
WFKB	Knoxville, Tenn. (II)	D-1,000			
KDDD	Dumas, Tex. (II)	D-250			
KBUH	Brigham City, Utah (II)	D-250			
WSVS	Creve, Va. (II)	D-1,000			
WHTN	Huntington, W. Va. (II)	D-1,000			
810 KC. CLEAR					
KGO	San Francisco, Cal. (I-B)	DA-50,000			
WASL	Annapolis, Md. (II)	D-250			
KCMO	Kansas City, Mo. (II)	LS-50,000 DA-N-10,000			
WGY	Schenectady, N. Y. (I-B)	50,000			
WKBC	N. Wilkesboro, N. C. (II)	D-1,000			
WCEC	Rocky Mount, N. C. (II)	D-1,000			
WEDO	McKeesport, Pa. (II)	D-1,000			
KTBI	Tacoma, Wash. (II)	D-1,000			
820 KC. CLEAR					
WAIT	Chicago, Ill. (II)	LS-5,000 N-L-5,000			
WCBF	Chicago, Ill. (II)	D-5,000			
WKY	Evansville, Ind. (II)	D-250			
WOSU	Columbus, O. (II)	LS-5,000 N-L-5,000			
WFAA	Dallas, Tex. (I-A)	50,000			
WBAP	Fort Worth, Tex. (I-A)	50,000			
830 KC. CLEAR					
WCCO	Minneapolis, Minn. (I-A)	50,000			
KBOA	Kennett, Mo. (II)	D-1,000			
WNYC	New York, N. Y. (II)	LS-1,000 DA-L-N-L-1,000			
840 KC. CLEAR					
WKAB	Mobile, Ala. (II)	D-1,000			
WKBN	New Britain, Conn. (II)	D-1,000			
WHAS	Louisville, Ky. (I-A)	50,000			
WVPO	Stroudsburg, Pa. (II)	D-250			
850 KC. CLEAR					
WILD	Birmingham, Ala. (II)	LS-5,000 (CP from 1490 kc) DA-N-1,000			
KOA	Denver, Colo. (I-A)	50,000			
WRUF	Gainesville, Fla. (II)	DA-N-5,000			
WHDH	Boston, Mass. (II)	DA-50,000			
WKHZ	Muskegon, Mich. (II)	DA-1,000 *LS-5,000			
KFUO	Clayton, Mo. (II)	LS-5,000 N-L-5,000			
WKKW	Albany, N. Y. (II)	DA-10,000			
WNAO	Raleigh, N. C. (II)	LS-10,000 DA-N-5,000			
WJW	Cleveland, O. (II)	DA-5,000			
WEEU	Reading, Pa. (II)	DA-N-1,000			
WCAV	Norfolk, Va. (II)	DA-1,000			
KTBI	Tacoma, Wash. (II)	DA-N-1,000			
KILA	Hilo, T. H. (II)	1,000			
860 KC. (Canadian) CLEAR					
KIFN	Phoenix, Ariz. (II)	D-250			
KOSE	Osceola, Ark. (II)	D-1,000			
KTRB	Modesto, Cal. (II)	LS-5,000			
WERD	Atlanta, Ga. (II)	DA-N-1,000			
WDMG	Douglas, Ga. (II)	D-1,000			
KWPC	Muscataine, Ia. (II)	D-250			
KOAM	Pittsburg, Kans. (II)	LS-10,000 DA-N-5,000			
WSON	Henderson, Ky. (II)	D-500			
WNAW	New Adams, Mass. (II)	D-250			
KNUJ	New Ulm, Minn. (II)	D-1,000			
WHOD	Homestead, Pa. (II)	D-250			
WTEL	Philadelphia, Pa. (II)	D-250			
WLBG	Laurens, S. C. (II)	D-250			
†KFST	Ft. Stockton, Tex. (II)	D-250			
KPAN	Hereford, Tex. (II)	D-250			
KSPA	Nacogdoches, Tex. (II)	D-1,000			
KONO	San Antonio, Tex. (II)	LS-5,000 DA-N-1,000			
WOAY	Oak Hill, W. Va. (II)	D-5,000			
WFOY	Milwaukee, Wis. (II)	D-250			
KIKI	Honolulu, T. H. (II)	250			
WNEL	San Juan, P. R. (II)	DA-5,000			
870 KC. CLEAR					
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			

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
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			
890 KC. CLEAR					
900 KC. (Mexican) CLEAR					
WLSB	Birmingham, Ala. (II)	D-1,000			
KLNC	Blytheville, Ark. (II)	D-1,000			
KSVJ	Sanger, Cal. (II)	D-1,000			
WJWL	Georgetown, Del.	D-1,000			
WSWN	Belle Glade, Fla. (II)	D-1,000			
WJTV	Savannah, Ga. (II)	D-1,000			
WKYW	Louisville, Ky. (II)	D-1,000			
WLSI	Keokuk, Ia. (II)	D-1,000			
WATC	Gaylord, Mich. (II)	D-1,000			
KTIC	Minneapolis, Minn. (II)	D-1,000			
KPAL	Fulton, Mo.	D-250			
KJKS	Columbus, Neb. (II)	D-1,000			
WOTW	Nashua, N. H. (II)	D-1,000			
WAYN	Rockingham, N. C. (II)	D-1,000			
WTAM	Williamston, N. C. (II)	D-1,000			
WAND	Canton, O. (II)	D-500			
WFRO	Fremont, O. (II)	DA-D-500			
WCPA	Clearfield, Pa. (II)	D-1,000			
WCOR	Lebanon, Tenn. (II)	D-250			
KALT	Atlanta, Tex. (II)	D-1,000			
KMCO	Conroe, Tex. (II)	DA-D-500			
KFLD	Floydada, Tex. (II)	D-250			
KCLW	Hamilton, Tex. (II)	D-250			
KALE	Richland, Wash. (II)	D-1,000			
WATK	Antigo, Wis. (II)	D-250			
910 KC. REGIONAL					
KPHO	Phoenix, Ariz. (III-A)	DA-N-5,000			
KLX	Oakland, Cal. (III-A)	1,000			
KPOF	Denver, Colo. (III-A)	*DA-5,000 LS-5,000			
WHAY	New Britain, Conn. (III-A)	N-1,000 DA-5,000			
WGAF	Valdosta, Ga. (III-A)	DA-N-5,000			
WSUI	Iowa City, Ia. (III-A)	DA-5,000			
WABI	Bangor, Me. (III-A)	DA-N-5,000			
WDFP	Flint, Mich. (III-B)	DA-1,000			
WCOG	Meridian, Miss. (III-A)	LS-5,000 N-1,000			
KCJR	Minot, N.D. (III)	DA-N-1,000			
WPFM	Middletown, O. (III)	LS-1,000			
WGIC	Scranton, Pa. (III-B)	N-100 LS-1,000			
WBA	York, Pa. (III-B)	DA-1,000			
WORD	Spartanburg, S. C. (II)	DA-1,000			
WJHL	Johnson City, Tenn. (III-A)	LS-5,000 DA-N-1,000			
KRIO	McAllen, Tex. (III-B)	DA-1,000			
KRRV	Sherman, Tex. (III-B)	DA-1,000			
KALL	Salt Lake City, Utah (III-B)	DA-1,000			
WRNL	Richmond, Va. (III-A)	DA-N-5,000			
KVAN	Vancouver, Wash. (III-B)	DA-1,000			
WDOR	Sturgeon Bay, Wis. (III)	D-500			
WPRP	Ponce, P. R. (III-A)	DA-5,000			
920 KC. REGIONAL					
WVWR	Russellville, Ala. (III)	D-1,000			
KARK	Little Rock, Ark. (III-A)	DA-N-5,000			
KVEC	San Luis Obispo, Cal. (III-B)	LS-1,000 N-500			
KFXJ	Grand Junction, Colo. (III-B)	LS-1,000 N-500			
WGST	Atlanta, Ga. (III-A)	LS-5,000 N-1,000			
WMOK					

Antenna Towers



by

STAINLESS

- All welded, tubular steel construction
- Easy-to-erect 20-ft. sections
- Aerodynamic design: minimum wind resistance
- Natural ladder—easy to climb—easy to maintain

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IMMEDIATE DELIVERY



Write or wire

STAINLESS, INC.
NORTH WALES, PA.

AM Stations by Frequencies

(Continued from page 426)

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts			
WMMN	Fairmont, W. Va. (III-A)	DA-N-5,000	WRFC	Athens, Ga. (III)	LS-1,000	WDWD	Dawson, Ga. (II)	D-1,000	WRFW	Eau Claire, Wis. (II)	D-1,000			
WOKY	Milwaukee, Wis. (III)	DA-1,000	WROB	South Bend, Ind. (III-A)	DA-5,000	WCAZ	Carthage, Ill. (II)	D-1,000	WLIP	Kenosha, Wis. (II)	D-250			
KAHU	Waipahu, T. H. (III)	1,000	KMA	Shenandoah, Ia. (III-A)	DA-N-5,000	WITZ	Jasper, Ind. (II)	D-1,000	WKWK	Sturgeon Bay, Wis. (II)	D-250			
930 KC. REGIONAL														
WETO	Gadsden, Ala. (III)	D-1,000	†WPRT	Prestonburg, Ky. (III)	D-1,000	WJMR	Storm Lake, Ia. (II)	D-250	1060 KC. (U. S. & Mexican) CLEAR					
KHJ	Los Angeles, Cal. (III-A)	DA-5,000	KROF	Abbeville, La. (III)	D-1,000	WJMR	New Orleans, La. (II)	D-250	WIBV	Belleville, Ill. (II)	D-250			
KIUP	Durango, Colo. (III)	DA-N-1,000	WBOC	Sallsbury, Md. (III-B)	DA-N-1,000	WBEF	Brockton, Mass. (II)	D-1,000	WNOE	New Orleans, La. (II)	LS-50,000			
WJAX	Jacksonville, Fla. (III-A)	DA-N-5,000	WHAK	Rogers City, Mich. (III)	D-1,000	KRMO	Monnett, Mo. (II)	D-250	†DA-U-N-5,000	WFHB	Benton Harbor, Mich. (II)	D-1,000		
KSEI	Pocatello, Ida. (III-A)	DA-N-5,000	KLTF	Little Falls, Minn. (III)	D-500	WEEB	Southern Pines, N. C. (II)	D-1,000	WMAP	Monroe, N. C. (II)	D-250			
WTAD	Quincy, Ill. (III-B)	DA-N-1,000	WABG	Greenwood, Miss. (III)	LS-1,000	WJEB	Gallipolis, O. (II)	D-250	WCMW	Canton, Ohio (II)	D-1,000			
WKCT	Bowling Green, Ky. (III)	LS-1,000	KFVS	Cape Girardeau, Mo. (III-B)	LS-1,000	WVIG	Philadelphia, Pa. (II)	DA-10,000	KYW	Philadelphia, Pa. (I-B)	DA-50,000			
WFMD	Frederick, Md. (III-B)	DA-N-1,000	KNEB	Scottsbluff, Neb. (III)	LS-1,000	WVBC	Somerset, Pa. (II)	D-250	1070 KC. (U. S. & Canadian) CLEAR					
WREB	Holyoke, Mass.	D-500	WEAV	Plattsburg, N. Y. (III-B)	DA-N-500	WAKN	Aiken, S. C. (II)	D-1,000	WAPI	Birmingham, Ala. (II)	DA-N-5,000			
WBEK	Battle Creek, Mich. (III-B)	DA-1,000	WVST	Wooster, O. (III)	DA-1,000	WNOX	Knoxville, Tenn. (II)	DA-N-10,000	KNX	Los Angeles, Cal. (I-B)	50,000			
WSLI	Jackson, Miss. (III-A)	DA-N-5,000	KGWA	Enid, Okla. (III-B)	DA-1,000	KTRM	Beaumont, Tex. (II)	DA-1,000	WVCG	Coral Gables, Fla. (II)	D-1,000			
KWOC	Poplar Bluff, Mo. (III)	LS-1,000	WCMB	Lemoyne, Pa. (III)	D-1,000	†LS-5,000	†DA-U-N-1,000	WIBC	Indianapolis, Ind. (II)	LS-50,000				
WVNH	Rochester, N. H. (III)	D-1,000	KIMP	Mt. Pleasant, Tex. (III)	D-1,000	KFDX	Wichita Falls, Tex. (II)	LS-10,000	†DA-U-N-10,000	KFBI	Wichita, Kan. (II)	LS-10,000		
WPAT	Paterson, N. J. (III-A)	DA-5,000	KGKL	San Angelo, Tex. (III-B)	LS-5,000	WANT	Richmond, Va. (II)	D-1,000	†DA-U-N-1,000	KHMO	Hannibal, Mo. (II)	LS-5,000		
WBEN	Buffalo, N.Y. (III-A)	DA-N-5,000	KOVO	Provo, Utah (III-B)	DA-N-1,000	WKLJ	Sparta, Wis.	D-250	WHPE	High Point, N. C. (II)	D-1,000			
†WIST	Charlotte, N. C. (III)	LS-5,000	WDBJ	Roanoke, Va. (III-A)	DA-N-1,000	WPR	Mayaguez, P. R. (II)	DA-10,000	KBKI	Alice, Tex. (II)	DA-N-1,000			
WRRF	Washington, N. C. (III)	LS-5,000	KALE	Richmond, Wash. (III)	DA-N-5,000	1000 KC. (U. S. & Mexican) CLEAR								
WEOL	Elyria, O. (III-B)	DA-1,000	WCHS	Shawano, Wis. (III)	D-1,000	WCFL	Chicago, Ill. (I-B)	DA-5,000	WKOW	Madison, Wis. (II)	LS-10,000			
WKY	Oklahoma City, Okla. (III-A)	DA-N-5,000	†DA-N-1,000	WERH	Hamilton, Ala. (III)	D-1,000	KTOK	Okla. City, Okla. (II)	LS-5,000	WKVM	San Juan, P.R. (II)	DA-25,000		
KGAL	Lebanon, Ore. (III)	D-1,000	KNEA	Jonesboro, Ark. (III)	D-1,000	KSTA	Coleman, Tex. (II)	D-250	1080 KC. CLEAR					
WCNR	Bloomsburg, Pa. (III)	D-1,000	KBIS	Bakersfield, Cal. (III)	DA-1,000	KGRI	Henderson, Tex. (II)	D-250	KSCO	Santa Cruz, Cal. (II)	LS-1,000			
KSDN	Aberdeen, S. D. (III-B)	DA-1,000	KBOX	Modesto, Cal. (III)	DA-1,000	KHWB	Rutland, Vt. (II)	D-1,000	WTIC	Hartford, Conn. (I-B)	DA-N-500			
KDET	Center, Tex. (II)	D-1,000	WFLA	Tampa, Fla. (III-A)	DA-N-5,000	KWOB	Seattle, Wash. (I-B)	DA-N-50,000	WKLO	Louisville, Ky. (II)	LS-5,000			
KITE	San Antonio, Tex. (III)	D-1,000	WGLS	Decatur, Ga. (III)	D-1,000	WJMW	Athens, Ala. (II)	D-250	WOAP	Owosso, Mich. (II)	D-250			
WSAZ	Huntington, W. Va. (III-B)	LS-5,000	WMAY	Springfield, Ill. (III)	LS-1,000	†KUNC	Winslow, Ariz. (II)	LS-1,000	WREX	Duluth, Minn. (II)	LS-10,000			
WLBL	Stevens Point, Wis. (III)	D-5,000	WAVE	Louisville, Ky. (III-A)	DA-5,000	KLRA	Little Rock, Ark. (II)	LS-10,000	WXRA	Kenmore, N. Y. (II)	D-1,000			
KTKN	Ketchikan, Alaska (III-A)	1,000	KVOB	Alexandria, La. (III-B)	DA-N-1,000	KCHJ	Delano, Cal. (II)	DA-N-5,000	WEWO	Laurinburg, N. C. (II)	D-1,000			
940 KC. (Mexican & Canadian) CLEAR														
KFRE	Fresno, Cal. (II)	DA-50,000	WCSH	Portland, Me. (III-A)	DA-N-1,000	†KQUN	San Francisco, Cal. (II)	D-1,000	KQWJ	Portland, Ore. (II)	DA-10,000			
WINZ	Hollywood, Fla. (II)	DA-1,000	WKHM	Jackson, Mich. (III)	DA-1,000	WCNU	Crestview, Fla. (II)	D-1,000	WFGH	Pittsburgh, Pa. (II)	D-1,000			
WMAZ	Macon, Ga. (II)	DA-U-N-10,000	KLER	Rochester, Minn. (III-B)	LS-500	WJVB	Jacksonville Beach, Fla. (II)	D-250	KRLD	Dallas, Tex. (I-B)	DA-N-50,000			
WMXJ	Mt. Vernon, Ill. (II)	D-1,000	KOOK	Billings, Mont. (III-A)	DA-N-5,000	WEAS	Decatur, Ga. (II)	D-10,000	1090 KC. (U. S. & Mexican) CLEAR					
KIOA	Des Moines, Ia. (II)	LS-10,000	†KNBR	North Platte, Neb. (III)	DA-D-1,000	WCSI	Columbus, Ind. (II)	D-250	KTHS	Hot Springs, Ark. (I-B)	LS-10,000			
WTPS	New Orleans, La. (II)	LS-1,000	WAAT	Jersey City, N. J. (III-B)	LS-5,000	KSMN	Mason City, Ia. (II)	D-1,000	WCRA	Effingham, Ill. (II)	D-250			
WESA	Charleroi, Pa. (II)	D-250	WEBR	Buffalo, N. Y. (III-A)	DA-5,000	KIND	Independence, Kan. (II)	D-250	KBOK	Waterloo, Ia. (II)	D-1,000			
KLYN	Amarillo, Tex. (II)	DA-1,000	WRCS	Ahoscie, N. C. (III)	D-1,000	KDLA	DeRidder, La. (II)	D-1,000	WBAL	Baltimore, Md. (I-B)	DA-N-50,000			
WIPR	Rio Piedras, P. R. (II)	DA-10,000	WDAY	Fargo, N. D. (III-A)	DA-N-5,000	WSD	Essex, Md. (II)	D-1,000	WHEE	Boston, Mass. (II)	D-1,000			
950 KC. REGIONAL														
KXJK	Forrest City, Ark. (III)	D-1,000	WICA	Ashtabula, O. (III-B)	LS-5,000	WAFB	McComb, Miss. (II)	D-250	WMUS	Muskegon, Mich. (II)	D-1,000			
KFSA	Ft. Smith, Ark. (III-B)	LS-1,000	KAKC	Tulsa, Okla. (III-B)	LS-1,000	KCHI	Chillicothe, Mo.	D-250	KING	Seattle, Wash. (II)	DA-50,000			
KFEL	Denver, Colo. (III-A)	DA-5,000	KOIN	Portland, Ore. (III-A)	DA-N-5,000	KJCF	Festus, Mo. (II)	D-250	1100 KC. CLEAR					
WLOF	Orlando, Fla. (III-A)	DA-N-5,000	WSSW	Pittsburgh, Pa. (III-A)	DA-5,000	KRVN	Lexington, Neb. (II)	DA-D-25,000	KJBS	San Francisco, Cal. (II)	LS-1,000			
WGTA	Summerville, Ga. (III)	D-1,000	WJMX	Florence, S. C. (III)	LS-5,000	WINS	New York, N. Y. (II)	DA-50,000	WLBB	Carrollton, Ga. (II)	D-250			
WGTG	Valdosta, Ga. (III-A)	LS-5,000	KWBC	Ft. Worth, Tex. (III)	D-1,000	WABZ	Albemarle, N. C. (II)	D-1,000	WHLI	Hempstead, N. Y. (II)	D-250			
†DA-U-N-1,000	KDSH	Boise, Ida. (III-A)	KREM	Spokane, Wash. (III)	DA-N-1,000	WELS	Gallatin, N. C.	D-1,000	WTAM	Cleveland, O. (I-A)	50,000			
WAAW	Chicago, Ill. (III)	D-1,000	WVYO	Wilmington, W. Va. (III)	D-1,000	WHIN	Kinston, Tenn. (II)	D-1,000	WGPA	Bethlehem, Pa. (II)	D-250			
KOEL	Oelwein, Ia.	DA-500	WHA	Madison, Wis. (III)	D-5,000	KAMQ	Amarillo, Tex. (II)	DA-N-5,000	1110 KC. CLEAR					
WORLD	Boston, Mass. (III)	D-5,000	KHBC	Hilo, T. H. (III-A)	1,000	KMLV	Marlin, Tex.	D-250	KXLA	Pasadena, Cal. (II)	DA-10,000			
WVJ	Detroit, Mich. (III-A)	DA-N-5,000	980 KC. REGIONAL											
WARC	Rochester, N. Y. (III-B)	DA-1,000	WKLK	Clanton, Ala. (III)	D-1,000	WMEV	Marion, Va. (II)	D-1,000	WALT	Tampa, Fla. (II)	D-1,000			
WIBX	Utica, N. Y. (III-A)	DA-5,000	KFWB	Los Angeles, Cal. (III-A)	5,000	WSPT	Stevens Point, Wis. (II)	D-250	WMBI	Chicago, Ill. (II)	LS-5,000			
WNCC	Barnesboro, Pa. (III)	D-500	WRC	Washington, D. C. (III-A)	DA-N-5,000	KFVD	Los Angeles, Cal. (II)	LS-5,000	WBT	Charlotte, N. C. (I-B)	DA-N-50,000			
WPEN	Philadelphia, Pa. (III-A)	DA-N-5,000	WKLY	Hartwell, Ga. (III)	D-1,000	WCIL	Carbondale, Ill. (II)	D-1,000	KBAB	Omaha, Neb. (I-B)	DA-N-50,000			
WSPA	Spartanburg, S. C. (III-A)	DA-N-5,000	KCIJ	Shreveport, La. (III)	D-5,000	WCPE	Peoria, Ill. (II)	D-1,000	WBT	Charlotte, N. C. (I-B)	DA-N-50,000			
KWAT	Watertown, S. D. (III-B)	DA-N-1,000	WCAP	Lowell, Mass. (III)	D-1,000	KDKA	Pittsburgh, Pa. (I-A)	50,000	KBND	Bend, Ore.	DA-N-50,000			
KDSX	Denison, Tex. (III)	DA-500	WPBC	Minneapolis, Minn. (III)	D-500	WZLW	Wichita, Kan. (II)	D-1,000	WNR	Norristown, Pa. (II)	D-500			
†CP from 1220 kc	KPRC	Houston, Tex. (III-A)	KMBC	Kansas City, Mo. (III)	DA-N-5,000	WZLN	Waco, Cal. (II)	D-1,000	WHIM	Providence, R. I.	D-1,000			
WTRV	Lubbock, Tex. (III-B)	LS-1,000	KSGM	Ste. Genevieve, Mo. (III)	DA-5,000	KLMO	Longmont, Colo. (II)	D-250	KIPA	Hilo, T. H. (II)	1,000			
WSEL	Lubbock, Tex. (III-B)	LS-1,000	KICA	Clovis, N.M. (III)	DA-N-1,000	WVIV	Jacksonville, Fla. (II)	D-1,000	WVJP	Caguas, P. R. (II)	250			
WXGI	Richmond, Va. (III)	D-1,000	WTRY	Troy, N. Y. (III-A)	DA-5,000	WHBO	Sulphur Springs, Fla. (II)	D-250	1120 KC. CLEAR					
KJR	Seattle, Wash. (III-A)	DA-N-5,000	WAAA	Winston-Salem, N. C. (III)	D-1,000	WBZ	Boston, Mass. (I-B)	DA-50,000	WUST	Bethesda, Md. (II)	D-250			
WKNA	Charleston, W. Va. (III-B)	LS-5,000	WONE	Dayton, O. (III-A)	DA-5,000	WBZA	Springfield, Mass. (II)	1,000	KMOX	St. Louis, Mo. (I-A)	50,000			
†DA-U-N-1,000	WILK	Wilkes-Barre, Pa. (III)	WVNO	Madison, Wis. (III)	D-5,000	KOB	Albuquerque, N. M. (II)	10,000	WWOL	Lackawanna, N. Y. (II)	D-1,000			
WABC	Birmingham, Ala. (III-A)	DA-N-5,000	KDSJ	Deadwood, S. D. (III)	D-1,000	†KWBW	Corpus Christi, Tex. (II)	D-50,000	KCLE	Cheburne, Tex. (II)	D-250			
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	WSIX	Nashville, Tenn. (III-A)	DA-N-1,000	1020 KC. CLEAR								
KOOL	Phoenix, Ariz. (III-A)	DA-N-5,000	WFRD	Rosenberg, Tex. (III)	D-1,000	WFVD	Los Angeles, Cal. (II)	LS-5,000	1030 KC. CLEAR					
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	WFBG	Bristol, Va. (III)	DA-N-1,000	WCIL	Carbondale, Ill. (II)	D-1,000	WBZ	Boston, Mass. (I-B)	DA-50,000			
KROW	Oakland, Cal. (III-A)	1,000	†WWOC	Manitowoc, Wis. (III)	D-500	WPEO	Peoria, Ill. (II)	D-1,000	WZLN	Waco, Cal. (II)	D-1,000			
†KVRV	Victorville, Cal. (III)	D-5,000	990 KC. (Canadian) CLEAR											
WELI	New Haven, Conn. (III-B)	DA-N-1,000	WWWF	Fayette, Ala. (II)	D-1,000	WZLN	Waco, Cal. (II)	D-1,000	WZLN	Waco, Cal. (II)	D-1,000			
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	KWEM	W. Memphis, Ark. (II)	D-1,000	WZLN	Waco, Cal. (II)	D-1,000	WZLN	Waco, Cal. (II)	D-1,000			
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	1040 KC. CLEAR											
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	1050 KC. (Mexican) CLEAR											
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	1060 KC. (U. S. & Mexican) CLEAR											
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	1070 KC. (U. S. & Canadian) CLEAR											
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	1080 KC. CLEAR											
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	1090 KC. (U. S. & Mexican) CLEAR											
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	1100 KC. CLEAR											
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	1110 KC. CLEAR											
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	1120 KC. CLEAR											
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	1130 KC. (U. S. & Canadian) CLEAR											
WVBC	Birmingham, Ala. (III-A)	DA-N-5,000	1140 KC. (U. S. & Mexican) CLEAR											

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
KORC	Mineral Wells, Tex. (II)	D-250	WKNX	Saginaw, Mich. (II)	D-1,000	WTBC	Tuscaloosa, Ala. (IV)	250	KRXX	Rexburg, Ida. (IV)	250
WRVA	Richmond, Va. (I-B)	DA-50,000	WADE	Wadesboro, N. C. (II)	D-1,000	KSUN	Bisbee, Ariz. (IV)	250	WJBC	Bloomington, Ill. (IV)	250
1150 KC. REGIONAL			WWSO	Springfield, O. (II)	D-250	KGPH	Flagstaff, Ariz. (IV)	250	WQUA	Moline, Ill. (IV)	250
WJRD	Tuscaloosa, Ala. (III-B)	LS-5,000	WCAU	Philadelphia, Pa. (I-A)	50,000	KRIZ	Phoenix, Ariz. (IV)	250	WSAL	Logansport, Ind. (IV)	250
		DA-N-1,000	1220 KC. (Mexican) CLEAR			KCON	Conway, Ark. (IV)	250	WTCJ	Tell City, Ind. (IV)	250
KCKY	Coolidge, Ariz. (III-B)	DA-N-1,000	WEDR	Birmingham, Ala. (II)	D-1,000	KFPW	Ft. Smith, Ark. (IV)	250	WBOW	Terre Haute, Ind. (IV)	250
KXLR	N. Little Rock, Ark. (III)	LS-5,000	†WMFC	Monroeville, Ala. (II)	D-250	KBTM	Jonesboro, Ark. (IV)	250	KFJB	Marshalltown, Ia. (IV)	250
	(CP from 1450 kc)	DA-N-1,000	KIBE	Palo Alto, Calif. (II)	D-250	KERO	Bakersfield, Cal. (IV)	250	WHIR	Danville, Ky. (IV)	250
KXOC	Chico, Cal. (III-B)	DA-N-5,000	†KGMG	Englewood, Colo. (II)	D-1,000	KWTC	Barstow, Cal. (IV)	250	WHLN	Harlan, Ky. (IV)	250
KFSG	Los Angeles, Cal. (III-A)	LS-2,500	WFEC	Miami, Fla. (II)	D-250	KXO	El Centro, Cal. (IV)	250	WHOP	Hopkinsville, Ky. (IV)	250
		N-1,000	WSFT	Thomaston, Ga. (II)	D-250	KDAC	Fort Bragg, Cal. (IV)	250	KLIC	Monroe, La. (IV)	250
KRKD	Los Angeles, Cal. (III-A)	LS-5,000	WLPO	La Salle, Ill. (II)	D-250	KGJF	Los Angeles, Cal. (IV)	250	WJBW	New Orleans, La. (IV)	250
		N-1,000	WKRS	Waukegan, Ill. (II)	DA-D-1,000	KPRL	Paso Robles, Cal. (IV)	250	KSLO	Opelousas, La. (IV)	250
KTLN	Denver, Colo. (III)	D-1,000	*WSLM	Salem, Ind.	D-250	KWV	Stockton, Cal. (IV)	250	WGUY	Bangor, Me. (IV)	250
WCNX	Middletown, Conn. (III)	D-500	WKAM	Warsaw, Ind. (II)	D-250	KRAI	Craig, Colo. (IV)	250	WITH	Baltimore, Md. (IV)	250
WDEL	Wilmington, Del. (II-A)	DA-5,000	KJAN	Atlantic, Ia. (II)	D-250	KEXO	Grand Junction, Colo. (IV)	250	WDYK	Cumberland, Md. (IV)	250
WNDB	Daytona Beach, Fla. (III)	D-1,000	KOFO	Ottawa, Kans. (II)	D-250	†KLVC	Leadville, Colo. (IV)	250	WBSM	New Bedford, Mass. (IV)	100
		*DA-N-1,000	WSHB	Stillwater, Minn. (II)	D-250	KDZA	Pueblo, Colo. (IV)	250	WMNB	North Adams, Mass. (IV)	250
WFPM	Ft. Valley, Ga.	D-1,000	†KGMG	Cape Girardeau, Mo. (II)	D-250	KGEK	Sterling, Colo. (IV)	D-250	WESX	Salem, Mass. (IV)	250
WGGH	Marion, Ill. (III)	D-500	WGNV	Newburgh, N. Y. (II)	D-1,000	WTHT	Hartford, Conn. (IV)	250	WNEB	Worcester, Mass. (IV)	250
KWDM	Des Moines, Ia. (III-B)	DA-1,000	WREV	Reldsville, N. C. (II)	D-250	WGGG	Gainesville, Fla. (IV)	250	WJEF	Grand Rapids, Mich. (IV)	250
KSAL	Salina, Kan. (III-A)	DA-1,000	WGAR	Cleveland, O. (II)	DA-50,000	WONN	Lakeland, Fla. (IV)	250	WKIB	Iron River, Mich. (IV)	250
WTCO	Campbellsville, Ky. (III)	D-1,000	KGYN	Guymon, Okla. (II)	D-1,000	WSBB	New Smyrna Beach, Fla. (IV)	100	WMPC	Lapeer, Mich. (IV)	250
WJBO	Baton Rouge, La. (III-A)	DA-5,000	WRIB	Providence, R. I. (II)	D-1,000	WEAR	Pensacola, Fla. (IV)	250	WSOO	Sault Ste. Marie, Mich. (IV)	LS-250
WCOP	Boston, Mass. (III-A)	DA-5,000	†KABR	Aberdeen, S. D. (II)	D-250	WCNH	Quincy, Fla. (IV)	250			
WCEN	Mount Pleasant, Mich. (III)	D-500	KDSX	Denison, Tex. (II)	D-1,000	WJNO	West Palm Beach, Fla. (IV)	250	WKLK	Cloquet, Minn. (IV)	250
		*LS-1,000	WFAX	Falls Church, Va. (II)	D-250	WDEC	Americus, Ga. (IV)	250	KGDE	Fergus Falls, Minn. (IV)	250
		*DA-N-500	1230 KC. LOCAL			WJBF	Augusta, Ga. (IV)	250			
KASM	Albany, Minn. (III)	D-500	WAUD	Auburn, Ala. (IV)	250	WBLJ	Dalton, Ga. (IV)	250	KYSM	Mankato, Minn. (IV)	250
WRUN	Utica, N. Y. (III-B)	LS-5,000	WIRB	Enterprise, Ala. (IV)	250	WFOM	Marietta, Ga. (IV)	250	KTRF	Thief River Falls, Minn. (IV)	250
WFNS	Burlington, N. C. (III-B)	DA-U-N-1,000	WJBB	Haleyville, Ala. (IV)	250	WFRP	Savannah, Ga. (IV)	250			
		D-1,000	WBHP	Huntsville, Ala. (IV)	250	WAYX	Waycross, Ga. (IV)	250	KWNO	Winona, Minn. (IV)	250
WGBR	Goldsboro, N. C. (III)	DA-1,000	WHTB	Talladega, Ala. (IV)	250	KBIO	Burley, Ida. (IV)	250	WCMA	Corinth, Miss. (IV)	250
WCUE	Akron, O. (III-B)	DA-D-1,000							WHSY	Hattiesburg, Miss. (IV)	250
WIMA	Lima, O. (III-B)	DA-N-1,000									
KNED	McAlester, Okla. (III)	D-1,000									
KFJI	Klamath Falls, Ore. (III-B)	LS-5,000									
		DA-N-1,000									
WKPA	New Kensington, Pa. (IV)	D-250									
WTYC	Rock Hill, S. C. (III)	D-1,000									
WSNO	Seneca, S. C. (III)	D-1,000									
WAWO	Chattanooga, Tenn. (III-B)	LS-5,000									
		DA-N-1,000									
WTAW	College Station, Tex. (III)	D-1,000									
		D-1,000									
KJBC	Midland, Tex. (III)	D-1,000									
KOLJ	Quanah, Tex. (III)	D-500									
KBKH	Pullman, Wash. (III)	D-1,000									
KRSC	Seattle, Wash. (III-A)	1,000									
WELC	Welch, W. Va. (III)	D-1,000									
WISN	Milwaukee, Wis. (III-A)	DA-5,000									
WORA	Mayaguez, P. R. (III-B)	1,000									
1160 KC. CLEAR											
WJJD	Chicago, Ill. (II)	LS-50,000									
		DA-L-N-L-50,000									
KSL	Salt Lake City, Utah (I-A)	50,000									
1170 KC. CLEAR											
WJJJ	Montgomery, Ala. (II)	LS-10,000									
		DA-U-N-1,000									
KCBQ	San Diego, Cal. (II)	LS-5,000									
		DA-U-N-1,000									
KLOK	San Jose, Cal. (II)	*LS-5,000									
		*DA-N-1,000									
WLBH	Mattoon, Ill. (II)	D-250									
KSTT	Davenport, Ia. (II)	DA-1,000									
KVOO	Tulsa, Okla. (I-B)	DA-N-50,000									
KPUG	Bellingham, Wash. (II)	DA-1,000									
WWVA	Wheeling, W. Va. (I-B)	DA-N-50,000									
1180 KC. CLEAR											
WLDS	Jacksonville, Ill. (II)	D-1,000									
WHAM	Rochester, N. Y. (I-B)	50,000									
1190 KC. (U. S. & Mexican) CLEAR											
KGWV	Vallejo, Cal. (II)	D-250									
WOWO	Ft. Wayne, Ind. (I-B)	10,000									
KWHK	Hutchinson, Kan. (II)	D-1,000									
	(CP for 1260 kc)										
WANN	Annapolis, Md. (II)	D-1,000									
WKOX	Framingham, Mass (II)	D-1,000									
WLIB	New York, N. Y. (II)	LS-1,000									
		D-250									
KEX	Portland, Ore. (I-B)	N-L-1,000									
KLIF	Dallas, Tex. (II)	LS-5,000									
†WPAA	Mayaguez, P. R. (II)	DA-N-1,000									
		250									
1200 KC. CLEAR											
WOAI	San Antonio, Tex. (I-A)	50,000									
1210 KC. CLEAR											
WCNT	Centralia, Ill. (II)	D-1,000									

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Call Letters	City	Power in Watts
WKNE	Keene, N. H. (III-A)	DA-5,000
WBNF	Binghamton, N. Y. (III-A)	DA-N-5,000
WHKY	Hickory, N. C. (III-B)	LS-5,000
†WEYE	Sanford, N. C. (III)	D-1,000
WTFB	Bellaire, O. (III)	D-1,000
WHIO	Dayton, O. (III-A)	DA-N-5,000
KBKO	Portland, Ore. (III)	D-1,000
WJSW	Altoona, Pa. (III-B)	LS-1,000
WDEM	Providence, R. I. (III)	D-500
KRCV	Weslaco, Tex. (III-A)	DA-N-5,000
KTRN	Wichita Falls, Tex. (III-B)	LS-5,000
WVOW	Logan, W. Va. (III-B)	DA-N-1,000
WMIL	Milwaukee, Wis. (III)	D-1,000
KFRB	Fairbanks, Alaska (III-A)	5,000 (CP for 790 kc)
1300 KC. REGIONAL		
WFMH	Cullman, Ala. (III)	D-1,000
KWCB	Searcy, Ark. (III)	D-1,000
KROP	Brawley, Cal. (III-B)	LS-1,000
KYNO	Fresno, Cal. (III-B)	DA-1,000
KWKW	Pasadena, Cal. (III-B)	DA-N-1,000
KVOR	Colorado Springs, Colo. (III-A)	D-1,000
WLIZ	Bridgeport, Conn. (III)	D-1,000
WGAA	Cairo, Ga. (III)	D-1,000
WTAQ	La Grange, Ill. (III)	D-500
WFRX	West Frankfort, Ill. (III)	D-1,000
KGLO	Mason City, Ia. (III-A)	DA-N-5,000
WKLX	Lexington, Ky. (III-B)	DA-N-1,000
WIBR	Baton Rouge, La. (III)	DA-1,000
WFBR	Baltimore, Md. (III-A)	DA-5,000
WJDA	Quincy, Mass. (III)	D-1,000
WOOD	Grand Rapids, Mich. (III-A)	DA-N-5,000
WJDX	Jackson, Miss. (III-A)	LS-5,000
KMMO	Marshall, Mo. (III)	D-1,000
WTNJ	Trenton, N. J. (IV)	D-250
WOSC	Fulton, N. Y. (III)	D-1,000
WERE	Cleveland, O. (III-A)	DA-5,000
KOME	Tulsa, Okla. (III-B)	LS-5,000
WDKD	Kingstree, S. C. (III)	D-1,000
WMAK	Nashville, Tenn. (III-A)	DA-N-5,000
KVET	Austin, Tex. (III-B)	DA-N-1,000
KTFY	Brownfield, Tex. (III)	D-1,000
KOL	Seattle, Wash. (III-A)	DA-5,000
WTL	Mayaguez, P. R. (III)	1,000
1310 KC. REGIONAL		
WJAM	Marion, Ala. (III)	D-1,000
KTYL	Mesa, Ariz. (III)	DA-N-5,000
KWBR	Oakland, Cal. (III-A)	1,000
KTKR	Taft, Cal. (III)	D-500
KFKA	Greeley, Colo. (III-B)	DA-N-1,000
KLIX	Twin Falls, Ida. (III)	DA-1,000 (CP from 1340 kc)
WISH	Indianapolis, Ind. (III-B)	LS-5,000
KOKX	Keokuk, Ia. (III)	DA-N-1,000
WORC	Worcester, Mass. (III-B)	DA-1,000
WKMh	Dearborn, Mich. (III-B)	LS-5,000
KFSB	Joplin, Mo. (III-B)	DA-U-N-1,000
KFBB	Great Falls, Mont. (III-A)	DA-N-5,000
WJLK	Asbury Park, N. J. (IV)	250
WCAM	Camden, N. J. (IV)	250
WGAT	Utica, N. Y. (III-B)	LS-1,000
WISE	Asheville, N. C. (III)	LS-5,000
WTKI	Durham, N. C. (III-B)	LS-1,000
KNPT	Newport, Ore. (III)	DA-N-1,000
WNAE	Warren, Pa. (III)	D-1,000
WDOD	Chattanooga, Tenn. (III-A)	DA-N-5,000
WDXI	Jackson, Tenn. (III-B)	LS-5,000
WRR	Dallas, Tex. (III-A)	DA-N-5,000
WGH	Newport News, Va. (III-A)	DA-5,000
WIBA	Madison, Wis. (III-A)	DA-N-5,000
1320 KC. REGIONAL		
WAGF	Dothan, Ala. (III-B)	DA-N-1,000
KWHN	Ft. Smith, Ark. (III-A)	DA-N-5,000
KRLW	Walnut Ridge, Ark.	D-1,000

Call Letters	City	Power in Watts
KCRA	Sacramento, Cal. (III-B)	LS-5,000
WATR	Waterbury, Conn. (III-B)	DA-U-N-1,000
†WHWB	Hollywood, Fla.	D-1,000
WJEP	Jacksonville, Fla. (III-A)	DA-N-5,000
WKAN	Kankakee, Ill. (III)	D-1,000
KLWN	Lawrence, Kan. (III)	D-500
WNGO	Mayfield, Ky. (III)	D-1,000
WARA	Attleboro, Mass. (III)	DA-1,000
WILS	Lansing, Mich.	DA-N-1,000
WDMJ	Marquette, Mich. (III)	DA-N-1,000
WBC	Duluth, Minn. (III-A)	DA-N-5,000
WRJW	Picayune, Miss. (III)	D-1,000
KXLW	Clayton, Mo. (III)	D-1,000
KOLT	Scottsbluff, Neb. (III-B)	LS-5,000
WVHG	Hornell, N. Y. (III)	D-1,000
WCOG	Greensboro, N. C. (III-B)	DA-1,000
WHOK	Lancaster, O. (III)	D-500
KWOE	Clinton, Okla. (III)	D-1,000
WKAP	Allentown, Pa.	DA-N-1,000
WJAS	Pittsburgh, Pa. (III-A)	DA-N-5,000
WSCR	Scranton, Pa.	LS-1,000
WMSC	Columbia, S. C. (III-A)	DA-N-1,000
KELO	Sioux Falls, S. D. (III-A)	DA-N-5,000
WKIN	Kingsport, Tenn. (III)	D-1,000
KVMC	Colorado City, Tex.	D-500
KXYZ	Houston, Tex. (III-A)	DA-N-5,000
KDYL	Salt Lake City, Utah (III-A)	DA-5,000
KXRO	Aberdeen, Wash. (III-B)	DA-N-1,000
WRIO	Rio Piedras, P. R. (III)	1,000
1330 KC. REGIONAL		
†WROS	Scottsboro, Ala. (III)	D-1,000
KFAC	Los Angeles, Cal. (III-A)	DA-N-5,000
WJPS	Evansville, Ind. (III-B)	LS-5,000
KWWL	Waterloo, Ia. (III-B)	LS-5,000
KFH	Wichita, Kan. (III-A)	DA-N-5,000
KVOL	Lafayette, La. (III)	DA-N-1,000
WASA	Havre de Grace, Md. (III)	D-1,000
WCRB	Waltham, Mass. (III)	D-1,000
WBBC	Flint, Mich. (III-A)	DA-1,000
WLWL	Minneapolis, Minn. (III-A)	DA-5,000
WJPR	Greenville, Miss.	LS-1,000
WBBR	Brooklyn, N. Y. (III-A)	DA-5,000
WEVD	New York, N. Y. (III-A)	DA-5,000
WHAZ	Troy, N. Y. (III-A)	1,000
WFIN	Findlay, O. (III)	D-1,000
KPOJ	Portland, Ore. (III-A)	DA-5,000
WKIK	Erie, Pa. (III-A)	DA-5,000
WFBC	Greenville, S. C. (III-A)	DA-N-5,000
KSWA	Graham, Tex. (III)	D-500
KINE	Kingsville, Tex. (III)	D-1,000
WBTM	Danville, Va. (III-B)	LS-5,000
WHBL	Sheboygan, Wis. (III-B)	LS-1,000
1340 KC LOCAL		
WCTA	Andalusia, Ala. (IV)	250
WKUL	Cullman, Ala. (IV)	250
WJOJ	Flournoe, Ala. (IV)	250
WGWC	Selma, Ala. (IV)	250
WFEB	Sylacauga, Ala. (IV)	250
KCLS	Flagstaff, Ariz. (IV)	250
KRUX	Glendale, Ariz. (IV)	250
KNOG	Nogales, Ariz. (IV)	250
KBTA	Batesville, Ark. (IV)	250
KWFC	Hot Springs, Ark. (IV)	250
KBRS	Springdale, Ark. (IV)	250
†KHAD	Delano, Cal. (IV)	250
KAVL	Lancaster, Cal. (IV)	250
KWSD	Mt. Shasta, Cal. (IV)	250
KMOR	Oroville, Cal. (IV)	250
KCMJ	Palm Springs, Cal. (IV)	250
KATY	San Luis Obispo, Cal. (IV)	250
KIST	Santa Barbara, Cal. (IV)	250
KHUB	Watsonville, Cal. (IV)	250
KMYR	Denver, Colo. (IV)	250
KGLN	Glenwood Springs, Colo.	250
KLMR	Lamar, Colo. (IV)	250
KVRH	Salida, Colo. (IV)	250
WNHC	New Haven, Conn. (IV)	250
WOOK	Washington, D. C. (IV)	250
WTAN	Clearwater, Fla. (IV)	250
WROD	Daytona Beach, Fla. (IV)	250
WDSR	Lake City, Fla. (IV)	250
WTYS	Marianna, Fla. (IV)	250
WJPG	Palm Beach, Fla. (IV)	250
WJCM	Sebring, Fla. (IV)	250
WGAU	Athens, Ga. (IV)	250
WBGJ	Atlanta, Ga. (IV)	250
WBAQ	Augusta, Ga. (IV)	250
WGA	Cedartown, Ga. (IV)	250
WDAK	Columbus, Ga. (IV)	250
WMLT	Dublin, Ga. (IV)	250
WWSG	Tifton, Ga. (IV)	250
KPST	Preston, Ida. (IV)	250
KLIX	Twin Falls, Ida. (IV)	250 (CP for 1310 kc)
WSOY	Decatur, Ill. (IV)	250
WJPF	Herrin, Ill. (IV)	250
WJOL	Joliet, Ill. (IV)	250
WIW	Bedford, Ind. (IV)	250
WTRC	Elkhart, Ind. (IV)	250
WLBC	Muncie, Ind. (IV)	250
KROS	Clinton, Ia. (IV)	250
KCKN	Kansas City, Kan. (IV)	250
KSEK	Pittsburg, Kan. (IV)	250
WCMI	Ashland, Ky. (IV)	250
WKIC	Hazard, Ky. (IV)	250
WLEX	Lexington, Ky. (IV)	250
WNBS	Murray, Ky. (IV)	250
KRMD	Shreveport, La. (IV)	250
WBAJ	Augusta, Me. (IV)	250
WABM	Houlton, Me. (IV)	250
WNBH	New Bedford, Mass. (IV)	250
WBRK	Pittsfield, Mass. (IV)	250
WLAV	Grand Rapids, Mich. (IV)	250
WMTE	Manistee, Mich. (IV)	250
WDMJ	Marquette, Mich. (IV)	250 (CP for 1320 kc)
WMBN	Petoskey, Mich. (IV)	250
WEKL	Royal Oak, Mich. (IV)	250
WEVE	Royal Oak, Mich. (IV)	250
WYX	Joliet, Minn. (IV)	250
KROC	Rochester, Minn. (IV)	250
KWLM	Willmar, Minn. (IV)	250
WJMB	Brookhaven, Miss. (IV)	250
WCBI	Columbus, Miss. (IV)	250
WKOS	Kosciusko, Miss. (IV)	250
WAML	Laurel, Miss. (IV)	250
KXEO	Mexico, Mo. (IV)	250
KWOC	Poplar Bluff, Mo. (IV)	250 (CP for 930 kc)
KICK	Springfield, Mo. (IV)	250
KCAF	Helena, Mont. (IV)	250
KGZ	Kalispell, Mont. (IV)	250 (CP for 600 kc)
KPRK	Livingston, Mont. (IV)	250
KRFJ	Miles City, Mont. (IV)	250
KFGT	Fremont, Neb. (IV)	100
KGFV	Kearney, Neb. (IV)	100
KORK	Las Vegas, Nev. (IV)	250
KATO	Reno, Nev. (IV)	250
WLNH	Laconia, N. H. (IV)	250
WMID	Atlantic City, N. J. (IV)	250
KYER	Albuquerque, N. M. (IV)	250
KSLI	Silver City, N. M. (IV)	250
WMBO	Auburn, N. Y. (IV)	250
WENT	Gloversville, N. Y. (IV)	250
WJOC	Jamesstown, N. Y. (IV)	250
WMSJ	Lockport, N. Y. (IV)	250
WMSA	Massena, N. Y. (IV)	250
WALL	Middletown, N. Y. (IV)	250
WIRY	Plattsburg, N. Y. (IV)	250
WJRI	Lenoir, N. C. (IV)	250
WTSB	Lumberton, N. C. (IV)	250
WXXF	Oxford, N. C. (IV)	250
WHED	Washington, N. C. (IV)	250
WGNi	Wilmington, N. C. (IV)	250
WAIK	Winston-Salem, N. C. (IV)	250
WATG	Ashland, O. (IV)	250
WIZE	Springfield, O. (IV)	250
WSTV	Stuebenville, O. (IV)	250
KIHN	Hugo, Okla. (IV)	250
KOCY	Oklahoma City, Okla. (IV)	250
KRUL	Corvallis, Ore. (IV)	250
KUIN	Grants Pass, Ore. (IV)	250
KIHR	Hood River, Ore. (IV)	250
KFIR	North Bend, Ore. (IV)	250
WFBG	Altoona, Pa. (IV)	250
WCVI	Connellsville, Pa. (IV)	250
WSAJ	Grove City, Pa. (IV)	SH-100
WKRZ	Oil City, Pa. (IV)	250
WHAT	Philadelphia, Pa. (IV)	250
WRAW	Reading, Pa. (IV)	250
WBRE	Wilkes-Barre, Pa. (IV)	250
WWPA	Williamsport, Pa. (IV)	250
WHAN	Charleston, S. C. (IV)	250
WRHI	Rock Hill, S. C. (IV)	250
WFJG	Sumter, S. C. (IV)	250
KIJV	Huron, S. D. (IV)	250
†KRSD	Rapid City, S. D. (IV)	250
WBAC	Cleveland, Tenn. (IV)	250
WKRM	Columbia, Tenn. (IV)	250
WGRV	Greenville, Tenn. (IV)	250
WKGK	Knoxville, Tenn. (IV)	250
WHHM	Memphis, Tenn. (IV)	250
WCDD	Winchester, Tenn. (IV)	250
KWCT	Abilene, Tex. (IV)	250
KAND	Corcicana, Tex. (IV)	250
KSET	El Paso, Tex. (IV)	250
KNAF	Fredericksburg, Tex. (IV)	250
KFYO	Lubbock, Tex. (IV)	250 (CP for 790 kc)
KRBA	Lufkin, Tex. (IV)	250
KVBM	Monahans, Tex. (IV)	250
KPDN	Pampa, Tex. (IV)	250
KOLE	Port Arthur, Tex. (IV)	250
KTXL	San Angelo, Tex. (IV)	250

Call Letters	City	Power in Watts
KVIC	Victoria, Tex. (IV)	250
KJAM	Vernal, Utah (IV)	250
WTWN	St. Johnsbury, Vt. (IV)	250
WKEY	Covington, Va. (IV)	250
WHAP	Hopewell, Va. (IV)	250
WJMA	Orange, Va. (IV)	250
WRAD	Radford, Va. (IV)	250
KPKW	Pasco, Wash. (IV)	250
KAPA	Raymond, Wash. (IV)	250
KWNW	Wenatchee, Wash. (IV)	250
WHAR	Clarksburg, W. Va. (IV)	250
WEPM	Martinsburg, W. Va. (IV)	250
WMON	Montgomery, W. Va. (IV)	250
WBRW	Welch, W. Va. (IV)	250
WLDY	Ladysmith, Wis. (IV)	250
WEMP	Milwaukee, Wis. (IV)	250
WFHR	Wisconsin Rapids, Wis. (IV)	250
KOWB	Laramie, Wyo. (IV)	250
KIBH	Seward, Alaska (IV)	SH-250
WSTA	Charlotte Amalie, V.I. (IV)	250
1350 KC. REGIONAL		
WGAD	Gadsden, Ala. (III-B)	LS-5,000
KCSB	San Bernardino, Cal. (III-B)	DA-N-1,000
KSRO	Santa Rosa, Cal. (III-B)	DA-1,000
KGHF	Pueblo, Colo. (III-B)	LS-5,000
WNLK	Norwalk, Conn. (III-B)	DA-N-1,000
KRLC	Lewiston, Ida. (III-B)	DA-N-1,000
WEEK	Peoria, Ill. (III-B)	DA-1,000
WIOU	Kokomo, Ind. (III-B)	DA-1,000
KRNT	Des Moines, Ia. (III-A)	DA-N-5,000
KMAN	Manhattan, Kan. (III)	D-500
WLOU	Louisville, Ky. (III)	D-1,000
WSMB	New Orleans, La. (III-A)	DA-N-5,000
KREI	Farmington, Mo. (III)	D-1,000
WCBA	Corning, N. Y. (III)	D-1,000
WHIP	Mooreville, N. C.	D-1,000
WADC	Akron, O. (III-A)	DA-5,000
KRHD	Duncan, Okla. (IV)	LS-250
(Continued on page 432)		

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AM Stations by Frequencies

(Continued from page 431)

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WORK	York, Pa. (III-B)	LS-5,000	WKJG	Ft. Wayne, Ind. (III-A)	DA-5,000	WNUX	Macon, Ga. (IV)	250	WDUZ	Green Bay, Wis.	250
KCAR	Clarksville, Tex. (III)	D-500	KCIM	Carroll, Ia. (III)	DA-1,000	WMGA	Moultrie, Ga. (IV)	250	WRJN	Racine, Wis. (IV)	250
KCOR	San Antonio, Tex. (III-B)	LS-5,000	†.....	Central City, Ky.	D-500	WCOH	Newnan, Ga. (IV)	250	WSAU	Wausau, Wis. (IV)	250
WSAP	Portsmouth, Va.	DA-U-N-1,000	WTTH	Port Huron, Mich. (III-B)	DA-1,000	WDAR	Savannah, Ga. (IV)	250	KODI	Cody, Wyo. (IV)	250
1360 KC. REGIONAL			KWK	St. Louis, Mo. (III-A)	DA-1,000	KIFI	Idaho Falls, Ida. (IV)	250	KALA	Sitka, Alaska (IV)	250
WELR	Roanoke, Ala. (III)	D-1,000	WAWZ	Zarepath, N. J. (III-A)	DA-5,000	KRPL	Moscow, Ida. (IV)	250	WAEI	Mayaguez, P. R. (IV)	250
KFFA	Helena, Ark. (III-B)	DA-N-1,000	WBNX	New York, N. Y. (III-A)	DA-5,000	KSPT	Sandpoint, Ida. (IV)	250	WITA	San Juan, P. R. (IV)	250
KMOD	Modesto, Cal. (III-B)	DA-N-1,000	WLOS	Asheville, N. C. (III-B)	LS-5,000	WDWS	Champaign, Ill. (IV)	250	1410 KC. REGIONAL		
KGB	San Diego, Cal. (III-A)	1,000	WTOB	Winston-Salem, N. C. (III)	DA-1,000	WGIL	Galesburg, Ill. (IV)	250	WALA	Mobile, Ala. (III-A)	DA-N-5,000
WDRG	Hartford, Conn. (III-A)	DA-5,000	KSWO	Lawton, Okla. (III-B)	DA-1,000	WEOA	Evansville, Ind. (IV)	250	KERN	Bakersfield, Cal. (III-A)	1,000
WOB	Jacksonville, Fla. (III)	D-1,000	KMUS	Muskogee, Okla. (III-B)	LS-1,000	WBAT	Marion, Ind.	250	KMVC	Marysville, Cal.	DA-N-1,000
WKAT	Miami Beach, Fla. (III-B)	LS-5,000	KSRV	Ontario, Ore. (III)	DA-N-1,000	KCOG	Centerville, Ia. (IV)	100	WYOL	Ft. Collins, Colo. (III-B)	DA-N-1,000
WLBK	DeKalb, Ill. (III)	D-500	WACB	Kittanning, Pa. (III)	D-500	KVFD	Ft. Dodge, Ia. (IV)	250	WONS	Hartford, Conn. (III-A)	DA-N-1,000
WVMC	Mt. Carmel, Ill. (III)	D-500	WPAW	Pawtucket, R. I. (III)	D-500	KTSW	Emporia, Kan. (IV)	250	WDOV	Dover, Del. (III)	D-1,000
KXGI	Fort Madison, Ia. (III)	D-500	KOTA	Rapid City, S. D. (III-A)	DA-N-5,000	KAYS	Hays, Kan. (IV)	250	†.....	Ft. Myers, Fla.	D-1,000
KSCJ	Sioux City, Ia. (III-A)	DA-N-5,000	KPBX	Beaumont, Tex. (III)	D-1,000	WIEL	Elizabethtown, Ky. (IV)	250	WLAQ	Rome, Ga.	DA-N-1,000
WLYN	Lynn, Mass. (III)	D-1,000	KBWD	Brownwood, Tex. (III-B)	LS-1,000	KSYL	Alexandria, La. (IV)	250	WRMN	Elgin, Ill. (III)	D-500
WGFG	Kalamazoo, Mich. (III-B)	DA-N-1,000	KTSM	El Paso, Tex. (III-B)	LS-1,000	WLCS	Baton Rouge, La. (IV)	250	†WTM	Taylorville, Ill. (III)	DA-D-1,000
KDLM	Devils Lake, Minn. (III)	D-1,000	KBOP	Pleasanton, Tex. (III)	D-1,000	KACK	Lake Charles, La. (IV)	250	KCLO	Leavenworth, Kan. (III)	D-500
WWBZ	Vineland, N. J. (III-B)	DA-N-1,000	WSYB	Rutland, Vt. (III-B)	DA-N-1,000	WRLO	Augusta, Me. (IV)	250	KWBB	Wichita, Kan. (III-B)	DA-1,000
WKOP	Binghamton, N. Y. (III)	LS-1,000	WMBG	Richmond, Va. (III-A)	DA-N-5,000	WIDE	Biddeford, Me. (IV)	250	WLBJ	Bowling Green, Ky.	LS-5,000
WSAI	Cincinnati, O. (III-A)	DA-N-5,000	KRKO	Everett, Wash. (III-A)	DA-N-1,000	WINV	Baltimore, Md. (IV)	250	WGRD	Grand Rapids, Mich. (III)	D-1,000
WMCK	McKeesport, Pa. (III-B)	DA-N-1,000	WBEL	Beloit, Wis. (III)	D-1,000	WALE	Fall River, Mass. (IV)	250	WFCB	Dunkirk, N. Y. (III-B)	DA-500
WPPA	Pottsville, Pa. (III-B)	LS-1,000	KHON	Honolulu, T. H. (III-A)	5,000	WLLH	Lowell, Mass. (IV)	250	WWSC	Glens Falls, N. Y. (III-B)	DA-N-1,000
WELP	Easley, S. C. (III)	D-1,000	1390 KC. REGIONAL			WHMP	Northampton, Mass. (IV)	250	WEGO	Concord, N. C. (III)	D-1,000
WLCM	Lancaster, S. C. (III)	D-1,000	WSPC	Anniston, Ala. (III-B)	LS-5,000	WELL	Battle Creek, Mich. (IV)	250	WING	Dayton, O. (III-A)	DA-N-5,000
WNAH	Nashville, Tenn. (III)	D-1,000	KGER	Long Beach, Cal. (III-A)	DA-N-1,000	WJLB	Virginia, Minn. (IV)	250	KPAM	Portland, Ore. (III)	D-1,000
KREL	Baytown, Tex. (III-B)	DA-1,000	KTUR	Turlock, Cal. (III-B)	DA-N-5,000	WBIP	Booneville, Miss. (IV)	250	KQV	Pittsburgh, Pa. (III-A)	DA-5,000
KRIS	Corpus Christi, Tex. (III-A)	1,000	WGES	Chicago, Ill. (III-A)	DA-5,000	WNRG	Grenada, Miss. (IV)	250	KBUD	Athens, Tex. (IV)	D-250
KXOL	Ft. Worth, Tex. (III-B)	DA-N-1,000	WJCD	Seymour, Ind. (III)	D-500	WFOA	Hattiesburg, Miss. (IV)	250	KXIT	Dalhousie, Tex. (III)	D-500
KMO	Tacoma, Wash. (III-A)	5,000	KCBG	Des Moines, Ia. (III-B)	DA-1,000	WJQS	Jackson, Miss. (IV)	250	KRIG	Odessa, Tex. (III-B)	DA-N-1,000
WHJC	Matewan, W. Va.	D-1,000	KNOE	Monroe, La. (III-A)	DA-N-5,000	WJMB	Macon, Miss. (IV)	250	KNAL	Victoria, Tex. (III)	DA-N-500
WBAY	Green Bay, Wis. (III-A)	DA-N-5,000	KOBK	Owatonna, Minn. (III)	D-500	KRTR	Rocky Hill, Mo. (IV)	250	KWBH	LaCrosse, Wis. (III-A)	DA-N-5,000
WMNE	Menomonee, Wis. (III)	D-500	WEOK	Poughkeepsie, N. Y. (III)	D-1,000	KSTO	Stokesdale, N. C. (IV)	250	WYWO	Sheridan, Wyo. (III-B)	LS-1,000
KVRS	Rock Springs, Wyo. (III-B)	LS-1,000	WFBL	Syracuse, N. Y. (III-A)	DA-N-5,000	KTNM	Tucumcari, N. M. (IV)	250	KDAS	Malvern, Ark. (III)	D-1,000
1370 KC. REGIONAL			WFNC	Fayetteville, N. C. (III)	LS-5,000	WABY	Albany, N. Y. (IV)	250	KPOC	Pocahontas, Ark. (III)	D-1,000
†KPLN	Camden, Ark. (III)	D-1,000	WEED	Rocky Mount, N. C. (III)	DA-1,000	WRNY	Buffalo, N. Y. (IV)	250	KSTN	Stockton, Cal. (III-B)	DA-1,000
KBCU	Corona, Cal. (III-B)	DA-N-500	KLPM	Minot, N. D. (III-A)	LS-5,000	WELM	Elmira, N. Y. (IV)	250	WRBL	Columbus, Ga. (III-A)	DA-1,000
KEEN	San Jose, Cal. (III-B)	DA-1,000	†WOHP	Bellefontaine, O. (III)	N-1,000	WLSR	Ogdensburg, N. Y. (IV)	250	WLET	Toccoa, Ga. (III)	D-1,000
WCOA	Pensacola, Fla. (III-A)	DA-N-5,000	WFMJ	Youngstown, O. (III-A)	DA-N-5,000	WDOA	Oneonta, N. Y. (IV)	250	WIMS	Michigan City, Ind. (III)	*LS-1,000
WBGR	Jesup, Ga. (III)	D-1,000	KCRC	Enid, Okla. (III-B)	DA-1,000	WGBG	Greensboro, N. C. (IV)	250	*DA-N-500		
WPRC	Lincoln, Ill. (III)	D-500	KSLM	Salem, Ore. (III-A)	1,000	WSTC	Statesville, N. C. (IV)	250	WOC	Davenport, Iowa (III-A)	DA-5,000
WTTT	Bloomington, Ind. (III-B)	LS-5,000	WLAN	Lancaster, Pa. (III-B)	DA-N-1,000	WHCC	Waynesville, N. C. (IV)	250	KJCK	Junction City, Kan. (III)	D-1,000
WGRY	Gary, Ind. (III)	D-500	WCSC	Charleston, S. C. (III-A)	DA-N-5,000	WHCM	Grand Forks, N. D. (IV)	250	WVJS	Owensboro, Ky. (III-B)	D-1,000
KDTH	Dubuque, Ia. (III-B)	DA-N-1,000	WTJS	Jackson, Tenn. (III-B)	DA-N-1,000	WMAN	Mansfield, O. (IV)	250	KLFY	Lafayette, La. (III)	LS-1,000
KGNO	Dodge City, Kan. (III-B)	LS-1,000	KULP	El Campo, Tex. (III)	D-500	WPAZ	Portsmouth, O. (IV)	250	KTOE	Mankato, Minn. (III-A)	DA-N-500
KSUM	Fairmont, Minn. (III-B)	DA-1,000	WEAM	Arlington, Va. (III-A)	DA-5,000	KWON	Bartlesville, Okla. (IV)	250	†LS-5,000		
KCRV	Caruthersville, Mo.	D-1,000	WWOD	Lynchburg, Va. (III-B)	DA-1,000	KTMK	McAlester, Okla. (IV)	250	*DA-N-1,000		
KXLF	Butte, Mont. (III-A)	5,000	1400 KC. LOCAL			KNOR	Norman, Okla. (IV)	250	WQBC	Vicksburg, Miss. (III-B)	LS-1,000
WFEA	Manchester, N. H. (III-A)	DA-5,000	WJLD	Bessemer, Ala. (IV)	250	KWIN	Ashland, Ore. (IV)	250	WLNA	Peekskill, N. Y. (III)	D-500
†WALK	Patchogue, N. Y. (III)	D-500	WMSL	Decatur, Ala. (IV)	250	WEST	Easton, Pa. (IV)	250	WVOT	Wilson, N. C. (III)	LS-1,000
WSAY	Rochester, N. Y. (III-A)	DA-1,000	WXAL	Demopolis, Ala. (IV)	250	WHGB	Harrisburg, Pa. (IV)	250	WHK	Cleveland, O. (III-A)	DA-N-5,000
WLTC	Gastonia, N. C. (III)	D-1,000	WFPA	Fort Payne, Ala. (IV)	250	WHUN	Huntstetton, Pa. (IV)	250	KTJS	Hobart, Okla. (IV)	D-250
WSPD	Toledo, O. (III-A)	DA-N-5,000	WGYV	Greenville, Ala. (IV)	250	WJAC	Johnstown, Pa. (IV)	250	WCOJ	Coatesville, Pa. (IV)	D-1,000
KAST	Astoria, Ore. (III-B)	DA-N-1,000	WJHO	Opelika, Ala. (IV)	250	WDAS	Philadelphia, Pa. (IV)	250	WPJB	Providence, R. I. (III-A)	DA-5,000
WPAZ	Pottstown, Pa. (III)	D-1,000	KCLF	Clifton, Ariz. (IV)	250	WKBI	St. Marys, Pa. (IV)	250	KFYN	Bonham, Tex. (IV)	D-250
WDEF	Chattanooga, Tenn. (III-A)	LS-5,000	KTUC	Tucson, Ariz. (IV)	250	WARM	Scranton, Pa. (IV)	250	KFRE	Lufkin, Tex. (III-B)	DA-N-1,000
WDXE	Lawrenceburg, Tenn. (III)	DA-N-1,000	KYMA	Yuma, Ariz. (IV)	250	WRAC	Rocky Hill, Mo. (IV)	250	KGNE	New Braunfels, Tex. (III)	D-1,000
KTXN	Austin, Tex. (III)	D-1,000	KELD	El Dorado, Ark. (IV)	250	WRAS	Williamsport, Pa. (IV)	250	WWSR	St. Albans, Vt. (III)	D-1,000
KFRO	Longview, Tex. (III-B)	DA-N-1,000	KCLA	Pine Bluff, Ark. (IV)	250	WCOS	Columbia, S. C. (IV)	250	KUJ	Walla Walla, Wash. (III-A)	DA-N-5,000
†KVVW	Cheyenne, Wyo. (III)	D-1,000	KRE	Berkeley, Cal. (IV)	250	WGTN	Georgetown, S. C. (IV)	250	1430 KC. REGIONAL		
1380 KC. REGIONAL			KCRE	Crescent City, Cal. (IV)	250	WJZM	Clarksville, Tenn. (IV)	250	KARM	Fresno, Cal. (III-A)	DA-5,000
†KGRG	Malvern, Ark. (III)	D-1,000	KREO	Indio, Cal. (IV)	250	WHUB	Cookeville, Tenn. (IV)	250	KALI	Pasadena, Cal. (III)	DA-D-1,000
†.....	Sacramento, Cal.	DA-D-1,000	KCOY	Santa Maria, Cal. (IV)	250	WKPT	Kingsport, Tenn. (IV)	250	WLAK	Lakeland, Fla. (III-B)	1,000
KSBW	Salinas, Cal. (III-B)	DA-1,000	KSPA	Santa Paula, Cal. (IV)	250	WGAP	Maryville, Tenn. (IV)	250	†WCMY	Ottawa, Ill. (III)	D-500
WAMS	Wilmington, Del. (III-B)	DA-1,000	KUKI	Ukiah, Cal. (IV)	250	WHAL	Shelbyville, Tenn. (IV)	250	WIRE	Indianapolis, Ind. (III-A)	DA-N-5,000
WTSP	St. Petersburg, Fla. (III-A)	DA-N-5,000	KKIN	Visalia, Cal. (IV)	250	KRUN	Ballinger, Tex. (IV)	100	KASI	Ames, Ia. (III)	D-1,000
WATL	Atlanta, Ga. (III-A)	DA-N-5,000	KRLN	Canon City, Colo. (IV)	SH-250	KTXC	Big Spring, Tex. (IV)	250	WNAV	Annapolis, Md. (III-B)	DA-N-1,000
1390 KC. REGIONAL			KNBZ	La Junta, Colo. (IV)	250	KUNO	Corpus Christi, Tex. (IV)	250	WIL	St. Louis, Mo. (III-A)	DA-5,000
WFTL	Ft. Lauderdale, Fla. (IV)	250	WSTC	Stamford, Conn. (IV)	250	KLUF	Galveston, Tex. (IV)	250	WNJR	Newark, N. J. (III-A)	DA-N-5,000
WIRA	Ft. Pierce, Fla. (IV)	250	WFTL	Ft. Lauderdale, Fla. (IV)	250	KGVJ	Greenville, Tex. (IV)	250	WENE	Endicott, N. Y. (III)	DA-5,000
WRHC	Jacksonville, Fla. (IV)	250	WVIR	Vt. Pierce, Fla. (IV)	250	KEBE	Jacksonville, Tex. (IV)	250	WRXO	Roxboro, N. C. (III)	D-1,000
WPCF	Panama City, Fla. (IV)	250	WRCO	Waco, Tex. (IV)	250	KIUN	Pecos, Tex. (IV)	250	WCLT	Newark, O. (III)	D-500
WTRR	Sanford, Fla. (IV)	250	WLOW	Portsmouth, Va. (IV)	250	KEYE	Perryton, Tex. (IV)	250	KTUL	Tulsa, Okla. (III-A)	DA-N-5,000
WWSG	Elberton, Ga. (IV)	250	WHLF	South Boston, Va. (IV)	250	KVOP	Plainview, Tex. (IV)	250	†KGAE	Salem, Ore. (III)	D-1,000
WDUN	Gainesville, Ga. (IV)	250	WTON	Staunton, Va. (IV)	250	KDWT	Stamford, Tex. (IV)	250	WVAM	Altona, Pa. (III-B)	DA-1,000
1400 KC. LOCAL			WNC	Winchester, Va. (IV)	250	KTEM	Temple, Tex. (IV)	250	WOKE	Oak Ridge, Tenn. (III)	D-1,000
WJLD	Bessemer, Ala. (IV)	250	KFCR	Grand Coulee, Wash. (IV)	250	KTFB	Texarkana, Tex. (IV)	250	WDBL	Springfield, Tenn. (III)	D-1,000
WMSL	Decatur, Ala. (IV)	250	KWLK	Longview, Wash. (IV)	250	KCSU	Provo, Utah (IV)	250	KSTB	Breckinridge, Tex. (III)	D-1,000
WXAL	Demopolis, Ala. (IV)	250	KYAK	Yakima, Wash. (IV)	250	WBOB	Galax, Va. (IV)	250	KSJ	Gladewater, Tex. (III)	D-1,000
WFPA	Fort Payne, Ala. (IV)	250	WCAX	Charleston, W. Va. (IV)	250	WLOW	Portsmouth, Va. (IV)	250	KCOH	Houston, Tex. (III)	D-1,000
WGYV	Greenville, Ala. (IV)	250	WBLK	Clarksburg, W. Va. (IV)	250	WHLF	South Boston, Va. (IV)	250	KLO	Ogden, Utah (III-A)	DA-5,000
WJHO	Opelika, Ala. (IV)	250	WRON	Roncheville, W. Va. (IV)	250	WTON	Staunton, Va. (IV)	250	KBRC	Mt. Vernon, Wash. (III)	DA-N-5,000
KCLF	Clifton, Ariz. (IV)	250	KWKW	Wheeling, W. Va. (IV)	250	WNC	Winchester, Va. (IV)	250	WEIR	Weirton, W. Va. (III)	DA-N-1,000
KTUC	Tucson, Ariz. (IV)	250	WBTH	Williamson, W. Va. (IV)	250	KFDR	Grand Coulee, Wash. (IV)	250	WBEV	Beaver Dam, Wis. (III)	D-1,000
KYMA	Yuma, Ariz. (IV)	250	WATW	Ashland, Wis. (IV)	250	KDLK	Longview, Wash. (IV)	250			
KELD	El Dorado, Ark. (IV)	250	WBZ	Eau Claire, Wis. (IV)	250	KYAK	Yakima, Wash. (IV)	250			
KCLA	Pine Bluff, Ark. (IV)	250				WCAX	Charleston, W. Va. (IV)	250			
KRE	Berkeley, Cal. (IV)	250				WBLK	Clarksburg, W. Va. (IV)	250			
KCRE	Crescent City, Cal. (IV)	250				WRON	Roncheville, W. Va. (IV)	250			
KREO	Indio, Cal. (IV)										

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
1440 KC. REGIONAL			WROB	West Point, Miss. (IV)	250	WBNB	Columbus, O. (III-B)	LS-5,000	KTOP	Topeka, Kan. (IV)	250
WSFA	Montgomery, Ala. (III-B)	DA-1,000	WMBH	Joplin, Mo. (IV)	250	WACW	Waco, Tex. (III-B)	DA-N-1,000	WCPC	Cumberland, Ky. (IV)	250
		LS-5,000	KIRK	Kirkville, Mo. (IV)	250	KIMA	Yakima, Wash. (III-B)	LS-1,000	WFKY	Frankfort, Ky. (IV)	250
KVON	Napa, Cal. (III-B)	DA-N-1,000	KSGM	St. Genevieve, Mo. (IV)	250	WCBM	Lemoyn, Pa. (III)	DA-5,000	WKAY	Glaskow, Ky. (IV)	250
KPRO	Riverside, Cal. (III-B)	DA-500		(CP for 980 kc)		WBCU	Union, S. C. (III-B)	DA-N-1,000	WOMI	Owensboro, Ky. (IV)	250
WBIS	Bristol, Conn. (III)	D-500	KWPM	West Plains, Mo. (IV)	250	WACO	Waco, Tex. (III-B)	DA-N-1,000	WSPF	Paintsboro, Ky. (IV)	250
WGIG	Brunswick, Ga. (III-B)	DA-N-1,000	KXLX	Bozeman, Mont. (IV)	250	WRAC	Racine, Wis. (III)	D-500	WKCC	Bogalusa, La. (IV)	250
KWIK	Pocatello, Ida. (III-B)	DA-1,000	KXLL	Missoula, Mont. (IV)	250	KINY	Juneau, Alaska (III-A)	5,000	WKCH	Houma, La. (IV)	250
WPRS	Paris, Ill.	D-500	KWBE	Beatrice, Neb. (IV)	250	1470 KC. REGIONAL					
WGEM	Quincy, Ill. (III-B)	DA-1,000	KBRB	McCook, Neb. (IV)	250	KBMX	Coalinga, Cal. (III)	D-500	WARK	Hagerstown, Md. (IV)	250
WROK	Rockford, Ill. (III-B)	LS-1,000	WKXL	Concord, N. H. (IV)	250	KXOA	Sacramento, Cal. (III-B)	DA-1,000	WHOB	Gardner, Mass. (IV)	250
WPGW	Portland, Ind. (III)	DA-D-500	WFPG	Atlantic City, N. J. (IV)	250				WHAV	Haverhill, Mass. (IV)	250
KJAY	Topeka, Kan. (III-B)	LS-5,000	WCTC	New Brunswick, N. J. (IV)	250				WBEC	Pittsfield, Mass. (IV)	250
KMLB	Monroe, La. (III-B)	LS-5,000	KSPV	Artesia, N. M. (IV)	250				WTXL	W. Springfield, Mass. (IV)	250
WAAB	Worcester, Mass. (III-A)	DA-5,000	KLMX	Clayton, N. M. (IV)	250				WTKL	Detroit, Mich. (IV)	250
WBCM	Bay City, Mich. (III-B)	LS-1,000	KOBE	Las Cruces, N. M. (IV)	250				WGHN	Grand Haven, Mich. (IV)	250
KEYD	Minneapolis, Minn. (III)	D-5,000	KENM	Portales, N. M. (IV)	250				WMDN	Midland, Mich. (IV)	250
WJWL	Niagara Falls, N. Y. (III)	D-1,000	WHDL	Allegany, N. Y. (IV)	250				KXRA	Alexandria, Minn. (IV)	250
KFJM	Grand Forks, N. D. (III-B)	LS-1,000	WCLI	Corning, N. Y. (IV)	250				KBZY	Grand Rapids, Minn. (IV)	250
		N-500	WWSC	Glens Falls, N. Y. (IV)	250				WLOX	Biloxi, Miss. (IV)	250
KILO	Grand Forks, N. D. (III-B)	LS-1,000		(CP for 1410 kc)					WCLD	Cleveland, Miss. (IV)	250
		N-500	WKIP	Poughkeepsie, N. Y. (IV)	250				WLAU	Laurel, Miss. (IV)	250
WHHH	Warren, O. (III-A)	DA-5,000	WKAL	Rome, N. Y. (IV)	250				WHOC	Philadelphia, Miss. (IV)	250
KMED	Medford, Ore. (III-A)	LS-5,000	WNBZ	Saranac Lake, N. Y. (IV)	250				WELO	Tupelo, Miss. (IV)	250
WGCB	Red Lion, Pa. (III)	D-1,000	WATA	Boone, N. C. (IV)	250				WKDM	Carthage, Mo. (IV)	250
WMRC	Greenville, S. C. (III-A)	DA-5,000	WGNK	Gastonia, N. C. (IV)	250				KTRT	Rolla, Mo. (IV)	250
KFDA	Amarillo, Tex. (III-B)	LS-5,000	WBYU	Henderson, N. C. (IV)	250				KDRO	Sedalia, Mo. (IV)	250
KEYS	Corpus Christi, Tex. (III-B)	LS-1,000	WBYU	Lexington, N. C. (IV)	250				KBOW	Butte, Mont. (IV)	250
WHIS	Bluefield, W. Va. (III-A)	DA-N-500	WBUT	Bewitz, Neb. (C. IV)	250				KNKI	Broken Bow, Neb. (IV)	250
WJPG	Green Bay, Wis. (III)	LS-1,000	KWBM	Williston, N. D. (IV)	250				KBON	Omaha, Neb. (IV)	250
		DA-U-N-500	WJER	Dover, O. (IV)	250				KWRN	Reno, Nev. (IV)	250
1450 KC. LOCAL			WMOH	Hamilton, O. (IV)	250				KWEE	Hobbs, N. M. (IV)	250
WHMA	Anniston, Ala. (IV)	250	WLEK	Sandusky, O. (IV)	250				KRSN	Los Alamos, N. M. (IV)	250
WBGO	Bessemer, Ala. (IV)	250	KWHW	Altus, Okla. (IV)	250				KRTN	Raton, N. M. (IV)	250
WDIG	Dothan, Ala. (IV)	250	KGFF	Shawnee, Okla. (IV)	250				AMCS	Amsterdam, N. Y. (IV)	250
WFUN	Huntsville, Ala. (IV)	250	KSWF	Woodward, Okla. (IV)	250				WBTA	Batavia, N. Y. (IV)	250
WLAY	Muscle Shoals City, Ala. (IV)	250	KWRO	Couquille, Ore. (IV)	250				WINR	Binghamton, N. Y. (IV)	250
		(IV)	KORE	Eugene, Ore. (IV)	250					(CP for 880 kc)	
KAWT	Douglas, Ariz. (IV)	250	KFLV	Klamath Falls, Ore. (IV)	250				WKNY	Kingston, N. Y. (IV)	250
KOPO	Tucson, Ariz. (IV)	250	KLWV	La Grange, Ore. (IV)	250				WICY	Malone, N. Y. (IV)	250
KAMD	Camden, Ark. (IV)	250	KBPS	Portland, Ore. (IV)	250				WOLF	Syracuse, N. Y. (IV)	250
KGRH	Fayetteville, Ark. (IV)	250	WLEU	Erie, Pa. (IV)	250				WSSB	Durham, N. C. (IV)	250
KENA	Mena, Ark. (IV)	250	WGET	Gettysburg, Pa. (IV)	250				WFLB	Fayetteville, N. C. (IV)	250
KXLR	N. Little Rock, Ark. (IV)	250	WDAD	Indiana, Pa. (IV)	250				WLOE	Leaksville, N. C. (IV)	250
		(CP for 1150 kc)	WPAM	Pottsville, Pa. (IV)	250				WMNC	Morgantown, N. C. (IV)	250
†KYOR	Searcy, Ark. (IV)	250	WMAJ	State College, Pa. (IV)	250				WMTB	Valley City, N. D. (IV)	250
KMYC	Blythe, Cal. (IV)	250	WJPA	Washington, Pa. (IV)	250				WBEX	Chillicothe, O. (IV)	250
KTPF	Porterville, Cal. (IV)	250	WUSN	Charleston, S. C. (IV)	250				WSRS	Chillicothe Hts., O. (IV)	250
KSAN	San Francisco, Cal. (IV)	250	WCRS	Greenwood, S. C. (IV)	250				WOHI	East Liverpool, O. (IV)	250
KKRO	Sonoma, Cal. (IV)	250	WRSC	Wartsville, S. C. (IV)	250				WMOA	Marletta, O. (IV)	250
KVEN	Ventura, Cal. (IV)	250	WRNO	Orangeburg, S. C. (IV)	250				WMRN	Marion, O. (IV)	250
KGTW	Alamosa, Colo. (IV)	250	KDSJ	Deadwood, S. D. (IV)	250				KBXJ	Muskogee, Okla. (IV)	250
KYOU	Greeley, Colo. (IV)	250		(CP for 980 kc)					KBKR	Baker, Ore. (IV)	250
WNAB	Bridgeport, Conn. (IV)	250	WLAR	Athens, Tenn. (IV)	250				KRNR	Roseburg, Ore. (IV)	250
WILM	Wilmington, Del. (IV)	250	WAGC	Chattanooga, Tenn. (IV)	250				KOCO	Salem, Ore. (IV)	250
WOL	Washington, D. C. (IV)	250	WDSD	Dyersburg, Tenn. (IV)	250				WAZL	Hazelton, Pa. (IV)	250
WFMJ	Daytona Beach, Fla. (IV)	250	WCRK	Morrilstown, Tenn. (IV)	250				WARD	Johnstown, Pa. (IV)	250
WNER	Live Oak, Fla. (IV)	250	WGNB	Murfreesboro, Tenn. (IV)	250				WGAL	Lancaster, Pa. (IV)	250
WWPB	Miami, Fla. (IV)	250	KRIC	Beaumont, Tex. (IV)	250				WMRF	Leawittown, Pa. (IV)	250
WBSR	Pensacola, Fla. (IV)	250	KDNT	Denton, Tex. (IV)	250				WMGW	Meadville, Pa. (IV)	250
WSPB	Sarasota, Fla. (IV)	250	KMBL	Junction, Tex. (IV)	100				WBUD	Morrisville, Pa. (IV)	250
WTNT	Tallahassee, Fla. (IV)	250	KHIT	Lampasas, Tex. (IV)	250					(CP for 1260 kc)	
WGPC	Albany, Ga. (IV)	250	KMHT	Marshall, Tex. (IV)	250				WGCD	Chester, S. C. (IV)	250
WBHF	Cartersville, Ga. (IV)	250	KNET	Palestine, Tex. (IV)	250				WKAJ	Conway, S. C. (IV)	250
WKEU	Griffin, Ga. (IV)	250	KVOU	Uvalde, Tex. (IV)	250				WAKE	Greenville, S. C. (IV)	250
WLVG	Milledgeville, Ga. (IV)	250	KNEU	Provo, Utah (IV)	250				WALD	Walterboro, S. C. (IV)	250
WCCP	Savannah, Ga. (IV)	250	WWSA	Brattleboro, Vt. (IV)	250				KORN	Mitchell, S. D. (IV)	250
WVOP	Vidalia, Ga. (IV)	250	WFTR	Front Royal, Va. (IV)	250				WOPI	Bristol, Tenn. (IV)	250
KVMV	Twin Falls, Ida. (IV)	250	WREL	Lexington, Va. (IV)	250				WDXB	Chattanooga, Tenn. (IV)	250
WHFC	Cicero, Ill. (IV)	250	WMVA	Martinsville, Va. (IV)	250				WPLI	Jackson, Tenn. (IV)	250
†WKVI	Kewanee, Ill. (IV)	100	WNVA	Norton, Va. (IV)	250				WJMJ	Lewisburg, Tenn. (IV)	250
WCVS	Springfield, Ill. (IV)	100	WLPM	Suffolk, Va. (IV)	250				WATO	Oak Ridge, Tenn. (IV)	250
WANE	Ft. Wayne, Ind. (IV)	250	KBKW	Aberdeen, Wash. (IV)	250				KNOW	Austin, Tex. (IV)	250
WASK	Lafayette, Ind. (IV)	250	KCLX	Colfax, Wash. (IV)	250				KIBL	Beeville, Tex. (IV)	250
WAOW	Vincennes, Ind. (IV)	250	KSEM	Moses Lake, Wash. (IV)	250				KHUZ	Big Spring, Tex. (IV)	250
KWCR	Cedar Rapids, Ia. (IV)	250	KONP	Port Angeles, Wash. (IV)	250				KNEL	Brady, Tex. (IV)	250
KWBW	Hutchinson, Kan. (IV)	250	KPUY	Puyallup, Wash. (IV)	100				KRON	Brownville, Tex. (IV)	250
WLCK	Campbellsville, Ky. (IV)	250	†WERL	E. Rainelle, W. Va. (IV)	250				KSAM	Huntsville, Tex. (IV)	250
WPAD	Paducah, Ky. (IV)	250	WPLH	Huntington, W. Va. (IV)	250				† . . .	Laredo, Tex.	250
KSIG	Crowley, La. (IV)	250	WPAR	Parkersburg, W. Va. (IV)	250				KVOW	Littlefield, Tex. (IV)	250
KWCJ	Natchitoches, La. (IV)	250	WHAW	Weston, W. Va. (IV)	250				KPLT	Paris, Tex. (IV)	250
WTIX	New Orleans, La. (IV)	250	KFIZ	Fond du Lac, Wis. (IV)	250				KGKB	Tyler, Tex. (IV)	250
WAGM	Presque Isle, Me. (IV)	250	WDLB	Marshfield, Wis. (IV)	250				KVVC	Vernon, Tex. (IV)	250
WTBO	Cumberland, Md. (IV)	250	WRCO	Richland Center, Wis. (IV)	250				KVOD	Kogon, Utah (IV)	250
WMAS	Springfield, Mass. (IV)	250	KWRL	Riverton, Wyo. (IV)	250				WBLT	Bedford, Va. (IV)	250
WATZ	Alpena, Mich. (IV)	250	WRJA	Caguas, P. R. (IV)	250				WKLV	Blackstone, Va. (IV)	250
WHTC	Holland, Mich. (IV)	250	1460 KC. REGIONAL						WCVA	Cluiper, Va. (IV)	250
WMIQ	Iron Mountain, Mich. (IV)	250	KDON	Santa Cruz, Cal. (III-B)	DA-5,000				WVEC	Hampton, Va. (IV)	250
WIBM	Jackson, Mich. (IV)	250							WAYB	Waynesboro, Va. (IV)	250
WKLA	Ludington, Mich. (IV)	250	WMBR	Jacksonville, Fla. (III-A)	DA-N-5,000				KBRO	Bremerton, Wash. (IV)	250
WHLS	Port Huron, Mich. (IV)	250							KELS	Kelso, Wash. (IV)	250
KATE	Albert Lea, Minn. (IV)	250	WGBA	Columbus, Ga. (III-B)	DA-1,000				KWWB	Walla Walla, Wash. (IV)	250
KBUN	Bemidji, Minn. (IV)	250	WROY	Carmi, Ill. (III)	D-1,000				WGKV	Charleston, W. Va. (IV)	250
KBMW	Breckenridge, Minn. (IV)	250	KSO	Des Moines, Ia. (III-A)	DA-N-5,000				WVWV	Fairmont, W. Va. (IV)	250
†KDMA	Montevideo, Minn. (IV)	100	WAFB	Baton Rouge, La. (III-B)	LS-5,000				WLOH	Princeton, W. Va. (IV)	250
KFAM	St. Cloud, Minn. (IV)	250							WGEZ	Beloit, Wis. (IV)	100
WROX	Clarksdale, Miss. (IV)	250	WSTR	Sturgis, Mich. (III)	D-500				WLXK	La Crosse, Wis. (IV)	250
WCJU	Columbia, Miss. (IV)	250	KENO	Las Vegas, Nev. (III)	DA-N-1,000				WIGM	Medford, Wis. (IV)	250
WJKN	Jackson, Miss. (IV)	250	WOKO	Albany, N. Y. (III-A)	DA-N-5,000				WOSH	Oshkosh, Wis. (IV)	250
WTOK	Meridan, Miss. (IV)	250	WGNR	New Rochelle, N. Y. (III)	D-500				KGOS	Torrington, Wyo. (IV)	250
WNAT	Natchez, Miss. (IV)	250	WHEC	Rochester, N. Y. (III-A)	DA-N-5,000				KWOR	Worland, Wyo. (IV)	250
			WFVG	Fuquay Springs, N. C. (II)	D-1,000				KTOH	Lihue, T. H. (IV)	250
									WMDD	Fajardo, P. R. (IV)	250
									1500 KC. CLEAR		
									KXRX	San Jose, Cal. (II)	DA-1,000

(Continued on page 434)

AM Stations by Frequencies

(Continued from page 433)

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	
WTOP	Washington, D. C. (I-B)	DA-50,000	WHIL	Medford, Mass. (II)	D-250	WACN	Siler City, N. C. (II)	D-1,000	KPRS	Olathe, Kan. (III)	D-1,000	
WABJ	Adrian, Mich. (II)	D-250	WLEW	Bad Axe, Mich. (II)	D-250	WLIO	East Liverpool, O. (II)	D-1,000	WTVE	Coldwater, Mich. (III)	D-1,000	
KSTP	St. Paul, Minn. (I-B)	DA-50,000	WPSD	Sidney, Neb. (II)	D-250	WPTW	Piqua, O. (II)	D-250	WSDC	Marine City, Mich. (III)	D-1,000	
KTAN	Sherman, Tex. (I-B)	D-250	WPTR	Albany, N. Y. (II)	DA-50,000	WTKO	Wellston, O. (II)	D-250	WCOW	S. St. Paul, Minn.	DA-D-1,000	
	1510 KC. CLEAR		WFMF	Elkin, N. C. (II)	D-250	WKAT	Frederick, Okla. (II)	D-250	WGTC	Greenville, N. C. (III)	LS-5,000	
KOCS	Ontario, Cal. (II)	D-250	WATH	Athens, O. (II)	D-1,000	WKPR	Pryor, Okla. (II)	D-250	WAKR	Akron, O. (III-A)	DA-N-1,000	
KTIM	San Rafael, Cal. (II)	D-1,000	WJMO	Cleveland, O. (II)	D-1,000	WFBX	Forest Grove, Ore. (II)	D-250	KTIL	Tillamook, Ore. (IV)	DA-N-5,000	
WKAI	Macomb, Ill. (II)	D-250	WJMJ	Philadelphia, Pa. (II)	D-1,000	WJET	Erie, Pa. (II)	D-250	WPWA	Chester, Pa. (II)	DA-N-1,000	
WMEX	Boston, Mass. (II)	DA-5,000	WJMP	Newport, R. I. (II)	D-1,000	WJTB	Latrobe, Pa. (II)	D-250	WACA	Camden, S. C. (III)	D-1,000	
WMRP	Flint, Mich. (II)	D-250	KCUL	Fort Worth, Tex. (II)	DA-U-N-1,000	WJWG	Gaffney, S. C. (II)	D-250	KATL	Houston, Tex. (III-A)	DA-N-5,000	
KIMO	Independence, Mo. (II)	D-1,000	KGBC	Galveston, Tex. (II)	LS-1,000	KIVY	Crockett, Tex. (II)	D-250	KCBD	Lubbock, Tex. (III-B)	DA-1,000	
WLAC	Nashville, Tenn. (I-B)	DA-N-50,000	KGIB	Bremerton, Wash. (II)	D-1,000	KTER	Terrell, Tex. (II)	D-250	WTRW	Two Rivers, Wis. (III)	D-500	
KCTX	Childress, Tex. (II)	D-250	WTKM	Hartford, Wis. (II)	D-500				WXRJ	Guayama, P. R. (III-A)	1,000	
KSTV	Stephenville, Tex. (II)	D-250								1600 KC. REGIONAL		
KGA	Spokane, Wash. (I-B)	DA-N-50,000								WAPX	Montgomery, Ala. (III-A)	DA-N-1,000
WAUX	Waukesha, Wis. (II)	D-250								KGST	Fresno, Cal. (III)	D-1,000
	1520 KC. CLEAR									KPMO	Pomona, Cal. (III-B)	500
WHDW	Clinton, Ill. (II)	D-1,000								KUBA	Yuba City, Cal. (III-B)	LS-1,000
KSIB	Creston, Ia. (II)	D-1,000								WKWF	Key West, Fla. (III-B)	DA-N-500
WKBW	Buffalo, N. Y. (I-B)	DA-50,000								KCRG	Cedar Rapids, Ia. (III-A)	DA-N-5,000
WKBS	Oyster Bay, L. I., N. Y. (II)	D-250								WJNO	Rockville, Md. (III)	D-1,000
										WVOM	Brookline, Mass. (III-A)	DA-5,000
KOMA	Oklahoma City (I-B)	DA-N-50,000								WJKO	Springfield, Mass. (III)	DA-D-5,000
	1530 KC. CLEAR									WHRV	Ann Arbor, Mich. (III-A)	DA-1,000
WVWW	Rio Piedras, P. R. (II)	250								WKNK	Muskegon, Mich. (III-B)	DA-N-1,000
KFBK	Sacramento, Cal. (I-B)	DA-50,000								KEVA	Shamrock, Tex. (II)	D-250
WCKY	Cincinnati, O. (I-B)	DA-N-50,000								WTTN	Watertown, Wis.	D-250
KSOX	Harlingen, Tex. (II)	LS-50,000										
	1540 KC. (Bahama Island) CLEAR											
WVXX	Los Angeles, Cal. (II)	D-5,000										
WSMI	Sarasota, Fla. (II)	D-1,000										
WBNL	Litchfield, Ill. (II)	D-1,000										
WLOI	Boonville, Ind.	D-250										
KXEL	La Porte, Ind. (II)	D-250										
KXNE	Waterloo, Ia. (II)	DA-N-50,000										
KLKC	McPherson, Kan. (II)	D-250										
	Parsons, Kan. (II)	D-250										

* Construction permit for new station.
N—Night power.

DIRECTORY OF CANADIAN STATIONS BY FREQUENCIES

Licensed or Authorized by the Canadian Department of Transport as of January 1, 1952

D—Day power.
DA—Directional antenna.

Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	
CBK	Wetrous, Sask.	50,000	CHFA	Edmonton, Alta.	5,000-DA	CKNB	Campbellton, N. B.	950 KILOCYCLES	CFPA	Port Arthur, Ont.	250	
CFNB	Fredericton, N. B.	5,000-DA-N	CFB	690 KILOCYCLES	50,000	CFAC	Calgary, Alta.	960 KILOCYCLES (DA) 1,000	CFHW	Chilliwack, B. C.	250	
CHLN	Three Rivers, Que.	1,000-DA-2	VOWR	700 KILOCYCLES	500	CKVD	Val d'Or, Que.	250	CKDM	Dauphin, Man.	250	
CKPG	Prince George, B. C.	250	CKVM	710 KILOCYCLES	1,000-DA-N	CKSF	Cornwall, Ont.	250	CKJW	Jonquiere, Que.	250	
CJKL	Kirkland Lake, Ont.	5,000-DA-N	CKAC	730 KILOCYCLES	10,000-D	CJQB	Belleville, Ont.	250	CKLN	Nelson, B. C.	250	
CFRA	Ottawa, Ont.	1,000-DA-2	CBL	740 KILOCYCLES	50,000	CJEM	Edmundston, N. B.	250	CKBL	Barrie, Ont.	250	
CJFX	580 KILOCYCLES	5,000	CKSO	790 KILOCYCLES	5,000-DA-N	CKKB	Theftord Mines, Que.	250	CKRD	Red Deer, Alta.	250	
CKUA	Edmonton, Alta.	1,000	CBY	Corner Brook, Nfld.	1,000	CKLD	1240 KILOCYCLES	100	VOAR	St. John's, Nfld.	100	
CKPR	Fort William, Ont.	1,000	CKSO	800 KILOCYCLES	5,000-DA	CKRS	1240 KILOCYCLES	250	CKLJ	La Jonquiere, Que.	250	
CKEY	Toronto, Ont.	5,000-D	CJAD	Montreal, Que.	5,000-DA	CKLB	Oshawa, Ont.	250	CKLN	Nelson, B. C.	250	
CKY	Winnipeg, Man.	5,000-DA	CHAB	Moose Jaw, Sask.	5,000-DA	CFPR	Prince Rupert, B. C.	250	CFRA	Fort Frances, Ont.	1,000-DA	
*.....	Timmins, Ont.	1,000-DA-N	CKLW	Windsor, Ont.	50,000-DA-2	CFPL	London, Ont.	5,000-DA-2	CJCS	Stratford, Ont.	250	
CFAR	590 KILOCYCLES	1,000	CHRC	Quebec, Que.	5,000-DA	CKCH	Hull, Que.	1,000-DA	CKTS	Sherbrooke, Que.	250	
VOCM	St. John's, Nfld.	1,000	CKOK	Penticton, B. C.	1,000-D	CKRM	Regina, Sask.	980 KILOCYCLES	CJAV	Port Alberni, B. C.	250	
CJOR	600 KILOCYCLES	5,000	CKFI	Fort Frances, Ont.	1,000-DA	CKWX	Vancouver, B. C.	1,000-DA-N	CJRW	Summerside, P. E. I.	250	
CFQC	Saskatoon, Sask.	5,000-DA-N	CHLT	Sherbrooke, Que.	1,000-DA-N	CKVL	Verdun, Que.	5,000-DA	CKLS	La Sarre, Que.	250	
CFCF	Montreal, Que.	5,000-DA	CHMT	Hamilton, Ont.	5,000-DA-N	CFPL	London, Ont.	5,000-DA-2	CKSB	St. Boniface, Man. (DA) 1,000	1,000-DA	
CFCH	North Bay, Ont.	1,000-DA	CKBI	Prince Albert, Sask.	5,000-DA-2	CKBW	1010 KILOCYCLES	50,000-DA	CKBL	Matane, Que.	1,000-DA-1	
CJAT	610 KILOCYCLES	1,000	CHLT	Sherbrooke, Que.	1,000-DA-N	CKBX	Edmonton, Alta.	1,000-DA-N	CKRD	1260 KILOCYCLES	5,000	
CHNC	Trail, B. C.	1,000	CHLT	Sherbrooke, Que.	1,000-DA-N	CFRB	Toronto, Ont.	50,000-DA-2	CFRN	Edmonton, Alta.	5,000	
CKCK	620 KILOCYCLES	5,000-DA-N	CHLT	Sherbrooke, Que.	1,000-DA-N	CFPG	1000 KILOCYCLES	1,000-D	CJCB	1270 KILOCYCLES	5,000-D	
CKTB	Regina, Sask.	5,000-DA-N	CHLT	Sherbrooke, Que.	1,000-DA-N	CFCH	1060 KILOCYCLES	1,000	CHAT	Sydney, N. S.	1,000-N	
CKTV	St. Catharines, Ont.	1,000-DA	CHLT	Sherbrooke, Que.	1,000-DA-N	CFCN	1070 KILOCYCLES	10,000-DA-N	CKLJ	Medicine Hat, Alta.	1,000-DA	
CFCY	630 KILOCYCLES	5,000-DA-N	CHLT	Sherbrooke, Que.	1,000-DA-N	CBA	Sackville, N. B.	50,000	CKCV	1280 KILOCYCLES	1,000-DA-N	
CFCO	Chatham, Ont.	1,000-DA	CHLT	Sherbrooke, Que.	1,000-DA-N	CHOK	Sarnia, Ont.	5,000-D	CKOY	1310 KILOCYCLES	5,000-D	
CKOV	Kelowna, B. C.	1,000	CHLT	Sherbrooke, Que.	1,000-DA-N	CBR	1130 KILOCYCLES	1,000-N-DA	CKOY	Ottawa, Ont.	5,000-D	
CKRC	Winnipeg, Man.	5,000-DA-N	CHLT	Sherbrooke, Que.	1,000-DA-N	CKCX	Vancouver, B. C.	5,000	CKOY	1,000-DA-N	1,000-DA-N	
CBN	640 KILOCYCLES	10,000	CHLT	Sherbrooke, Que.	1,000-DA-N	CKXL	1140 KILOCYCLES	1,000-DA-N	CKNW	1320 KILOCYCLES	250	
CKGB	680 KILOCYCLES	5,000-DA-N	CHLT	Sherbrooke, Que.	1,000-DA-N	CKXK	Calgary, Alta.	1,000-DA-N	CJCS	New Westminster, B. C.	1,000-DA-N	
CHLO	St. Thomas, Ont.	1,000-DA	CHLT	Sherbrooke, Que.	1,000-DA-N	CKXK	1150 KILOCYCLES	1,000-DA-N	CJSO	Sorel, Que.	1,000-DA-N	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CKOC	CKXK	1150 KILOCYCLES	100	CBH	1330 KILOCYCLES	250
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSJ	St. John, N. B.	5,000-DA	CHAD	Amos, Que.	250	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000	CJLS	Yarmouth, N. S.	250	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000	CJOB	Winnipeg, Man.	250	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000	CKOX	Woodstock, Ont.	250	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000	CKMR	Newcastle, N. B.	250	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000	CHRL	Roberval, Que.	250	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000	CJNT	Quebec, Que.	250	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000	CKDA	Victoria, B. C.	250	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000	CKOM	Saskatoon, Sask.	250	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000	CKOM	1350 KILOCYCLES	250	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000	CHGB	St. Anne de la Poca-	1,000-D	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000	tiere, Que.	250-N	5,000-D	
			CHLT	Sherbrooke, Que.	1,000-DA-N	CHSD	Saskatoon, Sask.	1,000			1,000-DA-N	

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
KAAA	Red Wing, Minn.	1250	D-1,000	KBWD	Brownwood, Tex.	1380	LS-1,000	KDRS	Paragould, Ark.	1490	250	KFMO	Flat River, Mo.	1240	250
KABC	San Antonio, Tex.	680	LS-50,000	KBYE	Okla. City, Okla.	890	D-1,000	KDHS	Boise, Idaho	950	5,000	KFNF	Shenandoah, Ia.	920	LS-1,000
†KABI	Ketchikan, Alaska	580	LS-1,000	KBYR	Anchorage, Alaska	1240	250	KDSJ	Deadwood, S. D.	1450	250	KFOR	Lincoln, Nebr.	1240	250
†KABR	Aberdeen, S. D.	1220	D-250	KBZY	Grand Rapids, Minn.	1490	250	KDSX	Denison, Tex.	1220	D-1,000	KFPX	Long Beach, Cal.	1280	1,000
†KACE	Dallas, Tex.	740	LS-10,000	KCAP	Helena, Mont.	1340	250	KDTH	Dubuque, Ia.	1370	1,000	KFTW	Fort Smith, Ark.	1230	250
KADA	Ada, Okla.	1230	250	†KCAR	Clarksville, Tex.	1350	D-500	KDWT	Stamford, Tex.	1400	250	KFKQ	Anchorage, Alas.	600	5,000
KAFP	Petaluma, Cal.	1490	250	KCBK	Des Moines, Ia.	1390	1,000	KDYL	Salt Lake City, Utah	1320	5,000	KFRB	Fairbanks, Alas.	1290	5,000
KAFY	Bakersfield, Cal.	550	1,000	KCBQ	San Diego, Cal.	1170	LS-5,000	KDZA	Pueblo, Colo.	1230	250	KFRD	Rosenberg, Tex.	980	D-1,000
KAGH	Crossett, Ark.	1240	100	KCBS	San Francisco, Cal.	740	50,000	KEAR	San Mateo, Cal.	1550	1,000	KFRE	Fresno, Cal.	940	50,000
KAHU	Walpaha, T. H.	920	1,000	KCFH	Cuero, Tex.	1600	D-500	KEBE	Jacksonville, Tex.	1400	250	KFRM	Kansas City, Mo.	550	D-5,000
KAKC	Tulsa, Okla.	970	LS-1,000	KCHA	Charles City, Ia.	1580	D-250	KECA	Los Angeles, Cal.	790	5,000	KFRV	Longview, Tex.	1370	1,000
KAKE	Wichita, Kans.	1240	250	KCHI	Chillicothe, Mo.	1010	D-250	KECC	Pittsburg, Cal.	990	1,000	KFSA	Ft. Smith, Ark.	950	LS-1,000
KALA	Sitka, Alaska	1480	250	KCHJ	Delano, Cal.	1010	D-1,000	KECK	Odessa, Tex.	920	LS-1,000	KFSB	Joplin, Mo.	1310	LS-5,000
KALB	Alexandria, La.	580	LS-5,000	KCHS	Truth or Consequences, N. M.	1400	250	KEEN	San Jose, Cal.	1370	1,000	KFSJ	San Diego, Cal.	600	5,000
KALE	Richland, Wash.	900	D-1,000	KCID	Caldwell, Idaho	1490	250	KELA	Centralia, Wash.	1470	1,000	KFSG	L. Angeles, Cal.	1150	LS-2,500
KALG	Alamogordo, N. M.	1230	250	KCIJ	Shreveport, La.	980	D-5,000	KELD	El Dorado, Ark.	1400	250	†KFST	Ft. Stockton, Tex.	860	D-250
KALI	Pasadena, Cal.	1430	D-1,000	KCIL	Houma, La.	1490	250	KELK	Elko, Nev.	1240	250	KFTM	Ft. Morgan, Colo.	1260	D-500
KALL	Salt Lake City, Utah	910	1,000	KCIM	Carroll, Ia.	1380	1,000	KELP	El Paso, Tex.	920	D-1,000	KFTV	Paris, Tex.	1250	D-500
†KALM	Alton, Mo.	1290	D-1,000	KCJB	Minot, N. D.	910	1,000	KELS	Kelso, Wash.	1490	250	KFUN	Las Vegas, N. M.	1230	250
KALT	Atlanta, Tex.	900	D-1,000	KCKN	Kansas City, Kans.	1340	250	KELY	Ely, Nev.	1230	250	KFUO	Clayton, Mo.	850	LS-5,000
KAMD	Camden, Ark.	1450	250	KCKY	Coolidge, Ariz.	1150	1,000	KENA	Mena, Ark.	1450	250	KFVD	L. Angeles, Cal.	1020	LS-5,000
KAMQ	Amarillo, Tex.	1010	LS-1,000	KCLA	Pine Bluff, Ark.	1400	250	KENT	Shreveport, La.	1550	LS-1,000	KFVS	Cape Girardeau, Mo.	960	LS-1,000
KANA	Anaconda, Mont.	1230	250	KCLE	Cleburne, Tex.	1120	D-250	KEPO	El Paso, Tex.	690	5,000	KFWE	L. Angeles, Cal.	980	5,000
KAND	Corsicana, Tex.	1340	250	KCLF	Clifton, Ariz.	1400	250	KERB	Kermit, Tex.	600	D-1,000	KFXD	Nampa, Ida.	580	1,000
KANE	New Iberia, La.	1240	250	KCLO	Leavenworth, Kans.	1410	D-500	KERG	Eugene, Ore.	1280	1,000	KFXJ	Grand Jct., Colo.	920	LS-1,000
KANS	Wichita, Kans.	1480	LS-5,000	KCLS	Flagstaff, Ariz.	1340	250	KERN	Bakersfield, Cal.	1410	1,000	KFKM	San Bernardino, Cal.	590	1,000
KAOK	Lake Charles, La.	1400	250	†KCLW	Hamilton, Tex.	900	D-250	KERO	Bakersfield, Cal.	1230	250	KFYB	Bonham, Tex.	1420	D-250
KAPA	Raymond, Wash.	1340	250	KCLX	Coxfax, Wash.	1450	250	KEVA	Shamrock, Tex.	1580	D-250	KFYO	Lubbock, Tex.	1340	250
†KAPK	Minden, La.	1240	1,000	KCMC	Texarkana, Tex.	1230	250	KEVT	Kerrville, Tex.	1230	250	†KGA	Gainesville, Tex.	1430	D-1,000
KARE	Achison, Kan.	1470	1,000	KCMJ	Cal. Springs, Cal.	1340	250	KEW	Portland, Ore.	1190	50,000	KGAE	Gainesville, Tex.	1430	D-250
KARK	Little Rock, Ark.	920	5,000	KCMO	Kansas City, Mo.	810	LS-50,000	KEYD	Minneapolis, Minn.	1440	D-5,000	KGAK	Gallup, N. M.	1230	250
KARM	Fresno, Cal.	1430	5,000	KCNA	Tucson, Ariz.	580	LS-5,000	KEYE	Perryton, Tex.	1400	250	KGAL	Lebanon, Ore.	930	D-1,000
KASA	Elk City, Okla.	1240	250	KCNC	Fort Worth, Tex.	870	D-250	KEYS	Corpus Christi, Tex.	1440	LS-1,000	KGAN	Kingman, Ariz.	1230	250
KASH	Eugene, Ore.	1600	1,000	KCNI	Broken Bow, Nebr.	1490	250	KEYY	Pocatello, Idaho	1240	250	KGAR	Garden City, Kans.	1050	D-1,000
KASI	Ames, Ia.	1430	D-1,000	KCNO	Alturas, Cal.	570	D-1,000	KFAB	Omaha, Neb.	1110	50,000	KGB	San Diego, Cal.	1360	1,000
KASM	Albany, Minn.	1150	D-500	KCOG	San Marcos, Tex.	1470	D-250	KFAC	Los Angeles, Cal.	1330	5,000	KGBC	Galveston, Tex.	1540	LS-1,000
KAST	Astoria, Ore.	1370	1,000	KCOH	Houston, Tex.	1430	D-1,000	KFAL	Fulton, Mo.	900	D-250	KGBS	Harlingen, Tex.	1240	250
KATE	Albert Lea, Minn.	1450	250	KCOK	Tulare, Cal.	1270	1,000	KFAM	St. Cloud, Minn.	1450	250	KGBX	Springfield, Mo.	1260	5,000
KATL	Houston, Tex.	1590	5,000	KCOL	Ft. Collins, Colo.	1410	1,000	KFAR	Fairbanks, Alaska	610	5,000	KGCU	Minglan, N. D.	1270	LS-1,000
KATO	Reno, Nev.	1340	250	KCOM	Sioux City, Ia.	620	1,000	KFB	Great Falls, Mont.	1310	5,000	KGDE	Sidney, Mont.	1480	5,000
KATY	San Luis Obispo, Cal.	1340	250	KCON	Conway, Ark.	1230	250	KFBC	Cheyenne, Wyo.	1240	250	KGDM	Stockton, Cal.	1140	5,000
KAUS	Austin, Minn.	1480	1,000	KCOR	San Antonio, Tex.	1350	LS-5,000	KFBK	Sacramento, Cal.	1530	50,000	KGEG	Sterling, Colo.	1230	D-250
KAVE	Carlsbad, N. M.	1240	250	KCOW	Alliance, Neb.	1400	250	KFDA	Amarillo, Tex.	1440	LS-5,000	KGEM	Boise, Ida.	1140	10,000
KAUV	Lancaster, Cal.	1340	250	KCOY	Santa Maria, Cal.	1400	250	KFDX	Wichita, Falls, Tex.	990	LS-10,000	KGEP	Long Beach, Cal.	1390	5,000
KAWT	Douglas, Ariz.	1450	250	KCRA	Sacramento, Cal.	1320	LS-5,000	KFEB	Denver, Colo.	950	5,000	KGEZ	Kalispell, Mont.	1340	250
KAYL	Storm Lake, Ia.	990	D-250	KCRC	Enid, Okla.	1390	1,000	KFFA	Helena, Ark.	1360	1,000	KGFF	Shawnee, Okla.	1450	250
KAYS	Hays, Kans.	1400	250	KCRE	Crescent City, Cal.	1400	250	KFFG	Fargo, N. D.	790	5,000	KGFL	Roswell, N. M.	1400	250
†KBIG	Santa Catalina, Cal.	740	D-10,000	KCRG	Cedar Rapids, Ia.	1600	5,000	KFFQ	Boone, Ia.	1260	D-250	KGFW	Kearney, Nebr.	1340	250
KBIO	Burley, Idaho	1230	250	KCRH	Midland, Tex.	550	LS-5,000	KFFR	Forest Grove, Ore.	1570	D-250	KGFX	Pierre, S. D.	630	D-200
KBIS	Bakersfield, Cal.	970	1,000	KCRT	Trinidad, Colo.	1240	250	KFFS	St. Joseph, Mo.	680	5,000	KGGM	Albuquerque, N. M.	610	5,000
KBIX	Muskogee, Okla.	1490	250	KCRV	Caruthersville, Mo.	1370	D-1,000	KFFA	Helena, Ark.	1360	1,000	KGHF	Pueblo, Colo.	1350	LS-5,000
KBIZ	Ottumwa, Ia.	1240	250	KCSB	San Bernardino, Cal.	1350	500	KFFG	Fargo, N. D.	790	5,000	KGHI	Little Rock, Ark.	1250	LS-1,000
KBKH	Pullman, Wash.	1150	D-1,000	KCSJ	Pueblo, Colo.	590	1,000	KFFH	Fremont, Nebr.	1340	100	KGIL	Billings, Mont.	790	5,000
KBKI	Alice, Tex.	1070	1,000	KCSU	Provo, Utah	1400	250	KFFI	Wichita, Kans.	1320	5,000	KGIB	Bremerton, Wash.	1540	D-1,000
KBKO	Portland, Ore.	1290	D-1,000	KCTI	Gonzales, Tex.	1450	250	KFFJ	Los Angeles, Cal.	640	50,000	KGIL	San Fernando, Cal.	1260	1,000
KBKR	Baker, Ore.	1490	250	KCTX	Childress, Tex.	1510	D-250	KFFK	Ft. Worth, Tex.	1540	LS-5,000	KGIV	Alamosa, Colo.	1450	250
KBKW	Aberdeen, Wash.	1450	250	KCVR	Lodi, Cal.	1570	D-1,000	KFFL	Lawrence, Kans.	1250	5,000	KGKB	Tyler, Tex.	1490	250
†KBL	Burbank, Cal.	1480	250	KDAC	Fort Bragg, Cal.	1230	250	KFFM	Grand Forks, N. D.	1440	LS-1,000	KGKL	San Angelo, Tex.	960	LS-5,000
†KBLF	Red Bluff, Cal.	1490	250	KDAL	Duluth, Minn.	610	5,000	KFFN	North Bend, Ore.	1340	250	KGLE	Glenwood Springs, Colo.	1340	250
KBLI	Blackfoot, Idaho	1490	250	KDAS	Malvern, Ark.	1420	D-1,000	KFFO	Fond du Lac, Wis.	1450	250	KGLU	Safford, Ariz.	1480	1,000
KBMN	Bozeman, Mont.	1230	250	KDB	Santa Barbara, Cal.	1490	250	KFFP	Marshalltown, Ia.	1230	250	KGMB	Honolulu, T. H.	590	5,000
KBMW	Breckenridge, Minn.	1450	250	KDDD	Dumas, Tex.	800	D-250	KFFQ	Boone, Ia.	1260	D-250	†KGM	Greenwood, Cal.	1220	D-250
KBMX	Coalinga, Cal.	1470	D-500	KDEC	Decorah, Ia.	1240	SH-250	KFFR	Forest Grove, Ore.	1570	D-250	†KGM	Cape Girardeau, Mo.	1220	D-250
KBMY	Billings, Mont.	1240	250	†KDEF	Albuquerque, N. M.	1280	D-1,000	KFFS	St. Joseph, Mo.	680	5,000	KGNC	Amarillo, Tex.	710	10,000
KBND	Bend, Ore.	1110	1,000	KDEE	Albuquerque, N. M.	1280	D-1,000	KFFG	Fargo, N. D.	790	5,000				
KBNZ	Lajunta, Colo.	1400	250	KDEH	Center, Tex.	930	D-1,000	KFFH	Fremont, Nebr.	1340	100				
KBOA	Kennett, Mo.	830	D-1,000	KDHL	Faribault, Minn.	920	1,000	KFFI	Wichita, Kans.	1320	5,000				
KBOE	Oskaloosa, Ia.	740	D-250	KDIA	Auburn, Cal.	1490	250	KFFJ	Los Angeles, Cal.	640	50,000				
KBOL	Waterloo, Ia.	1090	D-1,000	KDIX	Dickinson, N. D.	1230	250	KFFK	Ft. Worth, Tex.	1270	5,000				
KBOL	Boulder, Colo.	1490	250	KDKA	Pittsburgh, Pa.	1020	50,000	KFFL	Lawrence, Kans.	1250	5,000				
KBON	Omaha, Neb.	1490	250	KDKD	Clinton, Mo.	1280	D-1,000	KFFM	Grand Forks, N. D.	1440	LS-1,000				
KBOP	Pleasanton, Tex.	1380	D-1,000	KDLA	DeRidder, La.	1010	D-1,000	KFFN	North Bend, Ore.	1340	250				
KBOR	Brownsville, Tex.	1600	1,000	KDLK	Del Rio, Tex.	1230	250	KFFO	Fond du Lac, Wis.	1450	250				
KBOW	Butte, Mont.	1490	250	KDLM	Detroit Lakes, Minn.	1360	D-1,000	KFFP	Marshalltown, Ia.	1230	250				
KBOX	Modesto, Cal.	970	1,000	KDLR	Devils Lake, N. D.	1240	250	KFFQ	Boone, Ia.	1260	D-250				
KBPS	Portland, Ore.	1450	SH-250	†KDMA	Montevideo, Minn.	1450	100	KFFR	Forest Grove, Ore.	1570					

AGAIN... Westinghouse

offers reliability and economy in its

AM broadcast transmitters

In its AM broadcast transmitters, Westinghouse offers you the prime advantages of dependability plus thriftiness.

Backed by proven performance, these units show clear, tangible economies! Economies in installation, in maintenance — plus utmost in performance.

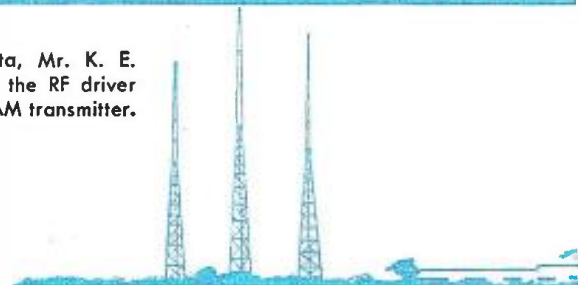
Westinghouse experience and research combine to offer you:



WDGY's selenium rectifier furnishes 12,500 volts to the 50 KW AM transmitter modulator.



At WDGY, Minneapolis, Minnesota, Mr. K. E. Larson, Transmitter Engineer, trims the RF driver stage of his Westinghouse 50 KW AM transmitter.



RELIABILITY— Selenium rectifiers throughout. Years of user experience show that selenium rectifiers eliminate tube replacements, drastically reduce maintenance, give long life; they are guaranteed for one year.

Thoriated tungsten filaments in all driver and final amplifier tubes. In original installation at KDKA, the power amplifier has operated for 30,900 hours without failure.

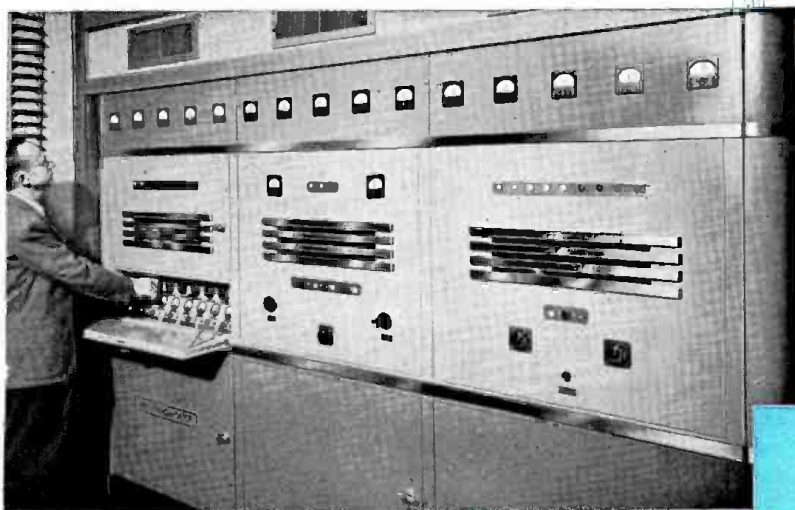
Thorough factory testing before shipment assures reliability. Features include protection against antenna system arc-over; spare tube sockets with filament transformers provided for each final amplifier tube.

ECONOMY— Installation costs reduced by compact cubicle construction using less floor space, fewer man-hours. Selenium rectifiers use less floor space, simplified wiring, need virtually no maintenance.

Thoriated tungsten filament tubes use less heating power, thus lower power consumption and cost.

Air-cooled transmitters eliminate need for explosion-and-fire-proof vault construction.

Fewer tubes — only 20 in the 50 KW transmitter — reduce cost of spare tube inventory.



At WFBC, Greenville, S. C., Mr. W. E. Garrison adjusts the bias on the audio driver stage of his 5 KW Westinghouse AM transmitter.

Advantages are the rule with Westinghouse. Flexibility is designed into each unit — increases in power are easily made; converting the 5 KW unit to 10 KW is a matter of adding three tubes. As always, Westinghouse Engineering assures you the very finest in broadcasting equipment.

For fullest details, contact your nearest Westinghouse representative, or write to Westinghouse Electric Corporation, Communications Section, 2519 Wilkens Avenue, Baltimore, Maryland

YOU CAN BE **SURE**...IF IT'S

Westinghouse

FIRST IN BROADCASTING



J-02286

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
KSDO	San Diego, Cal.	1130	LS-5,000	KTKN	Ketchikan, Alas.	930	1,000	KVOR	Colo. Springs, Colo.	1300	1,000	KXA	Seattle, Wash.	770	LS-1,000
KSEI	Pocatello, Ida.	930	N-1,000	KTKR	Taft, Cal.	1310	D-500	KVOS	Bellingham, Wash.	790	1,000	KXAR	Hope, Ark.	1490	L-N-1,000
KSEK	Pittsburg, Kans.	1340	250	KTKT	Tucson, Ariz.	1490	250	KVOU	Uvalde, Tex.	1450	250	KXEL	Waterloo, Ia.	1540	50,000
KSEL	Lubbock, Tex.	950	LS-1,000	KTLN	Denver, Colo.	1150	D-1,000	KVOX	Moorhead, Minn.	1340	250	KXEO	Mexico, Mo.	1340	250
KSEM	Moses Lake, Wash.	1450	N-500	KTLM	Texas City, Tex.	920	D-1,000	KVQZ	Laredo, Tex.	1490	250	KXGI	Ft. Madison, Ia.	1360	D-500
KSEJ	Durant, Okla.	750	D-250	KTMC	McAlester, Okla.	1400	250	KVRC	Arkadelphia, Ark.	1240	250	KXGN	Glendive, Mont.	1400	250
KSET	El Paso, Tex.	1340	250	KTMS	Santa Barbara, Cal.	1250	1,000	KVRH	Salida, Colo.	1340	250	KXIC	Iowa City, Ia.	800	D-1,000
KSEY	Seymour, Tex.	1230	100	KTNM	Tucumcari, N. M.	1400	250	KVRS	Rock Springs, Wyo.	1360	LS-1,000	KXIT	Dalhart, Tex.	1410	D-500
KSFA	Nacogdoches, Tex.	860	D-1,000	KTOE	Mankato, Minn.	1420	1,000	KVTV	Victorville, Cal.	960	D-500	KXJL	Ellensburg, Cal.	1110	10,000
KSFO	S. Francisco, Cal.	560	LS-5,000	KTOH	Lihue, T. H. Okla.	1490	250	KVWF	Wichita Falls, Tex.	1260	1,000	KXLE	Pasadena, Cal.	1110	10,000
KSGM	Ste. Genevieve, Mo.	1450	N-1,000	KTOK	Oklahoma City, Okla.	1000	LS-5,000	KVWS	San Mateo, Cal.	1050	D-250	KXLF	Butte, Mont.	1370	5,000
KSIB	Creston, Iowa	1320	D-1,000	KTOP	Topeka, Kans.	1490	250	KVWO	Armore, Okla.	1240	250	KXLL	Helena, Mont.	1240	250
KSID	Sidney, Neb.	1540	D-250	KTOW	Oklahoma City, Okla.	800	D-250	KVWC	Vernon, Tex.	1490	250	KXLM	Great Falls, Mont.	1400	250
KSIG	Crowley, La.	1450	250	KTRB	Modesto, Cal.	860	LS-5,000	KVWV	Cheyenne, Wyo.	1370	D-1,000	KXLO	Missoula, Mont.	1450	250
KSJL	Gladewater, Tex.	1430	D-1,000	KTRC	Santa Fe, N. M.	1400	250	KVWY	Wadena, Minn.	920	1,000	KXLP	Lewisport, Mont.	1320	250
KSLL	Sliver City, N. M.	1340	250	KTRF	Thief River Falls, Minn.	1230	250	KWAK	Stuttgart, Ark.	1240	250	KXLQ	Bozeman, Mont.	1450	250
KSJM	Sikeston, Mo.	1400	250	KTRH	Houston, Tex.	740	50,000	KWAL	Wallace, Ida.	620	1,000	KXLR	N. Little Rock, Ark.	1450	250
KSJW	Woodward, Okla.	1450	250	KTRI	Sioux City, Ia.	1470	5,000	KWAT	Watertown, S.D.	950	1,000	KXLY	Spokane, Wash.	920	5,000
KSJX	Corpus Christi, Tex.	1230	250	KTRM	Beaumont, Tex.	990	1,000	KWBK	Ft. Worth, Tex.	970	D-1,000	KXOA	El Centro, Cal.	1230	250
KSJB	Jamestown, N. D.	600	5,000	KTRN	Wichita Falls, Tex.	1290	LS-5,000	KWBG	Boone, Ia.	1450	LS-1,000	KXOB	Sacramento, Cal.	1470	1,000
KSJO	San Jose, Cal.	1590	LS-1,000	KTRY	Bastrop, La.	730	D-250	KWBW	Williston, N.D.	1590	N-500	KXOC	Stockton, Cal.	1280	1,000
KSJV	Sanger, Cal.	900	D-1,000	KTSA	San Antonio, Tex.	550	5,000	KWBW	Oakland, Cal.	1310	1,000	KXOD	Chico, Cal.	1150	5,000
KSJY	Dallas, Tex.	660	D-1,000	KTSM	El Paso, Tex.	1380	LS-1,000	KWBW	Hutchinson, Kans.	1450	250	KXOE	St. Louis, Mo.	830	5,000
KSL	Salt Lake City, Utah	1160	50,000	KTSS	Emporia, Kans.	1400	250	KWCB	Searcy, Ark.	1300	D-1,000	KXOF	Ft. Worth, Tex.	1360	1,000
KSLM	Salem, Ore.	1390	1,000	KTTR	Rolla City, Mo.	1490	250	KWCF	Natchitoches, La.	1450	250	KXOG	Alexandria, Minn.	1490	250
KSLP	Opelousas, La.	1230	250	KTTS	Springfield, Mo.	1400	250	KWCO	Chickasha, Okla.	1560	250	KXOH	Russellville, Ark.	1490	250
KSM	Santa Maria, Cal.	1240	250	KTUC	Tucson, Ariz.	1400	250	KWCR	Cedar Rapids, Ia.	1450	250	KXOI	Renton, Wash.	1230	250
KSMN	Mason City, Ia.	1010	D-1,000	KTUL	Tulsa, Okla.	1430	5,000	KWDM	Des Moines, Ia.	1150	1,000	KXOJ	Aberdeen, Wash.	1320	1,000
KSMY	Snyder, Tex.	1280	D-500	KTUR	Turlock, Cal.	1390	1,000	KWDS	Seguin, Tex.	1580	D-1,000	KXOK	Colby, Kans.	790	D-5,000
KSO	Des Moines, Ia.	1460	5,000	KTW	Seattle, Wash.	1250	1,000	KWEL	Weiser, Idaho	1240	250	KXOL	Houston, Tex.	1320	5,000
KSOK	Arkansas City, Kans.	1280	D-1,000	KTXX	Big Spring, Tex.	1400	100	KWEM	W. Memphis, Ark.	990	D-1,000	KXOM	San Francisco, Cal.	1260	LS-5,000
KSON	San Diego, Cal.	1240	250	KTXY	Jasper, Tex.	1240	250	KWFB	Hot Springs, Ark.	1340	250	KXON	Yakima, Wash.	1400	1,000
KSOO	Sioux Falls, S.D.	1140	LS-5,000	KTYL	San Angelo, Tex.	1340	250	KWFC	Hot Springs, Ark.	1340	250	KXOP	Worcester, Mass.	980	D-1,000
KSOX	Harlingen, Tex.	1530	LS-5,000	KUBA	Mesa, Ariz.	1310	LS-1,000	KWFD	Wichita Falls, Tex.	620	5,000	KXOQ	Chicago, Ill.	950	D-1,000
KSPA	Santa Paula, Cal.	1400	250	KUBC	Montrose, Cal.	1260	LS-1,000	KWFE	Stockton, Cal.	1230	250	KXOR	Jersey City, N.J.	970	LS-5,000
KSPI	Stillwater, Okla.	780	D-250	KUCN	Eugene, Ore.	590	1,000	KWGF	Goodland, Kans.	730	D-1,000	KXOS	Aguailla, P.R.	1240	250
KSPK	Spokane, Wash.	1230	250	KUGN	Grants Pass, Ore.	1340	250	KWGG	Brenham, Tex.	1280	D-1,000	KXOT	Mobile, Ala.	1480	5,000
KSPR	Casper, Wyo.	1470	1,000	KUJ	Walla Walla, Wash.	1420	5,000	KWHI	Hutchinson, Kans.	1190	D-1,000	KXOU	Greenwood, Miss.	960	LS-1,000
KSPS	Sandpoint, Ida.	1400	250	KUKI	Ukiah, Cal.	1400	250	KWHK	Hutchinson, Kans.	1190	D-1,000	KXOV	Merced, Cal.	1480	5,000
KSR	Santa Rosa, Cal.	1350	1,000	KULA	Honolulu, T. H.	690	10,000	KWHN	Ft. Smith, Ark.	1320	5,000	KXOY	Blythe, Cal.	1450	250
KSRV	Ontario, Ore.	1380	1,000	KULE	Ephrata, Wash.	730	D-250	KWHW	Cushing, Okla.	1600	D-500	KXOZ	Merced, Cal.	1480	5,000
KSS	Sulphur Spring, Tex.	1230	250	KULF	El Campo, Tex.	1390	D-500	KWIE	Kennewick, Wash.	610	1,000	KXPA	Yuma, Ariz.	560	1,000
KSTA	Coleman, Tex.	1000	D-250	KUNO	Corpus Christi, Tex.	1400	250	KWIL	Pocatello, Ida.	1440	1,000	KXPB	Philadelphia, Pa.	1060	50,000
KSTB	Breckenridge, Tex.	1430	D-1,000	KUOA	Siloam Springs, Ark.	1290	D-5,000	KWIM	Albany, Ore.	1240	250	KXPC	Winston-Salem, N.C.	980	D-1,000
KSTL	St. Louis, Mo.	680	D-1,000	KUOM	Minneapolis, Minn.	770	D-5,000	KWIN	Ashland, Ore.	1400	250	KXPD	Worcester, Mass.	1440	5,000
KSTN	Stockton, Cal.	1420	1,000	KURV	Edinburg, Tex.	710	D-250	KWJB	Globe, Ariz.	1240	250	KXPE	Chicago, Ill.	950	D-1,000
KSTP	St. Paul, Minn.	1500	50,000	KUSD	Vermillion, S. D.	920	500	KWJC	Portland, Ore.	1080	10,000	KXPF	Jersey City, N.J.	970	LS-5,000
KSTR	Trinidad, Colo.	1280	LS-1,000	KUTV	Salt Lake City	570	5,000	KWJD	Portland, Ore.	1080	10,000	KXPG	Aguailla, P.R.	1240	250
KSTT	Davenport, Ia.	1170	1,000	KVAL	Brownsville, Tex.	1490	250	KWJE	St. Louis, Mo.	1380	5,000	KXPH	Mobile, Ala.	1480	5,000
KSTV	Stephenville, Tex.	1510	D-250	KVAN	Vancouver, Wash.	910	1,000	KWJF	St. Louis, Mo.	1380	5,000	KXPI	Greenwood, Miss.	960	LS-1,000
KSUB	Cedar City, Utah	590	1,000	KVAC	Astoria, Ore.	1230	250	KWJG	Abilene, Tex.	1340	250	KXPK	N-500		
KSU	Susanville, Cal.	1240	250	KVBC	Farmington, N. M.	1250	250	KWJH	Shreveport, La.	1130	50,000	KXPL	Bangor, Maine	910	5,000
KSUM	Fairmont, Minn.	1370	1,000	KVCV	Redding, Cal.	600	1,000	KWJK	Padadena, Cal.	1300	1,000	KXPM	Adrian, Mich.	1500	D-250
KSUN	Bisbee, Ariz.	1230	250	KVEC	San Luis Obispo, Cal.	920	LS-1,000	KWKL	Decorah, Iowa	1240	D-250	KXPN	Houlton, Me.	1340	250
KSV	Richfield, O.	690	D-1,000	KVEN	Ventura, Cal.	1450	250	KWLM	Longview, Wash.	1400	250	KXPO	Albany, N.Y.	1400	250
KSPV	Artesia, N. M.	1450	250	KVER	Albuquerque, N. M.	1340	250	KWLN	Willmar, Minn.	1340	250	KXPP	Aibemarle, N.C.	1010	D-1,000
KSWA	Graham, Tex.	1330	D-500	KVET	Austin, Tex.	1300	1,000	KWLO	Camden, S.C.	1590	D-1,000	KXPS	Camden, S.C.	1590	D-1,000
KSXB	Yuma, Ariz.	1240	250	KVFD	Ft. Dodge, Iowa	1400	250	KWLP	Kittanning, Pa.	1380	D-500	KXPT	Chicopee, Mass.	730	D-1,000
KSWI	Council Bluffs, Iowa	1560	D-500	KVGB	Great Bend, Kans.	1590	5,000	KWLR	Waycross, Ga.	970	D-1,000	KXPU	Waycross, Ga.	970	D-1,000
KSWM	Joplin, Mo.	1230	250	KVI	Seattle, Wash.	570	5,000	KWLS	Waco, Tex.	1460	1,000	KXPV	Waco, Tex.	1460	1,000
KSWC	Lawton, Okla.	1380	1,000	KVIC	Victoria, Tex.	1340	250	KWLV	Columbus, Miss.	1050	D-250	KXPW	Columbus, Miss.	1050	D-250
KSWD	Roswell, N. M.	1230	250	KVIM	New Iberia, La.	1570	D-1,000	KWLN	Akron, O.	1350	5,000	KXQ	Akron, O.	1350	5,000
KSY	Yreka, Cal.	1490	250	KVLM	Monahans, Tex.	1340	250	KWLO	Wadesboro, N.C.	1210	D-1,000	KXQA	Wadesboro, N.C.	1210	D-1,000
KSYA	Alexandria, La.	1400	250	KVLC	Little Rock, Ark.	1050	D-1,000	KWLP	Allentown, Pa.	790	LS-500	KXQB	Allentown, Pa.	790	LS-500
KTA	Taylor, Tex.	1260	D-1,000	KVLF	Alpine, Tex.	1240	250	KWLM	Merced, Cal.	1480	5,000	KXQC	Merced, Cal.	1480	5,000
KTAN	Sherman, Tex.	1500	D-250	KVLH	Pauls Valley, Okla.	1470	D-250	KWLN	Merced, Cal.	1480	5,000	KXQD	Merced, Cal.	1480	5,000
KTAR	Phoenia, Ariz.	620	5,000	KVMA	Magnolia, Ark.	630	D-1,000	KWLO	Merced, Cal.	1480	5,000	KXQE	Merced, Cal.	1480	5,000
KTAT	Frederick, Okla.	1570	D-250	KVME	Colorado City, Tex.	1320	D-500	KWLP	Merced, Cal.	1480	5,000	KXQF	Merced, Cal.	1480	5,000
KTBB	Tyler, Tex.	600	LS-500	KVMV	Twin Falls, Ida.	1450	250	KWLV	Merced, Cal.	1480	5,000	KXQG	Merced, Cal.	1480	5,000
KTBC	Austin, Tex.	590	LS-5,000	†KVNC	Winslow, Ariz.	1010	LS-1,000	KWLV	Merced, Cal.	1480	5,000	KXQH	Merced, Cal.	1480	5,000
KTBI	Tacoma, Wash.	810	D-1,000	KVNI	Coeur d'Alene, Ida.	1240	250	KWLV	Merced, Cal.	1480	5,000	KXQI	Merced, Cal.	1480	5,000
KTBS	Shreveport, La.	710	LS-10,000	KVNU	Logan, Utah	610	1,000	KWLV	Merced, Cal.	1480	5,000	KXQJ	Merced, Cal.	1480	5,000
KTEL	Walla Walla, Wash.	1490	250	KVOA	Tuscon, Ariz.	1290	1,000	KWLV	Merced, Cal.	1480	5,000	KXQK	Merced, Cal.	1480	5,000
KTEM	Temple, Tex.	1400	250	KVOB	Alexandria, La.	970	1,000	KWLV	Merced, Cal.	1480	5,000	KXQL	Merced, Cal.	1480	5,000
KTER	Terrell, Tex.	1570	D-250	KVOC	Casper, Wyo.	1230	250	KWLV	Merced, Cal.	1480	5,000	KXQM	Merced, Cal.	1480	5,000
KTFI	Twin Falls, Ida.	1270	LS-5,000	KVOE											

AM Stations by Call Letters

(Continued from page 439)

Call Letters	City	Freq- in KC	Power in Watts	Call Letters	City	Freq- in KC	Power in Watts	Call Letters	City	Freq- in KC	Power in Watts	Call Letters	City	Freq- in KC	Power in Watts
WALL	Middletown, N.Y.	1340	250	WBIG	Greensboro, N.C.	1470	5,000	WCMC	Wildwood, N.J.	1230	100	WDXE	Lawrenceburg, Tenn.	1370	D-500
WALT	Tampa, Fla.	1110	D-1,000	WBIP	Booneville, Miss.	1400	250	WCMI	Ashland, Ky.	1340	250	WDXI	Jackson, Tenn.	1310	LS-5,000
WAML	Laurel, Miss.	1340	250	WBIR	Knoxville, Tenn.	1240	250	WCMB	Lemoyne, Pa.	960	D-1,000	WDYK	Cumberland, Md.	1230	250
WAMS	Wilmington, Del.	1380	1,000	WBIS	Bristol, Conn.	1440	D-500	WCMA	Corinth, Miss.	1230	250	WDZ	Decatur, Ill.	1050	D-1,000
WAND	Canton, Ohio	900	D-500	WBIV	Bedford, Ind.	1340	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEAB	Greer, S.C.	800	D-250
WANE	Ft. Wayne, Ind.	1450	250	WBIZ	Eau Claire, Wis.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEAM	Arlington, Va.	1390	5,000
WANN	Annapolis, Md.	1190	D-1,000	WBKQ	West Bend, Wis.	1470	D-500	WCMB	Lemoyne, Pa.	960	D-1,000	WEAN	Providence, R.I.	790	5,000
WANS	Anderson, S.C.	1280	1,000	WBLJ	Dalton, Ga.	1230	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEAR	Merced, Fla.	790	1,000
WANT	Richmond, Va.	890	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEAS	Decatur, Ga.	1010	D-10,000
WAOV	Vincennes, Ind.	1450	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEAT	Lake Worth, Fla.	1490	250
WAPA	San Juan, P.R.	680	10,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEAU	Eau Claire, Wis.	790	5,000
WAPF	McComb, Miss.	1010	D-250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEAV	Plattsburg, N.Y.	960	1,000
WAPI	Birmingham, Ala.	1070	5,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAPQ	Chatanooga, Tenn.	1150	LS-5,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAPX	Montgomery, Ala.	1600	1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WARA	Attleboro, Mass.	1320	1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WARC	Rochester, N.Y.	950	1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WARD	Johnstown, Pa.	1490	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WARE	Ware, Mass.	1250	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WARK	Hagerstown, Md.	1490	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WARL	Arlington, Va.	780	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WARM	Scranton, Pa.	1400	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WASA	Havre de Grace, Md.	1330	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WASK	Lafayette, Ind.	1450	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WASL	Annapolis, Md.	810	D-250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATA	Boone, N.C.	1450	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATC	Gaylord, Mich.	900	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATG	Ashland, O.	1340	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATH	Athens, O.	1540	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATK	Antigo, Wis.	900	D-250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATL	Atlanta, Ga.	1380	5,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATM	Atmore, Ala.	1580	D-250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATN	Watertown, N.Y.	1240	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATO	Oak Ridge, Tenn.	1490	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATR	Waterbury, Conn.	1320	1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATS	Sayre, Pa.	1470	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATT	Cadillac, Mich.	1240	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATW	Ashland, Wis.	1400	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WATZ	Alpena, Mich.	1450	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAUD	Auburn, Ala.	1230	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAUG	Augusta, Ga.	1050	D-250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAUX	Waukesha, Wis.	1510	D-250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAWA	Ava, Ill.	1580	D-250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAVE	Louisville, Ky.	970	5,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAVL	Apollo, Pa.	810	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAVU	Albertville, Ala.	630	D-500	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAVZ	New Haven, Conn.	1260	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAWZ	Zarephath, N.J.	1380	LS-5,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAYB	Waynesboro, Va.	1490	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAYN	Rockingham, N.C.	900	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAYS	Charlotte, N.C.	610	LS-5,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAYX	Waycross, Ga.	1230	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAZF	Yazoo City, Miss.	1230	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WAZL	Hazleton, Pa.	1490	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBAA	Lafayette, Ind.	920	LS-5,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBAC	Cleveland, Tenn.	1340	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBAL	Baltimore, Md.	1090	50,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBAM	Montgomery, Ala.	740	D-50,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBAP	Ft. Worth, Tex.	570	5,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBAT	Marion, Ind.	1400	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBAX	Wilkes-Barre, Pa.	1240	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBAY	Green Bay, Wis.	1360	5,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBBD	Burlington, N.C.	920	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBBC	Flint, Mich.	1330	1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBBL	Richmond, Va.	1460	SH-5,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBMM	Chicago, Ill.	780	50,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBBO	Forest City, N.C.	780	D-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBWQ	Augusta, Ga.	1340	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBRR	Brooklyn, N.Y.	1330	5,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBWW	Youngstown, O.	1240	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBBZ	Ponca City, Okla.	1230	250	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBCK	Battle Creek, Mich.	930	1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960	D-1,000	WEBC	Duluth, Minn.	1320	5,000
WBDM	Bay City, Mich.	1440	LS-1,000	WBKQ	Clarksburg, W.Va.	1400	250	WCMB	Lemoyne, Pa.	960					

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
WFMD	Frederick, Md.	930	1,000	WGTA	Summerville, Ga.	950	D-1,000	WHP	Harrisburg, Pa.	580	5,000	WITA	San Juan, P.R.	1400	250
WFMH	Cullman, Ala.	1300	D-1,000	WGTC	Greenville, N.C.	1590	LS-5,000	WHPE	High Point, N.C.	1070	D-1,000	WTHI	Baltimore, Md.	1230	250
WFMJ	Youngstown, O.	1390	5,000	WGTL	Kannapolis, N.C.	870	N-1,000	WHRV	Ann Arbor, Mich.	1600	1,000	WITZ	Jasper, Ind.	990	D-1,000
WFMW	Madisonville, Ky.	730	D-250	WGTM	Wilson, N.C.	590	5,000	WHSC	Hartsville, S.C.	1450	250	WIVI	Christiansburg, Va.	1230	250
WFNC	Fayetteville, N.C.	1390	LS-5,000	WGTM	Wilson, N.C.	590	5,000	WHSY	Hattiesburg, Miss.	1230	250	WIVY	Jacksonville, Fla.	1050	D-1,000
WFNS	Burlington, N.C.	1150	D-1,000	WGTM	Wilson, N.C.	590	5,000	WHTB	Talladega, Ala.	1230	250	WIZE	Springfield, O.	1340	250
WFOM	Marletta, Ga.	1230	250	WGUY	Bangor, Maine	1400	250	WHTC	Holland, Mich.	1450	250	WJAC	Johnstown, Pa.	1400	250
WFOH	Hattiesburg, Miss.	1400	250	WGVV	Greenville, N.Y.	1240	250	WHTN	Huntington, W.Va.	800	D-1,000	WJAG	Norfolk, Nebr.	780	LS-1,000
WFOJ	Milwaukee, Wis.	860	D-250	WGVV	Greenville, N.Y.	1240	250	WHUB	Cookeville, Tenn.	1400	250	WJAM	Marion, Ala.	1310	D-1,000
WFOY	St. Augustine, Fla.	1240	250	WGVV	Greenville, N.Y.	1240	250	WHUC	Hudson, N.Y.	1230	250	WJAR	Providence, R.I.	920	5,000
WFPA	Fort Payne, Ala.	1400	250	WGVV	Greenville, N.Y.	1240	250	WHUM	Reading, Pa.	1240	250	WJAS	Pittsburgh, Pa.	1320	5,000
WFPG	Atlantic City, N.J.	1450	250	WGVV	Greenville, N.Y.	1240	250	WHUN	Huntingdon, Pa.	1400	250	WJAT	Swainsboro, Ga.	800	D-1,000
WFPM	Ft. Valley, Ga.	1150	D-1,000	WGVV	Greenville, N.Y.	1240	250	WHVR	Hanover, Pa.	1280	LS-1,000	WJAX	Jacksonville, Fla.	930	5,000
WFRC	Reidsville, N.C.	1600	1,000	WGVV	Greenville, N.Y.	1240	250	WHWB	Rutland, Vt.	1000	D-1,000	WJAY	Mullins, S.C.	1280	D-1,000
WFRL	Freeport, Ill.	1570	D-1,000	WGVV	Greenville, N.Y.	1240	250	WHDH	Hollywood, Fla.	1320	D-1,000	WJBB	Haleyville, Ala.	1230	250
WFRO	Freemont, O.	900	D-1,000	WGVV	Greenville, N.Y.	1240	250	WHWL	Nanticoke, Pa.	730	D-1,000	WJBC	Bloomington, Ill.	1230	250
WFRP	Savannah, Ga.	1230	250	WGVV	Greenville, N.Y.	1240	250	WHWY	Holyoke, Mass.	560	1,000	WJBF	Augusta, Ga.	1230	250
WFRX	W. Frankfort, Ill.	1300	D-1,000	WGVV	Greenville, N.Y.	1240	250	WHYU	Newport News, Va.	1270	D-1,000	WJBO	Baton Rouge, La.	1150	5,000
WFTC	Kinston, N.C.	1230	250	WGVV	Greenville, N.Y.	1240	250	WIAC	Santurce, P.R.	740	10,000	WJBS	Deland, Fla.	1490	250
WFTL	Fort Lauderdale, Fla.	1400	250	WGVV	Greenville, N.Y.	1240	250	WIAM	Williamston, N.C.	900	D-1,000	WJBW	New Orleans, La.	1230	250
WFTM	Maysville, Ky.	1240	250	WGVV	Greenville, N.Y.	1240	250	WIBA	Madison, Wis.	1310	5,000	WJBY	Gadsden, Ala.	1240	250
WFTN	Front Royal, Va.	1450	250	WGVV	Greenville, N.Y.	1240	250	WIBB	Macon, Ga.	1280	D-1,000	WJCD	Seymour, Ind.	1390	D-500
WFUN	Huntsville, Ala.	1450	250	WGVV	Greenville, N.Y.	1240	250	WIBC	Indianapolis, Ind.	1070	LS-50,000	WJCM	Sebring, Fla.	1340	250
WFUR	Grand Rapids, Mich.	1570	D-1,000	WGVV	Greenville, N.Y.	1240	250	WIBG	Philadelphia, Pa.	990	10,000	WJDA	Quincy, Mass.	1300	D-1,000
WFVA	Fredericksburg, Va.	1230	250	WGVV	Greenville, N.Y.	1240	250	WIBK	Knoxville, Tenn.	800	D-1,000	WJDX	Jackson, Miss.	1300	LS-5,000
WFGV	Fuquay Springs, N.C.	1460	D-1,000	WGVV	Greenville, N.Y.	1240	250	WIBM	Jackson, Mich.	1450	250	WJEF	Grand Rapids, Mich.	1230	250
WFYC	Alma, Mich.	1280	D-1,000	WGVV	Greenville, N.Y.	1240	250	WIBR	Baton Rouge, La.	1300	1,000	WJEH	Gallipolis, O.	990	D-250
WGAA	Cedartown, Ga.	1340	250	WGVV	Greenville, N.Y.	1240	250	WIBS	St. Louis, Mo.	580	5,000	WJEL	Springfield, O.	1600	D-500
WGAC	Augusta, Ga.	580	LS-5,000	WGVV	Greenville, N.Y.	1240	250	WIBT	Indianapolis, Ind.	1070	LS-50,000	WJER	Dover, Ohio	1450	250
WGAD	Gadsden, Ala.	1350	LS-5,000	WGVV	Greenville, N.Y.	1240	250	WIBU	Poynter, Wis.	1240	250	WJET	Erie, Pa.	1570	D-250
WGAF	Valdosta, Ga.	910	5,000	WGVV	Greenville, N.Y.	1240	250	WIBV	Bellefonte, Pa.	1060	D-250	WJFL	Johnston City, Tenn.	910	LS-5,000
WGAI	Eliz. City, N.C.	560	LS-1,000	WGVV	Greenville, N.Y.	1240	250	WIBW	Topeka, Kans.	580	5,000	WJHO	Opelika, Ala.	1400	250
WGAL	Lancaster, Pa.	1490	250	WGVV	Greenville, N.Y.	1240	250	WIBX	Utica, N.Y.	850	5,000	WJHP	Jacksonville, Fla.	1320	5,000
WGAN	Portland, Me.	560	5,000	WGVV	Greenville, N.Y.	1240	250	WICA	Ashtabula, Ohio	970	LS-5,000	WJHM	Tullahoma, Tenn.	740	D-250
WGAP	Maryville, Tenn.	1400	250	WGVV	Greenville, N.Y.	1240	250	WICC	Bridgeport, Conn.	600	LS-1,000	WJHN	Lansing, Mich.	1240	250
WGAR	Cleveland, O.	1220	50,000	WGVV	Greenville, N.Y.	1240	250	WICH	Norwich, Conn.	1400	250	WJJA	Savannah, Ga.	900	D-1,000
WGAT	Utica, N.Y.	1310	LS-1,000	WGVV	Greenville, N.Y.	1240	250	WICY	Malone, N.Y.	1490	250	WJJD	Chicago, Ill.	1160	LS-50,000
WGAU	Athens, Ga.	1340	N-500	WGVV	Greenville, N.Y.	1240	250	WIDE	Elizabethtown, Ky.	1400	250	WJJK	Montgomery, Ala.	1170	LS-10,000
WGAY	Silver Spring, Md.	1050	D-1,000	WGVV	Greenville, N.Y.	1240	250	WIEL	Elizabethtown, Ky.	1400	250	WJLL	Niagara Falls, N.Y.	1440	D-1,000
WGBA	Columbus, Ga.	1460	1,000	WGVV	Greenville, N.Y.	1240	250	WIFM	Elkin, N.C.	1540	D-250	WJLM	Lewisburg, Tenn.	1490	250
WGBB	Freeport, N.Y.	1240	100	WGVV	Greenville, N.Y.	1240	250	WIFG	Medford, Wis.	1490	250	WJLN	Springfield, Mass.	1600	D-5,000
WGBC	Greensboro, N.C.	1400	1,000	WGVV	Greenville, N.Y.	1240	250	WIFH	Hammond, La.	750	D-250	WJLB	Detroit, Mich.	1400	250
WGCD	Cherter, S.C.	1490	250	WGVV	Greenville, N.Y.	1240	250	WIHL	Iron River, Mich.	1230	250	WJLD	Bessemer, Ala.	1400	250
WGCM	Gulfport, Miss.	1240	250	WGVV	Greenville, N.Y.	1240	250	WIKB	Iron River, Mich.	1230	250	WJLK	Asbury Park, N.J.	1310	250
WGEM	Quincy, Ill.	1440	1,000	WGVV	Greenville, N.Y.	1240	250	WIKC	Bogalusa, La.	1490	250	WJLS	Beckley, W.Va.	560	LS-1,000
WGES	Chicago, Ill.	1390	5,000	WGVV	Greenville, N.Y.	1240	250	WIKK	Erie, Pa.	1330	5,000	WJMA	Orange, Va.	1340	N-500
WGEB	Gettysburg, Pa.	1450	5,000	WGVV	Greenville, N.Y.	1240	250	WIKY	Evansville, Ind.	820	D-250	WJMB	Brookhaven, Miss.	1340	250
WGEZ	Beloit, Wis.	1490	100	WGVV	Greenville, N.Y.	1240	250	WIL	St. Louis, Mo.	1430	5,000	WJMC	Rice Lake, Wis.	1240	250
WGFG	Kalamazoo, Mich.	1360	1,000	WGVV	Greenville, N.Y.	1240	250	WILB	Williamsburg, Va.	740	D-500	WJMD	Philadelphia, Pa.	1540	D-1,000
WGGA	Gainesville, Fla.	1240	250	WGVV	Greenville, N.Y.	1240	250	WILD	Birmingham, Ala.	1490	250	WJME	Cleveland, Ohio	1540	D-1,000
WGGB	Gainesville, Fla.	1230	250	WGVV	Greenville, N.Y.	1240	250	WILE	Cambridge, O.	1270	1,000	WJMJ	Philadelphia, Pa.	1540	D-1,000
WGGH	Marion, Ill.	1150	D-500	WGVV	Greenville, N.Y.	1240	250	WILK	Wilkes-Barre, Pa.	980	LS-5,000	WJMO	Cleveland, Ohio	1540	D-1,000
WGH	Newport News, Va.	1310	5,000	WGVV	Greenville, N.Y.	1240	250	WILM	Wilmington, Del.	1480	250	WJMR	New Orleans, La.	990	D-250
†WGHN	Grand Haven, Mich.	1490	250	WGVV	Greenville, N.Y.	1240	250	WILS	Lansing, Mich.	1320	1,000	WJMS	Ironwood, Mich.	620	1,000
WGIG	Brunswick, Ga.	1440	1,000	WGVV	Greenville, N.Y.	1240	250	WIMA	Lima, O.	1150	1,000	WJMW	Athens, Ala.	1010	D-250
WGIL	Galesburg, Ill.	1400	250	WGVV	Greenville, N.Y.	1240	250	WIMS	Michigan City, Ind.	1420	D-1,000	WJMX	Florence, S.C.	970	LS-5,000
WGIW	Charlotte, N.C.	1600	D-1,000	WGVV	Greenville, N.Y.	1240	250	WINA	Charlottesville, Va.	1280	D-1,000	WJNC	Jacksonville, N.C.	1240	250
WGKV	Charleston, W.Va.	1490	250	WGVV	Greenville, N.Y.	1240	250	WINC	Winchester, Va.	1400	250	WJNO	W. Palm Beach, Fla.	1230	250
WGL	Ft. Wayne, Ind.	1250	1,000	WGVV	Greenville, N.Y.	1240	250	WIND	Chicago, Ill.	560	5,000	WJOB	Hammond, Ind.	1230	250
WGLC	Centerville, Miss.	1580	D-250	WGVV	Greenville, N.Y.	1240	250	WING	Dayton, Ohio	1410	5,000	WJOC	Jamestown, N.Y.	1340	250
WGLS	Decatur, Ga.	970	D-1,000	WGVV	Greenville, N.Y.	1240	250	WINK	Ft. Myers, Fla.	1240	250	WJOI	Florence, Ala.	1340	250
WGLM	Washington, D.C.	570	D-1,000	WGVV	Greenville, N.Y.	1240	250	WINN	Louisville, Ky.	1240	250	WJOL	Joliet, Ill.	1340	250
WGN	Chicago, Ill.	720	50,000	WGVV	Greenville, N.Y.	1240	250	WINR	Binghamton, N.Y.	1490	250	WJON	St. Cloud, Minn.	1240	250
WGNB	Gastonia, N.C.	1450	250	WGVV	Greenville, N.Y.	1240	250	WINS	New York, N.Y.	1010	50,000	WJOY	Burlington, Vt.	1220	250
WGNI	Wilmington, N.C.	1340	250	WGVV	Greenville, N.Y.	1240	250	WINX	Rockville, Md.	1600	D-500	WJPA	Washington, Pa.	1450	250
WGNR	New Rochelle, N.Y.	1460	D-500	WGVV	Greenville, N.Y.	1240	250	WINZ	Hollywood, Fla.	940	1,000	WJPB	Ishpeming, Mich.	1240	250
WGNS	Murfreesboro, Tenn.	1450	250	WGVV	Greenville, N.Y.	1240	250	WIOD	Miami, Fla.	610	5,000	WJPF	Herrin, Ill.	1340	250
WGNU	Newburgh, N.Y.	1220	D-1,000	WGVV	Greenville, N.Y.	1240	250	WIOU	Kokomo, Ind.	1350	1,000	WJPG	Green Bay, Wis.	1440	LS-1,000
WGOV	Valdosta, Ga.	950	LS-5,000	WGVV	Greenville, N.Y.	1240	250	WIP	Philadelphia, Pa.	610	5,000	WJPR	Greenville, Miss.	1330	LS-1,000
WGPA	Bethlehem, Pa.	1100	D-250	WGVV	Greenville, N.Y.	1240	250	WIPR	Lake Wales, Fla.	1280	D-1,000	WJPS	Evansville, Ind.	1330	LS-5,000
WGPC	Albany, Ga.	1450	250	WGVV	Greenville, N.Y.	1240	250	WIRA	Santurce, P.R.	940	10,000	WJQS	Jackson, Miss.	1400	250
WGR	Buffalo, N.Y.	550	5,000	WGVV	Greenville, N.Y.	1240	250	WIRB	Enterprise, Ala.	1230	250	WJR	Detroit, Mich.	760	50,000
WGRA	Cairo, Ga.	1300	D-1,000	WGVV	Greenville, N.Y.	1240	250	WIRC	Hickory, N.C.	630	D-1,000	WJRD	Tuscaloosa, Ala.	1150	LS-5,000
WGRC	Louisville, Ky.	790	LS-5,000	WGVV	Greenville, N.Y.	1240	250	WIRE	Indianapolis, Ind.	1430	5,000	WJRI	Lenoir, N.C.	1340	250
WGRD	Grand Rapids, Mich.	1410	D-1,000	WGVV	Greenville, N.Y.	1240	250	WIRK							

AM Stations by Call Letters

(Continued from page 441)

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
WKAI	Macomb, Ill.	1510	D-250	WLAD	Danbury, Conn.	800	D-250	WNGO	Mayfield, Ky.	1320	D-1,000
WKAL	Rome, N.Y.	1450	D-250	WLAG	LaGrange, Ga.	1240	250	WNHC	New Haven, Conn.	1340	250
WKAM	Warsaw, Ind.	1220	D-250	WLAK	Lakeland, Fla.	1430	1,000	WNJR	Newark, N.J.	1430	5,000
WKAN	Kankakee, Ill.	1320	D-1,000	WLAM	Lewiston, Me.	1470	5,000	WNLC	New London, Conn.	1490	250
WKAP	Allentown, Pa.	1320	1,000	WLAN	Lancaster, Pa.	1390	1,000	WNLK	Norwalk, Conn.	1350	500
WKAQ	San Juan, P.R.	580	5,000	WLAP	Lexington, Ky.	630	LS-5,000	WNMP	Evansville, Ind.	1590	D-1,000
WKAR	E. Lansing, Mich.	870	D-5,000	WLAQ	Rome, Ga.	1410	1,000	WNNC	Newton, N.C.	1230	250
WKAT	Miami Beach, Fla.	1360	LS-5,000	WLAB	Athens, Tenn.	1450	250	WNNT	Warsaw, Va.	690	D-250
WKAY	Glasgow, Ky.	1490	250	WLAT	Conway, S.C.	1490	250	WNOE	New Orleans, La.	1060	LS-50,000
WKBB	Dubuque, Ia.	1490	250	WLAU	Laurel, Miss.	1490	250	WNOK	Columbia, S.C.	1230	250
WKBC	N. Wilkesboro, N.C.	810	D-1,000	WLAU	Grand Rapids, Mich.	1340	250	WNOP	Newport, Ky.	740	D-1,000
WKBH	La Crosse, Wis.	1410	5,000	WLBW	Lawrence, Mass.	680	50,000	WNOR	Norfolk, Va.	1230	250
WKBK	St. Mary's, Pa.	1400	250	WLBX	Muscle Shoals, Ala.	1450	250	WNOW	York, Pa.	1250	D-1,000
WKBN	Youngstown, O.	570	5,000	WLBZ	Carrollton, Ga.	1100	D-250	WNPK	Knoxville, Tenn.	890	10,000
WKBO	Harrisburg, Pa.	1230	250	WLBZ	Muncie, Ind.	1340	250	WNPT	Northport, Ala.	1280	D-1,000
WKBR	Hanchester, N.H.	1240	250	WLBZ	Leesburg, Fla.	790	1,000	WNVA	Norton, Va.	1450	250
WKBS	Oyster Bay, L.I.	1520	D-250	WLBZ	Laurens, S.C.	860	D-250	WNXT	Portsmouth, O.	1260	1,000
WKBV	Richmond, Ind.	1490	250	WLBH	Mattoon, Ill.	1170	D-250	WNYC	New York, N.Y.	830	LS-1,000
WKBW	Buffalo, N.Y.	1520	50,000	WLBK	Bowling Green, Ky.	1410	LS-5,000	WOAI	San Antonio, Tex.	1200	50,000
WKBZ	Muskegon, Mich.	850	1,000	WLBK	De Kalb, Ill.	1360	N-1,000	WOAP	Owosso, Mich.	1080	D-250
WKCT	Bowling Green, Ky.	930	LS-1,000	WLBK	Auburndale, Wis.	930	D-5,000	WOAY	Oak Hill, W.Va.	860	D-5,000
WKDA	Nashville, Tenn.	1240	250	WLBK	Lebanon, Pa.	1270	1,000	WOBZ	Jacksonville, Fla.	1360	D-1,000
WKDK	Newberry, S.C.	1240	250	WLBK	Birmingham, Ala.	900	D-1,000	WOBZ	Rhineland, Wis.	1240	250
WKDN	Camden, N.J.	800	D-1,000	WLBZ	Bangor, Me.	620	5,000	WOCB	Davenport, Ia.	1420	5,000
WKDE	Kewanee, Ill.	1450	1,000	WLBZ	Campbellsville, Ky.	1450	250	WOFI	W. Yarmouth, Mass.	1240	250
WKDF	Griffin, Ga.	1450	250	WLCM	Lancaster, S.C.	1360	D-1,000	WOHI	East Liverpool, O.	1490	250
WKDG	Covington, Va.	1340	250	WLCR	Torrington, Conn.	990	D-1,000	WOHP	Bellevue, O.	1390	D-500
WKDH	Knoxville, Tenn.	1340	250	WLCX	Baton Rouge, La.	1400	250	WOHS	Shelby, N.C.	730	D-250
WKDI	Jackson, Mich.	970	1,000	WLDS	La Crosse, Wis.	1490	250	WOI	Ames, Iowa	640	D-5,000
WKDJ	Hazard, Ky.	1340	250	WLDS	Jacksonville, Ill.	1180	D-1,000	WOKA	Tenn.	1430	D-1,000
WKDK	Urbana, Ill.	1580	D-250	WLDY	Ladysmith, Wis.	1340	D-250	WOKO	Albany, N.Y.	1460	5,000
WKDN	Kingsport, Tenn.	1320	D-1,000	WLEA	Horn Lake, N.Y.	1480	D-1,000	WOKW	Sturgeon Bay, Wis.	1050	D-250
WKDP	Poughkeepsie, N.Y.	1450	250	WLEB	Leaksville, N.C.	1490	250	WOKY	Milwaukee, Wis.	920	1,000
WKJG	Mayaguez, P.R.	710	LS-1,000	WLEB	Sarusky, Ohio	1450	5,000	WOKZ	Alton, Ill.	1570	D-1,000
WKJH	Ft. Wayne, Ind.	1380	5,000	WLEB	Richmond, Va.	1480	5,000	WOLA	Washington, D.C.	1450	250
WKJA	Ludington, Mich.	1450	250	WLET	Toccoa, Ga.	1420	D-1,000	WOLF	Syracuse, N.Y.	1490	250
WKJB	Clanton, Ala.	980	D-1,000	WLEU	Erie, Pa.	1450	250	WOLG	Florida, S.C.	1230	250
WKJC	Sparta, Wis.	990	D-250	WLEW	Bad Axe, Mich.	1540	D-250	WOMI	Owensboro, Ky.	1490	250
WKJD	Clouet, Minn.	1230	250	WLEX	Lexington, Ky.	1340	250	WOMT	Manitowoc, Wis.	1240	250
WKJE	Louisville, Ky.	1080	LS-5,000	WLFH	Little Falls, N.Y.	1230	100	WONS	Pleasantville, N.J.	1400	250
WKJF	Blackstone, Va.	1490	250	WLFB	New York, N.Y.	1190	LS-1,000	WONE	Dayton, O.	980	5,000
WKJG	Lexington, Ky.	1300	1,000	WLFB	Lenoir City, Tenn.	730	D-500	WONN	Lakeland, Fla.	1230	250
WKJH	Hartwell, Ga.	980	D-1,000	WLFB	Merrill, Wis.	550	1,000	WONS	Hartford, Conn.	1410	5,000
WKJM	Dearborn, Mich.	1310	LS-5,000	WLFB	E. Liverpool, O.	1570	D-1,000	WONW	Defiance, O.	1280	500
WKJN	Charleston, W.Va.	950	LS-5,000	WLFB	Kenosha, Wis.	1050	D-250	WOOD	Grand Rapids, Mich.	300	5,000
WKJO	New Britain, Conn.	840	D-1,000	WLFB	Bridgeport, Conn.	1300	D-1,000	WOOF	Dothan, Ala.	560	D-1,000
WKJP	Keene, N.H.	1290	5,000	WLFB	Lowell, Mass.	1400	250	WOOG	Washington, D.C.	1340	250
WKJQ	Muskegon, Mich.	1600	LS-5,000	WLFB	Peekskill, N.Y.	1420	D-500	WOPI	Oak Park, Ill.	1490	250
WKJR	Saginaw, Mich.	1210	D-1,000	WLFB	Laconia, N.H.	1340	250	WOPK	Bristol, Tenn.	1490	250
WKJS	Kingston, N.Y.	1490	250	WLFB	Braddock, Pa.	1550	D-1,000	WOR	New York, N.Y.	710	50,000
WKJT	Sunbury, Pa.	1240	250	WLFB	Wilmington, N.C.	1490	250	WORA	Mayaguez, P.R.	1150	1,000
WKJU	Binghamton, N.Y.	1360	LS-1,000	WLFB	Orlando, Fla.	950	5,000	WORC	Worcester, Mass.	1310	1,000
WKJV	Wellston, O.	1570	D-250	WLFB	Logan, W.Va.	1230	250	WORD	Spartanburg, S.C.	910	1,000
WKJW	Madison, Wis.	1070	LS-10,000	WLFB	Princeton, W.Va.	1490	250	WORK	York, Pa.	1350	LS-5,000
WKJX	Framingham, Mass.	1190	D-1,000	WLFB	La Porte, Ind.	1540	D-250	WORL	Boston, Mass.	950	D-5,000
WKJY	Bluefield, W.Va.	1240	250	WLFB	Lima, O.	1240	250	WORZ	Orlando, Fla.	740	1,000
WKKA	Kosciusko, Miss.	1340	250	WLFB	Minneapolis, Minn.	1330	5,000	WOSC	Fulton, N.Y.	1300	D-1,000
WKKB	New Kensington, Pa.	1150	D-250	WLFB	Asheville, N.C.	1380	LS-5,000	WOSH	Oshkosh, Wis.	1490	250
WKKC	Kingsport, Tenn.	1400	250	WLFB	Louisville, Ky.	1350	N-1,000	WOSU	Columbus, Ohio	820	LS-5,000
WKKD	Cincinnati, Ohio	550	LS-5,000	WLFB	Portsmouth, Va.	1400	250	WOTW	Nashua, N.H.	900	D-1,000
WKKE	Mobile, Ala.	710	LS-1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WOV	New York, N.Y.	1280	5,000
WKKF	Columbia, Tenn.	1340	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WOW	Omaha, Neb.	590	5,000
WKKG	Cairo, Ill.	1490	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WOVO	Ft. Wayne, Ind.	1190	10,000
WKKH	Waukegan, Ill.	1220	D-1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WOXF	Oxford, N.C.	1340	250
WKKI	Cortland, N.Y.	920	LS-1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAA	Mayaguez, P.R.	1190	250
WKKJ	Oil City, Pa.	1340	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAB	Ponce, P.R.	550	LS-5,000
WKKK	Pulaski, Tenn.	730	D-250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAC	Patchogue, N.Y.	1580	D-250
WKKL	New Castle, Pa.	1280	1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAD	Paducah, Ky.	1450	250
WKKM	Thomasville, Ga.	730	D-1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAG	Ann Arbor, Mich.	1050	D-1,000
WKKN	Mayfield, Ky.	1050	D-1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAL	Charleston, S.C.	730	D-1,000
WKKO	La Crosse, Wis.	580	1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAM	Pottsville, Pa.	1450	250
WKKP	Cullman, Ala.	1340	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAN	Mt. Airy, N.C.	740	D-1,000
WKKQ	Lewistown, Pa.	920	D-1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAP	Parkersburg, W.Va.	1450	250
WKKR	San Juan, P.R.	1070	25,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAT	Paterson, N.J.	930	5,000
WKKS	Key West, Fla.	1600	500	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAW	Pawtucket, R.I.	1380	D-500
WKKT	Wheeling, W.Va.	1400	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAX	Thomasville, Ga.	1240	250
WKKU	Concord, N.H.	1450	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPAY	Portsmouth, O.	1400	250
WKKV	Sarasota, Fla.	1540	D-1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPBZ	Pottsville, Pa.	1370	D-1,000
WKKW	Oklahoma City, Okla.	930	5,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPBB	Jackson, Ala.	1290	D-1,000
WKKY	Paducah, Ky.	570	LS-1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPBC	Minneapolis, Minn.	980	D-500
WKLA	Nashville, Tenn.	1510	50,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPCE	Panama City, Fla.	1400	250
WKLB	Glasgow, Ky.	1490	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPDK	Jacksonville, Fla.	600	5,000
WKLC	Dubuque, Ia.	1490	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPDX	Clarksville, W.Va.	750	D-1,000
WKLD	N. Wilkesboro, N.C.	810	D-1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPEN	Philadelphia, Pa.	950	5,000
WKLE	La Crosse, Wis.	1410	5,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPEC	Peoria, Ill.	1020	D-1,000
WKLH	St. Mary's, Pa.	1400	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPFA	Taunton, Mass.	1570	D-1,000
WKLK	Youngstown, O.	570	5,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPGH	Wilmington, N.C.	1380	D-1,000
WKLJ	Harrisburg, Pa.	1230	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPHI	Philadelphia, Pa.	950	5,000
WKLK	Hanchester, N.H.	1240	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPHI	Philadelphia, Pa.	950	5,000
WKLH	Oyster Bay, L.I.	1520	D-250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPHI	Philadelphia, Pa.	950	5,000
WKLJ	Richmond, Ind.	1490	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPHI	Philadelphia, Pa.	950	5,000
WKLK	Buffalo, N.Y.	1520	50,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPHI	Philadelphia, Pa.	950	5,000
WKLH	Muskegon, Mich.	850	1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPHI	Philadelphia, Pa.	950	5,000
WKLJ	Bowling Green, Ky.	930	LS-1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPHI	Philadelphia, Pa.	950	5,000
WKLK	Nashville, Tenn.	1240	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPHI	Philadelphia, Pa.	950	5,000
WKLH	Newberry, S.C.	1240	250	WLFB	Wilmington, N.C.	1380	LS-5,000	WPHI	Philadelphia, Pa.	950	5,000
WKLJ	Camden, N.J.	800	D-1,000	WLFB	Wilmington, N.C.	1380	LS-5,000	WPHI	Philadelphia, Pa.	950	5,0

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
WPFB	Middletown, O.	910	LS-1,000 N-100	WRON	Ronceverte, W.Va.	1400	250	WSSO	Starkville, Miss.	1230	250	WTTS	Bloomington, Ind.	1370	LS-5,000 N-500
WPGH	Pittsburgh, Pa.	1080	D-1,000	†WROS	Scottsboro, Ala.	1330	D-1,000	WSSV	Petersburg, Va.	1240	250	WTTT	Coral Gables, Fla.	1490	250
WPGW	Portland, Ind.	1440	D-500	WROV	Roanoke, Va.	1240	250	WSTA	Charlotte Amalie, St. Thomas, V.I.	1340	250	WTUX	Wilmington, Del.	1290	D-500
WPIC	Sharon, Pa.	790	D-1,000	WROW	Albany, N.Y.	590	LS-5,000 N-1,000	WSTC	Stamford, Conn.	1400	250	WTVB	Coldwater, Mich.	1590	D-1,000
WPIC	Alexandria, Va.	730	D-1,000	WROX	Clarksdale, Miss.	1450	250	WSTP	Salisbury, N.C.	1490	250	WTVL	Waterville, Me.	1490	250
WPIN	Clearwater, Fla.	680	D-1,000	WROY	Carmi, Ill.	1460	D-1,000	WSTR	Sturgis, Mich.	1460	D-500	WTWA	Thomson, Ga.	1240	250
WPIT	Pittsburgh, Pa.	730	D-1,000	WRR	Dallas, Tex.	1310	5,000	WSTV	Steubenville, Ohio	1340	250	WTWN	St. Johnsburg, Vt.	1340	250
WPJB	Providence, R.I.	1420	5,000	WRRF	Washington, N.C.	930	LS-5,000 N-1,000	WSU	Iowa City, Iowa	910	5,000	WTXL	W. Springfield, Mass.	1490	250
WPKE	Pikeville, Ky.	1240	250	WRRZ	Clinton, N.C.	880	D-1,000	WSUN	St. Petersburg, Fla.	620	5,000	WTYX	Rock Hill, S.C.	1150	D-1,000
WPKY	Princeton, Ky.	1580	D-250	†WRSW	Warsaw, Ind.	1480	500	WSVA	Harrisonburg, Va.	550	1,000	WTYS	Marianna, Fla.	1340	250
WPLA	Plant City, Fla.	1570	D-250	WRTA	Altoona, Pa.	1240	250	WSVS	Crewe, Va.	800	D-1,000	WULA	Eufaula, Ala.	1240	250
WPLH	Huntington, W.Va.	1450	250	WRUF	Gainesville, Fla.	850	5,000	WSWN	Belle Glade, Fla.	900	D-1,000	WUSJ	Lockport, N.Y.	1340	250
WPLI	Jackson, Tenn.	1490	250	WRUN	Utica, N.Y.	1150	LS-5,000 N-1,000	WSYD	Rutland, Vt.	1380	1,000	WUSN	Charleston, S.C.	1450	250
WPMP	Pascagoula, Miss.	1580	D-250	WRVA	Richmond, Va.	1140	50,000	WSYR	Syracuse, N.Y.	570	5,000	WUST	Bethesda, Md.	1120	D-250
WPNF	Brevard, N.C.	1240	250	WRXO	Roxboro, N.C.	1430	D-1,000	WTAC	Flint, Mich.	600	LS-1,000 N-500	WVAM	Altoona, Pa.	1430	1,000
WPOR	Portland, Me.	1490	250	WRYO	Rochester, Pa.	1050	D-250	WTAD	Quincy, Ill.	930	1,000	WVCC	Coral Gables, Fla.	1070	D-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000 N-500	WSAJ	Cincinnati, O.	1360	5,000	WTAG	Worcester, Mass.	580	5,000	WVCH	Chester, Pa.	740	D-250
WPR	Mayaguez, P.R.	990	10,000	WSAL	Grove City, Pa.	1340	SH-100	WTAL	Tallahassee, Fla.	1270	5,000	WVET	Hampton, Va.	1490	250
WPRC	Lincoln, Ill.	1370	D-500	WSAM	Logansport, Ind.	1230	250	WTAN	Cleveland, Ohio	1100	50,000	WVIM	Rochester, N.Y.	1280	5,000
†WPRE	Prairie Du Chien, Wis.	1280	D-500	WSAN	Saginaw, Mich.	1400	250	WTAO	Clearwater, Fla.	1340	250	WVJ	Vicksburg, Miss.	1490	250
WPRO	Providence, R.I.	630	5,000	WSAP	Allentown, Pa.	1470	5,000	WTAQ	Cambridge, Mass.	740	D-250	WVJP	Caguas, P.R.	1110	250
WPRP	Ponce, P.R.	910	5,000	WSAR	Portsmouth, Va.	1350	5,000	WTAR	La Grange, Ill.	1300	D-500	WVJS	Owensboro, Ky.	1420	1,000
WPRS	Paris, Ill.	1440	D-500	WSAT	Fall River, Mass.	1480	5,000	WTAW	Norfolk, Va.	790	5,000	WVKO	Columbus, O.	1580	D-1,000
†WPRY	Prestonburg, Ky.	980	D-1,000	WSAU	Salisbury, N.C.	1280	1,000	WTAX	College Station, Tex.	1150	D-1,000	WVLK	Versailles, Ky.	590	1,000
WPTF	Raleigh, N.C.	680	50,000	WSAV	Wausau, Wis.	1400	250	WTB	Springfield, Ill.	1240	250	WVLM	Olney, Ill.	740	D-250
WPTX	Albany, N.Y.	1540	50,000	WSAY	Savannah, Ga.	630	5,000	WTB	Tuscaloosa, Ala.	1230	250	WVMC	Mt. Carmel, Ill.	1380	D-500
WPTW	Piqua, Ohio	1570	D-250	WSAZ	Rochester, N.Y.	1370	1,000 *5,000	WTBF	Troy, Ala.	1490	250	WVMI	Biloxi, Miss.	570	D-1,000
WPUV	Pulaski, Va.	1230	250	WSB	Huntington, W.Va.	930	LS-5,000 N-1,000	WTBO	Cumberland, Md.	1450	250	WVNJ	Newark, N.J.	620	5,000
WPWA	Chester, Pa.	1590	1,000	WSBA	Atlanta, Ga.	750	50,000	WTCH	Shawano, Wis.	960	D-1,000 *1,000	WVOK	Birmingham, Ala.	690	D-50,000
WQAM	Miami, Fla.	560	LS-5,000 N-1,000	WSBB	York, Pa.	910	1,000	WTCJ	Tell City, Ind.	1230	250	WVOM	Brookline, Mass.	1600	5,000
WQAN	Scranton, Pa.	630	D-500	WSBC	New Smyrna Beach, Fla.	1230	100	WTCM	Traverse City, Mich.	1400	250	WVOP	Vidalia, Ga.	1450	250
WQBC	Vicksburg, Miss.	1420	LS-1,000 N-500	WSBT	Chicago, Ill.	1240	250	WTCN	Minneapolis, Minn.	1280	LS-5,000 N-1,000	WVOS	Liberty, N.Y.	1240	250
WQUA	Moline, Ill.	1230	250	WSCR	South Bend, Ind.	980	5,000	WTCO	Campbellsville, Ky.	1150	D-1,000	WVOT	Wilson, N.C.	1420	LS-1,000 N-500
WQXI	Buckhead, Ga.	790	D-5,000	WSDC	Scranton, Pa.	1320	LS-1,000 N-500	WTEL	Philadelphia, Pa.	860	D-250	†WVOW	Logan, W.Va.	1290	LS-5,000 N-1,000
WQXR	New York, N.Y.	1560	10,000	WSDR	Marine City, Mich.	1590	D-1,000	WTHI	Terre Haute, Ind.	1480	1,000	WVPO	Stroudsburg, Pa.	840	D-250
WRAC	Racine, Wis.	1460	D-500	WSDS	Sterling, Ill.	1240	100	WTHK	Hartford, Conn.	1230	250	WVSC	Somerset, Pa.	990	D-250
WRAD	Radford, Va.	1340	250	WSFA	Montgomery, Ala.	1400	LS-5,000 N-1,000	WTHL	Hartford, Conn.	1080	50,000	WVVV	Fairmont, W.Va.	1490	250
WRAG	Carrollton, Ala.	590	D-1,000	WSFC	Somerset, Ky.	1240	250	WTHM	Durham, N.C.	1310	LS-1,000 N-500	WVWB	Vineland, N.J.	1360	1,000
WRAX	Williamsport, Pa.	1400	250	WSFT	Thomaston, Ga.	1220	D-250	WTK	Durham, N.C.	1310	LS-1,000 N-500	WVWC	Gary, Ind.	1270	1,000
WRAL	Raleigh, N.C.	1240	250	WSGC	Elberton, Ga.	1400	250	WTKM	Jackson, Tenn.	1390	1,000	WVWD	Washington, D.C.	1260	5,000
†WRAP	Norfolk, Va.	1050	D-500	WSGN	Birmingham, Ala.	610	LS-5,000 N-1,000	WTKN	Hartford, Wis.	1540	D-500	WVWE	New Orleans, La.	690	5,000
WRAW	Reading, Pa.	1340	250	WSGW	Saginaw, Mich.	790	1,000	WTKP	East Point, Ga.	1260	D-1,000 *D-5,000	WVWG	Sanford, N.C.	1050	D-1,000
WRAY	Princeton, Ind.	1250	D-1,000	WSHB	Stillwater, Minn.	1220	D-250	WTKR	Terre Haute, Ind.	1480	1,000	WVWH	Tifton, Ga.	1340	250
WRBC	Jackson, Miss.	620	LS-5,000 N-1,000	WSIC	Statesville, N.C.	1400	250	WTKS	Hartford, Conn.	1080	50,000	WVWI	Hornell, N.Y.	1320	D-1,000
WRBL	Columbus, Ga.	1420	5,000	WSID	Essex, Md.	1010	D-1,000	WTKT	Hartford, Conn.	1230	250	WVWJ	Baltimore, Md.	1400	250
WRC	Washington, D.C.	980	5,000	WSIP	Paintsville, Ky.	1490	250	WTKU	Hartford, Conn.	1080	50,000	WVWK	Detroit, Mich.	950	5,000
WRCO	Richland Center, Wis.	1450	250	WSIR	Winter Haven, Fla.	1490	250	WTKV	Hartford, Conn.	1080	50,000	WVWL	New Orleans, La.	870	50,000
WRCS	Ahoskie, N.C.	970	D-1,000	WSIV	Winter Haven, Fla.	1490	250	WTKW	Hartford, Conn.	1080	50,000	WVWN	Asheville, N.C.	570	5,000
WRDO	Augusta, Maine	1400	250	WSIX	Winter Haven, Fla.	1490	250	WTKM	Hartford, Wis.	1540	D-500	WVWN	Rochester, N.H.	930	D-1,000
WRDW	Augusta, Ga.	1480	5,000	WSJS	Nashville, Tenn.	980	5,000	WTMA	Charleston, S.C.	1250	LS-5,000 N-1,000	WVWR	Beckley, W.Va.	620	LS-1,000 N-500
WREB	Holyoke, Mass.	930	D-500	WSKB	Winston-Salem, N.C.	600	5,000	WTM	Ocala, Fla.	1290	1,000	WVWS	Statesboro, Ga.	1490	250
WREC	Memphis, Tenn.	600	5,000	WSKI	McComb, Miss.	1250	LS-5,000 N-500	WTMJ	Milwaukee, Wis.	620	5,000	WVWY	Watertown, N.Y.	790	1,000
WREL	Lexington, Va.	1450	250	WSKY	Montpelier, Vt.	1240	250	WTMV	E. St. Louis, Ill.	1490	250	†WVWC	Manitowoc, Wis.	980	D-500
WREN	Topeka, Kans.	1250	5,000	WSLB	Asheville, N. C.	1230	250	WTNC	Thomasville, N.C.	790	D-1,000	WVWD	Lynchburg, Va.	1390	1,000
WREW	Reidsville, N.C.	1220	D-250	WSM	Ogdensburg, N.Y.	1400	250	WTND	Orangeburg, S.C.	1270	D-1,000	WVWL	Buffalo, N. Y.	1120	D-1,000
WREX	Duluth, Minn.	1080	LS-10,000 N-5,000	WSMI	Montpelier, Vt.	1240	250	WTNJ	Trenton, N.J.	1300	D-250	WVWN	Woonsocket, R.I.	1240	250
WRFC	Athens, Ga.	960	LS-1,000 N-500	WSM	Montpelier, Vt.	1240	250	WTNS	Trenton, N.J.	1300	D-250	WVWP	Williamsport, Pa.	1340	250
WRFD	Worthington, O.	880	D-5,000	WSM	Montpelier, Vt.	1240	250	WTNT	Tallahassee, Fla.	1450	250	WVWP	Miami, Fla.	1450	250
WRFS	Alexander City, Ala.	1050	D-1,000	WSM	Montpelier, Vt.	1240	250	WTOB	Winston-Salem, N.C.	1380	1,000	WVWP	Palatka, Fla.	800	D-250
WRFW	Eau Claire, Wis.	1050	D-1,000	WSM	Montpelier, Vt.	1240	250	WTOC	Savannah, Ga.	1290	5,000	WVWP	Palm Beach, Fla.	1340	250
WRGA	Rome, Ga.	1470	5,000	WSM	Montpelier, Vt.	1240	250	WTOH	Toledo, Ohio	1230	D-1,000	WVWR	Palmdale, N.Y.	1600	5,000
WRHC	Jacksonville, Fla.	1400	250	WSM	Montpelier, Vt.	1240	250	WTKO	Toledo, Ohio	1230	D-1,000	WVWS	Glens Falls, N.Y.	1450	250 *1410
WRHI	Rock Hill, S.C.	1340	250	WSM	Montpelier, Vt.	1240	250	WTKP	Toledo, Ohio	1230	D-1,000	WVWS	Springfield, O.	1210	D-250
WRIA	Caguas, P.R.	1450	250	WSM	Montpelier, Vt.	1240	250	WTKR	Toledo, Ohio	1230	D-1,000	WVWS	St. Albans, Vt.	1420	D-1,000
WRIB	Providence, R.I.	1220	D-1,000	WSM	Montpelier, Vt.	1240	250	WTKS	Toledo, Ohio	1230	D-1,000	WVWS	Wooster, Ohio	960	D-1,000
WRIC	Richlands, Va.	1050	D-1,000	WSM	Montpelier, Vt.	1240	250	WTKT	Toledo, Ohio	1230	D-1,000	WVWS	Pittsburg, Pa.	970	5,000
WRIO	Rio Piedras, P.R.	1320	1,000	WSM	Montpelier, Vt.	1240	250	WTKU	Toledo, Ohio	1230	D-1,000	WVWA	Wheeling, W.Va.	1170	50,000
WRJM	Newport, R.I.	1540	D-1,000	WSM	Montpelier, Vt.	1240	250	WTKV	Toledo, Ohio	1230	D-1,000	WVWB	Jasper, Ala.	1240	250
WRJN	Racine, Wis.	1400	250	WSM	Montpelier, Vt.	1240	250	WTKW	Toledo, Ohio	1230	D-1,000	WVWF	Fayette, Ala.	990	D-1,000
WRJW	Picayune, Miss.	1320	D-1,000 *D-5,000	WSM	Montpelier, Vt.	1240	250	WTKX	Toledo, Ohio	1230	D-1,000	WVWR	Russellville, Ala.	920	D-1,000
WRLD	Laletta, Ala.	1490	250	WSM	Montpelier, Vt.	1240	250	WTKY	Toledo, Ohio	1230	D-1,000	WVWR	Rio Piedras, P.R.	1520	250
WRMN	Elgin, Ill.	1410	D-500	WSM	Montpelier, Vt.	1240	250	WTKZ	Toledo, Ohio	1230	D-1,000	WVWX	Peoria, Ill.	1590	1,000
WRNL	Richmond, Va.	910	5,000	WSM	Montpelier, Vt.	1240	250	WTKA	Toledo, Ohio	1230	D-1				

DIRECTORY OF CANADIAN STATIONS BY CALL LETTERS

CBA.....Sackville, N. B.	CFNB...Fredericton, N. B.	CHSJ.....St. John, N. B.	CJOY.....Guelph, Ont.	CKNX.....Wingham, Ont.
CBE.....Windsor, Ont.	CFOR.....Orillia, Ont.	CHUB.....Nanaimo, B. C.	CJRL.....Kenora, Ont.	CKOC.....Hamilton, Ont.
CBF.....Montreal, Que.	CFOS.....Owen Sound, Ont.	CHUM.....Toronto, Ont.	CJRW.....Summerside, P.E.I.	CKOK.....Penticton, B. C.
CBG.....Gander, Nfld.	CFPA.....Port Arthur, Ont.	CHVC.....Niagara Falls, Ont.	CJSO.....Sorel, Que.	CKOM.....Saskatoon, Sask.
CBH.....Halifax, N. S.	CFPL.....London, Ont.	CHWK.....Chilliwack, B. C.	CJVI.....Victoria, B. C.	CKOV.....Kelowna, B. C.
CBI.....Sydney, N. S.	CFPR.....Prince Rupert, B.C.	CJAD.....Montreal, Que.	CKAC.....Montreal, Que.	CKOX.....Woodstock, Ont.
CBJ.....Chicoutimi, Que.	CFQC.....Saskatoon, Sask.	CJAT.....Trail, B. C.	CKBB.....Barrie, Ont.	CKOY.....Ottawa, Ont.
CBK.....Watrous, Sask.	CFRA.....Ottawa, Ont.	CJAV.....Port Alberno, B. C.	CKBI.....Prince Albert, Sask.	CKPC.....Brantford, Ont.
CBL.....Toronto, Ont.	CFRB.....Toronto, Ont.	CJBC.....Toronto, Ont.	CKBL.....Matane, Que.	CKPG.....Prince George, B.C.
CBM.....Montreal, Que.	CFRC.....Kingston, Ont.	CJBQ.....Belleville, Ont.	CKBW.....Bridgewater, N. S.	CKPR.....Fort William, Ont.
CBN.....St. John's, Nfld.	CFRG.....Gravelbourg, Sask.	CJBR.....Rimouski, Que.	CKCH.....Hull, Que.	CKRC.....Winnipeg, Man.
CBO.....Ottawa, Ont.	CFRN.....Edmonton, Alta.	CJCA.....Edmonton, Alta.	CKCK.....Regina, Sask.	CKRD.....Red Deer, Alta.
CBR.....Vancouver, B. C.	CHAB.....Moose Jaw, Sask.	CJCB.....Sydney, N. S.	CKCL.....Truro, N. S.	CKRM.....Regina, Sask.
CBT.....Grand Falls, Nfld.	CHAD.....Amos, Que.	CJCH.....Halifax, N. S.	CKCR.....Kitchener, Ont.	CKRN.....Rouyn, Que.
CBV.....Quebec, Que.	CHAT.....Medicine Hat, Alta.	CJCS.....Stratford, Ont.	CKCV.....Quebec, Que.	CKRS.....Jonquiere, Que.
CBW.....Winnipeg, Man.	CHBD.....Saskatoon, Sask.	CJCD.....Dawson Creek, B.C.	CKCW.....Moncton, N. B.	CKSF.....St. Boniface, Man.
CBX.....Edmonton, Alta.	CHEF.....Granby, Que.	CJEM.....Edmundston, N. B.	CKDA.....Victoria, B. C.	CKSF.....Cornwall, Ont.
CBY.....Corner Brook, Nfld.	CHEX.....Peterborough, Ont.	CJFP.....Riviere du Loup, Que.	CKDM.....Daphin, Man.	CKSO.....Sudbury, Ont.
CFAB.....Windsor, N. S.	CHFA.....Edmonton, Alta.		CKEN.....Kentville, N. S.	CKTB.....St. Catharines, Ont.
CFAC.....Calgary, Alta.	CHGB.....St. Anne de la Pocatiere, Que.	CJFX.....Antigonish, N. S.	CKEY.....Toronto, Ont.	CKTS.....Sherbrooke, Que.
CFAR.....Flin Flon, Man.	CHLN.....Three Rivers, Que.	CJGX.....Yorkton, Sask.	CKFH.....Toronto, Ont.	CKUA.....Edmonton, Alta.
CFBC.....St. John, N. B.	CHLO.....St. Thomas, Ont.	CJIB.....Vernon, B. C.	CKFI.....Fort Francis, Ont.	CKVD.....Val d'Or, Que.
CFBF.....Montreal, Que.	CHLP.....Montreal, Que.	CJIC.....Sault Ste. Marie, Que.	CKGB.....Timmins, Ont.	CKVL.....Verdun, Que.
CFCH.....North Bay, Ont.	CHLT.....Sherbrooke, Que.		CKLB.....Oshawa, Ont.	CKVM.....Ville Marie, Que.
CFCN.....Calgary, Alta.	CHML.....Hamilton, Ont.	CJKL.....Kirkland Lake, Ont.	CKLN.....Nelson, B. C.	CKWS.....Kingston, Ont.
CFCO.....Chatham, Ont.	CHNC.....New Carlisle, Que.	CJLS.....Yarmouth, N. S.	CKLS.....La Sarre, Que.	CKWX.....Vancouver, B. C.
CFCY.....Charlottetown, P.E.I.	CHNO.....Sudbury, Ont.	CJNB.....North Battleford, Sask.	CKLW.....Windsor, Ont.	CKX.....Brandon, Man.
CFDA.....Victoriaville, Que.	CHNS.....Halifax, N. S.	CJNT.....Quebec, Que.	CKMO.....Vancouver, B. C.	CKXL.....Calgary, Alta.
CFGP.....Grande Prairie, Alta.	CHOK.....Sarnia, Ont.	CJOB.....Winnipeg, Man.	CKMR.....Newcastle, N. B.	CKY.....Winnipeg, Man.
CFJC.....Kamloops, B. C.	CHOV.....Pembroke, Ont.	CJOC.....Lethbridge, Alta.	CKNB.....Campbellton, N.B.	VOAR.....St. John's, Nfld.
CFJR.....Brockville, Ont.	CHRC.....Quebec, Que.	CJON.....St. John's, Nfld.	CKNW.....New Westminster, B. C.	VOCM.....St. John's, Nfld.
	CHRL.....Roberval, Que.	CJOR.....Vancouver, B. C.		VOVR.....St. John's, Nfld.

DIRECTORY OF FM STATIONS BY CALL LETTERS

*Construction Permit

Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.
KAKC-FM	Tulsa, Okla.	95.5	238	KIRO-FM	Seattle, Wash.	100.7	268	KVOL-FM	Lafayette, La.	96.1	241
KALB-FM	Alexandria, La.	96.9	245	KISS	San Antonio, Tex.	99.5	258	KVRE	Redding, Calif.	103.9	280
KALE-FM	Pasco, Wash.	103.9	280	KISW	Seattle, Wash.	99.9	260	KWBW-FM	Hutchinson, Kan.	93.1	226
KARM-FM	Fresno, Calif.	101.9	270	KITF-FM	San Antonio, Tex.	97.3	247	KWFT-FM	Wichita Falls, Tex.	99.9	260
KAYL-FM	Storm Lake, Iowa	101.5	268	KIXL-FM	Dallas, Tex.	104.5	283	KWIL-FM	Albany, Ore.	101.7	269
KBEE	Modesto, Calif.	103.3	277	KLCLN-FM	Blytheville, Ark.	96.1	241	KWKH-FM	Shreveport, La.	94.5	233
KBOA-FM	Kennett, Mo.	98.9	255	KLTI-FM	Longview, Tex.	105.9	290	KWKW-FM	Pasadena, Calif.	98.3	252
KBON-FM	Omaha, Neb.	98.7	254	KLUF-FM	Galveston, Tex.	98.7	254	KWLK-FM	Longview, Wash.	103.9	280
KBMT-FM	Jonesboro, Ark.	101.9	270	KLX-FM	Oakland, Calif.	101.3	267	KWNO-FM	Winona, Minn.	97.5	248
KBUR-FM	Burlington, Iowa	92.9	225	KLZ-FM	Denver, Col.	94.1	231	KWOC-FM	Poplar Bluff, Mo.	94.5	283
KBCE-FM	Des Moines, Iowa	94.1	231	KMAR	Bakersfield, Calif.	92.5	223	KWOS	Jefferson City, Md.	98.5	253
KBBS-FM	San Francisco, Calif.	103.7	279	KMFM	Monroe, La.	104.1	281	KWPC-FM	Muscatine, Iowa	99.7	259
KCHR	Charleston, Mo.	101.7	269	KMGM	Los Angeles, Calif.	98.7	254	KWPM-FM	West Plains, Mo.	97.3	247
KCLE-FM	Cleburne, Tex.	94.3	232	KMJB	Belton, Tex.	97.1	246	KXEL-FM	Waterloo, Iowa	105.7	289
KCMC-FM	Texarkana, Tex.	98.1	251	KMJJ-FM	Fresno, Calif.	97.9	250	KXOA-FM	Sacramento, Calif.	107.9	300
KCMO-FM	Kansas City, Mo.	94.9	235	KMUS-FM	Muskogee, Okla.	101.5	268	KXOK-FM	St. Louis, Mo.	93.7	229
KCON-FM	Conway, Ark.	97.7	249	KMYC-FM	Marysville, Calif.	99.9	260	KXYZ-FM	Houston, Tex.	96.5	243
KCRA-FM	Sacramento, Calif.	96.1	241	KNBC-FM	San Francisco, Calif.	99.7	259	KYBS	Dallas, Tex.	107.9	300
KCRK	Cedar Rapids, Iowa	96.9	245	KNOB	Long Beach, Calif.	103.1	276	KYSM-FM	Mankato, Minn.	103.5	278
KDFC	San Francisco, Calif.	102.1	271	KNX-FM	Los Angeles, Calif.	93.1	226	KYWF-FM	Philadelphia, Pa.	92.5	223
KDKA-FM	Pittsburgh, Pa.	92.9	225	KOA-FM	Denver, Colo.	95.7	239	WAFF-FM	Chicago, Ill.	93.9	230
KDNT-FM	Denton, Tex.	106.3	292	KOIN-FM	Portland, Ore.	101.1	266	WAAT-FM	Newark, N.J.	94.7	234
KDRO-FM	Sedalia, Mo.	99.7	259	KOKX-FM	Keokuk, Iowa	102.7	274	WABB-FM	Mobile, Ala.	102.1	271
KDTH-FM	Dubuque, Iowa	100.5	263	KOMA-FM	Oklahoma City, Okla.	94.7	234	WABF	New York, N.Y.	99.5	258
KDYL-FM	Salt Lake City, Utah	98.7	254	KOMO-FM	Seattle, Wash.	98.9	255	WADE-FM	Wadesboro, N.C.	95.9	240
KECA-FM	Los Angeles, Calif.	95.5	238	KONO-FM	San Antonio, Tex.	92.9	225	WAFB-FM	Baton Rouge, La.	104.3	282
KEDO	Ontario, Calif.	93.5	228	KOZY	Rapid City, S.D.	94.7	234	WAFM	Birmingham, Ala.	99.5	258
KENO-FM	Las Vegas, Nev.	103.9	280	KPEA	Beneley, Calif.	104.5	283	WAGA-FM	Atlanta, Ga.	105.1	288
KERN-FM	Bakersfield, Calif.	94.1	231	KPFM	Portland, Ore.	97.1	246	WAIR-FM	Winston-Salem, N.C.	93.1	226
KEX-FM	Portland, Ore.	92.3	222	KPOJ-FM	Portland, Ore.	98.7	254	WAJL	Flint, Mich.	107.1	296
KFAC-FM	Los Angeles, Calif.	104.3	282	KPOR	Riverside, Calif.	97.5	248	WAJR-FM	Morgantown, W.Va.	99.3	257
KFAM-FM	St. Cloud, Minn.	104.7	284	KPRC-FM	Lufkin, Tex.	102.9	275	WAKR-FM	Akron, O.	97.5	248
KFBA-FM	Sacramento, Calif.	96.9	245	KRBA-FM	Houston, Tex.	95.5	238	WARD-FM	Johnstown, Pa.	92.1	221
KFDA-FM	Amarillo, Tex.	100.3	262	KRE-FM	Berkeley, Calif.	102.9	275	WARL-FM	Arlington, Va.	105.1	286
KFEL-FM	Denver, Col.	97.3	247	KRED	Eureka, Calif.	96.3	242	WASH	Washington, D.C.	97.1	246
KFGQ-FM	Boone, Iowa	99.3	257	KREL-FM	Goose Creek, Tex.	92.1	221	WATG-FM	Ashland, O.	101.3	267
KFH-FM	Wichita, Kan.	100.3	262	KRFM	Fresno, Calif.	92.7	229	WATL-FM	Atlanta, Ga.	97.5	248
KFMV	Hollywood, Calif.	94.7	234	KRIC-FM	Beaumont, Tex.	98.5	258	WAVU-FM	Albany, N.Y.	105.1	288
KFOR-FM	Lincoln, Nebr.	102.9	275	KRKD-FM	Los Angeles, Calif.	96.3	242	WAYS-FM	Charlotte, N.C.	107.7	299
KFOX-FM	Long Beach, Calif.	102.3	272	KRLD-FM	Dallas, Tex.	92.5	223	WAZL-FM	Hazletton, Pa.	97.9	250
KFPW-FM	Fort Smith, Ark.	94.9	235	KRMD-FM	Shreveport, La.	101.1	266	WBAP-FM	Ft. Worth, Tex.	100.5	263
KFSA-FM	Fort Smith, Ark.	107.1	296	KRNT-FM	Des Moines, Iowa	104.5	283	WBBS-FM	Burlington, N.C.	101.1	266
KFSD-FM	San Diego, Calif.	94.1	231	KRON-FM	San Francisco, Calif.	96.5	243	WBMM-FM	Chicago, Ill.	97.1	246
KFUO-FM	Clayton, Mo.	99.1	256	KROS-FM	Clinton, Iowa	96.1	241	WBBO-FM	Forest City, N.C.	93.3	227
KFVS-FM	Cape Girardeau, Mo.	95.7	239	KRKK-FM	Rexburg, Ore.	93.7	229	WBCA	Schenectady, N.Y.	101.1	266
KFXD-FM	Nampa, Idaho	101.9	270	KSBR	San Bruno, Calif.	100.5	263	WBCEM-FM	Bay City, Mich.	96.1	241
KGDM-FM	Stockton, Calif.	92.9	225	KSCJ-FM	Sioux City, Iowa	94.9	235	WBEC-FM	Pittsfield, Mass.	94.3	232
KGLO-FM	Mason City, Iowa	101.1	266	KSEI-FM	Pocatello, Idaho	96.5	243	WBEN-FM	Buffalo, N.Y.	106.5	293
KGMO-FM	Cape Girardeau, Mo.	97.7	249	KSEO-FM	Durant, Okla.	107.3	297	WBET-FM	Brockton, Mass.	97.7	249
KGO-FM	San Francisco, Calif.	106.1	291	KSJO-FM	San Jose, Calif.	95.3	237	WBGE-FM	New Haven, Conn.	95.5	238
KGPO	Grants Pass, Ore.	96.9	245	KSL-FM	Salt Lake City, Utah	100.3	262	WBIB	Atlanta, Ga.	100.7	264
KGSF	San Francisco, Calif.	97.3	247	KSO-FM	Des Moines, Ia.	97.3	247	WBIC	Chicago, Ill.	96.3	242
KGW-FM	Portland, Ore.	100.3	262	KSPI-FM	Stillwater, Okla.	93.9	230	WBIR-FM	Knoxville, Tenn.	93.3	227
KHJ-FM	Los Angeles, Calif.	101.1	266	KSRP	Beverly Hills, Calif.	106.3	292	WBML-FM	Macon, Ga.	100.7	264
KING-FM	Seattle, Wash.	98.1	251	KSTP-FM	St. Paul, Minn.	102.1	271	WBMY-FM	Buffalo, N.Y.	92.9	225
				KSWI-FM	Council Bluffs, Ia.	96.1	241	WBOW-FM	Terre Haute, Ind.	101.1	266
				KTEM-FM	Temple, Tex.	107.5	298	WBRE-FM	Wilkes-Barre, Pa.	98.5	253
				KTFI-FM	Twin Falls, Idaho	99.7	259	WBRL	Baton Rouge, La.	98.1	251
				KTIS-FM	Minneapolis, Minn.	98.5	253	WBSS-FM	New Bedford, Mass.	97.3	247
				KTNT	Tacoma, Wash.	97.3	247	WBTF-FM	Charlotte, N.C.	99.9	260
				KTRB-FM	Modesto, Calif.	104.1	281	WBTM-FM	Danville, Va.	97.9	250
				KTRH-FM	Houston, Tex.	101.1	266	WBUT-FM	Butler, Pa.	103.9	280
				KTSA-FM	San Antonio, Tex.	101.5	268	WBUX-FM	Lexington, N.C.	94.3	232
				KTSS-FM	Springfield, Mo.	94.7	234	WBWZ	Bradbury Heights, Md.	96.7	244
				KTUL-FM	Tulsa, Okla.	97.1	246	WBYS-FM	Canton, Ill.	100.9	265
				KTYL-FM	Mesa, Ariz.	104.7	284	WBZ-FM	Boston, Mass.	92.9	225
				KUGN-FM	Eugene, Ore.	99.1	256	WBZA-FM	Springfield, Mass.	97.1	246
				KUOA-FM	Siloam Springs, Ark.	105.7	289	WCAC	Anderson, S.C.	101.1	266
				KURV-FM	Edinburg, Tex.	104.9	285	WCAE-FM	Pittsburgh, Pa.	96.1	241
				KUTE	Glendale, Calif.	101.9	270	WCAL-FM	Northfield, Minn.	95.7	239
				KVCI	Chico, Calif.	101.1	266	WCAO-FM	Baltimore, Md.	102.7	274
				KVME	Merced, Calif.	97.5	248	WCAR-FM	Pontiac, Mich.	99.5	258
				KVOE-FM	Santa Ana, Calif.	96.7	244	WCAU-FM	Philadelphia, Pa.	98.1	251

Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.
WCBS-FM	New York, N.Y.	101.1	266	WGAA-FM	Athens, Ga.	99.5	258	WKRT-FM	Cortland, N.Y.	99.9	260
WCED-FM	Dubois, Pa.	102.1	271	WGAB-FM	Columbus, Ga.	95.1	236	WKST-FM	New Castle, Pa.	101.1	266
WCFC	Washington, D.C.	99.5	258	WGBI-FM	Scranton, Pa.	101.3	267	WKWK-FM	Wheeling, W.Va.	97.3	247
WCHA-FM	Chambersburg, Pa.	95.9	240	WGBS-FM	Miami, Fla.	96.3	242	WKYC	Paducah, Ky.	93.3	227
WCHI	Chicago Heights, Ill.	95.9	240	WGCH	Greenwich, Conn.	95.9	240	WLAB	Lebanon, Pa.	104.1	281
WCLI-FM	Chicago, Ill.	101.1	291	WGCF-FM	Gulfport, Miss.	101.5	268	WLAC	LaGrange, Ga.	104.1	281
WCO-FM	Janesville, Wis.	99.9	260	WCFM	Schenectady, N.Y.	99.5	258	WLAN-FM	Lancaster, Pa.	96.9	245
WCLT-FM	Newark, O.	100.3	262	WGH-FM	Newport News, Va.	96.5	243	WLAP-FM	Lexington, Ky.	94.5	233
WCMJ-FM	Ashland, Ky.	93.7	229	WGHF	New York, N.Y.	101.9	270	WLAV-FM	Grand Rapids, Mich.	96.9	245
WCNB-FM	Connersville, Ind.	100.3	262	WGKV-FM	Charleston, W.Va.	98.5	253	WLAW-FM	Lawrence, Mass.	93.7	229
WCNT-FM	Centralia, Ill.	96.5	243	WGMS-FM	Washington, D.C.	103.5	278	WLBH-FM	Mattson, Ill.	96.9	245
WCOD	Richmond, Va.	98.1	251	WGNB	Chicago, Ill.	98.7	254	WLBV-FM	Bowling Green, Ky.	101.1	266
WCOL-FM	Columbus, O.	92.3	222	WGNB-FM	Gastonia, N.C.	101.9	270	WLBW-FM	Lebanon, Pa.	100.1	261
WCOP-FM	Boston, Mass.	100.7	264	WGNR-FM	New Rochelle, N.Y.	93.5	228	WLCS-FM	Baton Rouge, La.	101.1	266
WCOS-FM	Columbia, S.C.	97.9	230	WGOV-FM	Valdosta, Ga.	92.5	223	WLDM	Detroit, Mich.	95.5	238
WCOW-FM	Montgomery, Ala.	94.5	233	WGPA-FM	Bethlehem, Pa.	95.1	236	WLDS-FM	Jacksonville, Ill.	100.5	263
WCPO-FM	Cincinnati, O.	105.1	286	WGST-FM	Atlanta, Ga.	94.1	231	WLEA-FM	Richmond, Va.	102.9	275
WCRS-FM	Greenwood, S.C.	95.7	239	WGTR	Paxton, Mass.	99.1	256	WLET-FM	Toccoa, Ga.	106.1	291
WCSC-FM	Charleston, S.C.	96.9	245	WGUY-FM	Bangor, Me.	93.1	226	WLEU-FM	Erle, Pa.	97.9	250
WCST-FM	Columbus, Ind.	93.7	229	WGWR-FM	Asheboro, N.C.	92.3	222	WLEY	Elmwood Park, Ill.	107.1	286
WCTA-FM	Andalusia, Ala.	98.1	251	WHAI-FM	Greenfield, Mass.	98.3	252	WLIL-FM	Lenoir City, Tenn.	100.3	262
WCTC-FM	New Brunswick, N.J.	98.3	252	WHAT-FM	Philadelphia, Pa.	105.3	287	WLIN-FM	Merrill, Wis.	100.7	264
WCTW	New Castle, Ind.	102.5	273	WHBF-FM	Canton, O.	94.1	231	WLII-FM	Lowell, Mass.	99.5	258
WCUM-FM	Cumberland, Md.	102.9	275	WHBF-FM	Rock Island, Ill.	98.9	265	WLOE-FM	Leaksville, N.C.	92.7	224
WCVS-FM	Springfield, Ill.	102.9	275	WHBL-FM	Shelbygan, Wis.	100.3	262	WLOG-FM	Logan, W.Va.	103.3	277
WDAB-FM	Hampa, Fla.	100.7	264	WHBS-FM	Huntsville, Ala.	95.1	236	WLMA-FM	Lima, O.	103.3	277
WDAL-FM	Rocky Mount, N.C.	92.1	221	WHCU-FM	Ithaca, N.Y.	97.3	247	WLOS-FM	Asheville, N.C.	104.3	282
WDBE-FM	Rocky Mount, N.C.	94.9	235	WHDD-FM	Boston, Mass.	94.5	233	WLPM-FM	Suffolk, Va.	107.7	299
WDBO-FM	Orlando, Fla.	92.3	222	WHDL-FM	Allegany, N.Y.	95.7	239	WLRD	Miami Beach, Fla.	93.9	230
WDBQ	Dubuque, Iowa	103.3	277	WHDF-FM	Benton Harbor, Mich.	99.9	260	WLTN	Lewistown, Pa.	97.9	250
WDEL-FM	Wilmington, Del.	93.7	229	WHFM	Rochester, N.Y.	98.9	255	WLVA-FM	Lynchburg, Va.	97.5	248
WDEM-FM	Providence, R.I.	107.7	299	WHIO-FM	Dayton, O.	99.1	256	WLWA	Cincinnati, O.	101.1	266
WDET-FM	Detroit, Mich.	101.9	270	WHK-FM	Cleveland, O.	100.7	264	WLWB	Dayton, O.	97.5	248
WDHN	New Brunswick, N.J.	93.5	228	WHKC-FM	Columbus, O.	98.7	254	WLWF	Columbus, O.	96.3	242
WDLB-FM	Marshfield, Wis.	103.9	280	WHLD-FM	Niagara Falls, N.Y.	98.5	253	WLWF-FM	Williamsport, Pa.	105.1	286
WDLF-FM	Panama City, Fla.	98.9	255	WHLE-FM	Hempstead, L.I., N.Y.	98.3	252	WLYN-FM	Lynn, Mass.	105.5	288
WDFN-FM	Purham, N.C.	105.1	286	WHMA-FM	Anniston, Ala.	100.5	263	WMAJ-FM	Washington, D.C.	107.3	279
WDFD-FM	Chatanooga, Tenn.	96.5	243	WHNC-FM	Henderson, N.C.	92.5	223	WMAQ-FM	Chicago, Ill.	101.1	266
WDRS-FM	Hartford, Conn.	93.7	229	WHOF-FM	Des Moines, Iowa	100.3	262	WMAS-FM	Springfield, Mass.	94.7	234
WDSC-FM	Dillon, S.C.	92.9	225	WHOM-FM	New York, N.Y.	92.3	222	WMAZ-FM	Macon, Ga.	99.1	256
WDSU-FM	New Orleans, La.	105.3	287	WHOO-FM	Orlando, Fla.	96.5	243	WMBD-FM	Peoria, Ill.	92.5	223
WDUN-FM	Gainesville, Ga.	103.9	280	WHOP-FM	Hopkinsville, Ky.	98.7	254	WMBH-FM	Joplin, Mo.	96.1	241
WDWZ-FM	Dawson, Ga.	101.1	266	WHOS-FM	Decatur, Ala.	92.5	223	WMBI-FM	Chicago, Ill.	95.5	238
WDWS-FM	Champaign, Ill.	97.5	248	WHPP-FM	Harrisburg, Pa.	97.3	247	WMBW-FM	Auburn, N.Y.	96.1	241
WDXY	Spartanburg, S.C.	100.5	263	WHPE-FM	High Point, N.C.	95.5	238	WMBR-FM	Jacksonville, Fla.	96.1	241
WEAU-FM	Eau Claire, Wis.	94.1	231	WHPT-FM	Huntington, W.Va.	100.5	253	WMCF	Memphis, Tenn.	99.7	259
WEAV	Evansville, Ind.	105.1	286	WHY-FM	Poughkeepsie, N.Y.	104.7	288	WMCK-FM	McKeesport, Pa.	104.9	285
WEBC-FM	Harrisburg, Ill.	96.9	260	WHYN-FM	Holoke, Mass.	101.5	226	WMFR-FM	Wilmington, N.C.	96.3	242
WEBC-FM	Rocky Mount, N.C.	92.1	221	WIBA-FM	Madison, Wis.	93.1	268	WMFR-FM	High Point, N.C.	99.5	258
WEBC-FM	Boston, Mass.	103.3	277	WIBG-FM	Philadelphia, Pa.	94.1	231	WMGM-FM	New York, N.Y.	100.3	262
WEBC-FM	Reading, Pa.	92.9	225	WIBM-FM	Jackson, Mich.	92.3	222	WMGW-FM	Meadville, Pa.	100.3	262
WEBC-FM	Easton, Pa.	98.3	252	WIBX-FM	Utica, N.Y.	96.9	245	WMIN-FM	St. Paul, Minn.	99.5	258
WEBC-FM	Chicago, Ill.	99.5	258	WICA-FM	Ashtabula, O.	103.7	279	WMIT	Clingman's Peak, N.C.	106.9	295
WEBC-FM	Chicago, Ill.	97.9	250	WIFM	Elkin, N.C.	100.9	265	WMIX-FM	Mt. Vernon, Ind.	94.1	231
WEBC-FM	Columbus, O.	97.1	246	WIKY-FM	Evansville, Ind.	104.1	261	WMLL	Evansville, Ind.	94.5	233
WEBC-FM	New Haven, Conn.	107.9	300	WILK-FM	Wilkes-Barre, Pa.	96.1	241	WMLN	Mt. Clemens, Mich.	106.3	292
WEBC-FM	Battle Creek, Mich.	102.1	271	WIMA-FM	Lima, O.	92.1	231	WMMW-FM	Meriden, Conn.	95.7	239
WEBC-FM	Milwaukee, Wis.	94.1	231	WIMS	Michigan City, Ind.	93.5	228	WMOH-FM	Hamilton, O.	103.5	278
WEBC-FM	Chicago, Ill.	94.7	237	WINL	Lebanon, Ind.	107.1	296	WMOX-FM	Meridian, Miss.	98.5	253
WEBC-FM	Elyria, O.	107.3	294	WIOD-FM	Miami, Fla.	97.3	247	WMRC-FM	Greenville, S.C.	94.9	235
WEBC-FM	Martinsburg, W.Va.	94.3	232	WIP-FM	Philadelphia, Pa.	93.3	227	WMRI	Marion, Ind.	106.9	295
WEBC-FM	Goldsboro, N.C.	93.3	227	WIS-FM	Columbia, S.C.	94.5	233	WMRN-FM	Marion, O.	106.9	295
WEBC-FM	Erie, Pa.	99.9	260	WISC-FM	Madison, Wis.	98.1	251	WMSA-FM	Massena, N.Y.	105.3	287
WEBC-FM	Cleveland, O.	98.5	253	WISN-FM	Milwaukee, Wis.	102.9	275	WMUN	Muncie, Ind.	104.1	281
WEBC-FM	Greenville, S.C.	92.5	223	WISR-FM	Butler, Pa.	97.7	249	WMVA-FM	Martinsville, Va.	96.3	242
WEBC-FM	Salisbury, Md.	97.5	248	WIST-FM	Charlotte, N.C.	104.7	284	WMVO	Mount Vernon, O.	93.7	229
WEBC-FM	Easton, Pa.	107.9	300	WITM-FM	Baltimore, Md.	104.3	282	WNAC-FM	Boston, Mass.	98.5	253
WEBC-FM	Emporia, Va.	100.1	261	WJAC-FM	Johnstown, Pa.	98.3	248	WNAM-FM	Neenah, Wis.	98.5	253
WEBC-FM	New York, N.Y.	107.5	298	WJBC-FM	Johnstown, Pa.	95.5	238	WNAO-FM	Raleigh, N.C.	96.1	241
WEBC-FM	Laurinburg, S.C.	96.5	243	WJAX-FM	Jacksonville, Fla.	95.1	236	WNAV-FM	Annapolis, Md.	99.1	256
WEBC-FM	St. Charles, Ill.	106.3	292	WJBF-FM	Bloomington, Ill.	101.5	268	WNBC-FM	New York, N.Y.	97.1	246
WEBC-FM	Alliance, O.	101.7	269	WJBY-FM	Detroit, Mich.	93.1	226	WNBK-FM	Binghamton, N.Y.	100.5	263
WEBC-FM	Lafayette, Ind.	95.1	236	WJBY-FM	Gadsden, Ala.	103.7	279	WNBD-FM	Daytona Beach, Fla.	94.5	233
WEBC-FM	Washington, D.C.	100.3	262	WJDX-FM	Jackson, Miss.	102.9	275	WNDR-FM	Syracuse, N.Y.	102.5	273
WEBC-FM	White Plains, N.Y.	103.9	280	WJEF-FM	Grand Rapids, Mich.	93.7	229	WNEX-FM	Macon, Ga.	96.9	245
WEBC-FM	Greenville, S.C.	93.7	229	WJEL-FM	Hagerstown, Md.	104.7	284	WNHC-FM	New Haven, Conn.	99.1	256
WEBC-FM	New York, N.Y.	104.3	282	WJHL-FM	Johnson City, Tenn.	100.7	264	WNJR-FM	Newark, N.J.	102.7	274
WEBC-FM	Wisconsin Rapids, Wis.	103.3	277	WJHP-FM	Jacksonville, Fla.	96.9	245	WNOW-FM	York, Pa.	105.7	289
WEBC-FM	Philadelphia, Pa.	102.1	271	WJIZ	Hammond, Ind.	92.3	222	WNYC-FM	New York, N.Y.	93.9	230
WEBC-FM	Findlay, O.	100.5	263	WJJW	Wyandotte, Mich.	103.1	276	WOAP-FM	Owosso, Mich.	103.1	276
WEBC-FM	Bloomington, Ind.	103.7	279	WJKO-FM	Springfield, Mass.	101.9	270	WOAY-FM	Oak Hill, W.Va.	94.1	231
WEBC-FM	Chicago, Ill.	93.1	226	WJLB-FM	Detroit, Mich.	97.9	250	WOC-FM	Davenport, Iowa	103.7	279
WEBC-FM	Freeport, Ill.	102.5	273	WJLK-FM	Asbury Park, N.J.	94.3	232	WOCB-FM	West Yarmouth, Mass.	94.3	232
WEBC-FM	Tampa, Fla.	93.3	227	WJLN	Birmingham, Ala.	104.7	284	WOHS-FM	Shelby, N.C.	96.1	241
WEBC-FM	Philadelphia, Pa.	95.7	239	WJLS-FM	Beckley, W.Va.	99.5	258	WOKZ-FM	Alton, Ill.	99.9	260
WEBC-FM	Troy, N.Y.	92.3	222	WJMC-FM	Rice Lake, Wis.	96.3	242	WOLF-FM	Washington, D.C.	98.7	254
WEBC-FM	Rocky Mount, N.C.	100.7	264	WJPA-FM	Washington, Pa.	104.3	282	WOMC	Royal Oak, Mich.	104.3	282
WEBC-FM	Mayodan, N.C.	93.5	228	WJPB	Fairmont, W.Va.	92.3	222	WOMI-FM	Owensboro, Ky.	92.5	223
WEBC-FM	Frederick, Md.	99.9	260	WJPG-FM	Green Bay, Wis.	101.1	266	WOPA-FM	Oak Park, Ill.	102.3	272
WEBC-FM	Chicago, Ill.	100.3	282	WJRF-FM	Detroit, Mich.	96.3	242	WOPF-FM	Bristol, Tenn.	96.9	245
WEBC-FM	Cullman, Ala.	100.9	265	WJSW-FM	Altoona, Pa.	100.1	261	WOR-FM	New York, N.Y.	98.7	254
WEBC-FM	Youngstown, O.	105.1	286	WJTN-FM	Jamestown, N.Y.	93.3	227	WORX	Madison, Ind.	96.7	244
WEBC-FM	Washington, Ind.	106.5	293	WJW-FM	Cleveland, O.	104.1	281	WORZ-FM	Orlando, Fla.	100.3	262
WEBC-FM	Alpine, N.J.	93.1	226	WJWL-FM	Georgetown, Del.	101.5	268	WOTW-FM	Nashua, N.H.	106.3	292
WEBC-FM	New Bedford, Mass.	98.1	251	WJZF-FM	New York, N.Y.	95.5	238	WOWO-FM	Ft. Wayne, Ind.	96.1	241
WEBC-FM	Oak Park, Ill.	105.9	290	WKAT-FM	Miami Beach, Fla.	93.1	226	WPAD-FM	Paducah, Ky.	96.9	245
WEBC-FM	Madisonville, Ky.	93.9	230	WKBN-FM	Youngstown, O.	98.9	255	WPAG-FM	Ann Arbor, Mich.	98.7	254
WEBC											

Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.
WPEN-FM	Philadelphia, Pa.	102.9	275	WRZE	York, Pa.	98.5	253	WTNC-FM	Thomasville, N.C.	98.3	252
WPIC-FM	Sharon, Pa.	102.9	275	WSAM-FM	Saginaw, Mich.	98.1	251	WTOA	Trenton, N.J.	97.5	248
WPJB	Providence, R.I.	105.1	286	WSAN-FM	Allentown, Pa.	99.9	280	WTOC-FM	Savannah, Ga.	97.3	247
WPLH-FM	Huntington, W.Va.	102.5	273	WSAV-FM	Savannah, Ga.	100.3	262	WTOL-FM	Toledo, O.	104.7	284
WPOE	Elizabeth, N.J.	96.7	244	WSB-FM	Atlanta, Ga.	98.5	253	WTOP-FM	Washington, D.C.	96.3	242
WPPA-FM	Pottsville, Pa.	101.9	270	WSBA-FM	York, Pa.	103.3	277	WTPS-FM	New Orleans, La.	95.7	239
WPRO-FM	Providence, R.I.	92.3	222	WSGN-FM	Birmingham, Ala.	93.7	229	WTRC-FM	Elkhart, Ind.	100.7	264
WPTF-FM	Raleigh, N.C.	94.7	234	WSIC-FM	Statesville, N.C.	105.7	289	WTRF-FM	Bellaire, O.	100.5	263
WQAM-FM	Miami, Fla.	94.9	235	WSIX-FM	Nashville, Tenn.	97.5	248	WTRI	Troy, N.Y.	102.7	274
WQAN-FM	Scranton, Pa.	92.3	222	WSJS-FM	Winston-Salem, N.C. ...	104.1	281	WTRT	Toledo, O.	99.9	260
WQDI	Quincy, Ill.	105.1	286	WSLB-FM	Ogdensburg, N.Y.	106.1	291	WTSP-FM	St. Petersburg, Fla.	102.5	273
WQXR-FM	New York, N.Y.	96.3	242	WSLS-FM	Roanoke, Va.	99.1	256	WTSV-FM	Claremont, N.H.	106.1	291
WRAG-FM	Williamsport, Pa.	100.3	262	WSMB-FM	New Orleans, La.	102.7	274	WTVB-FM	Coldwater, Mich.	98.3	252
WRAL-FM	Raleigh, N.C.	101.5	268	WSNJ-FM	Bridgeton, N.J.	98.9	255	WTWO	Dayton, O.	104.7	264
WRBI	Blue Island, Ill.	94.3	232	WSNS-FM	Sanford, N.C.	103.1	276	WUSJ-FM	Lockport, N.Y.	99.3	257
WRBL-FM	Columbus, Ga.	93.3	227	WSOC-FM	Charlotte, N.C.	103.5	278	WUST-FM	Bethesda, Md.	106.3	292
WRC-FM	Washington, D.C.	93.9	230	WSON-FM	Henderson, Ky.	99.5	258	WVBT	South Bristol, N.Y.	95.1	236
WRCM	New Orleans, La.	97.1	246	WSOY-FM	Decatur, Ill.	102.1	271	WVCN	De Ruyter, N.Y.	105.1	286
WREV-FM	Reidsville, N.C.	102.1	271	WSPA-FM	Spartanburg, S.C.	98.9	255	WVCV	Cherry Valley, N.Y.	101.9	270
WRFL	Winchester, Va.	92.5	223	WSPD-FM	Toledo, Ohio	101.5	268	WVJS-FM	Owensboro, Ky.	96.1	241
WRFM	Hattiesburg, Miss.	97.9	250	WSPR-FM	Springfield, Mass.	97.9	250	WVKO	Columbus, O.	94.7	234
WRFS-FM	Alexander City, Ala. ...	106.1	291	WSRK	Shelbyville, Ind.	101.3	267	WVOW-FM	Logan, W.Va.	92.3	222
WRGA-FM	Rome, Ga.	106.5	293	WSRS-FM	Cleveland Heights, O. ..	95.3	237	WWCF	Greenfield, Wis.	94.9	235
WRHI-FM	Rock Hill, S.C.	97.5	248	WSTC-FM	Stamford, Conn.	96.7	244	WWDC-FM	Washington, D.C.	101.1	266
WRJN-FM	Racine, Wis.	100.7	264	WSTP-FM	Salisbury, N.C.	106.5	293	WWGP-FM	Sanford, N.C.	105.5	288
WRLD-FM	Lanett, Ala.	102.9	275	WSTV-FM	Steubenville, O.	103.5	278	WWHG-FM	Hornell, N.Y.	105.3	287
WRNL-FM	Richmond, Va.	102.1	271	WSVA-FM	Harrisonburg, Va.	100.7	264	WWIN-FM	Baltimore, Md.	94.7	234
WRNY-FM	Rochester, N.Y.	97.9	250	WSVS-FM	Crewe, Va.	104.7	284	WWJ-FM	Detroit, Mich.	97.1	246
WROK-FM	Rockford, Ill.	97.5	248	WSYR-FM	Syracuse, N.Y.	94.5	233	WWNY-FM	Watertown, N.Y.	100.5	263
WROV-FM	Roanoke, Va.	103.7	279	WTAD-FM	Quincy, Ill.	99.5	258	WWOD-FM	Lynchburg, Va.	100.1	261
WROW-FM	Albany, N.Y.	93.9	230	WTAG-FM	Worcester, Mass.	96.1	241	WWOL-FM	Buffalo, N.Y.	104.1	281
WROY-FM	Carmi, Ill.	97.3	247	WTAL-FM	Tallahassee, Fla.	103.9	280	WWON-FM	Woonsocket, R.I.	105.5	288
WRR-FM	Dallas, Tex.	101.1	266	WTAM-FM	Cleveland, O.	105.7	289	WWPB-FM	Miami, Fla.	101.5	268
WRRN	Warren, Pa.	92.3	222	WTAR-FM	Norfolk, Va.	97.3	247	WWPG-FM	Palm Beach, Fla.	97.9	250
WRSW	Warsaw, Ind.	107.3	297	WTAX-FM	Springfield, Ill.	103.7	279	WWST-FM	Wooster, O.	104.5	283
WRUF-FM	Gainesville, Fla.	104.1	281	WTCN-FM	Minneapolis, Minn.	97.1	246	WWSW-FM	Pittsburgh, Pa.	94.5	233
WRUN-FM	Utica, N.Y.	105.7	289	WTHI-FM	Terre Haute, Ind.	99.9	260	WVVA-FM	Wheeling, W.Va.	98.7	254
WRVB	Richmond, Va.	94.5	233	WTIC-FM	Hartford, Conn.	96.5	243	WXHR	Cambridge, Mass.	96.9	245
WRVC	Norfolk, Va.	102.5	273	WTJS-FM	Jackson, Tenn.	100.7	264	WXNJ	Plainfield, N.J.	103.9	280
WRXW	Louisville, Ky.	95.1	236	WTMA-FM	Charleston, S.C.	95.1	236	WXRC	Buffalo, N.Y.	103.3	277
				WTMV-FM	East St. Louis, Ill.	102.5	273	WXYZ-FM	Detroit, Mich.	101.1	266

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(See Separate Listing, Page 61)

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

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BROWN SCHOOLS STATIONS—KOME, Tulsa; KGER, Long Beach, Calif.; KUOA, KUOA-FM, Siloam Springs, Ark. John E. Brown Jr., president; Storm Whaley, executive vice president.

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(Continued on page 448)

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 Charles L. Glett, *Vice President in Charge of Network Services—Hollywood*
 Lester Gottlieb, *Vice President in Charge of Network Programs*
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(See Separate Listing, page 48)

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 (For complete listing see *Telecasting Yearbook*)

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 Telephone: Circle 5-7300

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 Herbert Hamilton, *Assistant Treasurer*
 Robert W. Hill, *Clerk and Secretary*

Group Ownership

(Continued from page 447)

W. M. JORDAN & T. H. GAILLARD JR. STATIONS
 —WPBB Jackson, WXAL Demopolis, WNPT Northport, all Alabama.

LATHROP STATIONS—KFAR Fairbanks, KENI Anchorage, KABI Ketchikan, all Alaska. Miriam Dickey, KFAR Fairbanks, general manager.

THOMAS S. LEE ENTERPRISES INC. (owned by General Tire & Rubber Co.)—Yankee Network Division: WNAC, Boston; WGTR, Worcester; WEAN, Providence; WICC, Bridgeport; WONS, Hartford. Don Lee Network Division: KHL, KHJ-FM, Los Angeles; KFRC, San Francisco; KGB, San Diego (Purchase of WOR, WOR-FM, New York, pending FCC approval). Thomas F. O'Neill, president, Thomas S. Lee Enterprises; William O'Neill, president, Yankee Network Division; Linus Travers, executive vice president, Yankee Network Division; Willet Brown, president, Don Lee Network Division. William O'Neill is president, General Tire & Rubber Co., Akron, Ohio.

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, KVOA Tucson, KYUM, Yuma, KYCA, Prescott, all in Arizona. 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; KMJ, KMJ-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.

MID SOUTH NETWORK (Imes Stations)—WCBI, Columbus; WMOX, WMOX-FM, Meridian; WELO, Tupelo; WNAG, Grenada; WROX, Clarksdale, all in Mississippi and owned by Birney Imes Jr.

MIDWESTERN BROADCASTING CO. STATIONS—(Controlled 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.; WHLB, 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, WNBC-FM, New York; WRC, WRC-FM, Washington; WMAQ, WMAQ-FM, Chicago; WTAM, WTAM-FM, Cleveland; KNBC, KNBC-FM, San Francisco; KOA, KOA-FM, Denver. All members of NBC network; all represented nationally by NBC Spot Sales.

NUNN STATIONS — WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.; WBIR, Knoxville, Tenn. Headquarters: Radio Bldg., Lexington, Ky. J. Lindsay Nunn, chairman of the board; Gilmore N. Nunn, president and general manager. 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.; WVPO Stroudsburg, Pa.

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTCM, Ocala, Fla.; WDLF, Panama City, Fla., and 40% in WDNB Daytona Beach.

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

E. D. RIVERS JR. STATIONS — WEAS, Decatur; WJIV, WJIV-FM, Savannah; WGOV, WGOV-FM, Valdosta, all in Georgia; KWEM, West Memphis, Ark.

E. D. RIVERS SR. STATIONS—WLBS, Birmingham; WOBS, Jacksonville; WMIE, Miami; WGAA, WGAA-FM, Cedartown, Ga. (minority interest).

JAMES RIVERS STATIONS — WMJM, Cordele; WTHJ, East Point; WACL, Waycross, all in Georgia. Latter two stations are controlled by Mr. Rivers.

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

AARON B. ROBINSON STATIONS—WDXE Lawrenceburg, Tenn. (owner); WDXI Jackson, WTPR Paris and WENK Union City, Tenn. (majority stockholder); WCMA Corinth, Miss. (45.84% owner).

ROUNSAVILLE STATIONS — Comprising WBAC Cleveland and WBEJ Elizabethtown-Johnson City, Tenn.; WQXI Atlanta, Ga.; WLOU, Louisville, Ky. Available on package basis. Information from R. W. Rounsaville, WQXI, Atlanta.

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

CHARLES SAWYER STATIONS — WING Dayton, WCOL Columbus, WIZE Springfield (52%), all Ohio.

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

SEATON STATIONS — KMAN, Manhattan and KGGF, Coffeyville, Kans.; KHAS, Hastings, Neb. Owned by Fred A., Richard M. and Fay N. Seaton.

SPIDEL NEWSPAPER STATIONS—KDON Santa Cruz, Calif.; WGNV Newburgh, WKIP and WHVA (FM) Poughkeepsie, N. Y.

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

STEINMAN STATIONS—WGAL, WGAL-FM, Lancaster; WKBO, Harrisburg; WORK, York; WRAW, Reading; WEST, Easton, all Pa.; WDEL, WDEL-FM, Wilmington, Del. Headquarters: 8 West King St., Lancaster, Pa. Clair R. McCollough, general manager.

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

TEDESCO STATIONS—WKLF Sparta, Wis.; WCOW St. Paul, WKLK Cloquet, KOBK Owatonna, all Minn. Headquarters: WCOW St. Paul. Albert Tedesco.

TEXAS STATE NETWORK Inc.—KFJZ Fort Worth, KABC San Antonio, KRIO McAllen, WACO Waco, all in Texas. Headquarters: Fort Worth. Gene Cagle, president and general manager.

UNITED BROADCASTING CO. — WOOK, WFAN (FM), Washington; WANT, Richmond, Va.; WARK, Hagerstown, Md.; WSID, Baltimore; WINX, Rockville, Md. All owned by Richard Eaton. New York office: 507 Fifth Ave.

UNIVERSAL BROADCASTING CO. — WISH, Indianapolis; WHBU, Anderson; WANE, Ft. Wayne; WHOT, South Bend, all in Indiana. C. Bruce McConnell, president.

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

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WESTINGHOUSE RADIO STATIONS INC.—Operating WBZ, WBZ-FM, Boston; WBZA, 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; Joseph E. Badino, vice president; E. R. Borroff, general sales manager; W. B. McGill, advertising manager; Gordon Hawkins, program and educational director; F. J. Schneider, 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.

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National Association of Radio and Television Broadcasters: 1952 Officers and Committees

Headquarters Office: 1771 N. Street, N.W., Washington 6, D. C. Phone: DEcatur 9300

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Board of Directors

1951-1952

Radio Board

		Term Expires
Chmn.	Justin Miller, NARTB	
Pres.	Harold E. Fellows, NARTB	
Dist. 1	(Vacant pending election)	1953
Dist. 2	William A. Fay, WHAM Rochester, N. Y.	1952
Dist. 3	Leonard Kapner, WCAE Pittsburgh	1953
Dist. 4	Harold Essex, WSJS Winston-Salem, N. C.	1952
Dist. 5	Thad Holt, WAPI Birmingham	1953
Dist. 6	Harold Wheelahan, WSMB New Orleans	1952
Dist. 7	Robert T. Mason, WMRN Marion, Ohio	1953
Dist. 8	Richard M. Fairbanks, WIBC Indianapolis	1952
Dist. 9	Merrill Lindsay, WSOY Decatur, Ill.	1953
Dist. 10	William B. Quarton, WMT Cedar Rapids, Iowa	1952
Dist. 11	H. W. Linder, KWIM Willmar, Minn.	1953
Dist. 12	Jack Todd, KAKE Wichita, Kan.	1952
Dist. 13	Kenyon Brown, KWFT Wichita Falls, Texas	1953
Dist. 14	William C. Grove, KFBC Cheyenne, Wyo.	1952
Dist. 15	Glenn Shaw, KLX Oakland, Calif.	1953
Dist. 16	Calvin J. Smith, KFAC Los Angeles	1952
Dist. 17	H. Quenton Cox, KGW Portland, Ore.	1953

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Eugene F. McDonald Jr. (WJAZ)	1923-1925
Frank W. Elliott (WHO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter J. Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Alfred J. McCosker (WOR)	1932-1934
J. Truman Ward (WLAC)	1934-1935
Leo J. Fitzpatrick (WJR)	1935-1936
*Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	7-1-38—3-1-44
J. Harold Ryan (WSPD)	4-15-44—9-30-45
Justin Miller	10-1-45—6-4-51
Harold E. Fellows (WEEI)	6-4-51—

* Deceased

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Large Stations	James D. Shouse, WLW Cincinnati	1952
	John H. DeWitt Jr., WSM Nashville	1953
Medium Stations	A. D. Willard Jr., WGAC Augusta, Ga.	1952
	Hugh B. Terry, KLZ Denver	1953
Small Stations	Edgar Kobak, WTWA Thomson, Ga.	1953
	(One vacancy pending election)	
FM Stations	Michael R. Hanna WHCU-FM, Ithaca	1952
	Ben Strouse, WWDC-FM Washington, D. C.	1953

Television Board

1951-1952

		Term Expires
Chmn.	Eugene S. Thomas	1952
Vice	Robert D. Swezey	1952
Chmn.	WDSU-TV New Orleans	
	Campbell Arnoux, WTAR-TV Norfolk, Va.	1952
	Harry Bannister, WWJ-TV Detroit	1952
	Harold Hough, WBAP-TV Fort Worth	1952
	Clair R. McCollough WGAL-TV Lancaster, Pa.	1952
**	Paul Raibourn, KTLA Los Angeles	1952
	W. D. Rogers Jr., KEYL San Antonio	1952
	George B. Storer Fort Industry Co. Birmingham, Mich.	1952
	Frank M. Russell, NBC Washington, D. C.	1952
	C. J. Witting, DuMont New York	1952

**Address at: Paramount TV Productions, 1501 Broadway, New York.

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Membership—Television, Associate: Clair R. McCollough, WGAL-TV, Lancaster, Pa.; Paul Raibourn, KTLA Los Angeles; Eugene S. Thomas.

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1951-1952

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TV: James C. Hanrahan, WEWS, Cleveland, chairman; Otto Brandt, KING-TV, Seattle; Leslie C. Johnson, WHBF-TV, Rock Island, Ill.; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; Carleton D. Smith, NBC-TV, New York; Lee B. Wailes, Fort Industry Co.-TV, Birmingham, Mich.

(Continued on page 450)

NARTB

(Continued from page 449)
TELEVISION COMMITTEES
1951-1952

Convention—Robert D. Swezey, WDSU-TV, New Orleans, chairman; E. K. Jett, WMAR, Baltimore; Paul Raibourn, KTLA, Los Angeles; C. J. Witting, DuMont TV Network, New York.

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Finance—George B. Storer, Fort Industry Co., Birmingham, Mich., chairman; Campbell Arnoux, WTAR-TV, Norfolk, Va.; Robert D. Swezey, WDSU-TV, New Orleans, La.

Legislative—Harold Hough, WBAP-TV, Fort Worth, chairman; Harry Bannister, WWJ-TV, Detroit; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; Dwight Martin, WLWT, Cincinnati; J. Leonard

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Steering — Eugene S. Thomas, chairman; George B. Storer, Fort Industry Co., Birmingham, Mich.; Robert D. Swezey, WDSU-TV, New Orleans.

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NARTB 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*:

PROGRAM STANDARDS

News

News reporting should be fac-

* 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.

tual, 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.

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.

** 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.

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 element 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.

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 con-

trary 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 spon-

sor 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

(Continued on page 452)

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 Bestg. Co. Harry M. Ayers, owner of Anniston Star, principal stockholder.

WSGN, WSGN-FM, Birmingham—Licensed to the Birmingham News Co., publisher of Birmingham News. Birmingham News Co. also owns all capital stock of The Huntsville Times Co., licensee of WHBS and WHBS-FM, Huntsville, Ala.; and publisher of Huntsville Times.

WEEB, Brewton—Licensed to Brewton Broadcasting Co., under same ownership as Brewton Standard.

WHOS, Decatur—Licensed to Northern Alabama Broadcasting Co. Barrett C. Shelton, 51% owner, publisher of Decatur Daily.

WGAD, Gadsden—Licensed to General Newspapers Inc.; Carmage Walls, president; Charles E. Marsh, chairman of the board. Same ownership as Gadsden Times, Cedartown (Ga.) Standard, Spartanburg (S.C.) Herald Journal, stockholder, publishers of, 80% of Baytown (Tex.) Sun, all preferred stock of Martinsville (Va.) Bulletin.

WHBS, WHBS-FM, Huntsville—Licensed to Huntsville Times Co., Inc., publisher of Huntsville Times. See also WSGN, Birmingham.

WRLD, WRLD-FM, Lanett—Licensed to Valley Broadcasting Co. President J. C. Henderson is publisher or substantial owner of Lanett Valley Times-News, Alexander City Outlook, Dadesville Record.

WABB, WABB-FM, Mobile—Licensed to Mobile Press Register Inc., publishers of Mobile Press Register.

WMFC, Monroeville—Licensed to Monroe Broadcasting Co. William M. Stewart and James H. Faulkner, majority stockholder, publishers of weekly Monroe Journal and Frisco City Sun. Mr. Faulkner is also publisher of weekly Baldwin Times.

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 Star and Citizen.

NARTB Code

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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.

The following tabulation, showing newspaper ownership or affiliation of AM and FM 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. (For TV stations with newspaper ownership, see Telecasting Yearbook)

ARKANSAS

KFSA, KFSA-FM, Fort Smith—Licensed to Southwestern Publishing Co. (Fort Smith Times Record and Southwest American). Donald W. Reynolds, owner, also owns Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times Democrat (KHBG), Las Vegas (Nev.) Review Journal, Boulder City (Nev.) Journal. See also KBRS Springdale, Ark.; KHBG Okmulgee, Okla.; KAKE Wichita, Kans.; WIKK Erie, Pa.; KWRN Reno, Nev.

KXAR, Hope—Licensed to the Hope Broadcasting Co. A. H. Washburn, principal owner, is publisher of Hope Star.

KTHS, Hot Springs—Licensed to Radio Broadcasting Inc., chief owners identified with the Times Publishing Co. Inc., publishers of Shreveport (La.) Times (KWKH), 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.

KWCB, Searcy—Licensed to White County Broadcasting Co. Inc. Minority stockholder M. P. Jones Jr. is publisher of Searcy Citizen.

KBRS Springdale—Licensed to Southwestern Publishing Co. President is Donald W. Reynolds (See KFSA Ft. Smith).

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, Brawley 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., publisher of Humboldt Times and Standard. See also KUIN Grants Pass, Ore.

KMJ, KMJ-FM, Fresno—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield).

KLAC, 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.

KBEE (FM), Modesto—Licensed to McClatchy Broadcasting Co. (See KERN, Bakersfield).

KVON, Napa—Licensed to Napa Broadcasting Co., owned by Luther E. Gibson, publisher of Vallejo (Calif.) Times-Herald and News-Chronicle.

KLX, KLX-FM, Oakland—Licensed to Tribune Building Co.; affiliated with Oakland Tribune.

KROW, Oakland—Licensed to KROW Inc., owned by Sheldon F. Sackett, chief owner of KVAN, Vancouver, Wash., owner of KOOS, Coos Bay, Ore., publisher of Coos Bay Times.

KOCS, KEDO (FM), Ontario—Licensed to Daily Report Co., same ownership as Ontario-Upland Report.

KFBK, KFBK-FM, Sacramento—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KGMS, Sacramento—Licensed to Capitol Radio Enterprises. William S. George, 25% stockholder, publisher of weekly Sacramento Sporting News.

KSDO, San Diego—Licensed to San Diego Bestg. Co., 50% owned by Copley Press, publisher of San Diego Union and Tribune. (See WCVS, Springfield, Ill.)

KRON-FM, San Francisco—Licensed to Chronicle Publishing Co., publisher of San Francisco Chronicle.

KSJO, KSJO-FM, San Jose—Licensed to Santa Clara Broadcasting Co. President Patrick H. Peabody is publisher Giroy Dispatch, Los Gatos Daily Times.

KSMO, San Mateo—Licensed to Amphet Printing Co., publisher, San Mateo Times & News Leader.

KTIM, San Rafael—Licensed to Marin Broadcasting Co., owned by San Rafael Independent-Journal.

KTMS, Santa Barbara—Licensed to News-Press Publishing Co., publisher of Santa Barbara News-Press (T. M. Storke, publisher, owns 51% of common stock). See KCOY, Santa Maria.

KDON, Santa Cruz—Licensed to Sallinas Newspapers Inc., publisher Sallinas Californian (Speidel Newspapers). See also WGNV Newburgh, N. Y.; WKIP Poughkeepsie, N. Y. Other Speidel Newspapers are Visalia (Calif.) Times-Delta, Fort Collins (Colo.) Coloradoan, Poughkeepsie (N.Y.) New Yorker (WKIP), Reno (Nev.) Gazette and State Journal, Chillicothe (Ohio) Gazette, Iowa City (Ia.) Press-Citizen. Speidel also publishes Western Ranch & Home, Western Horseman and Quarter Horse News magazines.

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.

KSRO, Santa Rosa—Licensed to Finley Broadcasting Co. Ruth W. Finley, president, is affiliated with Santa Rosa Press-Democrat. Operated independently of newspaper.

KWG, Stockton—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KHUB, Watsonville—Licensed to Patrick H. Peabody, who has 35% interest in Los Gatos (Calif.) Times, 40% interest in Giroy (Calif.) Dispatch.

COLORADO

KLMR, Lamar—Licensed to Southeast Colorado Broadcasting Co. Inc. Fred M. Betz, 1/4 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 WHEC Rochester, 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.

WBRV, Waterbury—Licensed to the American-Republican Inc., publisher of Waterbury Republican and American.

DELAWARE

WDEL, WDEL-FM, Wilmington—Licensed to WDEL Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc., publisher of Lancaster New Era and Intelligencer Journal.

DISTRICT OF COLUMBIA

WMAL, WMAL-FM, Washington—Licensed to Evening Star Broadcasting Co., subsidiary of Washington Star.

WTOP, WTOP-FM, Washington—Licensed to WTOP Inc. 55% owned by Washington Post (45% owned by CBS).

FLORIDA

WNDB, WNDB-FM, Daytona Beach—Licensed to the News-Journal Corp., publisher of Daytona Beach Journal and News.

WFTL, Ft. Lauderdale—Licensed to the Gore Pub. Co., publishers of Ft. Lauderdale News.

WJHP, WJHP-FM, Jacksonville—Licensed to Metropolitan Co.; same ownership as Jacksonville Journal. See WCOA, Pensacola.

WIOD, WIOD-FM, Miami—Licensed to Isle of Dreams Broadcasting Corp., stock owned by Miami News Inc., publisher of Miami News. See WHIO, Dayton, O., and WSB, Atlanta, Ga.

WQAM, WQAM-FM, Miami—Licensed to Miami Broadcasting Co., owned by Miami Herald Publishing Co., publisher of Miami Herald (Knight Newspapers). See WIND, Chicago.

WGBS, WGBS-FM, Miami—Licensed to Fort Industry Co. George B. Storer, president, is also president of Florida Sun Publishing Co., publisher of Miami Beach Florida Sun.

WTMC, Ocala—Licensed to Ocala Broadcasting Co. Inc.; affiliate of Ocala Star-Banner (Perry Newspapers). See WCOA, Pensacola.

WHOO, WHOO-FM, Orlando—Licensed to Orlando Daily Newspapers, publishers of the Orlando Sentinel and Star. Sale to Edward Lamb pending FCC approval. Mr. Lamb owns WTOD and WTRT (FM) Toledo, WICU (TV) Erie, Pa., (Erie Dispatch) and WTVN (TV) Columbus, O.

WDLF, WDLF-FM (CP), Panama City—Licensed to Panama City Bestg. Co. Same ownership as Panama City News-Herald. See WCOA Pensacola.

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, owner, is publisher of following Florida newspapers: Pensacola Journal and News, Deland Sun-News, Jacksonville Journal (WJHP), Ocala Star-Banner (WTMC), Panama City News-Herald (WDLF), Palm Beach News, as well as a number of weekly newspapers. Mr. Perry also publishes the Frankfort (Ky.) State Journal and is president of Western Newspaper Union, a newspaper syndicate. See also WJHP Jacksonville, WTMC Ocala, WDLF Panama City.

WTSP, WTSP-FM, St. Petersburg—Licensed to Pinellas Broadcasting Co., 59% of stock owned by Nelson Poynter, publisher of St. Petersburg Times.

WDAE, WDAE-FM, Tampa—Licensed to Tampa Times Co., publisher of Tampa Times.

WFLA, WFLA-FM, Tampa—Licensed to Tribune Co., publisher of 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 Americus 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, Atlanta—see WGBS, Miami, Fla.

WSB, WSB-FM, 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, owner of weekly Bartow Herald.

WGBA, WGBA-FM, Columbus—Licensed to Georgia-Alabama Broadcasting Corp. Twenty per cent interest each held by A. H. Chapman, president, M. R. Ashworth, publisher of the Ledger and Enquirer; Wyllyne 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 Times*, is president and majority stockholder.

WKLY, Hartwell—Licensed to Louie L. Morris, partner in weekly *Hartwell Sun*.

WLAG, WLAG-FM, La Grange — Licensed to La Grange Broadcasting Co.; thirty-three and one-third per cent of stock owned by Roy C. Swank, publisher of *La Grange News*.

WNEX, WNEX-FM, Macon — Licensed to Macon Broadcasting Co.; 16% held by the *Telegraph Publishing Co.*, publisher of *Macon Telegraph* and *News*.

WMVG, Milledgeville—Licensed to Jere N. Moore, editor, weekly *Union-Recorder*.

WLAQ, Rome—Licensed to News Publishing Co., publisher of *Rome News-Tribune*.

WSFT, Thomaston — Licensed to the Thomaston Broadcasting Co. J. B. Hardy, S. J. Carswell, co-owners, weekly *Thomaston Times* and *Free-Press*, owns 40% of station.

WVOP, Vidalia—Licensed to Vidalia Broadcasting Co. R. E. Ledford, 50% owner, is publisher of weekly *Vidalia Advance*.

WAYX, Waycross — Licensed to Jack Williams, publisher, *Waycross Journal-Herald*.

IDAHO

KBIO, Burley—Licensed to KBIO Inc. Owned 86% by Jessica L. Longston, publisher of weekly *Burley Bulletin* and *St. Helens* (Ore.) *Sentinel Mist*. See also KPUG, Bellingham and KSEM, Moses Lake, 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. Scripps Newspapers Inc., 24% owner, publisher of *Coeur d'Alene Press*,

Pocatello (Ida.) *State Journal*, *Provo* (Utah) *Herald*, *The Dalles* (Ore.) *Chronicle*. See also KEYY, Pocatello, Ida., and KNEW Spokane, Wash.

KIFI, Idaho Falls—Licensed to Eastern Idaho Bcstg. & Tele. Co. *Idaho Falls Post-Register* is part owner (see KWIK Pocatello).

KEYY, Pocatello—Licensed to Radio & Television Broadcasting Co. of Idaho. Scripps Newspapers Inc., 24% owner, publisher of *Pocatello State Journal*, *Coeur d'Alene* (Ida.) *Press*, *Provo* (Utah) *Herald*, *The Dalles* (Ore.) *Chronicle*. See also KVNI Coeur d'Alene, Ida. and KNEW Spokane, Wash.

KWIK, Pocatello—Licensed to Eastern Idaho Broadcasting and Television Co. *Idaho Falls Post-Register* is part owner. See KIFI Idaho Falls.

ILLINOIS

WAVA, Ava—Licensed to Ava Broadcasting Co. Leonard M. Johnson, 50% owner, is publisher of weekly *Ava Citizen*.

WJBC, WJBC-FM, Bloomington — Licensed to Bloomington Broadcasting Corp., affiliated with Daily *Pantagraph Co.*, publisher of *Bloomington Pantagraph*.

WBYS, WBYS-FM, Canton — Licensed to Fulton County Broadcasting Co. Same ownership as *Canton Ledger*.

WDWS, WDWS-FM, Champaign — Licensed to The Champaign News-Gazette Inc., publisher of *Champaign News-Gazette*.

WAAF, WAAF-FM, Chicago—Licensed to Corn Belt Publishers Inc. (*Drovers Journal* division).

WGN, WGNB (FM), Chicago—Licensed to WGN Inc., 100% subsidiary of the *Tribune Co.*, publisher of *Chicago Tribune*.

WIND, Chicago—Licensed to the Johnson-Kennedy Radio Corp., Knight Newspapers own 42% (*Chicago Daily News*, *Detroit Free Press*, *Akron Beacon Journal* (WAKR), *Miami Herald* (WQAM).

WJJD, WFMM (FM), Chicago—Licensed to WJJD Inc., owned by Field Enterprises Inc., controlled by Marshall Field, publisher, *Chicago Sun-Times*. See KOIN Portland, Oreg. and KJR

Seattle, Wash.

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 100% of stock owned by *Prairie Farmer Publishing Co.*, publisher of *Prairie Farmer*, bi-weekly.

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspapers). See WHEC Rochester, N. Y.

WCRA, Effingham—Licensed to the Effingham Bcstg. Co. Some stockholders also hold stock in *Effingham 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 *Galesburg Register Mail*.

WLDS, Jacksonville—Licensed to Jacksonville Radio & Television Corp., 90% owned by *Jacksonville Journal and Courier Co.*, publisher of *Jacksonville Journal and Courier*.

WKAN, Kankakee — Licensed to the Kankakee *Journal Co.*, publisher, *Kankakee Daily Journal*.

WLPO, La Salle—Licensed to La Salle County Broadcasting Corp., 100% owned by Peter Miller, publisher of *La Salle News-Tribune*.

WMBD, WMBD-FM, Peoria — Licensed to Peoria Broadcasting Co., majority ownership identified with ownership of *Peoria Journal*.

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 *Lee Newspapers*, which publishes the following newspapers in Iowa: *Davenport Times* and *Democrat & Leader*, *Ottumwa Courier*, *Muscatine Journal*, *Mason City Globe-Gazette* (KGLO). Also the following: *Madison* (Wis.) *State Journal*, *La Crosse* (Wis.) *Tribune & Leader-Press*, *Hannibal* (Mo.) *Courier-Post*, *Kewanee* (Ill.) *Star-Courier*,

Lincoln (Neb.) *Star*. See also KGLO Mason City, Iowa.

WHBF, WHBF-FM, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders own all stock of *Rock Island Argus*.

WROK, WROK-FM, Rockford — Licensed to Rockford Broadcasters Inc. Same ownership as *Rockford Star* and *Register-Republic*.

WCVS, WCVS-FM, Springfield — Licensed to WCBS Inc., same ownership as *Springfield State Journal* and *Register* (Copley Press). Other Copley newspapers are the following in Illinois: *Aurora Beacon-News*, *Elgin Courier-News*, *Joliet Herald-News*. Also the following in California: *Alhambra Post-Advocate*, *Burbank Review*, *Culver City Star-News*, *Glendale News-Press*, *Redondo Breeze*, *Venice Vanguard*, *San Pedro News-Pilot*, *San Diego Union and Tribune* (KSDO). See also KSDO San Diego, Calif.

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*.

WFRX, West Frankfort—Licensed to Pyramid Radio Broadcasting & Television Co. 20% of stock owned by E. J. Paxton, vice president of *Paducah News*. See WKYB Paducah, Ky.

INDIANA

WCNB, WCNB-FM, Connersville—Licensed to News Examiner Co., publisher of *Connersville News-Examiner*.

WTRC, WTRC-FM, Elkhart—Licensed to Truth Publishing Co. Inc., publisher of *Elkhart Truth*.

WGL, Ft. Wayne—Licensed to News Sentinel Broadcasting Co., which is owned by *News Publishing Co.* (*Fort Wayne News-Sentinel*).

WIRE, Indianapolis—Licensed to Indianapolis Broadcasting Inc. 100% of stock owned by *Central Newspapers Inc.*, publisher of *Indianapolis Star* and *News*, *Muncie Star* and *Evening Press*, *Huntington Herald-Press*, *Vin-*

(Continued on page 454)

100 MILLION for Broadcasting Equipment

Additional millions will be spent by newspapers for AM Radio, Mobile Radio, Program Material, Technical and Representative Services.

90% of the newspapers state that their own executives give FINAL APPROVAL to the purchase of equipment or services for the station which they own or plan to own.

If you want your share of sales from this important, profitable field be sure to include EDITOR & PUBLISHER—"The Newspaperman's Bible"—in your advertising program. EDITOR & PUBLISHER is the ONE and ONLY medium through which you can cover ALL of these important newspaper owners, publishers and their top executives.

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TV

THAT'S THE MARKET FOR TV BROADCASTING EQUIPMENT ALONE AMONG DAILY NEWSPAPERS AS SHOWN BY A RECENT SURVEY.*

*
Send for your FREE copy of our new TV-RADIO SURVEY.

Newspaper Ownership

(Continued from page 453)

WVON, Sun-Commercial, Lebanon Reporter, all in Indiana; also Phoenix Republic and Gazette, Arizona. E. C. Pulliam, president.

WIOU, Kokomo — Licensed to North Central Broadcasting Corp. President Richard Blackledge is also president of Kokomo Tribune.

WMRI (FM), Marion — Licensed to Chronicle Publishing Co., Inc., publisher of Marion Leader-Tribune and Chronicle.

WCTW (FM), New Castle—Licensed to Courier-Times Inc., publisher of New Castle Courier-Times.

WSRK (FM), Shelbyville—Licensed to Shelbyville Radio Inc. Stockholders have interest in Shelbyville News.

WSBT, South Bend—Licensed to the South Bend Tribune.

WAOV, Vincennes — Licensed to Vincennes Newspapers Inc. (same ownership as WIRE, Indianapolis).

WRSW, WRSW-FM, Warsaw—Licensed to Reub Williams & Sons Inc., publisher of Warsaw 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 Nurdyke, stockholders, own stock in Ames Tribune.

KWBG, Boone — Licensed to Boone Broadcasting Co. Stockholders Harold A. and Mary Garvey control 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. See KFBI Wichita, Kans.

KCRG, KCRK (FM), Cedar Rapids—Licensed to the Gazette Co., publisher of Cedar Rapids Gazette.

KCOG, Centerville—Licensed to Centerville Broadcasting Co. President Robert K. Beck controls Centerville Iowegian.

KSWI and **KFMX** (FM), Council Bluffs — Licensed to the Nonpareil Broadcasting Co., affiliated with the New Nonpareil Co., publisher of the Council Bluffs Nonpareil.

KDEC, Decorah — Licensed to Telegraph-Herald, Dubuque. (Sale to Scenic Bcstg. Co. pending FCC approval).

KRNT, KRNT-FM, Des Moines — Licensed to Cowles Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of Des Moines Register and Tribune; also publisher of Minneapolis Tribune and Star and Look magazine. See WNAK Yankton, S. D., and WCOP Boston.

KDTH, KDTH-FM, Dubuque—Licensed to Dubuque Telegraph-Herald.

KFJB, Marshalltown—Licensed to Marshall Electric Co., owned by the Marshalltown Times Republican.

KGLO, KGLO-FM, Mason City — Licensed to Lee Radio Inc., affiliated with ownership to WTAD, Quincy, Ill. Lee P. Loomis, president, also publisher of Mason City Globe-Gazette, a Lee Syndicate newspaper. Other Lee Newspapers: In Iowa—Des Moines Times and Democrat & Leader, Ottumwa Courier, Muscatine Journal. In Wisconsin — Madison State Journal, LaCrosse Tribune & Leader-Press; Hannibal (Mo.) Courier-Post, Kewanee (Ill.) Star-Courier, Lincoln (Neb.) Star.

KSCJ, KSCJ-FM, Sioux City—Licensed to the Perkins Brothers Co. William R. Perkins, president, also is president-publisher of Sioux City Journal and Journal-Tribune.

KTRI, Sioux City—Licensed to Sioux City Broadcasting Co., whose owners have interests in the Sioux City Journal-Tribune.

KJFF, Webster City—Licensed to Land-O-Corn Broadcasters, owners affiliated with Freeman Journal.

KANSAS

KSOK, Arkansas City — Licensed to KSOK Broadcasting Co. Beneficial owner of stock is Stauffer Publications Inc., publisher of Arkansas City Traveler, Pittsburg (Kans.) Headlight and Forum (KSEK), Shawnee (Okla.) News and Star (KGFF), Grand Island (Neb.) Independent, Maryville (Mo.) Forum, Topeka (Kans.) State Journal, Nevada (Mo.) Mail, York (Neb.) News-Times, San

ta Maria (Calif.) Times, Pauls Valley (Okla.) Democrat. See also KSEK Pittsburg, Kans., and KGFF Shawnee, Okla.

KGGF, Coffeyville—Licensed to Midwest Broadcasting Co. Same ownership as Coffeyville Journal. See KHAS, Hastings, Neb.

KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denious and other stockholders also own Dodge City Globe.

KTSW, Emporia—Licensed to The Emporia Broadcasting Co. Inc., majority stockholders also own Telegram Publishing Co., publisher Garden City Telegram.

KIUL, Garden City—Licensed to the Telegram Publishing Co., publisher of the Garden City Telegram.

KVGB, Great Bend—Licensed to KVGB Inc. Same ownership as Great Bend Tribune and Russell (Kans.) News.

KAYS, Hays—Licensed to KAYS Inc., principally owned by Hays News.

KIND, Independence—Licensed to Central Broadcasting Inc., 20% owned by H. A. Meyer Jr., publisher of Independence Reporter.

KCKN, Kansas City—Licensed to The KCKN Broadcasting Co., controlled by Capper Publications Inc., publisher of Kansas City Kansas and Topeka Capital (WIBW).

KMAN, Manhattan—Licensed to Manhattan Broadcasting Co. Same ownership as Manhattan Mercury-Chronicle. See KHAS, Hastings, Neb.

KNEK, McPherson—Licensed to McPherson Broadcasting Co. Stockholder Ken Krehbiel owns McPherson 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, Okla.

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 Capital, Kansas City (Kans.) Kansas. See KCKN, Kansas City.

KAKE, Wichita—Licensed to KAKE Broadcasting Co. Inc. subsidiary of Southwestern Publishing Co. See KESA, Fort Smith, Ark.

KFBI, Wichita—Licensed to KFBI Inc. Stockholders include John P. and Sidney Harris of Hutchinson News-Herald and Salina Journal and R. J. Laubengaver of Salina Journal (KSAL), Burlington (Ia.) Hawk Eye Gazette (KBUR).

KFH, KFH-FM, Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Wichita Eagle Inc., publisher of Wichita Eagle.

KWBB, Wichita—Licensed to 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 News.

WCNL, Central City—Licensed to Central City-Greenville Broadcasting Co. Owners L. L. and A. E. Stone and R. G. Utley also own weekly Central City Messenger and Times-Argus.

WCPT, Corbin—Licensed to Corbin Times-Tribune Inc., publisher Corbin Tribune and Times and 50% owner of Harlan (Ky.) Enterprise.

WFUL, Fulton—Licensed to Ken-Tenn Broadcasting Corp. Robert Paul Westpheling Jr. and wife own 4% of station, publish weekly Fulton News.

WKIC, Hazard — Licensed to BMG Broadcasting Co., which owns 75% of Herald Publishing Co. (Hazard Herald).

WHAS, Louisville—Licensed to WHAS Inc., subsidiary of Courier-Journal & Louisville Times Co., publisher of Louisville Courier-Journal and Louisville Times.

WFMW, WFMW-FM, Madisonville—Licensed to Messenger Broadcasting Co., owned 50% by Madisonville Messenger.

WKTM, Mayfield—Licensed to Mayfield Broadcasting Co. President Frank O. Evens owns Mayfield Messenger.

WMIK, Middlesboro—Licensed to Cumberland Gap Broadcasting Co. Some stockholders also own stock in Middlesboro 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, WKYB (FM), Paducah — Licensed to WKYB Inc. Same ownership as Paducah Sun-Democrat.

WLSI, Pikeville—Licensed to Cumberland Pub. Co., publisher of Pikeville News.

LOUISIANA

KTRY, Bastrop — Licensed to Morehouse Broadcasting Co. President Nathan Bolton is publisher of weekly Bastrop Chronicle and Morehouse Enterprise.

WJBO, WBRF (FM), Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; same ownership as Baton Rouge Advocate and State-Times.

KSIG, Crowley—Licensed to the Acadia Broadcasting Co. Owner Max Thomas is publisher Crowley Signal and weekly Acadian. (See KJEF Jennings.)

KJEF, Jennings—Licensed to Jennings Broadcasting Co. President Max Thomas owns Crowley Signal and weekly Acadian.

KVOL, KVOL-FM, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by Lafayette Advertiser.

WTPS, WTPS-FM, New Orleans—Licensed to Times Picayune Publishing Co., publisher of New Orleans Times-Picayune and 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 Press Herald and Express; Kennebec Journal, Augusta; and Waterville Sentinel.

WGAN, Portland — Licensed to Guy Gannett Broadcasting Services; see WGUY, Bangor.

MARYLAND

WBAL, WBAL-FM, Baltimore — Licensed to Hearst Radio Inc.; same ownership as Baltimore News-Post, New York Journal-American and Mirror, Albany, (N.Y.) Times-Union, Boston Record and American, Pittsburgh Sun-Telegraph (WCAE), Chicago Herald-American, Milwaukee Sentinel (WISN), Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald-Express, San Antonio Light, Seattle Post-Intelligencer (25% ownership in KING). See also WCAE Pittsburgh, WISN Milwaukee and KING Seattle.

MASSACHUSETTS

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 Enterprise Pub. Co., publisher, Brockton Enterprise & Times.

WSAR, Fall River—Licensed to Fall River Broadcasting Co., owned by Fall River Herald News Publishing Co., publisher of Fall River Herald News.

WHYN, WHYN-FM, Holyoke — Licensed to Hampden Hampshire Corp.; all stock of station owned by owners of Holyoke Transcript-Telegram and Northampton (Mass.) Hampshire Gazette.

WLAW, WLAW-FM, Lawrence — Licensed to Hildreth & Rogers Co.; under same ownership as Eagle-Tribune Publishing Co., publisher of Lawrence Eagle and Tribune.

WNBH, WFBM (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 Eagle.

WPPE, 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 and 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.

WJBK, WJBK-FM, Detroit — See WGBS, Miami, Fla.

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.) See WBEC Flint and WSGW Saginaw.

WWJ, WWJ-FM, Detroit—Licensed to Evening News Association, publisher of Detroit News.

WDBC, Escanaba—Licensed to Delta Broadcasting Co. The J. P. Norton estate, 45% owner, also controls the Escanaba Press.

WAJL (FM), Flint—Licensed to Advertisers Press Inc., publisher of Flint News Advertiser.

WBBC, Flint—Licensed to Booth Radio and Television Stations Inc. J. L. Booth, owner, personally has stock in Booth Newspaper Inc. See WJLB, Detroit.

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., majority owned by the Mining Journal Co. Ltd., publisher Marquette Mining Journal.

WMDN, Midland — Licensed to Rich Publishing House Inc. publisher of Midland News.

WMLN (FM), Mt. Clemens—Licensed to Macomb Publishing Co., publisher of Mt. Clemens Monitor Leader, South Macomb News and Flyer.

WOAP, WOAP-FM, Owosso—Licensed to Owosso Bcstg. Co., subsidiary of Argus Press Co., publisher of Owosso Argus Press.

WSGW, Saginaw—Licensed to Booth Radio & Television Stations Inc. (See WJLB Detroit.)

WSOO, Sault Ste. Marie — Licensed to Hiawatha-Broadcasting Co. George A. Osborn, publisher of Sault Ste. Marie News, owns 30%.

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.; WLEB Virginia, Minn.; WISC Madison; WEAU Eau Claire, Wis.; KVOL Lafayette, La., and the Manitowish (Wis.) Herald-Times, Chippewa Falls (Wis.) Herald-Telegram, Two Rivers (Wis.) Reporter, Virginia (Minn.) Mesabi 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.

WTGN, WTGN-FM, Minneapolis—Licensed to Mid-Continent Radio & Television Inc.; 50% of stock owned by Ridder interests Northwest Publications Co., publisher of Duluth News-Tribune and Herald, St. Paul Pioneer Press and Dispatch, 50% of stock owned by Minnesota Tribune Co. Other Ridder Publications are New York Staats-Zeitung and Herald, Aberdeen (S.D.) American and News (KSDN), Grand Forks (N.D.)



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Newspaper Ownership

(Continued from page 454)

Herald (KILO), minority interest in Seattle (Wash.) Times. See also WEMP Madison, Wis., and WDSN Superior, Wis.

KDMA, Montevideo—Licensed to Midwest Broadcasting Corp. Everett S. Mills 1% stockholder, publisher of weekly Montevideo American.

KNUJ, New Ulm—Licensed to KNUJ Inc., affiliated with New Ulm Journal.

KFAM, KFAM-FM, St. Cloud—Licensed to Times Publishing Co., publisher of St. Cloud Times.

WELB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEEB, Duluth.

KWNO, KWNO-FM, Winona—Licensed to Winona Radio Service, owned by M. H. White, publisher of Winona Republican-Herald.

MISSISSIPPI

WBIP, Booneville—Licensed to Booneville Broadcasting Co. E. O. Boden, sole owner, controls Walker County Times.

WJMB, Brookhaven—Licensed to Brookhaven Broadcasting Co. Stockholder Dalton Brady is editor of Brookhaven Leader Times.

WROX, Clarksdale—Licensed to Birney Ives Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.

WCJU, Columbia—Licensed to Lester Williams, editor and publisher of weekly Columbian Progress.

WCBI, Columbus—Licensed to Birney Ives Jr., owner of Columbus Commercial Dispatch. See also WELO, Tupelo; WROX, Clarksdale; WNAG, Grenada; WMOX, Meridian, all Miss.

WCMA, Corinth—Licensed to Corinth Broadcasting Co. Aaron B. Robinson, 46% owner, is publisher of Corinth Corinthian. See also WDXI Jackson, Tenn.; WENK Union City, Tenn.

WNAG, Grenada—Licensed to Birney Ives Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.

(NEW), Iuka—Licensed to R. W. Towery, publisher of weekly Iuka Vidette, Belmont Tri-County News and Herndon (Miss.) Times-Promoter.

WMOX, WMOX-FM, Meridian—Licensed to Birney Ives Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.

WELO, Tupelo—Licensed to Tupelo Broadcasting Co. owned by Birney Ives Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.

WQEC, Vicksburg—Licensed to Delta Broadcasting Co. Inc. President L. P. Cashman is publisher of the Vicksburg Herald and 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). See KGLO Mason City, Ia.

KIMO, Independence—Licensed to the Blue Valley Co. Craig Siegfried, general manager and 25% owner, owns the Independence News.

KWOS, KWOS-FM, Jefferson City—Licensed to the Capital Broadcasting Co. R. C. Goshorn, president, is also president of the News Tribune Co., publisher of Jefferson City Capital News and Post-Tribune.

WMBH, WMBH-FM, Joplin—Licensed to Joplin Broadcasting Co. Joplin Globe Publishing Co., publisher of Joplin Globe and News-Herald owns majority of stock.

KCKN, Kansas City—Licensed to the KCKN Broadcasting Co. Owned by Capper Publications Inc., publishers of the Kansas City Kansan and the Topeka Daily Capital. See WIBW, Topeka, Kans.

WDAF, Kansas City—Licensed to The Kansas City Star Co., publisher of Kansas City Star and Times.

KBOA, KBOA-FM, Kennett—Licensed to the Kennett Broadcasting Co. General manager, Paul C. Jones, is 1/2 owner Dunkin Democrat.

KGXB, Springfield—Licensed to Springfield Broadcasting Co.; owned 99% by Springfield Newspapers Inc., publisher of Springfield News and Leader-Press.

KFEQ, St. Joseph—Licensed to KFEQ

Inc. 43% of stock owned by the News Corp., publisher of the St. Joseph News-Press and Gazette.

KSD, 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.

MONTANA

KMON, Great Falls—Licensed to the Montana Farmer Broadcasting Corp., affiliated with Montana Farmer Stockman, semi-monthly farm journal, and Great Falls Tribune.

KRJE, Miles City—Licensed to Star Printing Co., publisher of Miles City Star.

NEBRASKA

KFGT, Fremont—Licensed to Walker Newspapers Inc., publisher of Fremont Guide Tribune.

KHAS, Hastings—Licensed to Nebraska Broadcasting Co. Owned by Fred A., Richard M. and Fay N. Seaton, publishers of Hastings Tribune, Manhattan (Kans.) Mercury-Chronicle (KMAN), Coffeyville (Kans.) Journal (KGGF), Winfield (Kans.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S.D.) Pioneer-Times, Lead (S.D.) Call, Sheridan (Wyo.) Press.

WJAG, Norfolk—Licensed to Huse Pub. Co., publisher of the Norfolk News.

KFAB, Omaha—Licensed to KFAB Broadcasting Co., 50% of stock owned by Sidles Co., 25% of stock owned by Lincoln Nebraska State Journal; 25% of stock owned by Lincoln Star.

WOW, Omaha—Licensed to Radio Station WOW Inc., owned by Meredith Publishing Co.; publisher of Better Homes & Gardens and Successful Farmer.

NEVADA

KELK, Elko—Licensed to Elko Broadcasting Co. Chris H. Sheerin, 50% owner Elko 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 Nevada Radio & Television Inc., 50% owned by Donald W. Reynolds, publisher Southwestern Publishing Co. See KFSA Fort Smith, Ark.

NEW JERSEY

WJLK, WJLK (FM), Asbury Park—Licensed to Asbury Park Press Inc., publisher Asbury Park Press.

WFGP, WFGP-FM, Atlantic City—Licensed to Neptune Broadcasting Co., affiliated with Atlantic City Reporter.

WDHN (FM), New Brunswick—Licensed to Home News Pub. Co., publisher of New Brunswick Home News.

WNJR, WNJR-FM, Newark—Licensed to North Jersey Radio Inc., owned by Newark News.

WPAT, Paterson—Licensed to North Jersey Broadcasting Co., 90% owned by Passaic News.

WTOA (FM) Trenton—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Corp., publisher of Trenton Times.

NEW MEXICO

KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co., 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of Albuquerque Journal.

NEW YORK

WMBO, WMBO-FM, Auburn—Licensed to Auburn Publishing Co., publisher of Auburn Citizen-Advertiser.

WBEN, WBEN-FM, Buffalo—Licensed to WBEN, Inc.; stock owned by same ownership as Buffalo News.

WEBR, Buffalo—Licensed to WEBR Inc. Owned by Buffalo Courier-Express.

WFSS (FM), Coram—Licensed to Suffolk Broadcasting Co. Owned by W. Kingsland Macy and wife, who also own controlling interest in Suffolk Consolidated Press, publisher of weekly newspapers in Long Island.

WCLI, WCLI-FM, Corning—Licensed

to Corning Leader Inc., publisher of 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 and Advertiser (Gannett Newspapers). See WHEC Rochester, N. Y.

WENE, Endicott-Binghamton—Licensed to Empire Newspapers-Radio Inc., publisher Endicott Bulletin.

WVSC, Glens Falls—Licensed to Great Northern Radio Inc., 50% owned by Glens Falls Post Co., publisher of Glens Falls Post-Star and Times.

WVOS, Liberty—Licensed to Sullivan County Broadcasting Corp. President S. D. Lubin and Commercial Manager H. G. Borwick, stockholders, own Sullivan County News and Liberty News.

WUSJ, WUSJ-FM, Lockport—Licensed to Lockport Union Sun and Journal Inc., publisher of Lockport Union Sun & Journal.

WMSA, WMSA-FM, Massena—Licensed to the Brockway Co., owned and operated by the Watertown (N. Y.) Times. See WWNY Watertown, N. Y.

WGNV, Newburgh—Licensed to WGNV Broadcasting Co. Inc. (Speidel Newspapers). See KSNi Salinas, Calif.

WEVD, New York—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the Jewish Forward; the newspaper company itself has no interest or control.

WHOM, New York—Licensed to Atlantic Broadcasting Co., subsidiary of Il Progresso Italo Americano.

WOV, New York—Licensed to Wodaam Corp.; Richard E. O'Dea, majority stockholder, is director and stockholder of the Paterson (N. J.) Call.

WQXR, WQXR-FM, New York—Licensed to the Interstate Broadcasting Co., subsidiary of New York Times.

WHLD, 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. Minority interest owned by Gannett Newspapers. See WHEC Rochester, N. Y.

WDOS, Oneonta—Licensed to Oneonta Star Inc., publisher of Oneonta Star.

WKIP, WHVA (FM), Poughkeepsie—Licensed to Poughkeepsie newspapers Inc., publisher of Poughkeepsie New Yorker (Speidel Newspapers). See KSNi Salinas, Calif.

WHEC, Rochester—Licensed to WHEC Inc., 86% of stock owned by the Gannett Co. Inc., publisher of Rochester Times-Union and Democrat & Chronicle (Gannett Newspapers). Other Gannett Newspapers are Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority) (WHDL), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette and Advertiser (WENY), Binghamton Press, all in New York; Hartford (Conn.) Times (WTRT), Plainfield (N. J.) Courier-News, Danville (Ill.) Commercial News (WDAI).

WRUN, WRUN-FM, Rome-Utica—Licensed to Rome Sentinel Co., publisher of Rome Sentinel.

WSYR, WSYR-FM, Syracuse—Licensed to Central New York Broadcasting Corp. Same ownership (S. I. Newhouse) as Syracuse Post-Standard and Herald-Journal, Newark Star-Ledger, Jersey City Journal, Long Island Press and Star Journal, Harrisburg (Pa.) Patriot News, Staten Island (N. Y.) Advance, Portland Oregonian (KGW).

WFLY (FM), Troy—Licensed to the Troy Record Co., publisher of Troy Record and Times-Record.

WWNY, WWNY-FM, Watertown—Licensed to the Brockway Co., owned and operated by the Watertown Times. See WMSA Massena.

WFAS, WFAS-FM, White Plains—Licensed to Westchester Broadcasting Corp. J. Noel Macy and Valentine E. Macy Jr., co-owners, publisher of White Plains Reporter Dispatch, Yonkers Herald-Starman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times, Peekskill Star, all in New York.

NORTH CAROLINA

WGWR, WGWR-FM, Asheboro—Li-

censed to the Asheboro Broadcasting Co., owners including Roy Cox, publisher Asheville 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 association as WBBO Forest City, below.

WEGO, Concord—Licensed to Cabarrus Broadcasting Co. Same ownership as weekly Corbin Tribune.

WDNC, WDNC-FM, Durham—Licensed to the Durham Radio Corp.; 100% owned by the Durham Herald Co., publisher Durham Herald and Sun.

WBBO, WBBO-FM, Forest City—Licensed to Rutherford County Radio Co., Inc., stockholders affiliated with following weekly newspapers: Forest City Courier, Spindale Sun and Rutherford County News. See WPNF Brevard.

WGER, WEQR (FM), Goldsboro—Licensed to East Carolina Broadcasting Co. Talbot Patrick, 75% owner, is publisher of Goldsboro News-Argus and Rock Hill (S.C.) Herald.

WFMY (FM) Greensboro—Licensed to the Greensboro News Co., publisher of the Greensboro News and Record.

WHKY, Hickory—Licensed to Catawba Valley Broadcasting Co., stockholders include Lester C. Gifford, publisher of Hickory Record.

WHPE, WHPE-FM, High Point—Licensed to High Point Enterprise Inc., publisher of High Point Enterprise.

WNAO, WNAO-FM, Raleigh—Licensed to the Raleigh News & Observer Publishing Co., publisher of Raleigh News & Observer.

WCEC, WFMA (FM), Rocky Mount—Licensed to Eastern Carolina Electronics Inc., affiliated with Rocky Mount Telegram.

WREV, WREV-FM, Reidsville—Licensed to Reidsville Broadcasting Co. W. M. and M. Oliver Jr., owners, also own stock in Reidsville Review.

WSTP, WSTP-FM, Salisbury—Licensed to Piedmont Broadcasting Co.; 37% of stock owned by Salisbury Post and Post stockholders.

WOHS, WOHS-FM, Shelby—Licensed to the Western Carolina Radio Corp., affiliated with Shelby Star.

WHCC, Waynesville—Licensed to WHCC Inc. President Rolt McPherson, principal owner, is identified with Shelby Star (see WOES Shelby).

WSJS, WSJS-FM, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of Winston-Salem Journal and Twin City Sentinel.

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.4% of stock owned by stockholders of Forum Publishing Co., publisher of Fargo Forum.

KILO, Grand Forks—Licensed to Grand Forks Herald Inc., publisher of Grand Forks Herald which is 60% owned by Ridder Publications. See WTCN Minneapolis.

OHIO

WAKR, WAKR-FM, Akron—Licensed to Summit Radio Corp., and 45% owned by the Akron Beacon-Journal. (Knight Newspapers). See WIND Chicago.

WHKK, Akron—Licensed to United Broadcasting Co.; owned by Forest City Publishing Co., publisher of Cleveland Plain Dealer and News. See WHK Cleveland, WHKC Columbus, WKBN Youngstown.

WFAH (FM), Alliance—Licensed to the Review Pub. Co., publisher of Alliance Review.

WATG, WATG-FM, Ashland—Licensed to Eber & Koehl, publisher Ashland Times-Gazette Galton (O.) Inquirer.

WICA, WICA-FM, Ashtabula—Licensed to WICA Inc. Same ownership as Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald, all Ohio.

WTRF, WTRF-FM, Bellaire—Licensed to Tri-City Broadcasting Co. Albert & Gordon Dix each hold 25% interest in station, and also have interest in Martins Ferry Times, Bellaire Leader and Wooster Record. Remaining stock owned by Jesse A. Bloch, Wheeling, W. Va.

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 (WFAV) and Salem News*, all in Ohio; *Salisbury (Md.) Times*.

WCPO, WCPO-FM, Cincinnati—Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers, publisher of *Cincinnati Post, New York World-Telegram & Sun, Cleveland Press (WEWS)*, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel (WNOX), Memphis Commercial Appeal and Press-Scimitar (WMC), Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville (Ind.) Press. See WNOX Knoxville, Tenn. and WMC Memphis, Tenn.

WKRC, WKRC-FM, Cincinnati—Licensed to Radio Cincinnati, Inc., subsidiary of the Cincinnati Times-Star Co., publisher of *Cincinnati Times-Star*.

WSAI, WSAI-FM, Cincinnati—Licensed to Buckeye Broadcasting Co., owned by Fort Industry Co. See WGBS Miami, Fla.

WHK, WHK-FM, Cleveland—Licensed to United Broadcasting Co., controlling interest owned by Forest City Publishing Co., publisher of the *Cleveland Plain Dealer and News*. See WHKK Akron, WKBN Youngstown, WHKC Columbus.

WBNS, WELD (FM), Columbus—Licensed to Radio Ohio, Inc. Same ownership (Edgar T. Wolfe) as Columbus Dispatch and Ohio State Journal.

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 News*. See WHK Cleveland, WHKK Akron and WKBN Youngstown.

WTNS, Coshocton—Licensed to Coshocton Broadcasting Co. Bob, Bill and Bruce Wallace control both license and Coshocton Tribune.

WCOL, Columbus—Licensed to Pixleys Inc. Sale to Charles Sawyer, publisher of *Lancaster (Ohio) Eagle-Gazette*, pending FCC approval. See WIZE Springfield and WING Dayton, Ohio.

WHIO, WHIO-FM, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton News and Journal Herald, Springfield (O.) News and Sun, Miami News (WIOD)* and *Atlanta Journal and Constitution (WSB)* (James M. Cox).

WING, Dayton—Licensed to Great Trails Broadcasting Corp., owned by Charles Sawyer, publisher of *Lancaster Eagle-Gazette*. See WIZE Springfield, Ohio. Purchase of WCOL Columbus pending FCC approval.

WJER, Dover—Licensed to Dover Broadcasting Co. Inc. See WAJR Morgantown and WDNE Elkins, W. Va.

WFN, WFN-FM, Findlay—Licensed to Findlay Publishing Co., publisher of *Findlay Republican Courier*.

WCLT, WCLT-FM, Newark—Licensed to the Advocate Printing Co., publisher of *Newark Advocate and American Tribune*.

WPAY, WPAY-FM, Portsmouth—Licensed to The Scioto Broadcasting Co.; 100% owned by Brush-Moore Newspapers Inc., publisher of *Portsmouth Times, Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News* (all in Ohio); and *Salisbury Times*, Maryland. See WHBC Canton.

WIZE, Springfield—Licensed to Radio Voice of Springfield Inc., controlled by Charles Sawyer, publisher of *Lancaster (Ohio) Eagle-Gazette*. See WING, Dayton. Purchase of WCOL Columbus pending FCC approval.

WSPD, WSPD-FM, 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., publisher of *Warren Tribune-Chronicle*.

WWST, WWST-FM, Wooster—Licensed to Wooster Republican Printing Co., publisher of the *Wooster 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. (Cleve-

Land Plain Dealer and News) owns 40%. See WHK Cleveland WHKC Columbus and WHKK Akron.

WHIZ, Zanesville—Licensed to Southeastern Ohio Broadcasting System Inc., majority of stock owned by Zanesville Pub. Co., publisher of *Zanesville Times-Recorder and Signal*.

OKLAHOMA

KWHW, Altus—Licensed to Altus Broadcasting Co., 50% owned by Altus Times-Democrat.

KVSO, Ardmore—Licensed to John F. Easley, owner of *Ardmore Ardmoreite*.

KSEO, KSEO-FM, Durant—Licensed to Democrat Printing Co., publisher Durant Democrat, Durant Weekly News.

KCRC, Enid—Licensed to Enid Radio-Phone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News and Eagle*.

KBIX, KBIX-FM, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Phoenix and Times-Democrat*.

WKY, Oklahoma City—Licensed to WKY Radiophone Co., same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman and Times, Farmer-Stockman*.

KHBG, Okmulgee—Licensed to Okmulgee Broadcasting Corp., subsidiary of *Okmulgee Times*. See also KFSA, Fort Smith, Ark.

WBBZ, Ponca City—Licensed to Ponca City Publishing Co., publisher of the *Ponca City News*.

KGFF, Shawnee—Licensed to KGFF Broadcasting Co., Inc. Controlling stock interest (94%) owned by Stauffer Publications Inc. See KSOK Arkansas City, Ark.

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*. See KROW, Oakland, Calif.

KERG, Eugene—Licensed to Guard Publishing Co., publisher of *Eugene Register-Guard*.

KUIN, KGPO (FM), Grants Pass—Licensed to Southern Oregon Bcstg. Co., 50% owned by Pres. A. E. Voorhies of *Grants Pass 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*. See KRNR, Roseburg.

KMCM, McMinnville—Licensed to Yamhill Broadcasters Inc. Same ownership as weekly *McMinnville Telephone-Register*.

KYJC, Medford—Licensed to the Medford Printing Co., publisher *Medford Mail Tribune*. See KRNR, Roseburg.

KGW, KGW-FM, Portland—Licensed to Pioneer Broadcasters Inc. Same ownership as *Portland Oregonian*. For other Newhouse newspapers, see WSYR Syracuse, N. Y.

KOIN, KOIN-FM, Portland—Licensed to KOIN, Inc., Owned by Marshall Field, publisher of *Chicago Sun-Times*. See WJJD, Chicago, Ill.

KPOJ, KPOJ-FM, Portland—Licensed to KPOJ Inc.; stock owned by *Portland Oregon Journal*.

KRNR, Roseburg—Licensed to The News-Review Co., publisher of *Roseburg News-Review*, Southern Oregon Publishing Co., which controls the license, also owns *Klamath Falls Herald & News (KFLW)* and 20% interest in *Medford Mail Tribune (KYJC)*.

PENNSYLVANIA

WGPA, WGPA-FM, Bethlehem—Licensed to Bethlehem Globe Pub. Co., publisher *Bethlehem Globe-Times*.

WCNR, Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., affiliated with the *Bloomsburg Press*.

WBUT, WBUT-FM, Butler—Licensed to the Eagle Printing Co., publisher *Butler Eagle*.

WCPA, Clearfield—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of *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*. See WILK Wilkes-Barre.

WEEK (FM), Easton—Licensed to the Easton Pub. Co., publisher of the *Easton Express*.

WEST, WEST-FM, Easton—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WIKK, Erie—Licensed to Community Service Broadcasting Co., Donald W. Reynolds, owner of Southwestern Publishing Co. is minority stockholder. See KFSA Fort Smith, Ark.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WHUN, Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher *Huntingdon News*.

WJAC, WJAC-FM, Johnstown—Licensed to WJAC Inc., 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune and Democrat*.

WGAL, WGAL-FM, Lancaster—Licensed to WGAL Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc., publisher of *Lancaster Intelligencer Journal and New Era*.

WMRF, WLTN (FM), Lewistown—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel*.

WCAU, WCAU-FM, Philadelphia—Licensed to WCAU Inc., owned by Philadelphia Bulletin.

WFIL, WFIL-FM, Philadelphia—Licensed to Triangle Publications Inc., publisher *Philadelphia Inquirer*.

WCAE, WCAE-FM, Pittsburgh—Licensed to WCAE Inc., owned by the Hearst Publishing Co., publisher of *Pittsburgh Sun-Telegraph*. For other Hearst newspapers see WBAL Baltimore.

WWSW, WWSW-FM, Pittsburgh—Licensed to WWSW Inc. Owned by the *Pittsburgh Post-Gazette*.

WEEU, WEEU-FM, Reading—Licensed to the Hawley Broadcasting Co., affiliated with *Reading Eagle Times*.

WRWA, Reading—Licensed to the Reading Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WRYO, Rochester—Licensed to Beaver Valley Radio Inc. Stockholder S. W. Calkins is publisher of *Beaver Valley Times*.

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., publisher of *Sharon Herald*.

WVPO, Stroudsburg—Licensed to Pono Broadcasting Inc., affiliated with *Stroudsburg Record*.

WKOK, WKOK-FM, Sunbury—Licensed to Sunbury Broadcasting Corp., majority ownership identified with *Sunbury Item*.

WRAC, WRAC-FM, Williamsport—Licensed to WRAC Inc.; 66.6% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin and Sun*.

WWPA, Williamsport—Licensed to Williamsport Radio Broadcasting Associates Inc. Harry J. W. Kiessling, Grit Publishing Co. executive, is president and owns 26%.

WILK, WILK-FM, Wilkes-Barre—Licensed to Wyoming Valley Broadcasting Co. Stockholders in station also own interests in *DuBois Courier-Express* and *Butler Eagle*. See WCED DuBois.

WORK, York—Licensed to York Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

RHODE ISLAND

WPJB, 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, Calif.*

SOUTH CAROLINA

WAIM, WCAC (FM), Anderson—Licensed to Wilton E. Hall, owner of

Anderson Independent and Mail.

WTMA, WTMA-FM, Charleston—Licensed to Atlantic Coast Broadcasting Co.; affiliated with *Charleston News & Courier* and *Post*.

WFBC, WFBC-FM, Greenville—Licensed to Greenville News-Piedmont Co., publisher of *Greenville News and Piedmont*.

WEAB, Greer—Licensed to Greer Bcstg. Co. Partner E. A. Burch is publisher of the weekly *Greer Citizen*.

WTND, Orangeburg—Licensed to the WTND Inc. Same ownership as *Orangeburg Times and Democrat*.

WSNW, Seneca—Licensed to Blue Ridge Broadcasting Co., owned by J. A. Gallimore and wife, publishers of weekly *Seneca Journal and Waihalia (S. C.) Keowee Courier*.

WFIG, Sumter—Licensed to WFIG Inc. Hubert Osteen, president, is publisher of the *Sumter Item*.

SOUTH DAKOTA

KSDN, Aberdeen—Licensed to Aberdeen News Co., publishers of the *American News* (identified with *Rider Publications*); also see WDSM Superior Wis.; KILQ 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-Athenian*.

WDSG, Dyersburg—Licensed to State Gazette Broadcasting Co., owned by *Dyersburg State Gazette*.

WDXI, Jackson—Licensed to Dixie Broadcasting Co. Aaron B. Robinson, majority stockholder, is publisher of *Corinth (Miss.) Corinthian*. See also WCMA Corinth, Miss., and WENK Union City, Tenn.

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 *Johnson City 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 Scripps-Howard Newspapers (Knoxville *News-Sentinel*). See WCPO, Cincinnati.

WMC, WMCF (FM), 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 *Temple Telegram*, and the *Sherman News*, is 75% owner, and president.

WHAL, Shelbyville—Licensed to Shelbyville Broadcasting Co. Same owners as Bedford County News.

WENK, Union City—Licensed to Union City Broadcasting Co. Inc. Aaron B. Robinson, majority stockholder, publisher of *Corinth (Miss.) Corinthian*. See also WCMA, Corinth, Miss., and WDXI, Jackson, Tenn.

TEXAS

KRBC, Abilene—Licensed to Reporter Broadcasting Co.; 54% 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. See KBST, Big Spring.

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*. See KIUN, Pecos, KRIG, Odessa, Tex.

KGNC, Amarillo—Licensed to Plains Broadcasting Co. 80% of stock owned by *Globe News Publishing Co. Inc.*,

Newspaper Ownership

(Continued from page 457)

publisher of *Amarillo News* and *Globe*. Same interests also control *Lubbock Avalanche* and *Journal*. 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 Bonham Publishing Co., publisher of *Bonham Favorite*.

KTFY, Brownfield—Licensed to Terry County Broadcasting Co., Mike Barrett, 75% owner, is publisher of weekly *Brownfield News*.

KCAR, Clarksville—Licensed to Texo Broadcasting Co. Reagan Hurt, 33 1/3% owner, publisher of weekly *Clarksville Times*.

KMCO, Conroe—Licensed to Montgomery County Broadcasting Co. Stockholder D. C. Norton owns weekly *Conroe Courier*.

KRLD, **KRLD-FM**, Dallas—Licensed to **KRLD** Radio Corp.; subsidiary of *Times Herald Printing Co.*, publishers *Dallas Times-Herald*.

WFAP, Dallas—Licensed to A. H. Belo Corp., publisher of the *Dallas 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**, 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 *Gainesville Register*.

KATL, Houston—Licensed to Texas Broadcasters Inc. Affiliated with *Houston Press* (no interlocking ownership).

KPRC, **KPRC-FM**, Houston—Licensed to Houston Post Co., publisher of *Houston Post*.

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, R. A. Woodson and W. J. Beckham, Mr. Woodson, 37% owner, is half-owner of *Lamesa Reporter* and 5% owner of *Brownwood Bulletin*.

KLVT, Levelland—Licensed to **Herald Broadcasting Co.**, Forrest Weimhold, owner, also owns *Hockey County Herald* (Levelland), and *Morton* (Tex.) *Tribune*.

KFYD, Lubbock—Licensed to Plains Radio Broadcasting Co. Same interests publish *Lubbock Avalanche* and *Journal*. See **KGNC** Amarillo.

KTRE, Lufkin—Licensed to Forest Capital Broadcasting Co. Two stockholders own minority interest in *Lufkin News*.

KGNB, New Braunfels—Licensed to Comal Broadcasting Co. Charles W. Scruggs, president and 40% stockholder, owns *New Braunfels Herald*.

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 Freedom Newspapers Inc., publisher of *Pampa 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 *News*.

KEVA, Shamrock—Licensed to Shamrock Broadcasting Co. Albert Cooper, 20% stockholder of station, owns 52% of weekly *Shamrock Texan* and *Wheeler Times*.

KXOX, Sweetwater—Licensed to Radio & News Inc. Owned by J. S. McBeath, owner of *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 Telegram*.

KTER, Terrell—Licensed to Terrell Broadcasting Corp. Frederick Massengill Jr., 80% owner, is publisher of *Terrell Tribune*.

KCMC, **KCMC-FM**, Texarkana—Licensed to **KCMC** Inc., identified with ownership of *Texarkana Gazette* and *News*.

KVWC, Vernon—Licensed to Northwestern Broadcasting Co. R. H. Nichols, 49% owner, is president and editor of *Vernon Record*.

KTBB, Tyler—Licensed to Blackstone Broadcasting Co. whose principal owners are also principal owners of *Tyler Courier-Times* and *Telegraph*.

KTRN, Wichita Falls—Licensed to **Texoma Broadcasting Co.** Owned 50% by *Times Publishing Co.*, publisher of *Wichita Falls Record-News* and *Times*.

UTAH

KLO, Ogden—Licensed by Interstate Broadcasting Corp.; majority stock owned by A. L. Glasmann, 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*.

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.

WGH, **WGH-FM**, Newport News—Licensed to Hampton Roads Broadcasting Corp.; 75% of stock owned by *Daily Press Inc.*, publisher of *Newport News Press* and *Times-Herald*; 25% by Edward E. Bishop.

WTAR, **WTAR-FM**, Norfolk—Licensed to **WTAR** Radio Corp.; subsidiary of *Norfolk Newspapers Inc.*, publisher of *Norfolk Virginian-Pilot* and *Ledger-Dispatch*.

WRNL, **WRNL-FM**, Richmond—Licensed to *Richmond Newspapers, Inc.*, publisher of *Richmond Times and Dispatch* and *News-Leader*.

WDBJ, **WDBJ-FM**, Roanoke—Licensed to *Times-World Corp.*, publisher of *Roanoke Times* and *World-News*.

WASHINGTON

KPUG, Bellingham—Licensed to **KPUG** Inc., owned 50% by Jessica L. Longston, publisher of weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel* *Mist*. See **KBIO**, *Burley*, *Ida.*

KWLK, **KWLK-FM**, Longview—Licensed to *Twin City Broadcasting Corp.*; 32% of stock owned by J. M. McClelland, publisher of *Longview News*.

KSEM, Moses Lake—Licensed to **KSEM** Inc., owned 50% by Jessica L. Longston, publisher of weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel* *Mist*. See **KBIO**, *Burley*, *Ida.*

KONP, Port Angeles—Licensed to *Radio Pacific, Inc.*, subsidiary of *Port Angeles News*.

KING, Seattle—Licensed to **KING** Bcstg. Co., 25% owned by *Hearst Radio, Inc.* subsidiary of *Hearst Newspapers*, publisher of *Seattle Post-Intelligencer* and other newspapers. See **WBAL** *Baltimore*.

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. Same ownership as *Spokane Chronicle*.

KNEW, Spokane—Licensed to *Inland Empire Broadcasting Co.* Scripps Newspapers Inc., 24% owner, publisher of *Pocatello* (Ida.) *State Journal*, *Coeur d'Alene* (Ida.) *Press*, *Provo* (Utah) *Herald*, *The Dalles* (Ore.) *Chronicle*. See also **KEYY**, *Pocatello*, *Ida.*, and **KVNI**, *Coeur d'Alene*, *Ida.*

KTNT (FM), Tacoma—Licensed to the *Tribune Publishing Co.*, publisher of *Tacoma News Tribune*.

KVAN, Vancouver—Licensed to *Vancouver Radio Corp.*; controlled by *Sheldon F. Sackett*, publisher of *Coots Bay Times*, 95% owner of *KOOS*, *Coots Bay*, and sole owner of *KROW*, *Oakland*, *Calif.*

WEST VIRGINIA

WHIS, Bluefield—Licensed to *Daily Telegraph Printing Co.*, publisher of *Bluefield Telegraph* and *Sunset News*.

WDNE, Elkins—Licensed to *West Virginia Radio Corp.* (See **WAJR** *Morgantown*, *W. Va.*, **WJER** *Dover*, *Ohio*).

WMMN, Fairmont—See **WGBS**, *Miami*, *Fla.*

WVWV, **WJPB** (FM), Fairmont—Licensed to *Fairmont Broadcasting Co.* J. Patrick Beacom, owner, publishes *Mannington* (W. Va.) *Times*.

WSAZ, **Huntington**—Licensed to **WSAZ** Inc., 52% of stock owned by *Huntington Publishing Co.*, publisher of *Huntington Advertiser*; 48% owned by *Kennedy 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.

WEGG, **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, *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 weekly *Antigo Journal*.

WGEZ, *Beloit*—Licensed to *Beloit Broadcasting Co.*, owned by *Sidney H. Bliss* and family owners of *Janesville* (Wis.) *Gazette*. See **WCLO**, *Janesville*, *Wis.*

KFIZ, *Fond du Lac*—Licensed to **KFIZ** Broadcasting Co. Same owners as *Fond du Lac Commonwealth Reporter*.

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 *Leader*; 54 1/2% owned by *Morgan Murphy* (and wife), publisher of *Superior Telegram*. See **WEBC** *Duluth*, *Minn.*

WJPG, **WJPG-FM**, *Green Bay*—Licensed to the *Green Bay Newspaper Co.*, publisher of *Green Bay Press Gazette*.

WCLO, **WCLO-FM**, *Janesville*—Licensed to *Southern Wisconsin Radio Inc.*, subsidiary of *Gazette Printing Co.*, publisher of *Janesville Gazette*. See also **WGEZ**, *Beloit*, *Wis.*

WKTY, *LaCrosse*—Licensed to *LaCrosse Broadcasting Co.*, affiliated with *LaCrosse Tribune*.

WIBA, **WIBA-FM**, *Madison*—Licensed to *Badger Broadcasting Co., Inc.*; 66 2/3% owned by the *Capital Times Co.*, publisher of *Madison Capital Times*. Other stockholders and directors include officers of the *Wisconsin State Journal Publishing Co.*, publishers of the *Wisconsin State Journal* (Lee Syndicate). See **KGLO**, *Mason City*, *Ia.*

WISC, **WISC-FM**, *Madison*—Licensed to *Radio Wisconsin, Inc.*, controlled by *Morgan Murphy*, publisher of *Superior* (Wis.) *Telegram*. See **WEBC** *Duluth*, *Minn.*

WISN, **WISN-FM**, *Milwaukee*—Licensed to *Hearst Radio Inc.* Affiliated with *Milwaukee Sentinel*. For other *Hearst* newspapers see **WBAL** *Baltimore*, *Md.*

WTMJ, *Milwaukee*—Licensed to the *Journal Co.*, publisher of *Milwaukee Journal*.

WRJN, **WRJN-FM**, *Racine*—Licensed to *Racine Broadcasting Corp.* Same ownership as *Racine Journal-Times*.

WTCH, *Shawano*—Licensed to *Shawano County Leader Pub. Co.*, publisher of *Shawano Leader*.

WHBL, **WHBL-FM**, *Sheboygan*—Licensed to *WHBL Inc.*, same ownership as *Sheboygan Press*.

WOKW, *Sturgeon Bay*—Licensed to *Door County Radio Co.* President *Sumner J. Harris* is publisher of weekly *Door County Advocate*.

WDSM, *Superior*—Licensed to *Ridson Inc.* which is owned by *Northwest Publications* (*Ridder Publications*

Inc.). Affiliated with *Duluth Herald* and *News-Tribune*. For other *Ridder* publications see **WTCN**, *Minneapolis*, *Minn.*

WFHR, **WFHR-FM**, *Wisconsin Rapids*—Licensed to *Wm. F. Huffman Radio, Inc.* Mrs. *Huffman* is principal owner *Wisconsin Rapids Tribune Co.*, publishers *Wisconsin Rapids Tribune*.

WYOMING

KVOC, *Casper*—Licensed to **KVOC** Broadcasting Co. Owners also own stock in *Casper Tribune-Herald*.

KFCB, *Cheyenne*—Licensed to *Frontier Bcstg. Co.*; Ownership affiliated with *Cheyenne Newspapers Inc.*, publishers of the *Wyoming Eagle* and *State Tribune*.

KOVE, *Lander*—Licensed to *Edward J. Breece*, publisher of semi-weekly *Wyoming State Journal*.

KRAL, *Rawlins*—Licensed to *Rawlins Broadcasting Co.*, affiliated with *Rawlins Times*.

ALASKA

KENI, *Anchorage*—Licensed to *Midnight Sun Bcstg. Co.* See **KFAR**.

KFAR, *Fairbanks*—Licensed to *Midnight 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 *Mauit Publishing Co. Ltd.*, publisher of *Mauit News*.

NBC Executives

(Continued from page 61)

Alfred Saxton, Manager of Radio Technical Operations
Alfred Woolley, Manager of Radio Recording Sales
Howard Ross, Talent Buyer

KNBC, **KNBC-FM**—**SAN FRANCISCO**
Taylor & O'Farrell Sts.
San Francisco 2, Calif.
Tel. Graystone 4-8700
Lloyd Yoder, General Manager

WRC, **WRC-FM**—**WASHINGTON**
Trans Lux Building
14th St. & New York Ave.
Washington 5, D. C.
Tel. Republic 4000
Eugene Juster, General Manager

FOREIGN REPRESENTATIVES

ENGLAND
Romney Wheeler

FRANCE
Paul Archinard
William Frye

JAPAN-KOREA
George Thomas Folster
Helen Folster
John Rich

GERMANY
Edwin Haaker

NBC's Stations Planning and Advisory Committee for radio: *Jack Harris*, **KPRC** *Houston*, chairman; *Richard O. Dunning*, **KHQ** *Spokane*, secretary; *C. Robert Thompson*, **WBEW** *Buffalo*; *B. T. Whitmore*, **WFEC** *Greenville*, *S. C.*; *Milton L. Greenbaum*, **WSAM** *Saginaw, Mich.*; *Howard E. Pill*, **WFSM** *Montgomery, Ala.*; *Ralph Evans*, **WHO** *Des Moines* and **WOC** *Davenport*; *S. S. Fox*, **KDYL** *Salt Lake City*.

Executive and Staff Personnel of the Federal Communications Commission

(Continued from page 459)

Safety and Special Radio Services Bureau

EDWIN L. WHITE, *Chief*
Secretary: Bernice Hase
LESTER W. SPILLANE, *Assistant Chief*
Secretary: Ruth Hartman

AVIATION DIVISION

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* * *

Audience Analysis

(Continued from page 27)

eral dramatic shows leading at night, with 7.4, and what might be called their daytime counterpart, serials, leading with 5.8. It's interesting to note the change in the relative popularity of program types at night. Nielsen data for the same week of 1950 shows general drama and comedy-variety tied at 10.4, with mysteries second at 9.4. But in 1951, comedy-variety is down to 6.2, fifth among program types.

For daytime shows, interestingly enough, the serials not only led in both years, but at the identical average rating — 5.8. Daytime quizzes and audience participation shows also hit the same average level this year as last—3.7.

Cost per Thousand

For the radio advertiser, the cost per thousand homes reached is more vital than program type ratings (Chart 11). Of the programs for which talent costs are available, the mysteries, as a group, were the most economical, showing an average \$5.42 spent, in time and talent, per thousand homes reached. Audience participation shows were second, with \$5.99. And at the other end, concert music was most expensive at an even \$10. This roughly parallels the figures for the same week of 1950.

Among daytime shows, the serials reached their audiences at the lowest cost of any group of radio programs—\$1.78. Perhaps this is a clue to the continued preference by advertisers for this type of show through the years. Their fairly high ratings, too, indicate that they have withstood TV competition rather well.

Meaning of the Trends

We have seen that, while the size of the radio audience was down somewhat during 1951, its absolute potential is still far greater than that of television, despite TV's astounding growth.

For the advertiser, radio is still a low-cost, mass medium that penetrates to every corner of the U.S. market. Despite the fact that TV has such intense impact in selling, its coverage is such that it must be used selectively. The "bandwagon" approach can hurt the advertiser instead of helping him, if he sacrifices radio to tie up all his advertising dollars in television. As numerous case histories from Nielsen Radio and Television Index Services show, the most effective promotion job is done by the advertiser who uses one to complement the other, carefully apportioning his budget, his timebuying and his program selection to match his market.

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5	Norfolk 10, Va.	Room 402, New Post Office Bldg.	Edward Bennett
	Newport News, Va.	106 New Post Office Bldg. (Ship Office)	(Vacancy)

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(Continued on page 460)

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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 Anchorage, Alaska	7-8 Shattuck Bldg. 53 U. S. Post Office & Courthouse (Sub-Office)	Harold D. DeVoe (Vacancy)

PRIMARY MONITORING STATIONS

Allegan, Mich.	P. O. Box 89	Patrick J. Scanlon
Grand Island, Neb.	P. O. Box 788	Arthur A. Johnson
Kingsville, Tex.	P. O. Box 632	William R. Foley
Millis, Mass.	P. O. Box 458	Edward W. Sanders
Santa Ana, Cal.	P. O. Box 744	William Hoffert
Laurel, Md.	P. O. Box 31	Adolph Anderson
Livermore, Cal.	P. O. Box 889	George McLeod
Portland, Ore.	P. O. Box 5165	Robert A. Landsburg
Powder Springs, Ga.	P. O. Box 4	Henry B. Dunphey Jr.
Ilanikai, Oahu, T. H.	P. O. Box 1142	Lee R. Dawson
Anchorage, Alaska	P. O. Box 719	Edwin Forsyth

SECONDARY MONITORING STATIONS

Searport, Me.	P. O. Box 191	Vernon K. Wilson
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	Earl G. Coston
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

RADIO IN OCCUPIED DWELLING UNITS FOR THE UNITED STATES, BY RESIDENCE:

1950 and 1940, from U.S. Census Bureau
(Statistics are in thousands; add 000)
Urban and Rural Nonfarm

	Total		Urban		Rural Nonfarm		Rural farm		1940 Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
All occupied dwelling units	42,520	36,626	28,108	8,518	5,894
No. reporting	41,932	100.0	36,171	100.0	27,810	100.0	8,362	100.0	5,761	100.0
With radio	40,093	95.6	34,731	96.0	26,941	96.9	7,790	93.2	5,362	93.1
No radio	1,839	4.4	1,440	4.0	868	3.1	572	6.8	399	6.9
									33,890	100.0
									28,048	82.8
									5,842	17.2

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GEORGE McKITTRICK & COMPANY

108 Fulton Street New York 38, N. Y.

International Broadcasting Stations of the United States

Authorized by FCC as of October 23, 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 1952 fiscal year Appropriations Act, private licensees may program their stations up to 25% of the broadcast time.) Frequencies range in the 6-25 mc band.

Call Sign	Equipment Installation Number	Power (Watts)	Licensee	Location
WABC	(1)	50,000	Columbia Bcstg. System	Brentwood, N. Y.
	(2)	50,000	Columbia Bcstg. System	Brentwood, N. Y.
	(3)	50,000	Columbia Bcstg. System	Brentwood, N. Y.
	(4)	10,000	Columbia Bcstg. System	Brentwood, N. Y.
	(5)	50,000	Columbia Bcstg. System	Wayne, N. J.
KCBR	(1)	200,000	Columbia Bcstg. System	Delano, Calif.
	(2)	50,000	Columbia Bcstg. System	Delano, Calif.
	(3)	50,000	Columbia Bcstg. System	Delano, Calif.
WRCA	(1)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(2)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(3)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(4)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(5)	50,000	National Bcstg. Co.	Bound Brook, N. J.
KRCA	(1)	50,000	National Bcstg. Co.	Dixon, Calif.
	(2)	50,000	National Bcstg. Co.	Dixon, Calif.
	(3)	200,000	National Bcstg. Co.	Dixon, Calif.
WGEO	(1)	100,000	General Electric Co.	Schenectady, N. Y.
	(2)	50,000	General Electric Co.	Schenectady, N. Y.
	(3)	25,000	General Electric Co.	Schenectady, N. Y.
KEGI	(1)	50,000	General Electric Co.	Belmont, Calif.
	(2)	100,000	General Electric Co.	Belmont, Calif.

† Experimental station for use in transmitting special signal on 6080 kc to National Bureau of Standards, Washington.

* Retain 25% of effective daily broadcasting time for private operations.

Call Sign	Equipment Installation Number	Power (Watts)	Licensee	Location
WLWO	(1)	75,000	Crosley Corp.	Mason, Ohio
	(2)	50,000	Crosley Corp.	Mason, Ohio
	(3)	200,000	Crosley Corp.	Bethany, Ohio
	(4)	200,000	Crosley Corp.	Bethany, Ohio
	(5)	200,000	Crosley Corp.	Bethany, Ohio
	(6)	200,000	Crosley Corp.	Bethany, Ohio
	(7)	200,000	Crosley Corp.	Bethany, Ohio
	(8)	200,000	Crosley Corp.	Bethany, Ohio
WBOS	(1)	50,000	Westinghouse Radio Stations Inc.	Hull, Mass.
KWID	(1)	100,000	Associated Bcstrs. Inc.	San Francisco, Calif.
	(2)	50,000	Associated Bcstrs. Inc.	San Francisco, Calif.
WRUL*	(1)	50,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(2)	50,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(3)	50,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(4)	20,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(5)	7,000	World Wide Bcstg. Corp.	Scituate, Mass.

Canadian International Stations

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
CFCX	Canadian Marconi Co., Montreal, Que.	6.005	75
CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto	6.07	1,000
CFVP	Voice of the Prairies Ltd., Calgary, Alta.	6.03	100
CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S.	6.13	500
CJXC	Eastern Broadcasters Ltd., Sydney, N. S.	6.01	1,000
CKRO	Transcanada Communications Ltd., Winnipeg, Man.	6.15	2,000
CKRX	Transcanada Communications Ltd., Winnipeg, Man.	11.72	2,000
CKFX	Western Broadcasting Co. Ltd., Vancouver, B. C.	6.08	10
VE9AI	Edmonton Journal Ltd., Edmonton, Alta.	6.005	200
		9.54	200

Canadian Broadcasting Corp. Stations

Call Letters	Location	Frequency in mc.	Power in Watts
CBNX	St. John's, Newfoundland.	5.97	300
CBFW	Vercheres, Que.	6.09	7,500
CBFX	Vercheres, Que.	9.61	7,500
CBFY	Vercheres, Que.	11.705	7,500
CBFZ	Vercheres, Que.	15.19	7,500
CBEL	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
CBFR	Vercheres, Que.	9.52	7,500
CBRX	Vancouver, B. C.	6.16	150
CKOB	Sackville, N. B.	6.09	50,000

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
CKLO	Sackville, N. B.	9.63	50,000
CKXA	Sackville, N. B.	11.705	50,000
CKXC	Sackville, N. B.	15.19	50,000
CKNC	Sackville, N. B.	17.82	50,000
CHAC	Sackville, N. B.	6.16	50,000
CHLS	Sackville, N. B.	9.61	50,000
CHOL	Sackville, N. B.	11.72	50,000
CHLA	Sackville, N. B.	21.71	50,000
CKEX	Sackville, N. B.	11.9	50,000
CKLX	Sackville, N. B.	15.09	50,000
CKKS	Sackville, N. B.	15.32	50,000
CKRA	Sackville, N. B.	11.76	50,000
CKRP	Sackville, N. B.	21.6	50,000
CKRZ	Sackville, N. B.	6.06	50,000

Consulting Engineers

(Continued from page 462)

McINTOSH & INGLIS—777 14th St., N.W., Wyatt Bldg., Washington, D. C. Tel.: Metropolitan 4477. Laboratory: 320 Water St., Binghamton, N. Y. Tel.: Binghamton 3-3566. Partners: Frank H. McIntosh, Andrew F. Inglis. Associates: James R. Croy, Robert E. Baluta, Elizabeth L. Dahlberg, Charles L. Brady, Ambrose J. Cavegn. Laboratory engineers: Gordon J. Gow, Maurice L. Painchaud, Sidney Corderman.

DIXIE B. McKEY AND ASSOC.—1820 Jefferson Pl., N.W., Washington 6, D. C. Tel.: Republic 7236.

JAMES C. McNARY—National Press Bldg., Washington 4, D. C. Tel.: District 1205. James C. McNary, R. S. Duncan, C. G. Rohrich Jr.

PHILIP MERRYMAN & ASSOC.—114 State St., Bridgeport, Conn. Tel.: Bridgeport 5-4144.

JOHN H. MULLANEY—1757 K St., N.W., Washington 6, D. C. Tel.: National 0196. National 3925.

E. C. PAGE CONSULTING RADIO ENGINEERS—Bond Bldg., Washington 5, D. C. Tel.: Executive 5670. Partners: Esterly C. Page, Joseph A. Waldschmitt. Associate: Virginia R. Erwin.

DALE POLLACK—Dayton Rd., Waterford, Conn. Tel.: 2-9401.

PREISMAN & BISER—3308 14th St., N.W., Washington 10, D. C. Tel.: Adams 7299.

RADIO ENGINEERING CO.—1355 Market St., San Francisco. Tel.: Market 1-8173. Owner: Norwood J. Patterson. (Also distributor for Ampex tape recorders.)

GARO W. RAY—Hilltop Dr., Stratford, Conn. Tel.: 7-2465.

WILLIAM E. RICHARDSON—1935 S.W. Moss St., Portland 1, Ore. Tel.: Cherry 4070.

ANDREW D. RING—A. D. Ring & Co., Munsey Bldg., Washington 4, D. C. Tel.: Republic 2347, Andrew D. Ring. Asso-

ciates: Howard T. Head, Stephen W. Kreshner, Charles S. Wright, L. Edward Pamphill, Marvin Blumberg, Charles L. Keller, Raymond Dordal.

HAROLD B. ROTHROCK—Citizens National Bank Bldg., Bedford, Ind. Tel.: 4270, 4421.

MERL SAXTON—622 Hoskins St., P. O. Box 575, Lufkin, Tex. Tel.: 1348-J and 801.

ROBERT M. SILLIMAN — 1011 New Hampshire Ave., Washington, D. C. Tel.: Republic 6646.

HAROLD C. SINGLETON — 4646 S.W. Council Crest Dr., Portland 1, Ore. Tel.: Beacon 1201.

LYNNE C. SMEBY—1311 G St., N.W., Washington 5, D. C. Tel.: Executive 8073.

T & T RADIO MEASUREMENTS CO.—2559 Atlantic Ave., Long Beach, Calif. Tel.: 4-2015. Jay E. Tapp and Raymond B. Torian, co-owners.

ARCHER S. TAYLOR—P.O. Box 1479, Missoula, Mont. Tel.: 9-1589.

WELDON & CARR—Lester H. Carr, 1605 Connecticut Ave., N.W., Washington 9, D. C. Tel.: Michigan 4151. James O. Weldon, 4212 South Buckner Blvd., Dallas 10, Tex. Tel.: Evergreen 1137.

Maj. Gen. Frank E. Stoner, 4742 West Ruffner St., Seattle 99, Wash. Tel.: Garfield 7502. Staff: Jules Cohen, Edgar F. Vandivere Jr., Wilson C. Wearn, Kenneth H. Hollingsworth, Paul L. Wimmer, Boyton G. Hagaman, B. W. Griffith Jr., C. A. Brawner, G. W. Martin, Fred C. Clarke, Eugene E. Arnold.

MARTIN R. WILLIAMS—7104 E. 14th St., Indianapolis. Tel.: Riley 8057.

NATHAN WILLIAMS—20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22.

RAYMOND M. WILMOTTE — 1469 Church St., N.W., Washington 5, D. C. Tel.: Decatur 1231.

HERBERT L. WILSON—1025 Connecticut Ave., N.W., Washington 6, D. C. Tel.: National 7161.

W. M. WITTY—6923 Snider Plaza, Dallas 5. Tel.: Lakeside 7118.

1951 Radio and Television Set Production

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

	Television	Home Radios	Portables	Auto Sets
January	645,716	750,289	75,294	346,799
February	679,319	764,679	79,859	437,779
March (Five Weeks)	874,634	988,078	147,037	545,297
April	469,157	619,651	150,494	542,021
May	339,132	581,557	164,171	603,534
June (Five Weeks)	326,547	346,135	228,454	494,202
July	152,306	184,002	70,538	293,955
August	146,705	295,587	77,568	190,252
September (Five Weeks)	337,341	603,055	103,355	393,836
October	411,867	513,609	94,053	267,061
November*	436,450	479,943	73,197	228,101
December (Five Weeks)**	440,000	600,000	75,000	257,000
	5,259,174	6,726,585	1,339,020	4,599,837

* Preliminary

** Estimated

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John Creutz
John Creutz
Ronald H. Culver
Craven, Lohnes & Culver
George C. Davis
George C. Davis
Everett L. Dillard
Commercial Radio Equip. Co.
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Glenn D. Gillett & Assoc.
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Raymond M. Wilmotte
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Associate Members

William S. Duttera
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J. B. Edderson
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Raymond F. Guy
National Broadcasting Company
Earl M. Johnson
Mutual Broadcasting System
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Triangle Publishing Co.
William B. Lodge
Columbia Broadcasting System
Frank L. Marx
American Broadcasting Company
John G. Preston
American Broadcasting Company
Philip F. Siling
Radio Corporation of America
Carl E. Smith
United Broadcasting Company
Jay W. Wright
Columbia Broadcasting System

Latin American Stations

(Continued from page 465)

Frequency	Call	City	Owner or Operator	Power	DA	Class
1460	CMCM	Havana	Cia. Transradio Columbia S. A.	0.25 (0.5)		III
	CMKQ	San Luis	Raul de Arms Trompeta	0.5		III-B
1470	CMGE	Cardenas	Genaro Sabater Cespedes	0.25 (0.5)		IV
	CMJO	Ciego de Avila	Bonifacio Idelfonso	0.25 (0.5)		IV (III)
1480	CMHX	Santa Clara	Salvador S. Almanza Lopez	0.25 (0.5)		IV
(1480)	Santa Clara		(III)
1490	CMOX	Havana	Cia. Electronica S. A.	0.25		IV
	CMKG	Victoria de las Tunas	Ramon Espinosa Perez	0.25		IV
1520	CMBD	Havana	Luis Perez Garcia	0.25		II
	CMKT	La Maya	Andres M. Arias Salazar	0.25		II
(1550)	CMKT	La Maya	(See 1520 kc)	(0.25)		(II)
	Havana		(II)
1560	CMZ	Havana	Ministry of Education	10.0	DA	I-B
	CMKI	Guantanamo	Union Radio S. A.	0.25 (10.0)	(DA)	II (I-B)
(1580)	Santa Clara		(I-B)
1580	CMJQ	Nuevitas	Juan Filguieras Cabaleiro	0.25		II
(1580)	Camaguey		(II)
1590	CMOA	Havana	Juan Fernandez Duran	0.25		II
(1590)	Holguin		(II)

DOMINICAN REPUBLIC

1240	HI9U	Puerto Plata	Luis A. Pelegrin	0.25		IV
	HIT	Ciudad Trujillo	F. A. Sanabria	0.25		IV
(1250)	HI4C	La Romana	(1.0-D)		(III-IV)
	(0.1-N)		(III-IV)
1310	HI3V	Bani	0.5		III
(1330)	HI3J	San Pedro de Macoris	(0.5)		(III)
1350	HIZ	Ciudad Trujillo	Frank Hatton	1.0		III-B
	HI8B	Santiago	1.0-D		III-IV
	0.1-N		(III-IV)
(1380)	HI4B	La Romana	(0.5)		(III)
1400	HI3A	Santiago	Expedi Pou	0.25		IV
610	HI6T	Santiago	1.0		II
620	HI3T	Ciudad Trujillo	J. Arismendi Trujillo	10.0		I-C
630	HI2R	San Cristobal	Luis Alberti	0.25		IV
790	HIL	Ciudad Trujillo	Joaquin C. Pellicer	0.5		III-B
820	HI9Z	Santiago	Luis F. Moscoso C.	1.0-D		III-B
	0.1-N		(III-B)
950	HIG	Ciudad Trujillo	Andres Cordero Puello	0.25		III-B
(1050)	HI5K	Barahona	(0.25)		(II)
1220	HIN	Ciudad Trujillo	Partido Dominicano	0.75		II
1230	HIIL	La Vega	Joaquin C. Pellicer	0.25		IV
1440	HI4F	San Francisco de Macoris	1.0-D		III-IV
	0.1-N		(III-IV)
1490	HI2H	Ciudad Trujillo	Raf. E. Tavaréz L.	0.2		IV

HAITI

1080	4VK	Leogane, Port-au-Prince	10.0-SH	DA	
1230	4VW	Port-au-Prince	Ricardo Widmaier	0.25-SH		
1470	4VGM	Port-au-Prince	Frank C. Magloire	0.4-SH		

JAMAICA

880	ZQI	Kingston	Jamaica Broadcasting Co.	5.0		II
(1180)	Montego Bay	(5.0)		(II)

MEXICO

540	XEWA	S. Luis Potosi, S. L. P.	Cadena Radiodif. Mex. S. A.	150.0	DA-N	I-A
550	XEAF	Tala, Jal.	0.15		IV
	XEKL	Jalapa, Ver.	Carlos Ferraz Matos	1.0-D		IV
	0.25-N		IV
560	XEPX	La Paz, B. C.	0.25		IV
	XEAH	S. Rosalia, B. C.	0.1		IV
	XEAK	Tecate, B. C.	0.25		IV
	XEOF	Mexico, D. F.	1.0		III-B
570	XELQ	Morelia, Mich.	Francisco Laris Iturbide	1.0		III-B
580	XEAL	La Paz, B. C.	0.5		III-B
	XEAV	Guadalajara, Jal.	Manuel Lopez Diaz	1.0		III-B
	0.5-D		IV
	XEHA	Ciudad Camarago, Chih.	Hugo Pinera Limas	0.25-N		IV
	XEMU	Piedras Negras, Coah.	Alfonso L. Bres.	5.0-D		IV
	0.25-N		IV
	XEXB	Jalapa, Ver.	0.35		III-B
590	XEHQ	Hermosillo, Son.	Radio Hermosillo	0.5		III-B
	XEPH	Mexico, D. F.	Cia. Mexico de Radiodif. S. A.	5.0		III-A
	XERT	Reynosa, Tam.	Ignacio Magallon	5.0-D		IV
	0.25-N		IV

Frequency	Call	City	Owner or Operator	Power	DA	Class
600	XEBB	Acapulco, Gro.	1.0		III-B
	XEDN	Torreón, Coah.	Difusora del Norte S. A.	1.0		III-B
	XEZ	Merida, Yuc.	Jorge L. Palomeque	2.0		III-A
610	XEBX	Sabinas, Coah.	Radiodif. Coahuila S. A.	0.5		III-B
	XELR	Veracruz, Ver.	0.1		IV
	XEUJ	Uruapan, Michoa.	0.5		III-B
	XEWZ	Guanajuato, Gto.	0.25-D		IV
620	XEBU	Chihuahua, Chih.	Enriqueta G. Uranga	1.0-D		IV
	XEGH	Reynosa, Tam.	0.25-N		III
	XENK	Mexico, D. F.	Gral. Brig. P. A. F. Proal Pardo	5.0		III-A
630	XEFB	Monterrey, N. L.	Emis. Inc. de Monterrey S. A.	5.0-D		III-B
	XEJB	Guadalajara, Jal.	State Government	0.5-N		III-B
	XETS	Tapachula, Chis.	Wadelay Dominguez Correa	0.5-D		IV
650	XEZM	Zamora, Mich.	La Viz del Comercio de Zamora	1.0-D		II
660	XEAY	Ciudad Delicia, Chih.	0.5-D		II
	XEBZ	Mexico, D. F.	Vocero Mexicano S. A.	0.5	DA-N	II
680	XEFJ	Teziutlan, Pue.	1.0-D		II
	XELG	Leon, Gto.	Radio Impuls. del Centro S. A.	10.0	DA-N	II
690	XEAC	Tijuana, B. C.	Jorge I. Rivera	50.0-D		I-B
	XEN	Mexico, D. F.	Guillermina P. de Del Conde	0.5-N		II
700	XEDV	Zapopan, Jal.	5.0		II
710	XEON	Tuxtla Gutierrez, Chia.	Enrique Valero Arambula	0.5-D		II
	1.0		II
730	XEX	Mexico, D. F.	Radio de Mexico S. A. de C. V.	500.0	DA	I-A
760	XECO	Zapopan, Jal.	0.5-D		II
	XEPK	Pachuca, Hgo.	Radio Publ. de Pachuca S. A.	0.25-D		II
	XETA	Zitacuaro, Mich.	Gabriel Saenz Gutierrez	0.25-D		II
790	XEBI	Aguascalientes, Ags.	Pedro C. Rivas	1.0-D		IV
	XEDF	Nuevo Laredo, Tam.	Ruberto Villarreal	0.25-N		III-B
	XERC	Mexico, D. F.	1.0-D		III-B
800	XEAN	Ocotlan, Jal.	Radio Popular de Mexico	1.0		III-A
	Radio Ocotlan S. de R. L.	0.25-D		II
	XEBE	Tijuana, B. C.	0.5-D		II
	XELO	Ciudad Juarez, Chih.	Cia. Radio. de Piedras Negras	150.0		I-A
810	XEFW	Tampico, Tam.	Flores y Matinez	50.0-D	DA-N	II
	30.0-N		II
	XEDZ	Cordoba, Ver.	1.0-D		II
830	XELA	Mexico, D. F.	Radio Metropolitan S. A.	1.0	DA-N	II
840	XEBA	Guadalajara, Jal.	Jesus D. Gonzales	0.25-D		II
	XEGB	Coatzacoalcos, Ver.	0.25-D		II
860	XEDU	Durango, Dur.	Carlos C. Armas	1.0-D		II
	0.5-N		II
	XEMO	Tijuana, B. C.	Fernando Federico Ferrera	5.0		II
	XEUN	Mexico, D. F.	Universidad Nacional de Mexico	5.0		II
900	XEW	Mexico, D. F.	Cadena Radio-difusora S. A.	250.0		I-A
910	XEAO	Mexicali, B. C.	Juan C. Chavez	0.25		IV
920	XEBD	Saltillo, Coah.	0.25-D		IV
	XEBH	Hermosillo, Son.	Carlos Balderrama	5.0-D		III-B
	1.0-N		III-B
	XEBM	S. Luis Potosi, S. L. P.	Benjamin Briones	1.0		III-B
	XEGK	Papantla, Ver.	0.25		II
	XELT	Guadalajara, Jal.	Eduardo Reynoso Gonzalez	0.25		IV
	XEMJ	Piedras Negras, Coah.	Jesus L. Elizondo	1.0-D		IV
	XEOK	Monterrey, N. L.	Carlos Roa Montes de Oca	0.25-N		IV
	0.25-N		IV
940	XEBF	Mexicali, B. C.	0.25-D		II
	XEQ	Mexico, D. F.	Radio Panamericana S. A.	150.0-D		I-B
	50.0-N		II
	50.0-N		II
950	XEGM	Tijuana, B. C.	Gustavo Faist Fernandez	2.5	DA-N	III-A
960	XEFE	Neuvo Laredo, Tem.	Rafael Tijerina Carranza	5.0-D		III-A
	XEHK	Guadalajara, Jal.	Francisco E. Fregoso	0.25		IV
	XEOP	Hermosillo, Son.	0.5		III-B
	XEU	Veracruz, Ver.	Fernando Pazos Sosa	0.5		III-B
970	XEJ	Ciudad Juarez, Chih.	Pedro Meneses Jr.	5.0		III-A
	XEK	Mexico, D. F.	Arturo Martinez	1.0-D		III-B
	0.5-N		III-B
	XEO	Matamoros, Tam.	Jose Maria Gonzalez	1.0		III-B
	XEVV	Villahermosa, Tab.	1.0-D		III-B
	0.5-N		III-B
980	XEFQ	Cananea, Son.	Pedro L. Diaz	0.5		III-B
	XEJC	Cuernavaca, Mor.	Ed. Jimenez de la Cuesta	0.25		IV
	XETU	Tampico, Tam.	Impuls. Moderna del Radio S. A.	1.0		III-B
	XEXT	Tepic, Nay.	State Government	1.0		III-A

Latin American Broadcasting Stations

BAHAMAS

Frequency	Call	City	Owner or Operator	Power	DA	Class
1540	ZNS	Nassau	Bahamas Government	5.0		I-A

CUBA

(540)	(New)	Victoria de las Tunas		(1.0)		(II)
550	CMW	Havana	A. Gil y M. Troncoso	2.5 (10.0)	(DA)	III-A (I-C)
560	CMKM	Holguin	Union Radio S. A.	5.0		III-A
570	CMHI	Santa Clara	RHC Cadena Azul S. A.	10.0	DA	II (I-D)
(580)		Ciego de Avila		(0.5-D) (0.25-N)		(III)
590	CMCY	Havana	RHC Cadena Azul S. A.	15.0 (25.0)	DA (DA)	II (I-D)
600	CMKV	Holguin	RHC Cadena Azul	1.0 (2.5)		III
630	CMQ	Havana	Cirquito CMQ S. A.	25.0	DA	III-E (I-D)
640	CMHQ	Santa Clara	Cirquito CMQ S. A.	10.0 (15.0)	(DA)	II (I-C)
650	CMDA	Santiago de Cuba	Cia. Radiodif. Coco y CMCK S. A.	1.0 (5.0)		II (II-E)
660	CMCU	Havana	Radio Garcia Serra S. A.	1.0 (5.0)	(DA)	(II-E)
(670)	CMBC	Holguin	(Satellite CMBC Havana)	(1.0)	(DA)	(II-E)
(680)	CMBC	Camaguey	(Satellite CMBC Havana)	(1.0)		(II)
690	CMBC	Havana	Domingo Fernandez Cruz	10.0 (50.0)	DA (DA)	II (I-C)
720	CMHU	Cienfuegos	Modesto Vasquez Gonzales	0.25		II
730	CMKJ	Holguin	Cirquito CMQ S. A.	5.0 (10.0)	(DA)	II (II)
(730)	CMCA	Havana	(See 1150 kc)	(10.0)	(DA)	II
740	CMCD	Havana	La Voz del Aire	10.0	DA	II
(740)	CMKJ	Havana	(See 730 kc)	(10.0)	(DA)	(I-D)
760	CMAB	Pinar del Rio	Simeon Ferro	5.0		II
	CMJY	Ciego de Avila	Martinez Cadena Oriental de Radio S. A.	1.0		II
(760)	CMCD	Havana	(See 740 kc)	(10.0)	(DA)	(II-E)
770	CMKC	Santiago de Cuba	Radio Oriente S. A.	1.0		II
780	CMHB	Sancti Spiritus	Unio Radio S. A.	0.25 (5.0)	(DA)	II (II-E)
(780)	CMHD	Santa Clara	Radio Cadena	10.0	(DA)	III-B
790	CMCH	Havana	Habana S. A.		(DA)	(III-E)
800	CMAW	Pinar del Rio	Pedro Redondo Fernandez	0.25		II
	CMKW	Santiago de Cuba	Cadena Oriental de Radio S. A.	2.0		II
(800)	CMJY	Ciego de Avila	(See 760 kc)	(1.0)	(DA)	(II)
810	CMHW	Santa Clara	RHC Cadena Azul S. A.	1.0-D (0.25-N)		II
830	CMBZ	Havana	Manuel y Guillermo Salas	5.0-D (1.0-N)	DA-N	II
840	CMAN	Pinar del Rio	RHC Cadena Azul S. A.	1.0	(DA)	(II-E)
	CMJM	Ciego de Avila	RHC Cadena Azul S. A.	0.5		II
850	CMKU	Santiago de Cuba	Cirquito CMQ S. A.	2.0		II
(850)	CMJB	Camaguey	(See 880 kc)	(1.0)	(DA)	(II)
860	CMBL	Havana	Radio Cadena Suaritos	15.0 (25.0)	DA (DA)	II (I-C)
880	CMJB	Camaguey	Union Radio S. A.	1.0		II
890	CMHD	Camajuani	Union Radio S. A.	1.0		II
900	CMKS	Guantanamo	Candido S. Von Suarez	0.25 (2.0)		II
(900)	CMKU	Santiago de Cuba	(See 850 kc)	(2.0)		(II)
910	CMCF	Havana	J. Ulloa y Cia.	10.0	(DA)	III-B (III-E)
920	CMAQ	Pinar del Rio	Cirquito CMQ S. A.	1.0-D (1.0)		III-A (III)
	CMJL	Camaguey	Cirquito CMQ S. A.	5.0 (10.0)	(DA)	III-B (I-D)
930	CMKN	Santiago de Cuba	RHC Cadenz Azul S. A.	1.0		III-A (III)
(930)	CMGF	Mantanzas	(See 1240 kc)	0.25		(IV)
950	CMBF	Havana	Radio Universal S. A.	10.0	DA	I-B (I-D)
960	CMGN	Jovellanos	RHC Cadena Azul S. A.	0.5		III-B (III)
	CMJN	Camaguey	RHC Cadena Azul S. A.	1.0 (2.0)		III-A (III)
970	CMKD	Holguin	Otto Vinas Jimeno	1.0		III-A (III)
(970)	CMHM	Santa Clara	(See 1130 kc)	(1.0)		(III)
980	CMCK	Havana	Cia. Radiodif. COCO y CMCK S. A.	5.0 (10.0)	(DA)	III-A (I-D)
990	CMHT	Sancti Spiritus	Juan B. Santana Padron	1.0-D (0.25-N)		II
(990)	CMAW	Pinar del Rio	(See 800 kc)	(0.25)		(II)
1000	CMJG	Camaguey	Cadena Oriental de Radio S. A.	1.0		II
	CMKL	Santiago de Cuba	Reloj del Aire S. A.	0.25		II
1010	CMBQ	Havana	Radio Continental CMBQ S. A.	25.0	DA	I-B
(1020)	CMHF	Camajuani	(See 1040 kc)	(0.1-D)		(II-E)
1030	CMAC	San Cristobal	Guillermo Garcia Ovies	0.25 (0.25-D)		II
	CMJR	Camaguey	Org. Insular de Radio S. A.	1.0 (5.0)	(DA)	II (II-E)
1040	CMHF	Camajuani	Jose Fernandez Aleman	1.0-D		IV
1050	CMKF	Holguin	Manuel J. de	0.25		IV

Frequency	Call	City	Owner or Operator	Power	DA	Class
(1050)	CMHB	Sancti Spiritus	Gongora (See 780 kc)	(1.0)		(II)
1060	CMCX	Havana	Cirquito Occidental de Radio S. A.	10.0-D (0.25-N)		II
	CMJA	Camaguey	Rafael Valdes Jimenez	0.25		II
(1070)	CMAB	Pinar del Rio	(See 760 kc)	(5.0-D) (2.0-N)		(II)
(1080)	CMJM	Ciego de Avila	(See 840 kc)	(0.5)		(II)
1090	CMBS	Havana	Enrique Artalejo Fernandez	0.25-D (0.1-N)		II
	CMHE	Encrucijada	Virgilio R. Diaz Quintanilla	0.25-D (0.1-N)		II
	CMKR	Santiago de Cuba	Jaime Nadal	5.0 (5.0)	(DA)	II
1100	CMGW	Mantanzas	Ramon A. de Zayas	0.5		II
(1110)	CMKS	Guantanamo	(See 900 kc)	(0.25-D) (0.1-N)		(II)
1120	CMBY	Havana	Pages y Cia.	0.25 (0.25-D)		II (II-E)
1130	CMHM	Santa Clara	Cadena Oriental de Radio S. A.	1.0-D		II
	CMKH	Guantanamo	Luis Coronado Estrada	0.25		II
(1130)	CMHU	Cienfuegos	(See 720 kc)	(0.25)		(II)
(1140)	CMKH	Guantanamo	(See 1130 kc)	(0.25)		(II)
1150	CMCA	Havana	Radio Publicidad Tropico S. A.	10.0		(III-E)
	CMJK	Camaguey	Jones, Castrillon y Cia.	0.5		III
(1160)	CMJK	Camaguey	(See 1150 kc)	(1.0)	(L-KSL)	(II)
1170	CMAR	Pinar del Rio	Manuel Diaz Autran	0.25	DA-N	II
	CMKB	Santiago de Cuba	Union Radio S. A.	1.0		II
1190	CMJD	Ciego de Avila	Union Radio S. A.	0.25		III-B
	CMK	Havana	Fausto Montiel	0.25		II
1210	CMHK	Cruces	Virgilio Villanueva Bravo	0.25		II
1220	CMKO	Holguin	Manuel Angulo Ferran	0.25		II
(1220)	CMHK	Cruces	(See 1210 kc)	(1.0)		(II)
1230	CMCO	Havana	Edeberto Perez Rubio	0.25		IV
	CMJX	Moron	Dr. Pablo Castellanos Caballero	0.25		IV
1240	CMAD	Artemisa	Manuel Diaz Autran	0.25		IV
	CMGF	Mantanzas	RHC Cadena Azul S. A.	0.25		IV
(1240)	CMGW	Mantanzas	(See 1100 kc)	(0.5)		(IV-E)
	CMKE	Victoria de las Tunas	(See 1320 kc)	(0.25)		(IV)
1250	CMHP	Camajuani	Fernando Alvarez	0.25		IV
	CMKA	Guantanamo	Cadena Oriental de Radio S. A.	0.25		IV
1260	CMCI	Havana	Cadena Oriental de Radio S. A.	5.0		III
1270	CMJC	Camaguey	Cadena Camagueyana de Radio	1.0		III-A
1280	CMHA	Sagua la Grande	Justiniano Valdes Aguado	0.25		II
1290	CMCW	Havana	Gib. y Mario Lavin Dominguez	0.25		(IV)
	CMDC	Holguin	Cadena Oriental de Radio S. A.	1.0		III-A
(1290)	CMKC	Santiago de Cuba	(See 770 kc)	(1.0)		(III)
(1300)	CMAN	Pinar del Rio	(See 840 kc)	(1.0)		(III)
	CMJQ	Camaguey	(See 1580 kc)	(1.0)		(III)
1310	CMHO	Santa Clara	Org. Insular de Radio	1.0		III-A
	CMKE	Victoria de las Tunas	Humberto Anteres Pena	0.25		IV
(1320)	CMDA	Santiago de Cuba	(See 650 kc)	(1.0)		(III)
1330	CMCB	Havana	Radio Reloj S. A.	1.0		III-A
1340	CMJF	Camaguey	Aquillino Gonzalez Hernandez	1.0		II (IV-E)
	CMGU	Colon (Matanzas)	Cadena Oriental de Radio S. A.	0.25		II
(1340)	CMKY	Puerto Padre	(See 1350 kc)	(0.25)		(IV)
		Pinar del Rio		(0.25)		(IV)
1350	CMHJ	Cienfuegos	Romualdo Ugalde Cordero	0.25 (1.0)		IV (III)
	CMKY	Puerto Padre	Pedro Zacca Cheda	1.0		IV
1360	CMBG	Havana	Dr. Antonio Fuentes Rodriguez	0.25		III
(1360)	CMDC	Santiago de Cuba	(See 1290 kc)	(1.0-D) (0.5-N)		(III)
1370	CMJH	Ciego de Avila	Luis Marauri	0.25 (0.5)		IV (III)
1390	CMBX	Havana	Alberto Alvarez Ferrera	0.25 (0.5)		IV (III)
	CMKX	Bayamo	Alistides Gervet Villafane	0.25 (0.5) (0.5)		IV (III)
1400	CMGL	Matanzas	Cadena Oriental de Radio S. A.	0.25		IV
	CMJI	Florida	Dr. Osvaldo Moran Artega	0.25		IV
(1400)	CMKI	Guantanamo	(See 1560 kc)	(0.25)		(IV)
(1410)	CMHX	Santa Clara	(See 1480 kc)	(1.0)		(III)
1420	CMCQ	Havana	Andres Martinez	0.25 (1.0)		(III)
1430	CMKZ	Palma Soriano	Maria Dominguez Dousseu	0.25		IV
1440	CMJW	Camaguey	Andres Moran Cisneros	0.25		IV
(1440)		Matanzas		(0.5)		(III)
(1450)		Santa Clara		(0.25)		(IV)

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Latin American Stations

(Continued from page 467)

Frequency	Call	City	Owner or Operator	Power	DA	Class
1410	XEAS	Nuevo Laredo, Tam.	Jose Maria Villarreal	1.0-D 0.25-N		IV
	XEBS	Mexico, D. F.	Hispano Mexicano S. A.	1.0		III-B
	KECF	Los Mohis, Sin.	Francisco Perez H.	1.0-D 0.5-N		III-B
	XEMS	Matamoros, Tam.		0.25		IV
1420	XEDS	Mazatlan, Sin.	Alexjandro A. Schober	1.0-D 0.5-N		III-B
	XEF	Ciudad Juarez, Chih.	Jose Carlos Amaya	0.25		IV
	XEFS	Cuernavaca, Mor.		0.25		IV
	XEH	Monterrey, N. L.	Radio Tarnava S. de R. L.	1.0		III-A
	XEWE	Irapuato, Gto.	Felipe Gallardo	0.1		IV
	XEWJ	Tehuacan, Pue.		0.25		IV
	XEXX	Tijuana, B. C.	Jose J. Clark. Fern. Fed. Ferrel	2.0		III-A
1430	XEBC	Ciudad Guzman, Jal.	Roberto Chavez Gonzalez	0.25		IV
	XECZ	San Luis Potosi, S. L. P.	Guadalupe Delgado Ramirez	1.0		III-A
	XELL	Veracruz, Ver.	Dol. G. Esterda de Ferreiro	0.25		IV
	XEOX	Ciudad Obregon, Son.	Felipe G. de Leon	1.0-D 0.5-N		III-B
	XERN	Nueva Rosita, Coah.		0.1		IV
1440	XEFI	Chihuahua, Chih.	Pregon. del Est. de Chih.	1.0		III-B
	XELZ	Mexico, D. F.	Maria Cardena de Zetina	5.0-D 1.0-N		III-A
1450	XEAM	Matamoros, Tam.	Manuel L. Salinas	1.0-D 0.5-N		IV
	XECB	San Luis Rio Colorado, Son.		0.25		IV
	XECP	Ciudad Victoria, Tam.		0.1		IV
	XECS	Ciudad Mante, Tam.		0.15		IV
	XECT	Ojinaga, Chih.		0.25		IV
	XEDJ	Magdalena, Son.	Jesus L. Rochin	0.1		IV
	XEFG	Tecuala, Nay.		0.125		IV
	XEFK	Gomez Palacio, Dgo.		0.5-D 0.25-N		IV
	XEFY	Ensenada, B. C.		0.1		IV
	XEGC	Saguayo, Mich.	Alberto Barragan Degollado	0.25		IV
	XEGF	Culliacan, Sin.		0.25		IV
	XEHX	Huatabampo, Son.	Gerardo Millan Rios	0.25		IV
	XEJM	Monterrey, N. L.		0.25		IV
	XENA	Queretaro, Qro.	Ramon Rodriguez Familiar	1.0-D 0.25-N		IV
	XEPP	Orizaba, Ver.	Radio Impulsora de Orizaba	0.25		IV
	XEQW	Merida, Yuc.	Radio Mex. de Merida S. A.	0.25		IV
	XEXZ	Zacatecas, Zac.	Manuel Llamas Felix	0.25		IV
	KEYZ	Aguascalientes, Ags.	Luis Chavez Calvillo	0.1		IV
1460	KES	Tampico, Tam.	Diffusora Portena S. de R. L.	1.0		III-A
	XEQX	San Luis Potosi, S. L. P.		0.25		IV
	KEYC	Ciudad Juarez, Chih.	Ysela Fern. Caball. de Yanez	1.0		III-B
1470	XEAU	Tijuana, B. C.	Manuel Acuna Varela	5.0		III-A
	XECU	Los Mochis, Sin.		0.25		IV
	XESM	Mexico, D. F.	Salvador San Martin	5.0		III-A
1480	XEAR	Monterrey, N. L.	Jesus D. Gonzalez	1.0-D 0.5-N		III-B
	XEFO	Poza Rica, Ver.		5.0-D 0.5-N		III-B
1490	XEAQ	Agua Prieta, Son.	Manuel Rodriguez	0.25		IV
	XECH	Toluca, Mex.		0.25		IV
	XECV	Guasave, Sin.	Rodolfo Llamas	0.25		IV
	XECW	Veracruz, Ver.		0.1		IV
	XEDR	Guaymas, Son.	Sucre de Modesto Ortega	0.5-D 0.25-N		IV
	XEFF	Matehuala, S. L. P.		0.25		IV
	XEGT	Zamora, Mich.	Radio Zamora S. de R. L.	0.25		IV
	XEOB	Torreón, Coah.		0.25		IV
	XEJR	Hidalgo del Parral, Chih.		0.1		IV
	XEMH	Merida, Yuc.	Alvaro Barquet Y. Red Nacional Radio-	0.25		IV
	XERA	Chihuahua, Chih.	misora S. A.	0.25		IV
	XERO	Aguascalientes, Ags.	Radio Hidrotermo-politana	0.25		IV
	XEWG	Ciudad Juarez, Chih.	Carlos Mendez	0.25		IV
	XEXU	Saltillo, Coah.		0.1		IV
1500	XERH	Mexico, D. F.	"A. R. S. E." S. A.	5.0-D 0.5-N		II
1520	XEDB	Tehuacan, Pue.		0.25		II
	XEHT	Huamantla, Tlax	Alf. Macias y Mario Pardo S.	0.25-D		II
	XEJX	Queretaro, Qro.	Radio Emisora Queretana	0.25-D		II
1540	XENC	Celaya, Gto.	El Heraldo del Bajío	0.25		II
	XEQN	Hermosillo, Son.		5.0		II
	XEBG	Tijuana, B. C.	Octavio B. Lelevir	1.0		II
	XEXO	Nuevo Laredo, N. L.		50.0	DA-N	I-B
1560	XEDC	Aguascalientes, Ags.		0.25		II
	XEDD	Monterrey, N. L.		0.5-D		II
	XERX	Salamanca, Gto.	Ernesto Bravo Vargas	0.5-D		III-B

Frequency	Call	City	Owner or Operator	Power	DA	Class
1570	XEDI	Queretaro, Que.		1.0-D		II
	XERF	Villa Acuna, Coah.	Cia. Radiodif. de Coahuila S. A.	150.0		I-A
1580	XEDM	Hermosillo, Son.		50.0		II
1590	XEKT	Tecate, B. C.		1.0-D		III
	XEMC	Mexico, D. F.	Dol. G. Estrada de Ferreiro	5.0		III-A
1600	XENS	Nogales, Son.		5.0		III-A
	XEAE	Villa Acuna, Coah.		5.0		III-A
	XEDO	Acapulco, Gro.		0.5		III-B
	XELC	La Piedad, Mich.	Heriberto Guizar Castro	5.0-D 1.9-D		III-A

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. Many stations are not operating on their assigned channels, according to monitoring reports].

LONG WAVES (150 to 285 kc)

Station	Frequency	Power	Station	Frequency	Power
Damascus I (Syria)		50	Athens (Greece)	728	100
Akureyri (Iceland)		1	Jerusalem I (Palestine)	737	1
Brasov (Rumania)	155	150	Gliwice (Poland)	750	50
Allouis (France)	164	450	Seville (Spain)	750	50
Moscow I (USSR)	173	500	Hilversum I (Netherlands)	746	120
Reykjavik (Iceland)	182	100	Kuopio (Finland)	755	20
Lulea (Sweden)	10	10	Lisbon (Portugal)	750	50
Ankara (Turkey)	10	120	Timisoara (Rumania)	764	150
Motala (Sweden)	191	200	Sottens (Switzerland)	773	50
Droitwich (G. B.)	200	400	Cairo I (Egypt)	773	50
(or Ottringham)			Stockholm (Sweden)	782	150
Kiev I, Ukraine (USSR)	209	150	Kiev II, Ukraine (USSR)	782	150
Oslo (Norway)	218	200	Soviet troops in Germany	781	70
Warsaw I (Poland)	227	200	Rennes (France)	791	150
Leningrad I (USSR)	236	100	Salonika (Greece)	800	100
Kalundborg (Denmark)	245	150	Leningrad II, Russia (USSR)	800	100
Lahti (Finland)	254	200	Burghead (Great Britain)	809	100
Moscow II (USSR)	263	150	Dundee (Great Britain)		5
Ceskoslovensko (Czechoslovakia)	272	200			
Minsk (USSR)	281	100			

INTERMEDIATE

(415-490 kc and 510-525 kc)

Station	Frequency	Power
Ostersund (Sweden)	420	10
Oulu (Finland)	433	10
Hamar (Norway)	520	1

MEDIUM WAVES

(525 to 1605 kc)

Station	Frequency	Power	Station	Frequency	Power
Beromunster (Switzerland)	529	150	Paris I (France)	845	150
Budapest I (Hungary)	539	135	Moscow III, Russia (USSR)	863	150
Oukhta, Finno-Carelia (USSR)	548	20	Aberystwyth (Great Britain)	872	150
Simferopol, Russia (USSR)	548	20	Penmon (Great Britain)	881	5
Cairo II (Egypt)	557	20	Washford (Great Britain)	881	150
Helinki (Finland)	557	20	Wrexham (Great Britain)	881	5
Monte Generi (Switzerland)	50	50	Cetinge (Yugoslavia)	890	100
Athlone I (Ireland)	566	100	Algiers I (Algeria)	890	100
Catania (Italy)	5	5	Bergen (Norway)	890	100
Palermo (Italy)	5	5	Kristiansand (Norway)	890	100
Riga, Latvia (USSR)	575	100	Trondheim (Norway)	890	100
Vienna I (Austria)	584	120	Dnepropetrovsk, Ukraine (USSR)	890	100
Sofia II (Bulgaria)	593	60	Milan I (Italy)	899	150
Sundsvall (Sweden)	602	150	London (Great Britain)	908	150
Lyon (France)	602	150	Ljubljana (Yugoslavia)	917	135
Eidar (Iceland)	611	5	Brussels II (Belgium)	926	150
Rabat I (Morocco)	120	120	Lwow, Ukraine (USSR)	935	100
Petrozavodsk, Finno-Carelia (USSR)	100	100	Toulouse (France)	944	100
Sarajevo (Yugoslavia)	60	60	Voronezh, Russia (USSR)	950	20
Brussels I (Belgium)	620	150	Morava (Czechoslovakia)	953	150
Moalaty (Turkey)	629	100	Turku (Finland)	962	100
Vigra (Norway)	629	100	Tunis I (Tunisia)	971	120
Tunis II (Tunisia)	638	150	British Zone (Germany)	971	70
Frague I (Czechoslovakia)	647	15	Izmir (Turkey)	971	50
Droitwich (Great Britain)	120	120	Kalinin, Russia (USSR)	971	50
Stagshaw (Great Britain)	15	15	Smolensk, Russia (USSR)	971	50
Westerglen (Great Britain)	15	15	Algiers II (Algeria)	980	100
Kharkov, Ukraine (USSR)	100	100	Goteborg (Sweden)	980	100
Bolzano (Italy)	656	20	Rovaniemi (Finland)	939	10
Florence I (Italy)	80	80	American Zone (Germany)	970	70
Naples I (Italy)	80	80	Beirut II (Lebanon)	998	100
Turin I (Italy)	45	45	Kishinev, Moldavia (USSR)	998	100
Murmansk, Russia (USSR)	150	150	Hilversum II (Netherlands)	1,007	20
Vilnus, Lithuania (USSR)	665	100	Aleppo I (Syria)	1,016	150
Marseilles (France)	674	100	Istanbul (Turkey)	1,025	100
Bodo (Norway)	10	10	Graz-Dobl (Austria)	1,025	100
Rostov-on-Don, Russia (USSR)	100	100	Jerusalem II (Palestine)	20	20
Belgrade I (Yugoslavia)	683	150	Turin II (Italy)	1,034	10
Nicosia (Cyprus)	692	10	Lisbon (Portugal)	1,040	40
Moorside Edge (Great Britain)	150	150	Tallinn, Estonia (USSR)	1,040	100
Banska-Bystrica (Czechoslovakia)	701	100	USSR Zone (Germany)	1,043	70
Czechoslovakia sync. network	5	5	Kalamata (Greece)	20	20
Rabat II (Morocco)	120	120	Agadir I (Morocco)	20	20
Finmark (Norway)	20	20	Marrakech (Morocco)	20	20
Limoges (France)	710	150	Ujda I (Morocco)	20	20
Stalino, Ukraine (USSR)	150	150	Hartland Point (Great Britain)	1,052	10
Lisbon (Portugal)	719	120	Start Point (Great Britain)	1,052	10
			Tripoli (Libya)	50	50
			Jassi (Rumania)	10	10
			Focsani (Rumania)	5	5
			Eastern Denmark	1,061	60
			Cagliari (Italy)	10	10
			Lisbon (Portugal)	15	15
			Paris II (France)	1,070	100
			Krasnodar, Russia (USSR)	20	20
			Breslau (Poland)	1,079	50
			Korca (Albania)	1,088	10
			Shkodra (Albania)	10	10

Frequency	Call	City	Owner or Operator	Power	DA	Class	Frequency	Call	City	Owner or Operator	Power	DA	Class
990	XECL XET	Mexicali, B. C.	Alfonso A. Lacarra El Pregonere del Norte	5.0 5.0		II II	1300	XEGA XECQ	San Andres Tula, Ver. Culliacan, Sin.		0.5		III-B III-B
1000	XEOY	Mexico, D. F.	Fomento de Radio S. A.	50.0		I-B	XEP	Ciudad Juarez, Chih.	Esteban Parra		1.0-D 0.5-N		III-B
1010	XEDX XEBL	El Sauzal, B. C.	Radiodif. de Occidente S. A.	0.25-D 10.0-D 5.0-N		II II	XESF	Morelia, Mich.	Jose Martinez Ramirez		0.5		III-B
	XETX	Nuevo Casas Grandes, Chih.	Laureano Molinar Contreras	1.0-D 0.25-N		II	1310	XEBP XEC	Torreón, Coah. Tijuana, B. C.	La Voz de la Laguna S. A. Luis Enrique Encisco	5.0-D 0.25-N		IV IV
1030	XEQR	Mexico, D. F.	Corp. Mexicana de Radio S. A.	1.0	DA-N	II	XEFH	Agua Prieta, Son.	Jesus Rodriguez Verdugo		1.0-D		III
1050	XED	Mexicali, B. C.	Carlos Blando	5.0-D 1.0-N	DA-N	II	XEHV	Veracruz, Ver.	Sucrs. de Juan A. Palavicini		1.0		III-A
	XEG	Monterrey, N. L.	La Voz de Norteamerica S. A.	150.0		I-A	XEJE	Guadalajara, Jal.	Diffusoras de Occidente S. A.		0.25		IV
1060	XEDP	Mexico, D. F.	Radio Gobernacion	50.0	DA-N	I-B	XEVH	Valle Hermosa, Tam.			0.25-D		IV
1090	XEHR XELB	Pueblo, Pue. La Barca, Jal.	Manuel R. Canale Ramon Alvarez Lopez	0.25 0.25-D		II II	1320	XEAI	Mexico, D. F.	G. N. Medina y Loc. Ag. Ramos	1.0		III-B
	KERB	Rosarito, B. C.	Interamericana de Radio S. A.	50.0	DA-N	I-B	XERJ	Mazatlan, Sin.	Oscar Perez E.		1.0-D 0.5-N		III-B
	XERG	Nuevo Laredo, Tam.	Reynaldo Garza Alvarez	2.5-D		II	XESR	Santa Rosalia, B. C.			0.2		III-B
1110	XEFL XEQB	Rio Bravo, Tam. Mexico, D. F.	Radio Central de Mexico	0.25-D 20.0	DA	II II	XESY	Magdalena, Son.			0.5		IV
1120	XETR	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos	1.0-D		II	XEBO XEEA	Irapuato, Gto. Salina Cruz, Oax.	Alfonso Martinez		0.5 0.5		III-B III-B
1130	XEFN	Uruapan, Mich.		0.25-D		II	XEFC XEKS	Merida, Yuc. Saitillo, Coah.	Rafael Rivas Franco Elfrain Lopez	1.0 0.1			III-B IV
1140	XEFZ	Monterrey, N. L.		50.0	DA-N	I-B	1340	XEAA	Mexicali, B. C.	Consuelo Tonnela de Egua	0.25		IV
1150	XEAD	Guadalajara, Jal.	Alejandro Diaz	0.125		IV	XEBJ	Ciudad Victoria, Tam.	Fernando Elizalde		0.25		IV
	XEJO XEJP	Monterrey, N. L. Mexico, D. F.	Radio America S. A.	1.0-D 1.0-D 0.8-N		III III-B	XEBK	Nuevo Laredo, Tam.	Juan Manuel Cortes		0.1		IV
	XEJS	Hidalgo del Parral, Chih.	Alfonso Perez Porras	0.5		III-B	XECI XECJ	Acapulco, Gro. Apatzingam, Mich.			0.25 0.25		IV IV
1170	XECD XEFD XEIY	Puebla, Pue. Rio Bravo, Tam. Agua Calientes, Ags.	Roberto Canedo	0.35 1.0-D 0.5-D		II II II	XECK XEDH	Durango, Dgo. Villa Acuna, Coah.			0.25 0.25		IV IV
1180	XEFR	Mexico, D. F.		1.0-D 0.25-N		II	XEFA XEJK	Jalapa, Ver. Ciudad Delicias, Chih.	Galindo Adolfo Alvarez Amador Ronquillo Reza	0.25 0.25			IV IV
1190	XENL	Monterrey, N. L.		1.0-D 0.25-N		II	XELW	Guadalajara, Jal.	Salvador Galindo de la Torre		1.0-D 0.25-N		IV
	XERP	Guadalajara, Jal.		50.0	DA-N	I-B	XEMA	Fresnillo, Zac.	Jose Miguel Acevedo Moya		0.25		IV
1220	XEB	Mexico, D. F.	El Buen Tono S. A.	100.0		I-A	XEMT	Matamoros, Tam.	Severo Garza Saenz		0.25		IV
1240	XEBN	Ciudad Delicias, Chih.		0.25		IV	XEOM	Coatzacoalcos, Ver.	Daniel Schact Perez		0.25		IV
	XEBQ	Empalme, Son.	Roberto Gonzalez Mata.	0.5-D 0.25-N		IV	XESL	San Luis Potosi, S. L. P.	Guadalupe Delgado Ramirez		0.25		IV
	XECA XECE XECG XECX KEFP	Tampico, Tam. Oaxaca, Oax. Nogales, Son. Poza Rica, Ver. Reynosa, Tam.		0.25 0.25 0.25 0.25 1.0-D 0.25-N		IV IV IV IV IV	XEUX	Tuxpan, Nay.	Salvador Hrena Benitez		0.25		IV
	XEFV	Ciudad Juarez, Chih.	Dario Cordo Rocha	0.25		IV	1350	XEQK	Mexico, D. F.	Guillermo Morales B.	1.0		III-A
	XEMQ	Merida, Yuc.	Lazaro Achurra Suarez	1.0-D 0.25-N		IV	XETB	Torreón, Coah.	Radio Laguna S. A.		5.0-D 0.5-N		III-B
	XERZ	Leon, Gto.	Carlos Obregon Padilla	0.25		IV	XETM	Naco, Son.	Jesus Manuel Franco		1.0		III-B
1250	XEAT	Hidalgo del Parral, Chih.	Sucrs. de Jorge Perez	0.25		IV	1360	XEKF	Iguuala, Gro.	Rafael Campos Marquina	1.0-D 0.5-N		III-B
	XEDK	Guadalajara, Jal.	Manuel Lopez Diaz	1.0		III-B	XESA XEY	Culliacan, Sin. Celaya, Gto.	Pablos 7 Elizalde		0.5 1.0-D 0.25-N		III-B IV
	XEDL	Hermosillo, Son.	Eufemia Esquer de V. dal	0.5		III-B	1370	XEA	Campeche, Camp.	Luis A. Maury	1.0		III-B
	XESJ XETJ	Saitillo, Coah. Veracruz, Ver.	Froylan Mier Narro Sucrs. de Jose Rodr. Lopez	0.5 0.5		III-B III-B	XEDG	Guadalajara, Jal.			0.5		III-B
1260	XEBL	Culliacan, Sin.	Enrique Maxim. Gomez Blanco	1.0-D 0.5-N		III-B	XEHF XEMR	Nogales, Son. Monterrey, N. L.	Gaston Mascarenas Enrique Serna Martinez	5.0 5.0-D 0.5-N			III-A III-B
	XEDW	Minatitlan, Ver.	Sucrs. de Hector Silva Canto	0.25		IV	XETQ	Orizaba, Ver.	Sucrs. de Francisco Campos H.		0.25		IV
	XEE	Durango, Dur.	Jose Valenzuela	1.0-D 0.25-N		IV	1380	XELF	Nueva Rosita, Coah.		0.25		IV
	XEL	Mexico, D. F.	Herdez S. A.	5.0-D 1.0-N		III-B	XEMX	Mexico, D. F.	Publ. Com. de Mexico S. A.		5.0		III-B
	XEMF XEPO	Monclova, Coah. San Luis Potosi, S. L. P.	Alfonso L. Bres. Alejandro Espinosa Pitman	0.25 0.25		IV IV	XERK	Tepic, Nay.	Darip Mondragon		0.5		III-B
	XER	Linares, N. L.	Radio Linares S. A.	0.25		IV	1390	XEKN XEM	Monclova, Coah. Chihuahua, Chih.	Pedro Meneses Jr.	0.5 0.5		III-B III-B
1270	XEAX	Oaxaca, Oax.	Alvaro Rodriguez Avendano	0.5		III-B	XEOR	Reynosa, Tam.	Jose Maria Gonzalez Lozano		1.0		III-B
	XEAZ	Tijuana, B. C.	Fernando Sanchez Mayans	0.5		III-B	XERW	Leon, Gto.	Augustin Obregon Padilla		0.25		IV
	XEFM XEGJ XEME XEWJ XEOH	Leon, Gto. Navajoa, Son. Acambaro, Gto. Merida, Yuc. Jalapa, Ver. Ciudad Camarago, Chih.	Fausto M. Gomez Mariano Caraza	0.1 0.5 0.25 0.25 0.15		IV III-B IV IV IV	XETL XEAB	Mazatlan, Sin. Tuxpan, Ver. Santa Ana, Son.	Radio Emisora de Occidente Callixte Almazan Alfredo Marin Castro		1.0-D 0.5-N 1.0		III-B IV
	XEZU	Zacapu, Mich.	Guillermo Calzada Cervantes	0.25		IV	XEAJ XECM XECN XEDE XEDQ	Navajoa, Son. Manzanillo, Col. Progreso, Yuc. Saitillo, Coah. San Andres Tuxtla, Ver.			0.1 0.25 0.25 0.25 0.25		IV IV IV IV IV
1280	XEAG	Cordoba, Ver.	Luz Maria Zuniga de Miguel	1.0		III-B	XEDT XEI	Durango, Dgo. Morelia, Mich.			0.25 1.0-D 0.25-N		IV IV
	XEAW	Monterrey, N. L.	Jesus D. Gonzalez	3.0-D 0.5-N		III-B	XEJA XEKJ	Jalapa, Ver. Acapulco, Gro.	Aldolfo Alvarez Ramon Ortega Escobedo		0.1 0.25		IV IV
	XEBW	Chihuahua, Chih.	Radioemisora del Norte	1.0-D 0.8-N		III-B	XEPF	Ensenada, B. C.	Luis Enrique Encisco		0.2		IV
	XEGJ	Guadalajara, Jal.	Quirino Francisco Gonzalez	0.25		IV	XESB	Santa Barbara, Chih.	Domingo Salayandia Najera		0.15		IV
	XELK XERL XESQ	Zacatecas, Zac. Colima, Col. San Miguel Allende, Gto.	Macias y Acevedo J. Roberto Levy	0.25 0.25 0.1		IV IV IV	XESP	San Pedro Tlaquepaque, Jal.	Hermínio Macias Alonso		0.25		IV
1290	XEAP	Ciudad Obregon, Son.	Emilio Manzanilla	0.1		IV	XETO	Tampico, Tam.	Radio Tiempo S. de R. L. de C. V.		0.25		IV
	XEDA	Mexico, D. F.	Publ. Com. de Mexico S. A.	1.0		III-A	XEWF	Cuautla, Mor.	Fernando Diaz Enriquez		0.1		IV

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(Continued from page 469)

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 May, Robert E., Shoreham Bldg., Washington.
 Mayer, Henry, 19 W. 44th St., New York.
 Meurer, Raymond J., 1800 Stroth Bldg., Detroit.
 Meyer, Daniel W., 1776 Broadway, New York.
 Meyers, Milton H., 182 Grand St., Waterbury, Conn.
 Midlen, John, Munsey Bldg., Washington.

Miles, Clarence W., Mathieson Bldg., Baltimore.
 Miller, John Roberts, Sullivan & Cromwell, 48 Wall St., New York.
 Miller, Justin, 1771 N St., N. W., Washington.
 Miller, Neville, Munsey Bldg., Washington.
 Miller, Reed, 1200 - 18th St., N. W., Washington.
 Miller, Samuel, Cohn & Marks, 1420 New York Ave., N. W., Washington.
 Montgomery, Mervyn R., 302 Clifton Ave., Clifton, N. J.
 Mooney, William E., Insurance Bldg., Omaha, Neb.
 Morgan, Edward P., Welch, Mott & Morgan, 710 Fourteenth St., N. W., Washington.
 Morgan, Gerald D., Washington Bldg., Washington.
 Moser, J. G., Guarantee Bldg., 6331 Hollywood Blvd., Hollywood, Calif.
 Moser, John B., 360 N. Michigan Ave., Chicago.
 Mott, Harold E., 710 - 14th St., N. W., Washington.
 Munger, Alfred C., First National Bank Bldg., Omaha, Neb.
 Murray, Thomas Joseph, Balboa Bldg., San Francisco.
 Myse, Daryl A., 822 Connecticut Ave., N. W., Washington.

N

New, James H., 117 West Garro St., Plymouth, Ind.
 Newton, Blake T. Jr., 725 - 13th St., N. W., Washington.
 Niner, Isidor, 368 Madison Ave., New York.
 North, Ernest E., American Telephone & Telegraph Co., 32 Avenue of the Americas, New York.
 Norris, George Jr., ABC, 30 Rockefeller Plaza, New York.

O

O'Brien, Seymour, Mathieson Bldg., Baltimore.
 O'Bryan, Paul A., Dow, Lohnes & Albertson, Munsey Bldg., Washington.
 O'Callaghan, Robert Dennis, National Bank of Commerce Bldg., San Antonio, Tex.
 O'Hare, Richard C., Investment Bldg., Washington.
 Ockershausen, Harry J., Dempsey & Lopowitz, Bowen Bldg., Washington.
 Oppenheimer, Monroe, Woodward Bldg., Washington.

P

Pantzer, Kurt F., Merchants Bank Bldg., Indianapolis, Ind.
 Panzer, Irving R. M., Dupont Circle Bldg., Washington.
 Patrick, Duke M., Colorado Bldg., Washington.
 Pepper, Vincent A., 710 14th St., N. W., Washington.
 Petty, Don E., McClean & Petty, 650 South Spring St., Los Angeles.
 Peycke, Tracy J., Telephone Bldg., Omaha, Neb.
 Pierson, W. Theodore, Ring Bldg., Washington.
 Pilafian, James, 706 Biscayne Bldg., 19 West Flagler St., Miami.
 Pischke, Vail W., 724 Ninth St., N. W., Washington.
 Plock, Richard H., Tama Bldg., Burlington, Iowa.
 Plotkin, Harry M., 1200 - 18th St., N. W., Washington.
 Porter, Paul A., 6001 Broad Branch Road, N. W., Washington.
 Porter, William A., Tower Bldg., Washington.
 Posner, Gene, 710 North Plankenton Ave., Milwaukee, Wis.
 Powell, Garland W., WRUF, Gainesville, Fla.
 Price, T. Brooke, 195 Broadway, New York.
 Prince, D. F., Prince, Taylor & Cramp-ton, 815 - 15th St., N. W., Washington.

Q

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 Quinones, Jose Ramon, WAPA, 357 Bonce de Leon Avenue, San Juan, P. R., Washington.
 Quinn, Frank B., 1415 Erie Bldg., Erie, Pa.
 Quisenberry, John T., American Telephone & Telegraph Co., 195 Broadway, New York.

R

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 Ray, John H., 195 Broadway, New York.
 Ream, Joseph H., 485 Madison Ave., New York.

Station	Fre- quen- cy	Pow- er kw	Station	Fre- quen- cy	Pow- er kw	Station	Fre- quen- cy	Pow- er kw	Station	Fre- quen- cy	Pow- er kw
Droitwich (Great Britain)	150	5	Montbellard (France)	20	20	Maribor (Yugoslavia)	20	20	U. S. Zone (Germany)	1,602	70
Norwich (Great Britain)	20	20	Nice (France)	20	20	Fristina (Yugoslavia)	20	20	Norwegian sync. network		2
Bratislava (Czechoslovakia)	1,097	5	Quimper (France)	20	20	Rijeka (Yugoslavia)	20	20	Portuguese sync. network		5
Czechoslovakia sync. network		5	Tiraspol, Moldavia (USSR)	20	20	Split (Yugoslavia)	60	60			
Moghilev, Byelorussia (USSR)	1,106	100	Lower Egypt	1,250	5	Sarrebruck (Germany: French Zone)	1,421	20			
Barl I (Italy)	1,115	50	Nyiregyhaza (Hungary)	10	10	Sfax I (Tunisia)	5	5			
Bologna I (Italy)	50	50	Zalaegerzeg (Hungary) ¹²	20	20	Chernigov, Ukraine (USSR)	1,430	5			
S. Remo (Italy)	5	5	Athlone II (Ireland)	1,259	100	Argyrokastro (Albania)	70	70			
Norwegian sync. network		5	Stettin (Poland)	1,268	135	Western Denmark	10	10			
Brussels III (Belgium)	1,124	20	Belgrade II (Yugoslavia)	1,277	150	Copenhagen (Denmark)	50	50			
Varna (Bulgaria)	5	5	Kosice (Czechoslovakia)	1,286	100	Madrid II (Spain)	1,439	150			
Viborg, Russia (USSR)	1,133	135	Radio Catolica (Portugal)	1,295	150	Luxembourg	1,448	25			
Zagreb (Yugoslavia)	1,142	20	Ottringham (Great Britain)	1,304	20	Ancona (Italy)	3	3			
Constantine I (Algeria)	40	40	Constantine II (Algeria)	40	40	Florence II (Italy)	5	5			
Oran I (Algeria)	20	20	Oran II (Algeria)	50	50	Genoa II (Italy)	50	50			
Kaliningrad, Russia (USSR)	1,151	5	Danzig (Poland)	1,313	100	Milan II (Italy)	5	5			
Carlisle (Great Britain)	100	100	Stavanger (Norway)	1,322	100	Naples II (Italy)	20	20			
Llanagarvey (Great Britain)	100	100	Ouchgorod, Ukraine (USSR)	1,331	50	Venice II (Italy)	5	5			
Londonderry (Great Britain)	100	100	Genoa I (Italy)	25	25	Portuguese sync. network	1,484	60			
Langshaw (Great Britain)	100	100	Messina (Italy)	25	25	Swedish sync. network	1,493	60			
Baia Mare (Rumania)	5	5	Pescara (Italy)	25	25	Earley (Great Britain)	1,502	50			
Cluj (Rumania)	1,160	150	Rome II (Italy)	50	50	Clevedon (Great Britain)	10	10			
Oradea (Rumania)	1,169	150	Venice (Italy)	25	25	Craiova (Rumania)	1,511	20			
Strasbourg I (France)	1,178	100	Alexandria (Egypt)	1,340	5	Monte-Carlo (Monaco)	1,520	5			
Odessa, Ukraine (USSR)	1,187	135	Crowborough or Stagshaw (Great Britain)	150	5	Norwegian sync. network	2	2			
Horby (Sweden)	1,196	70	Budapest (Hungary)	5	5	Vienna II (Austria)	1,475	30			
Budapest II (Hungary)	15	15	Magyarovar (Hungary)	5	5	Klagenfurt (Austria)	20	20			
French Zone (Germany)	20	20	Miskolc (Hungary)	5	5	International common frequency	1,484	60			
Kerkyra (Greece)	15	15	Fecs (Hungary)	1,349	10	French zone network	1,493	20			
Agadir II (Morocco)	20	20	Corse (France)	50	50	Gomel, Byelorussia (USSR)	1,502	50			
Marrakesh II (Morocco)	1,205	100	Marseilles (France)	10	10	Cracow (Poland)	10	10			
Ujda II (Morocco)	5	5	Nantes (France)	50	50	Warsaw II (Poland)	50	50			
Boordeaux (France)	1,214	5	Toulouse (France)	50	50	Zaragoza (Spain)	1,511	20			
Haifa (Palestine)	60	60	Kuldiga, Latvia (USSR)	20	20	Brussels IV (Belgium)	1,520	5			
Lublin (Poland)	20	20	Madona, Latvia (USSR)	20	20	Chania (Greece)	30	30			
Ayr (Great Britain)	60	60	Tirana I (Albania)	1,358	100	Jihlava (Czechoslovakia)	1,529	1			
London (Great Britain)	20	20	Thornshavn (Faroe Islands)	1,367	5	Ostrava (Czechoslovakia)	20	20			
Burghhead (Great Britain)	5	5	Caltanissetta (Italy)	25	25	Filzen (Czechoslovakia)	20	20			
Dundee (Great Britain)	20	20	Torun (Poland)	24	24	Coruna (Spain)	1,539	2			
Llanagarvey (Great Britain)	1	1	Oporto (Portugal)	5	5	Funchal (Madeira Is.)	20	20			
Londonderry (Great Britain)	58	58	Strasbourg II (France)	1,376	150	Swedish sync. network	100	100			
Moorside Edge (Great Britain)	2	2	Madrid I (Spain)	1,385	100	Vatican City	1,538	70			
Plymouth (Great Britain)	2	2	Kaunas, Lithuania (USSR)	150	150	French Zone (Germany)	5	5			
Redmoss (Great Britain)	2	2	Dornbirn (Austria)	1,394	5	Spanish sync. network	1,546	5			
Redruth (Great Britain)	10	10	Graz (Austria)	15	15	British sync. network†	1,554	70			
Stagshaw (Great Britain)	2	2	Innsbruck (Austria)	5	5	Vinnitsa, Ukraine (USSR)	75	75			
Westerly (Great Britain)	50	50	Linz (Austria)	5	5	Germany: U. S. Forces	20	20			
British troops in Germany	70	70	Rhodes (Greece)	20	20	Nice (France)	1,562	5			
Azores (Portugal)	2	2	Swedish sync. network	1,403	20	Turkistonia (USSR)	20	20			
Kursk, Russia (USSR)	1,223	20	Bayonne (France)	20	20	Portuguese sync. network	20	20			
Stra Zaporaz (Bulgaria)	100	100	Lille (France)	10	10	Swedish sync. network	1,570	70			
Barcelona (Spain)	20	20	Paris (France)	10	10	Swiss sync. network	5	5			
Falun (Sweden)	25	25	Quimper (France)	10	10	USSR Zone (Germany)	5	5			
Budejovice (Czechoslovakia)	1,232	5	Montpellier (France)	10	10	Spanish sync. network	1,578	10			
Cechy-Zapad (Czechoslovakia)	25	25	Nice (France)	20	20	Sfax II (Tunisia)	10	10			
Morava-Vychoď (Czechoslovakia)	100	100	French troops in Germany	5	5	Italian sync. network	10	10			
Prague II (Czechoslovakia)	1,241	50	Komotini (Greece)	20	20	Fredrikstad (Norway)	70	70			
Vaasa (Finland)	20	20	Baranovichi, Byelorussia (USSR)	20	20	British Zone (Germany)	5	5			
Bayona (France)	20	20	Banja Luka (Yugoslavia)	1,412	20	Spanish sync. network	1,594	5			
Clermont-Ferrand (France)	20	20	Bitolja (Yugoslavia)	20	20	International common frequency‡					
Corse (France)	20	20									
Grenoble (France)	20	20									
Le Havre (France)	20	20									

¹ DA protecting S.W.
² DA protecting S.W.
³ DA protecting S.
⁴ DA protecting Switzerland.
⁵ DA. Apparent power towards Sweden 10 kw.
⁶ DA. Apparent power towards Bulgaria 20 kw.
⁷ DA protecting Norway.
⁸ Power to be reduced to 20 kw if DA protecting Portugal is not used.
⁹ DA. Apparent power towards Egypt 20 kw.
¹⁰ DA. Apparent power towards Yugoslavia 150 kw.
¹¹ DA protecting Norway.
¹² DA protecting Tunisia.
¹³ DA protecting Finland.
¹⁴ DA protecting Sweden.
¹⁵ DA protecting Algeria.
¹⁶ DA protecting Libya.
¹⁷ DA protecting Great Britain.
¹⁸ DA protecting Ireland.
¹⁹ Shared by: Albania, Austria, Belgium, Cyprus, Czechoslovakia, Denmark, Finland, France, Germany, British Zone, Gibraltar, Great Britain, Greece, Hungary, Ireland, Italy, Lithuania, Malta, Morocco, Norway, Poland, Portugal, Rumania, Russia, San Marino, Spain, Syria, Trieste, Tripoli, Tunisia, Ukraine, and Yugoslavia. Vatican City is permitted to use this frequency with a power of 5 kw until receivers covering 1,529 kc are more generally in use.
²⁰ † Belfast (5kw); Bournemouth (2); Brighton (5); Bristol (2); Cardiff (2); Dundee (2); Edinburgh (5); Exeter (5); Fareham (2); Glasgow (5); Hull (5); Leeds (5); Liverpool (5); London (20); Manchester (2); Middlesbrough (2); Newcastle-on-Tyne (5); Plymouth (5); Preston (2); Redmoss (2); Redruth (2); Sheffield (2).
²¹ ‡ Shared by: Andorra; Austria; Belgium; Bulgaria; Cyrenaica; Czechoslovakia; Denmark; Finland; France; Great Britain; Greece; Ireland; Latvia; Madeira Is.; Morocco (Tangier); Norway; Netherlands; Poland; Portugal; Spain; Switzerland; Syria; Trieste; Yugoslavia.

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(For Officers see page 472)

- A**
- Adams, Eva B., 409 Senate Office Bldg., Washington.
- Adams, Merl G., 135 South LaSalle St., Chicago.
- Affleck, Gordon Burt, 47 East So. Temple St., Salt Lake City, Utah.
- Albertson, Fred W., Munsey Building, Washington.
- Alter, William, Alter & Wadell, Alamo National Bldg., San Antonio, Tex.
- Anderson, Walter S., 130 North Broadway, Camden, N. J.
- Ashby, A. L., The Winchester, 900 Palmer Rd., Bronxville, N. Y.
- Askinas, Garson, 175 State St., Springfield, Mass.
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- Baron, Theodore, National Press Building, Washington.
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- Benson, Harvey S., Benson & Davis, Public Service Bldg., Portland, Ore.
- Bergson, Philip, Woodward Building, Washington.
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- Beznor, Lee K., 808 N. Third St., Milwaukee, Wis.
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- Bluestein, Arthur S., 33 N. LaSalle St., Chicago.
- Blum, William, Jr., 1741 K St., N. W., Washington.
- Blume, Jack P., 1028 Connecticut Ave., N. W., Washington.
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- Borut, Frank, 222 Broadway, New York.
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- Brady, John B., Colorado Bldg., 14th & G Sts., N. W., Washington.
- Brauner, Julius F., 485 Madison Ave., New York.
- Breene, Samuel A., Breene & Jobson, First National Bank Bldg., Oil City, Pa.
- Brenner, Jacob, 350 W. 34th St., New York.
- Britt, Henry M., 204-7 Barton Bldg., Hot Springs, Ark.
- Bronson, William H., 901 Commercial Bldg., Shreveport, La.
- Brooks, Leon, Columbia Broadcasting System, Warner Building, Washington.
- Brown, James Harvey, 364 No. Ridge-wood Pl., Los Angeles.
- Brown, Thad H., Jr., 1771 N Street, N. W., Washington.
- Bugay, Paul E., District National Bldg., Washington.
- Burke, Eugene L., Munsey Bldg., Washington.
- Burnley, Stephen A., 614 W. Walnut St., Louisville, Ky.
- C**
- Callister, Reed E., 650 So. Spring St., Los Angeles.
- Canfield, Austin F., Woodward Bldg., Washington.
- Cannon, David H., 650 So. Spring St., Los Angeles.
- Carr, John P., Munsey Bldg., Washington.
- Carrigan, Joe B., Wichita Falls, Tex.
- Carson, Byron G., Tower Bldg., Washington.
- Case, Norman S., Southern Bldg., Washington.
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- Clinton, John Hart, Crocker Bldg., San Francisco.
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- Cohen, Lester, Colorado Bldg., Washington.
- Cohen, Wallace M., 1822 Jefferson Place, Washington.
- Cohn, Marcus, Cafritz Bldg., Washington.
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- Collins, Clayton Braswell, 1025 Vermont Ave., Washington.
- Collins, Wallace C., Jr., 3059 S. Buchanan St., Arlington, Va.
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- D**
- Daly, Harry J., Metropolitan Bank Bldg., Washington.
- David, Alan E., Bond Bldg., Washington.

(Continued on page 470)

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ASSOCIATIONS AND COMMITTEES

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 Rorer, Dwight E., 530, Washington Bldg., Washington.
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 Ryan, William, 122 W. Washington Ave., Madison, Wis.

S

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 Spearman, Paul D. P., Munsey Bldg., Washington.

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T

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 Tunulty, Joseph P. Jr., 1317 F St., N. W., Washington.
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W

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 Wallace, Harold E., 530 Judge Bldg., Salt Lake City, Utah.
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 Willis, John W., 1728 Massachusetts Ave., N. W., Washington.
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 Wilson, James E., DeSales Bldg., Washington.
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 Woods, Warren, Roberts & McGinnis, 1741 DeSales St., N. W., Washington.
 Wozenraft, Frank H., Southern Bldg., Washington.
 Wrape, James W., Sterick Bldg., Memphis, Tenn.
 Wright, J. Warren, 5504 Grove St., Chevy Chase, Md.

Wyatt, Wilson W., Marion E. Taylor Bldg., Louisville, Ky.

Y

Yates, Carlisle E., RCA, 30 Rockefeller Plaza, New York.
 Young, Verne R., American Bldg., 1317 F St., N. W., Washington.
 Younger, Donald, P. O. Drawer 1000, Santa Cruz, Calif.
 Yourd, Kenneth L., CBS, 6121 Sunset Blvd., Los Angeles.

Z

Zagon, Samuel S., 8263 Hollywood Blvd., Los Angeles.
 Zias, Joseph F., American Bldg., 1317 F St., N. W., Washington.

Gross Billings for 1951

ABC Gross Billings by Months

AM Gross Network Time Sales

Month	1951	1950
January	\$ 3,132,359	\$ 3,454,221
February	2,694,998	3,147,208
March	2,868,970	3,454,338
April	2,969,864	3,115,897
May	2,961,018	3,242,000
June	2,586,204	2,880,220
July	2,256,155	2,255,647
August	2,184,067	2,249,885
September	2,156,902	2,416,631
October	3,130,277	3,009,205
November	3,133,749	2,973,103
December*	3,167,619	2,926,270
TOTAL	\$33,242,182	\$35,124,625

* Estimated

By Product Classifications

Food and Food Products	9,565,175
Cigars, Cigarettes & Tobacco	4,409,670
Drugs & Toilet Goods	7,207,177
Religion	1,793,319
Radios, Ref., Electrical Appliances	1,610,149
Automobiles, Trucks & Acc.	1,370,132
Insurance and Personal Loans	1,334,040
Confections	1,307,015
Laundry Soap and Cleaners	1,228,515
Household Furnishings & Acc.	874,054
Beverages	840,117
Clothing & Dry Goods	499,575
Politicals	480,670
Lubricants, Petroleum Products & Fuel	239,161
Publications	222,405
Jewelry and Accessories	121,861
Miscellaneous	94,065
Transportation & Travel	44,782
TOTAL	33,242,182

By Advertisers

General Mills	4,612,376
Sterling Drug Co.	2,707,239
Swift & Co.	2,386,810
Philip Morris & Co.	2,231,345
P. I. Willard Co.	1,495,217
Phico Corp.	1,469,549
Serutan Inc.	1,188,740
Mars Inc.	944,366
Heinz	942,795
Equitable Life Insurance	923,771
Gospel Broadcasting Co.	789,544
Gillette Razor Co.	745,876
Procter & Gamble	731,846
R. J. Reynolds Tobacco Co.	683,107
General Foods	667,336
Blatz Brewing Co.	649,721
William R. Warner	611,260
Bristol Myers Co.	607,409
Jergens Co.	599,941
General Motors	502,079
Dr. Billy Graham	501,498
U. S. Army	480,670
Goodyear Tire & Rubber Co.	455,045
Seeman Bros.	428,313
Prudential Insurance Co.	410,269
Lever Bros.	386,202
Burton Dixie	377,568
Block Drug Co.	352,774
American Chicco Co.	338,027
Champion Spark Plug Co.	297,882
Kellogg Co.	270,356
Lee Co.	241,087
Voice of Prophecy Inc.	238,761
Texas Co.	237,786
Pan American Coffee Bureau	237,036
Miller Brewing Co.	185,819
American Bakeries	146,020
Carter Products	142,880
Peters Shoes	141,738
Ronson Art Metal Works	130,680
Ralston Purina	118,474
Christian Science Monitor	111,911
Pacific Coast Borax	110,466
Buick Motor Sales	107,282
Good News Back to the Bible	104,016
Lutheran Laymans League	99,770

Hazel Bishop	91,323
Norwich Pharmacal Co.	82,405
Sylvania	82,283
Ben Hur Products	69,102
Adam Hat Stores	56,920
Botany Mills	48,333
Graystone Corp.	44,692
North American Van	42,164
Club Aluminum Products Co.	41,924
Simon & Schuster	41,360
Shadow Wave	38,646
American Medical Assn.	36,837
Pontiac Division	34,900
Dulany Co.	31,980
National Optic	29,564
M.J.B. Co.	28,753
Reynolds Metals	27,857
W. Stove	26,569
Peter Paul Co.	24,620
First Methodist Church	22,740
Vitamin Corp. of America	19,160
Institute of Religious Science	19,015
American Soul Clinic	17,972
Le Blanc Corp.	17,416
Westinghouse	15,431
Stanley Home Town Choir	14,231
Wildroot	12,966
Dr. Hiss Clinic	11,928
Doubleday Co.	10,748
Book Assn.	8,054
Fisher Body Div. of G. M.	7,842
Sealy Mattress Co.	7,332
Homecraft	5,872
Parker Publishing	5,640
Glorian Corp.	5,280
Puritan Co. of America	5,105
Lucky Lager Brewing Co.	4,576
Quality Bakers	3,690
Airways Inc.	2,618
Acousticon	1,554
McCall Frontenac Oil Co.	1,375
Arden Farms	700
California Teachers Assn.	340
F. Scully	320
TOTAL	33,242,182

By Agencies

Dancer-Fitzgerald-Sample	5,930,627
Cecil & Presbrey	2,585,120
J. Walter Thompson Co.	2,386,810
Maxon Inc.	1,713,293
Lennen & Mitchell	1,495,217
Hutchins Adv. Co.	1,469,549
Kudner Agency	1,310,036
Roy S. Durstine Inc.	1,271,024
Knox Reeves Adv. Inc.	1,008,044
Leo Burnett Co.	986,291
Warwick & Legler	923,771
Young & Rubicam	884,199
Kenyon & Eckhardt	851,616
R. H. Alper Co.	789,544
William Esty Co.	683,107
Tatham Laird Inc.	668,390
Kastor, Farrell, Chesley & Clifford	649,721
Robert W. Orr & Assoc.	599,941
Walter F. Bennett Co.	524,238
William H. Weintraub Co.	485,101
Grant Adv. Inc.	480,670
Calkins, Holden, Carlock, McClin-ton & Smith	410,269
N. W. Ayer & Son	386,202
Compton Adv. Inc.	384,803
Doherty, Clifford & Shenfield	384,002
Turner Adv. Agency	377,568
Grey Adv. Agency	371,767
Pedlar & Ryan	347,043
McManus, John & Adams	331,882
Western Adv. Agency	238,761
Federal Adv. Agency	237,036
Mathison & Assoc.	185,819
Tucker Wayne & Co.	146,020
Huber, Hoge & Sons	144,183
Ted Bates & Co.	142,880
Henri, Hurst & McDonald	141,738
McCann-Erickson Inc.	129,273
J. M. Camp	121,988
Gardner Adv. Co.	118,474
Walton Butterfield Adv.	111,911
Gotham Adv. Co.	99,770
Milton Weintraub Adv. Agency	92,161

(Continued on page 473)

Services Related to Broadcasting

(Continued from page 473)

dent; S. D. Brownlee, executive secretary; A. B. Hunt, vice president and chairman of Receiver Division; S. G. Paterson, vice president and chairman of Transmitter Division; L. M. Price, vice president and chairman of Parts Division; F. H. R. Pounsett, chairman, Engineering Committee; C. G. Lloyd, chairman, Transmitter Engineering Committee; G. B. Elliott, chairman Service Committee.

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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; R. A. Gunton, general contract and tariff supervisor.

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NATIONAL ASSN. OF RADIO & TV STATION REPRESENTATIVES INC.—101 Park Ave., New York 17. Tel.: Murray Hill 5-4141. Robert D. C. Meeker, president; Max Everett, vice president; Eugene Katz, secretary; Joseph Timlin, treasurer; Lewis H. Avery, Russell Woodward, Joseph Weed, directors. Murray Grabhorn, managing director.

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RADIO EXECUTIVES CLUB OF NEW YORK—3948 Grand Central Terminal, New York 17. Tel.: Murray Hill 6-0238. I. E. Showerman, president; C. H. Cottingham, vice president; Claude Barrere, secretary; S. R. Dean, treasurer.

RADIO PIONEERS — 580 Fifth Ave., New York 19. Tel.: Plaza 7-1800. *Officers:* Carl Haverlin, president; J. R. Poppele, first vice president; P. W. Morency, Arthur B. Church, Martin Campbell, Raymond Guy, O. H. Caldwell, vice presidents; Sydney M. Kaye, secretary; Herbert V. Akerberg, treasurer.

RADIO-TELEVISION MANUFACTURERS ASSN. — 777 14th St., Washington 5, D. C. Tel.: National 3902. *Officers:* Robert C. Sprague, Sprague Electric Co., chairman of the board; Glen McDaniel, president; James D. Secret, general manager and secretary; Leslie F. Muter, Muter Co., treasurer; John W. Van Allen, general counsel. *Vice presidents:* John W. Craig, Crosely Division; R. E. Carlson, Tung-Sol Lamp Works; A. D. Plamondon Jr., Indiana Steel Products Co.; W. J. Barkley, Collins Radio Co.; Arie J. Liberman, Talk-A-Phone Co. *Headquarters Staff* — Peter H. Cousins, information director; Ray S. Donaldson, attorney; Ralph M. Haarlander, assistant secretary; Anna M. Chase, office manager; William F. E. Long, director of statistics.

RADIO-TELEVISION MFRS. ASSN. OF CANADA — 159 Bay St., Toronto, Ont. Tel.: Empire 3-1531. R. A. Hackbusch, presi-

Billings

(Continued from page 471)

Raymond Spector Co.	91,323
Benton & Bowles	88,351
Mogge-Privett Inc.	69,102
Sullivan, Stauffer, Colwell & Bayles	53,295
Albert J. Silberstein-Bert	48,333
Goldsmid	42,164
Joseph Castor & Assoc.	36,837
Campaigns Inc.	31,980
Foote, Cone & Belding	27,857
Buchanan & Co.	26,589
Brooks Adv. Agency	19,015
Raymond R. Morgan Co.	17,416
Majestic Adv.	13,043
Charles W. Hoyt Co.	12,866
Batten, Barton, Durstine & Osborn	11,925
Hornig Cooper Co.	7,332
Alvin Wilder Adv. Co.	5,105
Schwimmer & Scott	3,460
Quality Bakers of America Cooperative	2,618
Dorland Inc.	1,554
Walter McCreery Inc.	1,375
Erwin Wasey Co. of Canada	
TOTAL	33,242,182

MBS Gross Billings by Markets

1951 Advertiser Expenditures*

Kellogg Co.	\$1,407,900
John-Manville Corp.	1,275,723
B. T. Babbitt Inc.	1,248,809
P. Lorillard Co.	1,245,415
American Federation of Labor	1,208,675
Quaker Oats Co.	1,056,596
Miles Labs Inc.	677,834
Kraft Foods Co.	624,203
American Tobacco Co.	582,342
Derby Foods Inc.	545,217
Pearson Pharmacal Co.	484,444
Williamson Candy Co.	483,497
Stilling Drug Inc.	462,236
Cudahy Packing Co.	463,860
Lutheran Laymen's League	381,355
Ronsom Art Metal Works	376,138
Beltone Hearing Aid Co.	372,560
National Biscuit Co.	358,945
Radio Bible Class	352,577
U. S. Tobacco Co.	307,427
Voice of Prophecy Inc.	307,156
Gillette Safety Razor Co.	296,183
VCA Labs Inc.	267,937
Christian Reformed Church	256,672
State Farm Mutual Auto Ins. Co.	247,016
Personna Blade Co. Inc.	232,334
Dawn Bible Students Assn.	230,933
Noxema Chemical Co.	213,016
Blatz Brewing Co.	184,935
Pal Blade Co. Inc.	163,172
U. S. Army & U. S. Air Force	145,530

Rhodes Pharmacal Co.	139,672
Admiral Corp.	127,157
Wildroot Co. Inc.	118,835
R. J. Reynolds Tobacco Co.	115,700
General Foods Corp.	82,486
Joe Lowe Corp.	77,165
Benjamin Moore & Co.	69,563
Miller Brewing Co.	68,156
Acousticon Div. of Dictograph Products Inc.	68,622
American School Brewing Corp. of America	57,560
Murline Co.	55,339
Toni Co.	52,470
Orange-Crush Co.	50,000
Amurrol Products Co. Inc.	48,883
Capehart-Farnsworth Corp.	43,946
Burrus Mill & Elevator Co.	40,189
Hook Assoc.	39,783
Harrison Products Inc.	35,887
American Chicle Co.	29,444
Motorola Inc.	25,268
American Protam Corp.	24,571
Pontiac Motor Div.-General Motors Corp.	21,061
The Le Blanc Corp.	20,232
Mutual Benefit Health & Accident Assn.	16,383
Shrine East-West Football Committee	14,225
Airways Corp.	12,285
Wm. H. Wise & Co.	10,738
Mail Pouch Tobacco Co.	10,056
A. O. Smith Corp.	9,835
S. C. Johnson & Son	8,496
Wafec Inc.	8,402
Phillips Petroleum Corp.	8,176
Shipstad & Johnson	7,583
American Medical Assn.	5,723
Curtis Circulation Co.	5,608
American Bird Products Inc.	4,997
Kiplinger Washington Agency Inc.	3,922
TOTAL	2,306

1951 Agency Expenditures*

J. Walter Thompson Co.	\$1,899,926
Wm. H. Weintraub & Co.	1,430,744
Lennen & Mitchell	1,245,415
Furman, Feiner Co.	1,208,675
Sherman-Magette	1,056,596
Lee Burnett Co.	895,651
Needham, Louis & Brorby	800,635
Batten, Barton, Durstine & Osborn	737,744
Harry B. Cohen Adv.	704,077
Geoffrey Wade Adv.	677,834
Grant Adv.	549,390
Kenyon & Eckhardt	512,249
Aubrey, Moore & Wallace	463,497
Dancer-Fitzgerald-Sample	462,236
Ollan Adv. Co.	430,120
Gotham Adv. Co.	381,355
Grey Adv. Agency	376,138
McCann-Erickson	358,945
Stanley G. Boynton Co.	352,577
Kudner Agency	307,427
Western Adv. Agency	307,156
Maxon Inc.	296,183
Glenn-Jordan-Stoetzel	256,672
Sullivan, Stauffer, Colwell & Bayles	238,284

J. D. Tarcher Co.	237,534
Wm. Gleeson & Co.	230,933
O'Neil, Larson & McMahon	183,618
Al Paul Lefton Co.	163,172
Benton & Bowles	137,825
Erwin, Wasey & Co.	127,157
Wm. Esty & Co.	115,700
Blaine-Thompson Co.	77,165
St. Georges & Keyes	69,563
Mathison & Assoc.	68,156
Atherton Adv. Agency	63,216
Foote, Cone & Belding	50,000
Fitzmorris & Miller	48,883
J. M. Mathes Inc.	40,189
Tracy-Locke Co.	39,783
Huber Hoge & Sons	35,887
Sidney Garfield & Assoc.	29,444
Duane Jones Inc.	28,504
Ruthrauff & Ryan	24,571
Dowd, Redfield & Johnstone	21,061
MacManus, John & Adams	20,232
Majestic Adv. Agency	16,383
Bozell & Jacobs	14,225
Direct	12,285
Thwing & Altman	10,056
Charles W. Hoyt Co.	9,835
Dorland Inc.	8,496
Henri, Hurst & McDonald	8,496
Grady & Wagner Co.	8,176
Lambert & Feasley	7,583
Walter McCreery Inc.	5,723
Campaigns Inc.	5,608
Weston-Barnett Inc.	3,922
McCreery, Quick & McElroy	3,306
Albert Frank-Guenther Law	2,306
Harold Kaye Adv.	2,202
*December Billings Estimated	

Expenditures by Industry 1951*

Food & Food Products	\$4,115,127
Drugs & Toilet Goods	3,257,343
Cigars, Cigarettes & Tobacco	2,240,719
Laundry & Household Supplies	1,658,071
Religious	1,528,693
Building Materials	1,284,219
Labor & Politics	1,208,675
Confectionery & Soft Drinks	614,813
Medical Appliances & Equipment	439,182
Smoking Accessories	376,138
Beer, Wine & Liquor	308,430
Insurance	261,341
Radios, TV sets, etc.	191,917
U. S. Government Advertising	145,530
Miscellaneous	95,836
Paints	69,563
Publishing & Media	52,346
Automotive	20,232
Lubricants, Petroleum & Fuel	7,583
TOTAL	\$17,875,758
*December billings estimated	

Services Related to Broadcasting

(Continued from page 475)

MUSIC LICENSING GROUPS

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS' (ASCAP)—575 Madison Ave., New York 22. *Officers:* Otto A. Harbach, president; Saul H. Bourne, vice president; Oscar Hammerstein II, vice president; Paul Cunningham, secretary; Louis Bernstein, treasurer; A. Walter Kramer, assistant secretary; Frank H. Connor, assistant treasurer. *Board of Directors:* Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

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, NARTB, chairman; Sydney M. Kaye, vice chairman; Herbert Akerman, CBS; John Elmer, WCBM Baltimore; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL Boulder, Colo.; Leonard Kapner, WCAE Pittsburgh; Joseph McDonald, NBC; 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.: Murray 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, Robert Windt, Tom Flynn, Sheila McKeon, Al Boyars, Florence Schwartz, Joey Sasso.

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. (Civil Defense Manual.)

WILLIAM J. (BILL) BAILEY—2500 Q St., N. W., Washington 7, D. C. Tel.: Dupont 3400, 0953.

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.: Templeton 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, vice president; William R. Sands, director of media relations.

BROADCASTERS PROMOTION SERVICE — Atlantic City, N. J. Tel.: 4-6118. James Dooley, business manager.

WILLIAM J. BROWN RADIO & TV CAMPAIGNS—703 Landman Mill Rd., Piqua, Ohio. Tel.: 2568. William J. Brown, owner.

ROGER BROWN Inc.—40 E. 49th St., New York. Tel.: Plaza 5-3100. Roger Brown, president; Earle Ferris, chairman of the board.

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, Abbott M. Geer.

CARL BYOIR & ASSOCIATES—10 E. 40th St., New York 16. Tel.: Murray Hill 6-3200. *Officers:* Carl Byoir, chairman of the board; Gerry Swinehart, president; George Hammond, executive vice president; Bob Davis, radio and television 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.

JAMES A. COWAN—20 Carlton, Toronto, Ont., Canada. Tel.: Empire 4-8561.

GEORGE EVANS ASSOC.—36 Central Park South, New York. Tel.: Murray Hill 8-5023. Budd Granoff, president.

THE FAUGHT COMPANY, Inc.—342 Madison Ave., New York 17. Tel.: Murray Hill 7-1171. Millard C. Faught, president.

DIXON GAYER PUBLIC RELATIONS—120 Central Park South, New York 19. Tel.: Plaza 7-7150. Dixon Gayer, president.

STEVE HANNAGAN—247 Park Ave., New York. Tel.: Plaza 5-2900. *Associate:* Jim Scanlan.

ROBERT S. KELLER, Inc.—72 Barrow St., New York 14. Tel.: Watkins 4-6599. Robert S. Keller, president; E. Benjamin Wright, secretary-treasurer.

KAUFMAN & SCHREIER—Ben Kaufman and George Schreier, 400 Madison Ave., New York 17.

KRIEDT & MYERS—J. Clarence Myers, Gary Kriedt, 607 Market St., San Francisco 5. Tel.: Exbrook 2-7443.

MARK LARKIN—119 W. 57th St., c/o The Traveler, New York 19. Tel.: Columbus 5-3999.

PHILIP LESLEY Co.—100 W. Monroe St., Chicago 3. Tel.: Central 6-7555. Philip Lesley, president. New York office, 331 Madison Ave. Tel.: Murray Hill 7-5459.

AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Tel.: Croton 1-3444. Austin C. Lescarbourea, senior partner, account executive; Stanley A. Lescarbourea, 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.

ARTHUR H. MILLER — 39 E. 49th St., New York 17. Tel.: Eldorado 5-6092.

JACK PERLIS—2109 Broadway. Tel.: Trafalgar 3-5284.

MARLEN E. PEW ASSOCIATES—270 Park Ave., New York.

PUBLICITY ASSOCIATES Inc.—Empire State Bldg., New York 1. Tel.: Longacre 5-3209. Bernard L. Lewis, president.

RICHARD H. ROFFMAN—Hotel Sulgrave, 646 Park Ave., New York 21. Tel.: Trafalgar 9-5640. Richard H. Roffman, president. (Also law and public relations 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. Robert Wood. Cafritz Bldg., 1625 Eye St., N. W., Washington 6, D. C. Tel.: Republic 4040. S. B. Bledsoe.

(Continued on page 478)

tion operational, organizational, market, rate, and policy studies; station brokers; personnel agency.)

McKIBBEN & PELLETIER—325 Market St., Kittanning, Pa. Tel.: 43-1381. (Management and technical consultants.)

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. Murpby, Gilbert H. Clee, Paul Roberts, 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; John G. Neukom, William H. Dennick. Office: 612 South Flower St., Los Angeles 17; Tel.: MADison 6-3201; Forrest Wallace.

GEORGE McKITTRICK & Co.—108 Fulton St., New York 38. Tel.: Barclay 7-4829. Branch Office: 185 N. Wabash St., Chicago 1. Tel.: State 2-8911. (Publishes McKittrick's Geographical and Classified Directory of Advertisers and Advertising Agency list.)

NATIONAL REGISTER PUBLISHING Co. Inc.—130 W. 42nd St., New York 18. Tel.: Longacre 4-1710. *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. *Owner*: Ted Nelson. *Radio directors*: Richard Diamond,

Perry Bruskin, Charles Duran. *Account executive*: Nathan Fields. Radio consultants, radio packages, radio advertising agency.

M. S. NOVIK—630 Fifth Ave., New York 20. Tel.: Circle 6-3976. (Public service 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 and television documentary service.)

RADIO REPORTS Inc.—220 E. 42nd St., New York 17. Tel.: MURray Hill 7-6658. Edward F. Loomis, 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 and TV news and comments, surveys of program content; monitoring of commercials in about 200 markets.)

MERRITT R. SCHOENFELD & Co.—520 N. Michigan Ave., Chicago 11. Tel.: WHitehall 4-0818. Merritt R. Schoenfeld, president; Lewis G. Green, vice president; R. Hall Adams, secretary-treasurer.

HOWARD STARK—50 E. 58th St., New York 22. Tel.: Eldorado 5-0405. (Brokerage, financing, newspapers, radio stations, television.)

TRADE-WAYS Inc.—285 Madison Ave., New York. Tel.: Oregon 9-3070. William H. Lough, president and treasurer. (Marketing counsellors specializing in sales training.)

CLIFFORD YEWDALL—154 W. 14th St., New York 1. Tel.: Chelsea 2-4843. Branches: 11 S. LaSalle St., Chicago. Tel.: RANdolph 6-7575. Sharp Bldg., Lincoln 8, Neb. Tel.: 2-3135. (Accountant specializing in radio.)

FREQUENCY MEASURING SERVICES

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 Ave., Cambridge 38, Mass. Tel.: Trowbridge 6-2800. Clarence Cheney.

COMMERCIAL RADIO MONITORING CO.—P. O. Box 7037, Kansas City 2. Tel.: Jackson 5302. Robert F. Wolfskill, manager; Walter H. Campbell, chief engineer, and Wm. L. Blakeley, in charge of frequency measurements.

L. J. N. du TREIL & ASSOC.—204 Homedale Ave., New Orleans 19, La. Tel.: Audubon 3525-0917.

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.

SOUTHWEST FREQUENCY MEASUREMENTS—P. O. Box 4114, Austin, Tex. Tel.: 7-2904. Marion T. Hill, engineer in charge.

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.

MARTIN R. WILLIAMS—7401 E. 14th St., Indianapolis 19, Ind. Tel.: Blackstone 0388; Market 3326.

NATHAN WILLIAMS FREQUENCY MEASUREMENTS — 20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22.

(Continued on page 476)

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 476)

BENJAMIN SONNENBERG—247 Park Ave. Tel.: Plaza 5-2200.

STORE RADIO — 1107 National Press Bldg., Washington 4, D. C. Tel.: Sterling 1440. Allen M. Jones, president; E. R. Lerner, vice president, treasurer.

PAT SWEENEY & ASSOCIATES—400 Madison Ave., New York. Tel.: PLaza 3-4466.

GEORGE R. TURPIN & ASSOCIATES—P. O. Box 802, Fort Worth 1, Texas. George R. Turpin, general manager; Ed Niehay, sales manager; Billie Ruth Stroud, John R. Weber, associate managers. (Regional sales campaigns and giveaway shows for radio stations.)

JOHN ORR YOUNG & ASSOC.—113 W. 57th St., New York 17. Tel.: Plaza 7-6616. John Orr Young, president.

COLLEGE NETWORK

INTERCOLLEGIATE BROADCASTING SYSTEM — 2808 Erie St., S. E., Washington 20, D. C. Tel.: Victor 7210; 706 Sanders Ave., Schenectady 2, N. Y., Tel.: Schenectady 3-6028. *Executive Officers:* George Abraham, chairman; David W. Borst, operations manager; Herbert B. Barlow, engineering director; Anne E. McClerkin, station relations manager; Howard C. Hansen, program manager; James R. Wylie, business manager; Vail W. Pischke, general counsel; E. E. Roberts, public relations director; Edward J. McClarty, regions coordinator; Richard E. Pittenger, sales manager; Richard Gilliland, Bulletin Editor.

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, vice president; Manuel N. Manfield, vice president. (Marketing, advertising, and media research and analysis.)

BUREAU OF BROADCAST MEASUREMENT—Federal Bldg., Toronto. Tel.: EMpire 3-8046. *Officers:* Charles R. Vint, Colgate-Palmolive-Peet Co., president; Athol McQuarrie, Assn. of Canadian Advertisers Inc., Toronto, secretary-treasurer; H. N. Stovin, Horace N. Stovin & Co., Toronto, vice president; Charles J. Follett, Assn. of Canadian Advertisers. *Directors:* W. T. Cranston, CKOC Hamilton; E. D. Cooper, Imperial Oil Ltd., Toronto; G. Frank Mills, Spitzer & Mills Ltd., Toronto; W. E. Trimble, Baker Adv. Agency Ltd., Toronto; L. E. Phenner, Canadian Cellucotton Products Co.; Walter E. Powell, Canadian Broadcasting Corp.

WALTER P. BURN—17 Washington St., Middlebury, Vt. Tel.: 593. (Maps and coverage data.)

CANADIAN FACTS LTD.—146 Wellington St. West., Toronto, Ont. Tel.: Empire 4-6373. John F. Graydon, president; Mrs. M. Sims, director of personnel; George Severs, chief statistician. Branch Office: 1466 Drummond St., Montreal. Tel.: Plateau 1734. Ethel Colwell, vice president.

ROBERT S. CONLAN & ASSOCIATES Inc.—1703 Wyandotte St.,

Kansas City. 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; Rufus Choate, secretary; George A. Frye, 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.: University 1519 and 441 Seymour St., Vancouver, B. C.

EXECUTIVES RADIO-TV SERVICE—Larchmont, N. Y. Tel.: Larchmont 2-0833. James M. Boerst, managing editor. Publishers of pocket-size **FACTuary** containing sponsored radio and TV network data. Programs, agencies, sponsors, etc. Issued to subscribers quarterly, with the interim revisions. Semi-annual time buyers register.

FACT FINDERS ASSOCIATES Inc.—400 Madison Ave., New York. Tel.: Plaza 9-3710. Frank R. Coutant, president.

FACTS CONSOLIDATED — 116 New Montgomery St., San Francisco. Tel.: Douglas 2-2445. Partners: Roy S. Frothingham and Dorothy D. Corey. 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.)

GALLUP & ROBINSON—Princeton, N. J. Tel.: 3400. Dr. George Gallup & Dr. Claude Robinson. (Advertising research.)

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, Fred H. Kenkel, vice presidents. Office: Dry Hill, Norwalk, Conn. Tel.: 8-0606.

INDUSTRIAL SURVEYS CO.—292 Madison Ave., New York 17. Tel.: Murray Hill 3-9083. Sam Barton, president; John Rhodes, admin. vice president; C. C. Rogers, F. J. Knittle, Donald Connell, Arden Crawford, vice presidents. Chicago office: 425 North Michigan Ave. Tel.: Mohawk 4-4600. Manager, executive vice president, Stanley Womer. Controller, secretary-treasurer, Larkin Osborn. Palmer Waterbury, Daniel Connell, Rome Arnold, vice presidents.

JAY & GRAHAM RESEARCH Inc.—100 E. Ohio St., Chicago 11. Tel.: Whitehall 4-0584. President, Allan V. Jay; statistician and general manager, Charles G. Callard; office manager, Mrs. Betty Mull. (Videodex ratings quantitative and qualitative TV audience rating service.) New York office: 342 Madison Ave., N. Y. 17. Tel.: Murray Hill 7-8837. Carl Pankow, production mgr.; B. Bowen, editor.

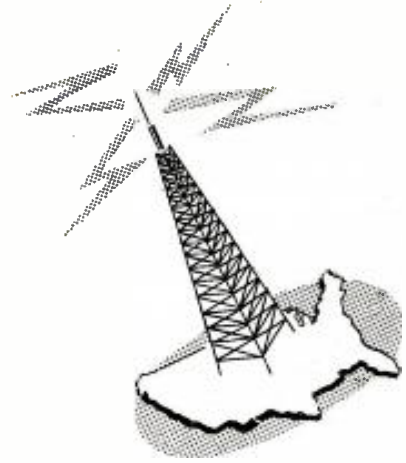
RICHARD MANVILLE RESEARCH—230 Park Ave., New York 17. Tel.: Oregon 9-2435. (Consultants on advertising and marketing research. Radio, television program and audience research; studies on effectiveness of commercials. Customer-per-dollar studies; radio and television contest and mail handling. Nationwide or local field coverage; telephone, personal interview, diary studies, etc.)

MARKET RESEARCH OF CLEVELAND—1220 Huron Rd., Cleveland. Tel.: Main 1-0186. Albert E. Strass, director. (Radio and television research for mid-west stations, advertisers and agencies.)

MARKETSCOPE RESEARCH Co.—156 Washington St., Newark 2, N. J. Tel.: Mitchell 2-1753. *Director:* Robert E. Spinner. (Marketscope Test-Town, consumer panel and store audits, continuous purchase diary in TV and non-TV homes, qualitative and quantitative radio and TV studies, national coverage.)

PENN McLEOD & ASSOCIATES—Head Office: Bay & Gerrard Bldg., Toronto, Ont; Branch Office, 1673 West Fourth Ave., Van-

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REGIONAL NETWORKS of the UNITED STATES

AIRLINE NETWORK—Comprising WSGN Birmingham, WHBS Huntsville, Headquarters: Radio Park, P. O. Box 2553, Birmingham, Ala. Tel: 4-3434, J. Harry Callaway, sales manager.

ALASKA BROADCASTING CO.—Comprising KPQD Anchorage; KFRB Fairbanks; KINY Juneau; KTKN Ketchikan; KIBH Seward; KIFW Sitka, Headquarters: 830 Securities Bldg., Seattle, Tel.: Seneca 8333, Wm. J. Wagner, owner and general manager; Irving W. Lusk, commercial manager.

THE ALOHA NETWORK—Comprising KIPA Hilo; KTOH Lihue; KHON Honolulu and KMVI Walluku. Headquarters: P. O. Box 1380, Honolulu 42. Tel.: 9-5255, R. M. Fitkin, general manager. Represented by W. S. Grant 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; Bob Pollard, KTAR, 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; WGVM Greenville, Miss.; KHOZ Harrison; KXFA Helena; KXAR Hope; KWFC Hot Springs; KFRJ Russellville; KWAK Stuttgart; KTFS Tarkenton; KBTM Jonesboro; KNEY Newport; KDERS Paragould; KCLA Pine Bluff; KWEM West Memphis; KAMD Camden.

ARKANSAS NETWORK—Gen'l. office, 114 East Capitol St., Little Rock, Ark. 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 studios. Costs are combined station time and line charge.

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

BROADCASTING CORP. OF AMERICA'S NETWORK—Comprising KPPO Riverside and San Bernardino; KROP Brawley and El Centro; KREO Indio; KYOR Blythe; KPOR(FM) San Bernardino and Riverside. 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: Paul Bunyan Bldg., Traverse City. Les Biederman, president and general manager.

CALIFORNIA NORTHERN GROUP—KSYC Yreka; KBLF Red Bluff; KSUE Susanville. Jack A. Mitchell, KSYC, manager. West Coast Representative: Tracy Moore & Assoc.

COLUMBIA PACIFIC NETWORK—Comprising KNX Los Angeles; KCBS San Francisco; KCBQ San Diego; KFRE Fresno; KGDM Stockton; KMBY Monterey; KROY Sacramento; KCMJ Palm Springs; KOIN Portland; KIRO Seattle; KXLY Spokane. Headquarters: Columbia Square, Los Angeles. William D. Shaw, general manager.

COLUMBINE NETWORK—Comprising KMYR Denver; KCOL Fort Collins; KBOL Boulder; KEXO Grand Junction; KCSJ Pueblo; KYOU Greeley; KRDO Colorado Springs; KFTM Fort Morgan. All in Colorado. Headquarters: Securify Life Bldg., Denver. Albert G. Mever, general manager; Edwin E. Koepke, commercial manager.

CONNECTICUT STATE NETWORK—Regional network comprising WSTC Stamford; WNAE Bridgeport; WTHH Hartford; WNBC New Britain; WNLG New London; WATR Waterbury; WTOR Torrington. Headquarters: WTHH, 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 Wil-

mar, and KWNO Winona. All in Minnesota. Headquarters: Radio City, 50 South 9th St., Minneapolis 2. Telephone: Lincoln 0552.

DIXIE NETWORK—Comprising KATL Houston; KRIC Beaumont. Both in Texas. Headquarters: State National Bldg., Houston 2. H. C. Davis, president; King H. Robinson, executive vice president.

FOREIGN LANGUAGE QUALITY NETWORK—Comprising stations broadcasting to major Italian, Polish, and other foreign language markets in the United States. Headquarters: 22 East 40th St., New York 17. Tel.: Murray Hill 9-0006, Adam Young, general manager.

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

GEORGIA ASSN. OF LOCAL STATIONS—Comprising WDEC Americus; WGAU Athens; WATL WBBQ Augusta; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WMLT Dublin; WKUE Griffin; WFOM Marietta; WFRP Savannah; WWNS Statesboro; WWGS Tifton; WLET Toccoa; WVOP Vidalia; WAYX Waycross; WRLD West Point; WMVG Milledgeville; WMGA Moultrie; WROM Rome; WWDW Dawson; WBBH Fitzgerald; WDUN Gainesville; WSEF Thomason; WTCG Thomasville; WIBB Macon; WGIG Brunswick. Tom Carr, sales director, 101 Marietta St. Bldg., Atlanta.

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; WWNH Rochester; WTSV Claremont; all in New Hampshire. Also WTSA Brattleboro, Vt. Headquarters: 155 Front St., Manchester. Al Malin, WWNH, president; Ralph Gottlieb, WKBR, manager; William R. Jr., WKBR, treasurer.

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.

GREAT NORTHERN BCSTG. SYSTEM—Comprising KVOC Moorhead, Minn.; KWLM Wilmar, Minn.; KMHL Marshall, Minn.; KGDE Fergus Falls, Minn.; KLPFM Minot, N.D.; KGCU Mandan, N.D.; KOVC Valley City, N.D.; KDLR Devils Lake, N.D.; KGXC Sidney, Mont.; KNOX Grand Forks, N.D. Headquarters: 107 First 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, president; Ken Palmer, general manager; Keith Tye, general sales manager; Larry Darley, national sales manager; Ted Nelson, assistant manager.

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

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

HOOSIER NETWORK—Comprising WCNB Connersville; WCTW New Castle; WMRI Marion; WSRK Shelbyville; WFML Washington; WRSW Warsaw. All Indiana. Business office: Colonial Bldg., New Castle, Ind.

INTERMOUNTAIN NETWORK—Utah Group: KALL Salt Lake City; KLO Ogden; KOVO Provo; KVNU Logan; KOAL Price; KSVK Richfield; KSUB Cedar City; Idaho Group: KWIK Pocatello; KIFI Idaho Falls; KLIJ Twin Falls; KPXD-AM-FM Nampa-Boise; Wyoming Group: KVRB Rock Springs; KSPR Casper; KPOW Powell; KWYO Sheridan; KOWB Laramie; KOVE Lander; Montana Group: KBMY Billings; KRFF Miles City; KMOM Great Falls; KOPR Butte; KXLO Lewiston; KFDW Helena; KIVI Shelby; KAVR Havre; KPRK Livingston; KRAM Las Vegas, Nev.; New Mexico Group: KVER Albuquerque; KSVP Artesia; KICA Clovis; KTNM Tucumcari; KOBE Las Cruces; KFUN Las Vegas; KRTN Raton; KGFL Roswell; KSET El Paso, Texas; Colorado Group: KCSJ Pueblo; KBNZ La Junta; KFEL Denver. Main office: 146 South 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'Ort Cozzens, director of engineering; Gordon Owen, director of homemaker's programs; Mal Wyman, sports director; Jack Goodman, promotion director; Stan Farnsworth, farm director; Paul Sullivan, news director; Earl Donaldson, music director.

IOWA TALL CORN NETWORK—An Iowa network comprising KWCR Cedar Rapids; KROS Clinton; KSIB Creston; KSTT Davenport; KDEC Decorah; KDTH Dubuque; KVFD Fort Dodge; KFJB Marshalltown; KWPC Muscatine; KCOM Sioux City; KICD Spencer; KRIB Mason City; KCIM Carroll; KOEI Oelwein. Business office: 707 Locust St., Des Moines.

DON LEE BROADCASTING SYSTEM—Southern California: KHJ Los Angeles; KGE 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; KRRR Roseburg; KFJI Klamath Falls; KORE Eugene; KOOS Coos Bay; KAST Astoria; KUIN Grants Pass; KWIL Albany; KBNB Bend; KSLM Salem; Northwest (Washington): KVI Seattle-Tacoma; KYAK Yakima; KXRO Aberdeen; KPUG Bellingham; KGY Olympia; KELA 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, executive vice president; Norman Boggs, vice president in charge of sales; Norman Ostby, vice president in charge of station relations.

LONE STAR CHAIN—Texas regional network comprising WBAP Fort Worth; KTBC Austin; KTSA San Antonio; KXYZ Houston; KROD El Paso; KTKL San Angelo; KWKC Abilene; KOSA Odessa; KFDH Beaufort; KRGV Weslaco; KEYS Corpus Christi; KTRF Lufkin; KTBB Tyler; KGNC Amarillo; KFYO Lubbock; KFDX Wichita Falls. Headquarters: O. L. Taylor Co., 1024 Life of America Bldg., Dallas 1. Harold V. Hough, president; Fred J. Nahas, vice president; O. L. (Ted) Taylor, secretary-treasurer; O. L. Taylor Co., representative; Fred L. Vance, gen. mgr.

LONG RADIO ENTERPRISES—Comprising KIOX Bay City; KVIC Victoria; and KTLW Texas City; KSAM Huntsville. All in Texas and available as a package group. J. G. Long, managing director, P.O. Box 1391, Bay City.

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: 270 Park Avenue, N.Y. Tel.: Plaza 8-2136, Richard Davimos, president.

MAINE BROADCASTING SYSTEM—Comprising WCSH Portland; WLBS 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 WFAK 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; WLAV Grand Rapids; WSOO Sault Ste. Marie; WKBS Muskegon; WKLA Ludington; WGFG Kalamazoo; WHRV Ann Arbor. Sold as a unit of ABC Network. Headquarters: Stroh Bldg., Detroit. Executives: James G. Riddell, president.

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

MISSISSIPPI BROADCASTING CO. (Withers Gavin Stations)—Comprising WCOE Meridian; WJQS Jackson; WMBG Macon, and WACR Columbus, all in Mississippi.

NEW ENGLAND MAJOR MARKET GROUP—Comprising WLAW Lawrence, Mass.; WPRO Providence. R. I.; WDRC Hartford, Conn.; WTAG Worcester, Mass.; WGAN Portland, Me.; WGUY Bangor, Me. Walter Haase, chairman. Represented by Paul H. Raymer Co.

couver, 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; consulting psychologist, John C. Sawatsky; Seattle representative, John Bolan; Montreal representative, Gerald St. Cyr. (Marketing, public opinion and continuing radio research, political research specialists.)

MEDIA RECORDS Inc. — 353 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. 173 W. Madison St., Chicago; Tel.: Andover 3-5683; Ladious Siwak, 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.

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; Charlton G. Shaw, 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, director. (Broadcast audience measurement, marketing research.) 157 Federal St., Boston 10. Tel.: Liberty 2-1870. Edward J. Noonan, director.

EDWARD J. NOONAN MARKET RESEARCH ORGANIZATION — O'CONNOR SURVEY Co.— 304-305 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 and TV consultants and publishers of weekly surveys of network music.)

OPINION RESEARCH CORP.— 44 Nassau St., Princeton, N. J. Tel.: 3600. Dr. Claude Robinson, president; Walter G. Barlow, Joseph C. Bevis, LeBaron Foster, M. Starr Northrop, Hugh Rusch,

Dilman M. K. Smith, vice presidents.

ALFRED POLITZ RESEARCH INC.— 270 Park Ave., New York 17. Tel.: Plaza 9-5200. Alfred Politz, president; Lester R. Frankel, technical director; Robert Weller, chief of sampling department; Jerome Greene, Eva Klein, Robert Lindsey, Harry L. Smith Jr., project directors; Mildred Taylor, field director. (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 36. 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; director of marketing management division, Marquis Regan; director of management service division, Walter S. Stanley.

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. Publisher: N. Charles Rorabaugh. Radio Editor: Stella Brauner; TV Editor: Margaret Miller. (Publishes monthly Rorabaugh Reports on Spot Radio & TV Advertising.)

S-D SURVEYS Inc.— 30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-2430. *Officers:* Arthur B. Dougall, president and treasurer; Carl H. Henrikson Jr., vice president and general manager; John Dunn, secretary & director of field operations; Norman P. Heine, assistant secretary-treasurer.

Unions and Labor Groups Affecting Radio

Name of Organization	Address & Telephone No.	Executives
AMERICAN FEDERATION OF LABOR (AFL) (Headquarters: 901 Massachusetts Ave., N.W., Washington, D. C.) Tel.: National 3870 Pres.: William Green		
American Federation of Musicians (AFM) (Headquarters)	570 Lexington Ave. New York City Tel.: Plaza 8-0600	James C. Petrillo, Pres. C. L. Bagley, V.P. Leo Cluesmann, Secy. Harry J. Steeper, Treas. James C. Petrillo, Pres.
Chicago Local 10	175 W. Washington Blvd. Chicago, Ill. Tel.: State 2-0063	
American Federation of Musicians Mutual Protective Assn. Local 47	817 N. Vine St. Hollywood 28, Calif. Tel.: Hudson 2-2161	John Groen, Pres. Phil Fischer, V.P. & Radio-TV Rep. Paul Dullzell, Pres.
Associated Actors & Artistes of America	45 W. 47th St. New York City Tel.: Plaza 7-7660	
<i>Organizations Affiliated With AAAA*</i>		
Actors Equity Assn.* (Headquarters)	45 W. 47th St. New York City Tel.: Plaza 7-7660	Clarence Derwent, Pres. Louis M. Simon, Exec. Secy. Christopher O'Brien, Western Rep.
(Other Offices)	6336 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hudson 2-2334	
American Federation of Radio Artists (AFRA)* (Headquarters)	15 W. 44th St. New York 17, N. Y. Tel.: Vanderbilt 6-1810	Alan Bunce, Pres. Frank Reel, Nat'l Exec. Secy. Ray Jones, Exec. Secy.
(Other Offices)	102 Hubbard St. Chicago, Ill. Tel.: Delaware 7-7017 6331 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hillside 5125	Claude L. McCue, Western Reg. Dir.
American Guild of Musical Artists* (Headquarters)	276 W. 43d St. New York City Tel.: Longacre 5-7508	Lawrence Tibbett, Pres. Hyman Faine, Exec. Secy.
(Other Offices)	6336 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hudson 2-2334	Edward Rosenberg, Western Rep.
American Guild of Variety Artists* (Headquarters)	1697 Broadway New York City Tel.: Circle 6-7130	Georgie Price, Pres. Louise Havoc, Exec. V.P. Henry Dunn, Secy. Edward Rio, Western Reg. Dir.
(Other Offices)	6712 Sunset Blvd. Hollywood 28, Calif. Tel.: Hillside 8281	
Chorus Equity Assn.*	701 7th Ave. New York City Tel.: Circle 5-8054	Clarence Derwent, Pres. Paul Dullzell, Chrmn. Exec. Comm. Ben Irving, Exec. Secy.
[Note: AFRA-TVA or AAAA-TVA merger pends.]		
Screen Actors Guild (SAG) (Headquarters)	7046 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 9-7311	Ronald Reagan, Pres. John L. Dales Jr., Exec. Secy.
(Other Offices)	67 W. 44th St. New York 18, N.Y. Tel.: MURRAY Hill 7-4623	Mrs. Florence Marston, Eastern Rep.
Screen Extras Guild	723 N. Western Ave. Los Angeles 29, Calif. Tel.: Garfield 3301	Richard Gordon, Pres. H. O'Neil Shanks, Exec. Secy.
International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators (IATSE) (Headquarters)	1270 6th Ave. New York City Tel.: Circle 5-4370	Richard Walsh, Pres. William Raoul, Secy.-Treas.
(Other Offices)	188 W. Randolph St. Chicago, Ill. Tel.: Central 6-4582	
Local 110	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Gladstone 3117	Roy M. Brewer, International Rep.

(Continued on page 484)

SCHWERIN RESEARCH Corp.— treasurer; Edward Becker, secretary.
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.)

STANDARD AUDIT & MEASUREMENT SERVICES INC.— 89 Broad St., New York 4. Tel.: Whitehall 3-8390. Kenneth H. Baker, president; Owen Smith, vice president; Michael R. Notaro,

WHITE & ARNOLD— 250 E. 43d St., New York 17. Tel.: Murray Hill 3-3652. Percival White, Pauline Arnold, marketing counselors.

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; Joseph E. Baudino; Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH. Operations Director: Mr. Morency. Represented nationally by Weed & Co.

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

NORTHWEST NETWORK — Comprising KSTP St. Paul; KROC Rochester, Minn.; KYSM Mankato, Minn.; KFAM St. Cloud, Minn.; WEAU Eau Claire, Wis.; WDAY Fargo, N.D.; KFYZ Bismark, N.D.; WEEB 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; WERY Waterbury; WELI New Haven; WICC Bridgeport; WICH Norwich. All Connecticut. Headquarters: 750 Main St., Hartford, Conn. Tel.: 7-1188. Address communications to Walter Haase, WDRC.

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

OKLAHOMA NETWORK — Comprising KTOK Oklahoma City; KCRG Enid; KBEK Muskogee; KADA Ada; KVSQ Ardmore; KTMC McAlester; KSWO Lawton. Available as a regional network. Headquarters: Albert Riesen, president, KVSQ Ardmore. Represented nationally by Taylor-Boroff Inc.

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

PALMETTO BROADCASTING SYSTEM — Basic Group comprising WGAC Augusta; WEGE Atlanta, both in Georgia; WCOB Columbia; choice, Charleston; WJMX Florence; WBCU Spartanburg-Union; WAIM Anderson; WTYC Rock Hill and WTND Orangeburg, all in South Carolina; other affiliated stations, WRFC Athens; WKLY Hartwell and WGGG Gainesville, all in Georgia; WGCD Chester; WHSC Hartsville; WSNW Seneca; WKDK Newberry; WALD Walterboro; WDSC Dillon; WACA Camden and choice in Greenville, all in South Carolina. Executive offices: 1 Martin St., Anderson, S. C. Tel.: 3802. Officers: Wilton E. Hall, president; Glenn P. Warnock, general manager; C. P. Browne, national sales manager; V. Barath, promotion director; John F. McCallum, regional sales. Representatives: national—Burn-Smith Co. Inc.; southern—Dora-Clayton Agency Inc.

QUAKER NETWORK — Pennsylvania regional hookup comprising WFIL Philadelphia; WEEW Reading; WAEB Allentown; WEST Easton; WBSA York; WAZL Hazleton; WLAN Lancaster; WARM Scranton; WILK Wilkes-Barre; WGHB Harrisburg; WKOK Sunbury; WRAK Williamsport; WFBG Altoona; WARD Johnstown; WERC Erie; WCAE Pittsburgh; WKST New Castle; WKRZ Oil City. 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 KLXR 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.

RURAL RADIO NETWORK — Owns and operates FM stations WFNF Wethersfield; WVBT Bristol Center; WVCN Deruyter; WVCV Cherry Valley. It has as affiliates: WHCU-FM Ithaca; WFLY Troy; WHLD-FM Niagara Falls; WDHJ-FM Olean; WMSA-FM Massena; WYNY-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.: 4-6301. 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.

SOUTHWEST NETWORK — Comprising KROD El Paso; KAVE Carlsbad, N.M.; KSIL Silver City, N.M.; KOSA Odessa, 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.

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.

SOUTHERN MINNESOTA NETWORK — Comprising KYSM Mankato; KROC Rochester and KATE Albert Lea, all in Minnesota. Headquarters: Bulmer & Johnson Inc., 328 WCCO Building, 625 Second Ave. S., Minneapolis, 2. Tel.: Lincoln 7017.

STEINMAN STATIONS (Mason Dixon Radio Group) — Regional group comprising WDEL Wilmington, Del.; WORX 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; WCOB Lebanon; WMMT McMinnville; WGNB Murfreesboro; WCDT Winchester.

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

TEXAS PLAINS (TeePee) STATIONS — Comprising KFLL Floydada; KPAN Hereford and KVMC Colorado City. Business Office: KFLL, P. O. Box 955, Floydada, Texas. National Sales Promotion handled by Robert S. Keller Inc., 72 Barrow St., New York City, 14.

TEXAS STATE NETWORK — Regional network comprising KFJZ Fort Worth; WRR Dallas; KABC San Antonio; KBST Big Spring; KGKL San Angelo; KWFT Wichita Falls; KRBC Abilene; KPLT Paris; KRRV Sherman; KCMC Texarkana; WACO Waco; KNOW Austin; KLYN Amarillo; KFRO Longview; KBWD Brownwood; KCRS Midland; KGVL Greenville; KTRH Houston; KRIO McAllen. Gene L. Cagle, president; Dale Drake, sales manager. Tel.: Edison 3473. Headquarters: 1201 W. Lancaster, Fort Worth 1.

TEXAS QUALITY NETWORK — Comprising WFAA Dallas; WOAI San Antonio; KPFC Houston. Associated stations: KRIS Corpus Christi; KVAL 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.

THE TOBACCO NETWORK INC. — Regional North Carolina network comprising WRAL Raleigh; WTKR Durham; WFNC Fayetteville; WCEC Rocky Mount; WGTC Greenville; WHIT New Bern; WJNC Jacksonville; WJNI Wilmington. Executives: Hartwell Campbell, WGTC Greenville, president; Sam Brody, WJNI, vice president; Ray D. Williams, WHIT, 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 WXRA Buffalo; WOKO Albany; WCSS Amsterdam; WWSC Glen Falls; WENT Gloversville; WHUC Hudson; WKNY Kingston; WKIP Poughkeepsie; WDOS Oneonta; WKOP Binghamton; WELM Elmira; WGAT Utica; WNDR Syracuse; WICY Malone; WEAU Plattsburg; WNBC Saranac Lake, all in New York. WBEC Pittsfield; WACE Chicopee; WALE Fall River; WVOB Boston, all in Massachusetts; WSYR Rutland, Vt.; WJOY Burlington, Vt.; WWCW Waterbury, Conn.; WTOR Torrington, Conn.; WFAU Augusta, Me.; WKNE Keene, N.H. Headquarters: WOKO Albany, N. Y. Jim Healey, general manager.

UPPER MIDWEST BROADCASTING SYSTEM — Comprising KXRA Alexandria; KBUN Bemidji; KLIX Brainerd; KROK Crookston; KDHL Fairbault; KSUM Fairmont; WREX Duluth; WEVE Eveleth; KGDE Fergus Falls; CKFI International Falls; KTOE Mankato; KMHL Marshall; WDMA Montevideo; KVOX Fargo-Moorhead; KFAM St. Cloud, and KWLM Willmar, all in Minnesota; KDLR Devils Lake; KDIX Dickinson; KVOX Fargo-Moorhead; KNOX Grand Forks; KGUU Bismarck-Mandan; KLPN Minot; KOVC and KGXC Williston-Sidney, all in North Dakota; KLVJ Huron; KORN Mitchell; KIHQ Sioux Falls, and KWAT Watertown, all in South Dakota; WKIB Iron River; WJMS Ironwood; WJPD Ishpeming, and WDBC Escanaba, all in Michigan; WHBY Appleton; WATW Ashland; WBEL Beloit; WBIZ Eau Claire; WJPG Green Bay; WLCC La Crosse; WLDY Ladysmith; WIBU Madison-Poynette; WLIN Merrill; WOBT Rhinelander; WICH Shawano; and WFHR Wisconsin Rapids, all in Wisconsin. President, Orville Lawson; Headquarters, 935 Northwestern Bank Bldg., Minneapolis, Minnesota.

VIKING NETWORK — Comprising KVAS Astoria; KRUL Corvallis; KUGN Eugene; KIHK Hood River; KFLW Klamath Falls; KCMC McMinnville; KNPT Newport; KRCC Prineville; KOCG Salem, and KTLT Tillamook, all Oregon, and KELS Kelso, Wash. Headquarters: Beaverton, Ore. Mailing address, P.O. Box 298, Beaverton. Tel.: Beaverton 4-4911. Manager: Tom Hothcliff.

WESTERN RADIO NETWORK — 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.

WISCONSIN NETWORK — Network comprising WHBY Appleton; KFIZ Fond du Lac; WCLO Janesville; WIBU Poynette-Madison; WWCF Baraboo; WRJN Racine; WHBL Sheboygan; WFHR Wisconsin Rapids; WJPG Green Bay; WGEZ Beloit. Supplementary Stations: WMAM Marinette; WEAU Eau Claire; WJMS Ironwood, Mich.; WATW Ashland; WBC 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. Frchette, WFHR, managing director and secretary-treasurer.

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

STATE BROADCASTERS ASSOCIATIONS

Alabama Broadcasters Assn.

Emmett Brooks, WEBJ Brewton, *president*; Tom Martin, WAPX Montgomery, *vice president*; Malcom Street, WHMA Anniston, *secretary-treasurer*.

Arkansas Broadcasters Assn.

Fred Stevenson, KGRH Fayetteville, *president*; S. C. Vinsonhaler, KGH Little Rock, *vice president*; Storm Whaley, KUOA Siloam Springs, *secretary-treasurer*.

California State Radio & Television Broadcasters Assn.

William B. Smullin, KIEM Eureka, *president*; David McKay, KGYW Vallejo, *vice president*; Paul R. Bartlett, KFRE Fresno, *secretary*.

BROADCASTING • Telecasting

Colorado Broadcasters Assn.

Rex Howell Jr., KFJX Grand Junction, *president*; Robert D. Ellis, KGHF Pueblo, *vice president*; Al G. Meyer, KMYR Denver, *secretary-treasurer*.

Florida Assn. of Broadcasters

S. O. Ward, WLAK Lakeland, *president*; L. Herschel Graves, WTAL Tallahassee, *first vice president*; George W. Thorpe, WVCG Coral Gables, *second vice president*; John B. Browning, WSPB Sarasota, *secretary-treasurer*.

Georgia Assn. of Broadcasters

Ben Williams, WTOC Savannah, *president*; W. F. Scott Jr., WKTG Thomasville, *vice president*; Shed Carswell, WSFT Thomaston, *secretary-treasurer*.

Idaho Broadcasters Assn.

Earl Glade Jr., KDSH Boise, *president*; Henry H. Fletcher, KSEI Pocatello, *vice president*; Mrs. Florence Gardner, KTFI Twin Falls, *secretary-treasurer*.

Illinois Broadcasters Assn.

Ray Livesay, WLHB Mattoon, *president*; Oliver J. Keller, WTAX Springfield, *vice president*; Joe Kirby, WKRS Waukegan, *secretary-treasurer*.

Indiana Broadcasters Assn.

Daniel C. Park, WIRE Indianapolis, *president*; Martin Leich, WGBF Evansville, *vice president* (AM); Edward Osborne, WCTW (FM) New Castle, *vice president* (FM); Carl (Continued on page 482)

PROFESSIONAL & TECHNICAL SCHOOLS FOR RADIO

Name, Address, Tel.	Courses Offered	Registrar & Registration Date	Name, Address, Tel.	Courses Offered	Registrar & Registration Date
American Institute of the Air* 3123 E. Lake St. Minneapolis 6, Minn. Tel.: Wesley 1639	Announcing, writing, directing, control operating, sports play-by-play, radio time selling.	Helen S. Brown Weekly	Beck School for Radio* Lyceum Theatre Minneapolis Tel.: Lincoln 4708	Radio announcing, writing, program planning and production and control room operations.	Mary E. Smith Weekly
American Television Labs of Calif.* 5606 Sunset Blvd. Hollywood 28 Tel.: Hollywood 9-8347	Radio, television servicing; communications.	Don S. MacDowell Monthly	Broadcasters Network Studios* 6612 Sunset Blvd. Hollywood 28 Tel.: Hudson 2-9101	Radio staff announcing	Elaine N. Dysart Continuous
Hal Bagg School of Broadcasting* 1674 Broadway, New York 19 Tel.: Columbus 5-5756	Announcing, acting, singing	Harold J. Bagg Continuous	California Institute of Radio & Television* 5910 Sunset Blvd. Hollywood 28, Calif. Tel.: Hollywood 9-1938	Speech, announcing, writing, advertising, 1st class license training, production.	G. Bringham Bi-monthly

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State Associations

(Continued from page 481)

Vandagriff, WOWO Fort Wayne, *secretary-treasurer*; Dee Coe, WWCA Gary, *assistant secretary*; Robert Enoch, WXLW Indianapolis, *assistant treasurer*.

Kentucky Assn. of Broadcasters

J. W. Betts, WFTM Maysville, *president*; Joseph Eaton, WKLO Louisville, *first vice president*; Ken Given, WLBJ Bowling Green, *second vice president*; Hugh Potter, WOMI Owensboro, *secretary*.

Louisiana State Assn. of Broadcasters

George H. Thomas, KVOL Lafayette, *president*; J. C. Liner, KMLB Monroe, *vice president*; B. Hillman Bailey Jr., KSIG Crowley, *secretary-treasurer*.

Maine Broadcasters Assn.

Murray Carpenter, WABI Bangor, *president*; Harold Meyer, WPOR Portland, *vice president*; Norman Gallant, WFAU Augusta, *secretary-treasurer*.

Maryland-D. C. Broadcasters & Telecasters Assn.

John E. Surrick, WFBR Baltimore, *president*; Charles J. Truitt, WBOC Salisbury, *vice president*; Charles E. Smith, WTBO Cumberland, *secretary-treasurer*.

Michigan Assn. of Broadcasters

Daniel E. Jayne, WELL Battle Creek, *president*; Don DeGroot, WWJ Detroit, *vice president*; William A. Pomeroy, WILS Lansing, *secretary-treasurer*.

Minnesota Broadcasters Assn.

John F. Meagher, KYSM Mankato, *president*; F. Van Konyenburg, WTCN Minneapolis, *vice president*; M. M. Marget, KVOX Moorhead, *secretary-treasurer*.

Mississippi Broadcasters Assn.

P. B. Hinman, WROX Clarksdale, *president*; L. M. Sepaugh, WSLI Jackson, *vice president*; Robert Evans, WELO Tupelo, *secretary-treasurer*.

Missouri Broadcasters Assn.

Glenn Griswold, KFEG St. Joseph, *president*; S. E. Sloan, KXLW St. Louis, *vice president*; G. Pearson Ward, KTTS Springfield, *secretary-treasurer*.

Montana Broadcasters Assn.

Paul McAdam, KPAK Livingston, *president*; Marion E. Dixon, KGVO Missoula, *vice president*; Franz Robischon, KBMY Billings, *secretary-treasurer*.

Nebraska Broadcasters Assn.

William Martin, KMMJ Grand Island, *president*; Robert Thomas, WJAG Norfolk, *secretary-treasurer*.

Nevada State Broadcasters Assn.

H. G. Wells, KOLO Reno, *president*; Fred Stoye, KLAS Las Vegas, *vice president*; Robert Stoddard, KATO Reno, *secretary-treasurer*.

New Jersey Broadcasters Assn.

Paul Alger, WSNJ Bridgeton, *president*; Rauluf Compton, WKDN Camden, *vice president*; Thomas B. Tighe, WJLK Asbury Park, N. J., *secretary-treasurer*.

North Carolina Assn. of Broadcasters

T. H. Patterson, WRRF Washington, *president*; Cecil B. Hoskins, WUNC Asheville, *vice president*; Jack Younts, WEEB Southern Pines, *secretary-treasurer*.

Ohio Broadcasters Assn.

L. A. Pixley, WCOL Columbus, *president*; Robert W. Ferguson, WTRF Bellaire, *vice president*; Robert C. Fehlman, WHBC Canton, *secretary-treasurer*.

Oklahoma Broadcasters Assn.

L. F. Bellatti, KSPI Stillwater, *president*; Frank Lynch, KBYE Oklahoma City, *vice president*; Robert Jones, KRMG Tulsa, *secretary*; F. E. Wimberly, KWHW Altus, *treasurer*.

Oregon State Broadcasters Assn.

Ted W. Cooke, KOIN Portland, *president*; H. J. Chandler, KPLW Klamath Falls, *vice president*; Joe Schertler, KEX Portland, *secretary-treasurer*.

Pennsylvania Assn. of Broadcasters

John S. Booth, WCHA Chambersburg, Pa., *president*; Roger W. Clipp, WFIL Philadelphia, *vice president*; David J. Bennett, WKBO Harrisburg, *secretary*; George E. Joy, WRAC Williamsport, *treasurer*.

South Carolina Broadcasters Assn.

Melvin Purvis, WOLS Florence, *president*; Wallace Martin, WMSC Columbia, *vice president*; T. Doug Youngblood, WFIG Sumter, *secretary-treasurer*.

Southern Calif. Broadcasters Assn.

329 Equitable Blvd., 6253 Hollywood Blvd.
A. E. Joscelyn, CBS, *president*; Gene W. Lee, KFXM San Bernardino, *vice president*; Cliff Gill, KFMV (FM) Hollywood, *secretary-treasurer*. *Board of Directors*: Robert O. Reynolds, KMPC Hollywood; Haan J. Tyler, KFI-TV Los Angeles; Calvin J. Smith, KFAC Los Angeles; Harry Maizlish, KFWB Hollywood. *Managing director*: Robert J. McAndrews.

South Dakota Broadcasters Assn.

Byron McElligott, KSDN Aberdeen, *president*; Ray Eppel, KORN Mitchell, *vice president*; Keith Nighbert, KUSD Vermillion, *secretary-treasurer*.

Tennessee Assn. of Broadcasters

Parry Sheftall, WJZM Clarksville, *president*; Henry W. Slavick, WMC Memphis, *vice president*; Mrs. Ruth Clinard, WMAK Nashville, *secretary-treasurer*.

Texas Assn. of Broadcasters

J. R. McDonald, KCRS Midland, *president*; Gillis G. Conoley, KTAE Taylor, *vice president*; Willard Deason, KVET Austin, *secretary-treasurer*.

Utah State Assn. of Broadcasters

C. Richard Evans, KSL Salt Lake City, *president*; Arch G. Webb, KVOG Ogden, *vice president*; Mel Standage, KALL Salt Lake City, *secretary-treasurer*.

Virginia State Assn.

Charles Blackley, WTON Staunton, *president*; James Moore, WSLS Roanoke, *vice president*; Robert H. Smith, WCYB Bristol, *secretary-treasurer*.

Washington State Assn. of Broadcasters

Fred F. Chitty, KVAN Vancouver, *president*; William R. Taft, KRKO Everett, *vice president*; Allen Miller, KWSC Pullman, *secretary-treasurer*. Carl Downing, Olympia, *bureau manager*.

West Virginia Broadcasters Assn.

Joe L. Smith Jr., WJLS Beckley, *president*; Patrick J. Beacom, WVVW Fairmont, *vice president*; Alice Shein, WBTH Williamson, *secretary-treasurer*.

Wisconsin Broadcasters Assn.

Ben Laird, WDUZ Green Bay, *president*; Bruce Wallace, WTMJ Milwaukee, *vice president*; Verl Bratton, WKTY LaCrosse, *secretary*; Jeanne Heal, WTCH Shawano, *treasurer*.

Professional and Technical Schools

(Continued from page 482)

Name, Address, Tel.	Courses Offered	Registrar & Registration Date	Name, Address, Tel.	Courses Offered	Registrar & Registration Date
Cambridge School of Radio Broadcasting* 806 Seventh Ave. New York Tel.: Judson 6-0025	All commercial and program techniques.	George S. Carlesco Continuous	Jo Keith School & Agency 228 S. Wabash Ave. Chicago 4 Tel.: Webster 9-6272	Singing, dramatics, dancing, modeling, radio, stage, screen, TV.	Betty K. Ray Continuous
Capitol Radio Engineering Institute* 3224 16th St., N. W. Washington 10, D. C. Tel.: Hobart 1520	Home study and residence courses in AM, FM & TV engineering and servicing; aeronautical engineering	Everett A. Corey Quarterly	Lincoln School of Radio & Television* 1851 Broadway New York 23 Tel.: Circle 6-5300	Radio and television technician, communications, amateur radio.	Mildred Scott Monthly
Central Radio & Television Schools Inc.* 1644 Wyandotte St. Kansas City 8, Mo. Tel.: Harrison 5852	Radio and television broadcasting. Advanced Electronics and Radio-TV engineering.	Phil J. Murray Quarterly	Los Angeles Trade Technical Junior College* 1646 S. Olive St. Los Angeles 15 Tel.: Prospect 7021	Radio communications, television, servicing, radar, loran, industrial electronics.	J. N. McCaghren Continuous
Chicago Academy of Radio & Dramatic Arts* 306 S. Wabash Chicago 5 Tel.: Harrison 7-5907	Radio, stage & television.	Kathleen Kaye Weekly	The Don Martin School of Radio and Television Arts and Sciences 1653 N. Cherokee Hollywood 28 Tel.: Hudson 2-3281	Combination announcing, engineering courses, TV courses.	Adelaide Hanson Monthly
Chicago Technical College* 2000 S. Michigan Ave. Chicago 16, Ill. Tel.: Calumet 5-8200	Radio servicing, practical radio engineering, radio engineering (degree).	A. B. Clements Quarterly	National Academy of Broadcasting Inc.* 3338 16th St., N.W. Washington 10, D. C. Tel.: Decatur 5580	Professional broadcasting course.	Helen L. Nelson Every 16 weeks
Cleveland Institute of Radio Electronics Inc.* 4900 Euclid Ave. Cleveland 3 Tel.: Express 1-8887	Correspondence school for radio communication and engineering.	Carl E. Smith	National Schools* 4000 S. Figueroa St. Los Angeles 37 Tel.: Century 2-9061	Radio, television, allied electronics; diesel, automotive and allied mechanics.	Sam Goldberg Monthly
Columbia College* 410 S. Michigan Blvd. Chicago 5 Tel.: Wabash 2-6761	Radio broadcasting, television - radio broadcast engineering, advertising, journalism, stage	Elaine Levin Continuous	William B. 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
Coyne Electrical School* 500 South Paulina St. Chicago 12 Tel.: Seeley 3-7722	Practical courses, radio servicing.	C. A. Ginter Every Six Weeks	Pathfinder School of Radio and Television Announcing 1222-A Oak St. Kansas City 6, Mo. Tel.: Harrison 0473	Complete instruction in commercial announcing, console operation, writing and programming.	Nancy McFarland Weekly
The Crescent School of Radio and Television* 500 Pacific St. Brooklyn 17, N. Y. Tel.: Triangle 5-5656	Radio-TV technicianship, servicing, industrial electronics, studio practice, station operation and home study for radio-TV service.	Harvey Pollack Continuous	Penn Technical Institute* 5440 Penn Ave. Pittsburgh 6, Pa. Tel.: Hiland 1-3502	Television receivers, industrial electronics, preparation for FCC broadcast license examinations, broadcast studio engineering, transmitter operations.	Stanley C. Marshall Quarterly
Delehanty Institute 105 E. 13th St. New York 3, N. Y. Tel.: Grammercy 3-6900	Radio servicing & repair, F. M. & television electromagnetic television servicing, radio telephonic communications, radio telegraphy.	F. Gorman Continuous	Pierce School of Radio & Television* 52 E. 19th St. New York 3 Tel.: Oregon 7-7390	Servicing, technician and radio telegraph communications.	Leon Sitkin Every 5 weeks
Electronic Technical Institute 769 Venice Blvd. Los Angeles 15, Calif. Tel.: Richmond 9381	General, advanced electronics.	E. A. Cowgill Open	Leland Powers School Inc.* 31 Evans Way Boston 15 Tel.: Aspinwall 7-2900	Radio and television courses in acting, announcing, advertising and production.	Haven M. Powers Sept.
Emerson College* 130 Beacon St. Boston 16 Tel.: Kenmore 6-3340	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.	Radio Institute of Chicago* 105 W. Adams Chicago 1 Tel.: Andover 3-6767	All phases of professional and technical broadcasting.	G. Francis Kraus Monthly
Geller Theatre Workshop* 6040 Wilshire Blvd. Los Angeles, 36 Tel.: York 5205	Comprehensive radio, stage, and screen.	Hazel Ayres Quarterly	Radio Television Arts Academy 3819 Wilshire Blvd. Tel.: Dunkirk 8-1323	Radio announcing, drama, singing, writing, directing, station management, packaging.	Helen Thayer Monday
Goodman Memorial Theatre, School of Drama of the Art Institute of Chicago* Chicago 3 Tel.: Central 6-2337	Acting, directing, radio scene and costume design, technical practice (B.F.A. & M.F.A. degrees).	Louise Dale Spoor Sept. & Jan.	Radio-Television Institute Inc.* 480 Lexington Ave. New York 17 Tel.: Plaza 9-5665	Lab practice and classroom theory to qualify graduates for FCC exam for first-class radio-telephone operator's license.	E. C. Whittington Continuous
			RCA Institutes Inc.* 350 W. 4th St. New York 14 Tel.: Watkins 4-7845	Advanced technology, radio and television broadcasting and servicing and radio operating.	C. E. Tomson Quarterly
			The Celeste Rush Radio Preparatory System* 6119 Harold Way Hollywood 28 Tel.: Hollywood 9-7123	Drama motives & radio elements of production.	Celeste Rush Weekly

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Professional and Technical Schools

(Continued from page 483)

Name, Address, Tel.	Courses Offered	Registrar & Registration Date
School of Radio Technique* 228 S. Wabash Ave. Chicago 4 Tel.: Wabash 2-0712	Announcing, writing, newscasting, production, direction, acting, speech.	Fred Hartman Every six weeks
The School of Radio Technique Inc.* RKO Bldg., Radio City New York 20 Tel.: Circle 7-0193	Radio & television advertising production, announcing, writing, TV studios, 316 W. 57th St., N. Y.	Doris Ann Theiss Monthly
Frederick H. Speare, Professional Radio & Television School* 6251 Santa Monica Blvd. Hollywood 38 Tel.: Hollywood 9-2325	Announcing, news, sports, acting, control and production techniques, writing, TV, sound effects.	R. L. Speare Quarterly
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
Western Radio-Television Institute* 341 W. 18th St. Los Angeles 15, Calif. Tel.: Prospect 8855	Radio communications; radio, TV servicing.	M. M. Lloyd Monthly
YMCA Trade & Technical School* 15 W. 63d St. New York 23 Tel.: Endicott 2-8117	Radio servicing, FM & television, radio operating & radio code.	Helen Porth Jan. 14

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Unions and Labor Groups

(Continued from page 479)

Name of Organization	Address & Telephone No.	Executives
International Brotherhood of Electrical Workers (IBEW) Hqtrs. (Other Offices) Local 134	1200 15th St., N.W. Washington, D.C. Tel.: District 3764	D. W. Tracy, Pres. J. Scott Milne, Secy. Albert Hardy, Intern't'l Rep., Bcstg.-Recording.
Local 1220	49 N. Ogden Ave. Chicago, Ill. Tel.: SEely 3-7890	Harold Becker, Intern't'l Rep., Bcstg. Lawson Wimberly, Ass't to Pres.
Broadcast-Television Recording Engineers Local 45 (IBEW) (Headquarters) Local 202	400 N. Michigan Ave. Chicago, Ill. Tel.: SUPERior 7-5244	H. Walter Thompson, Pres.
Office Employees' International Union Local 174 (OEIU)	1591 Cross Roads-of-the-World Hollywood 28, Calif. Tel.: Gladstone 8889	George A. Mulkey, Act.
Radio and Television Directors Guild (RTDG) (International Office)	450 Harrison St. San Francisco 5, Calif. Tel.: Yukon 2-6752	M. L. Larsen, Bus. Mgr.
	7268½ Sunset Blvd. Hollywood 46, Calif. Tel.: Granite 9178	Leroy Patterson, Local Pres.
	114 E. 52d St. New York 22, N.Y. Tel.: PLaza 3-4300	Max Krug, Bus. Mgr. Dick Mack, Intern't'l Pres. Oliver Nicoll, 1st Intern't'l V.P. Newman Burnett, Nat'l Exec. Dir. Edw. E. Hale, Asst. Exec. Secy.

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U.S. Agencies

(Continued from page 485)

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Coast Guard, Office of Public Information: Director, Capt. Leon Morine, Special Assistant in Charge of All Media, Joe Turbett, Assistant Chief, Lt. Comdr. William D. Strauch Jr., Assistants, Editorial Section, Lts. Walter F. Guy, R. J. Theobald.

VETERANS ADMINISTRATION

Vermont Ave. & H St., N. W.

Executive 4120

Administrator: Carl R. Gray Jr.

Office of Public Information: Director A. W. Woolford, Associate Director, Frank Hood, Assistant Director, Radio-TV Division, Bernard Posner, Assistant Director, News, Lawrence George.

WAGE STABILIZATION BOARD

Federal Security Bldg.

STERling 4200

Chairman: Nathan Feinsinger.

Member: Richard Doherty.

Office of Public Information: Director, Phillips J. Peck, Deputy Director, Frank Acosta, Director, Program Division (Radio-TV, Trade Publications), William Sturdevant.

RADIO CORRESPONDENTS GALLERIES OF CONGRESS

Hollis Seavey, *President, Chairman of the Executive Committee*
 Martin Agronsky, *Vice President, Vice Chairman of the Executive Committee*

Joseph C. Harsch, *Secretary*
 Richard Harkness, *Treasurer*

Rudolph Block, *Member-at-Large*
 Howard L. Kany, *Member-at-Large*
 Charles E. Shutt, *Member-at-Large*

SENATE: D. Harold McGrath, Supt.
 Senate Phone Branches: 1263-1264

Telephone: NATIONAL 3120

HOUSE: Robert Menough, Supt.
 House Phone Branches: 1410-1411

ACTIVE MEMBERSHIP LIST

AMERICAN BROADCASTING CO.

724 14th St., N. W.
 Martin Agronsky
 Malcolm Allen
 J. Gunnar Back
 Tristram Coffin
 Charles Lee Coney Jr.
 Elmer Davis
 Peg Eck
 John Edwards
 William B. Hatch
 John P. Magee
 Henry A. Mustin
 William R. P. Neel
 John E. Olsen
 Bryson B. Rash

AMERICAN FORUM OF THE AIR

1827 K St., N. W.

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Evening Star Bldg.

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 Anthony P. Catella
 Ray Henry
 Howard L. Kany

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Virginia H. Blum
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Leonard R. Miall

CHARLES FARMER & ASSOC. —

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 319 N. Washington St. (Alexandria, Va.)

Charles Brower Farmer

COLUMBIA BROADCASTING SYSTEM

854 Warner Bldg.

Griffing Bancroft
 Anita Chester
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 Charles Collingwood
 Bill Costello
 Walter L. Cronkite Jr.
 Bill Downs
 Rodger Franck
 Lawrence S. Haas
 Theodore F. Koop
 Claude A. Mahoney
 Eric Sevareid
 Willard F. Shadel
 Lewis W. Shollenberger
 Charles S. Von Fremd
 Alma E. Walker
 Joseph Wershba

ERWIN NEWS SERVICE

Warner Bldg.

Julia Gallard Erwin
 Roulhac Hamilton Jr.
 Henrietta Means

GEORGE E. REEDY ASSOC.

500 Walter Reed Dr.

George E. Reedy

GRANITE STATE NETWORK

2891 Audubon Terrace

Dorothy Holloway Marks

"K" STATIONS (KGEZ KING KOMO

KPOA)

1090 Nat'l Press Bldg.

Rudolph Block
 Florence S. Hoff

MARCH OF TIME—TELEVISION

1000 Vermont Ave., N. W.

Allen Carlton Dibble

MUTUAL BROADCASTING SYSTEM

1827 K St., N. W.

H. R. Baukhage
 Frank Edwards
 Wallace R. Fanning
 Paul S. Green
 William Hillman
 Everett Holles Jr.
 Fulton Lewis Jr.
 Joseph F. McCaffrey
 Hazel Markel
 Hollis M. Seavey
 C. Russell Turner Jr.

NATIONAL BROADCASTING CO.—

RADIO

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 Morgan Beatty

Frank Bourholtzer

Ned Brooks

Leif Eid

Lewie V. Gilpin

Rex Goad

Earl Godwin

Richard Harkness

Ray Henle

Herbert Kaplow

Fred Morrison

Walter J. Royen

Ray Scherer

Albert L. Warner

NATIONAL BROADCASTING CO.—

TELEVISION

Theodore A. Ayers

David Brinkley

Bernard M. Dresner

Julian Goodman

G. Bradford Kress

James B. Leiper

WRC WASHINGTON—NATIONAL

BROADCASTING CO.

724 14th St., N. W.

John E. Connolly

Cassius M. Keller

William Kloepper

Russell Tornabene

STONEHOUSE NEWS AGENCY

412 Albee Bldg.

Merlin F. Stonehouse

TELENEWS PRODUCTIONS INC.

1905 Fairview Ave.

Charles E. Shutt

George Gerlach

Robert Hess

Nancy C. Kirchner

Frank Koza

TRIS COFFIN ASSOC.

World Center Bldg.

Tristram Coffin

FRENCH BROADCASTING SYSTEM

1750 Massachusetts Ave.

Mandel Salome

UNITED PRESS RADIO

714 Nat'l Press Bldg.

Bryce W. Burke

Paul W. McCloskey

George J. Marder

Glenn Martz

George McCarthy

Robert J. Serling

Helen Thomas

UNITED PRESS MOVIE-TONE TELE-

VISION

714 Nat'l Press Bldg.

W. R. Higginbotham

WOL WASHINGTON—LIBERTY

BROADCASTING SYSTEM

1000 Connecticut Ave.

Helen Ashby

Karl J. Eates

Eugene H. Berger

George W. Campbell Jr.

Joseph C. Harsch

Richard T. Roll

Amelia Belle Young

WASH WASHINGTON (CONTINEN-

TAL NETWORK)

1319 F St., N. W.

Nelson M. Griggs

WBMD BALTIMORE

8 E. Hamilton St.

Ian Ross MacFarlane

Louise Ann MacFarlane

WWDC WASHINGTON

1627 K St., N. W.

Jack F. Butler

Kenneth Evans

Denise Sartain

WINK FORT MYER, FLA.—

WMIE MIAMI, FLA.

George F. Reedy

ASSOCIATE (RESIDENT)

AMERICAN BROADCASTING CO.

724 14th St., N. W.

Kenneth H. Berkeley

Alice Freer

Gilbert T. Hodges

Harry Hoskinson

Charles L. Kelly

Ruth Souter

ASSOCIATED PRESS RADIO

Evening Star Bldg.

Frank M. Stearns

CAPITAL BROADCASTING CO.

(WWDC-AM-FM WASHINGTON)

1627 K St., N. W.

Ben Strouse

COOPERATIVE BROADCASTING AS-

OCIATES AND RELATED STA-

TIONS

1003 K St., N. W.

John Herling

CROSLEY BROADCASTING CORP.

Crosley Square, Cincinnati

Gil Kingsbury

DEL RIO BROADCASTING CO.

(KDLK DEL RIO, TEX.)

2800 Quebec St., N. W.

Joe H. Torbett

DuMONT TELEVISION NETWORK

(WTTG WASHINGTON)

Harrington Hotel, 12th and E Sts., N. W.

Roger M. Coelos

Walter Compton

Francis V. Guidice

Doland G. Roper

LIBERTY BROADCASTING SYSTEM

1000 Connecticut Ave.

John M. Dunnagan

MUTUAL BROADCASTING SYSTEM

Gall Chapman

NATIONAL BROADCASTING CO.

724 14th St., N. W.

John E. Chlain

Eugene E. Juster

Nancy Osgood

PRESS PRODUCTIONS

Helen J. Keller

UNITED BROADCASTING CO. (WOOK

WINX WSID WARK WANT)

Richard Eaton

UNITED PRESS ASSN.

714 National Press Bldg.

A. F. Harrison

WOL WASHINGTON

1000 Connecticut Ave.

Raymond Swing

WWDC WASHINGTON

1827 K St., N. W.

Irving M. Lichtenstein

Norman Reed

ASSOCIATE (NON-RESIDENT)

AMERICAN BROADCASTING CO.

724 14th St., N. W.

Julian C. Anthony

John Charles Daly Jr.

Pauline Frederick

Ted Malone

Thomas Velotta

Taylor Grant

Walter Kienan

Walter Winchell

BALTIMORE BROADCASTING CORP.

(WCBM BALTIMORE, MD.)

411 N. Charles St.

Charles A. Roeder

CENTRAL BROADCASTING CO.

(WHO DES MOINES, IOWA)

John D. (Jack) Shelley

COLUMBIA BROADCASTING SYSTEM

485 Madison Ave., New York

Edmund A. Chester

Wells Church

Douglas Edwards

Lowell Thomas

Jesse Zousmer

Don Hollenbeck

DUMONT TELEVISION NETWORK

515 Madison Ave., New York

Leslie G. Arries Jr.

FLORIDA BROADCASTING CO. and

WMBR

P. O. Box 5187, Jacksonville, Fla.

Larry Scarborough

INDEPENDENT BROADCASTING CO.

(KTTT-AM-FM)

P. O. Box 1716 S.S.S., Springfield, Mo.

Bill Bowen

'K' STATIONS

KRMG Tulsa

Glenn Condon

KSOO Sioux Falls, S. D.

Orrin Melton

KTBC Austin, Tex.

Paul Bolton

KVOR Colorado Springs, Col.

Harold G. Bumpus

KXLR Little Rock, Ark.

(Miss) Bobbie H. Forster

KECK Odessa, Tex.

Ben Nedow

KEPO El Paso, Tex.

Charles J. Amador

KDWT Stamford, Tex.

David W. Ratliff

KGEZ Kalispell, Mont.

Donald C. Treloar

KGER Long Beach, Calif.

Finis A. Bell

KHMO Hannibal, Mo.

George Allen Jr.

KOME Tulsa, Okla.

Don Bell

KPRC-AM-TV Houston, Tex.

Owen Pat Flaherty

KANS WICHITA, KANS.

George Bow

KOIL OMAHA, NEB.

Theodore L. Haas

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York

Milton Burgh

Arthur S. Feldman

Cedric W. Foster

NATIONAL BROADCASTING CO.

30 Rockefeller Plaza, New York

W. G. Brooks

RADIO REFERENCE BOOKS AND PUBLICATIONS—1951

Editor's Note: This list includes material published during the current year or the near future. Unless otherwise noted, place of publication is New York City. Where the word "apply" appears, the listing is given for information but no guarantee can be made that it is available. However, depository libraries for material on radio and television have been established in more than a hundred city and university libraries. It is therefore recommended that a check be made in the one nearest you for the material listed here and other studies which it was not possible to include. Agnes Law, Librarian, CBS Reference Department, *Editor*.

ADVERTISING PSYCHOLOGY AND RESEARCH. An Introductory Book. By Darrell Blaine Lucas and Steuart H. Britt. McGraw-Hill, 1950. 765p. \$6.50. Radio and television advertising and research are included.

AMENDING THE COMMUNICATIONS ACT OF 1934. Hearings before the U. S. Senate Interstate and Foreign Commerce Committee on S. 658, April 6-30, 1951. 419 p. Apply. These hearings and the Senate Report (No. 44, Jan. 25, 1951. 28p.) which accompanied S. 658, concern the Committee's recommendations on the functions and policies of the FCC.

THE BLUE BOOK OF TIN PAN ALLEY. By Jack Burton. Watkins Glen, Century House, 1951. 520p. \$7.50. A human interest anthology of American popular music from 1890 to the present, including little-known facts about the composers and their songs, which are listed according to copyright date. Available record information is also included.

BROADCASTING TO SCHOOLS. By The Advisory Comm. on Educational Broadcasting, UNESCO, 1949, 211p. Avail. from Columbia University Press. \$1.00. The report of the Advisory Committee and full reports on the organization of school broadcasting services in Australia, Belgium, Brazil, Canada, Chile, Great Britain, India, Mexico, Poland, Sweden, Swit-

zerland, Union of South Africa and the U.S.A.

CHILDREN'S REACTIONS TO RADIO ADAPTATIONS OF JUVENILE BOOKS. By Mae O'Brien. King's Crown Press, Columbia University, 1950. 146p. \$2.00. A study of the unique function of the creator and producer of children's programs, the child for whom the broadcast is intended and the educator who guides his listening to suggest means of improvement and a wider use of the newer media in elementary school classrooms.

A COMPILATION OF RADIO THESES IN AMERICAN COLLEGES AND UNIVERSITIES, 1918-1950. By Raymond D. Cheydleur. Huntington, W. Va. Marshall College, 1950. 73p. Apply. To assist students, teachers and librarians in locating valuable radio research done in educational institutions, the compiler lists theses in technical and non-technical fields by subject, pointing up the need for a more extensive use of radio in all departments, as well as more research in unexplored fields.

DIRECTORY OF COLLEGES OFFERING COURSES IN RADIO AND TELEVISION, 1950/51. By Gertrude Broderick. Washington 25, U. S. Office of Education, 1950. 33p. Colleges listed alphabetically by location in each state, with the name of the director, and mention (only) of the courses given and existing radio and television workshops. Issued annually.

DO'S AND DON'TS OF RADIO WRITING. By Dorothy B. McCann. McCann-Erickson Adv. Agency, 50 Rockefeller Plaza (20) 1951. 15p. A small booklet of instruction for those preparing scripts for the "Dr. Christian" annual competition.

DRAMA ON THE AIR. By David R. Mackey. Prentice-Hall, 1951. 468p. \$7.35. A textbook by a member of a college speech department, in which radio drama is explained and analyzed with a section devoted to the special problems and techniques in acting and production. A large selection of plays for rehearsal use are included as well as an appendix on sound and radio equipment.

FOUNDATIONS IN BROADCASTING: Radio and Television. By Edgar E. Willis. Oxford, 1951. 439p. \$3.25. A textbook devoted to the various aspects of the broadcasting industry by the Coordinator of Radio for the Speech and Drama Dept. of San Jose State College, Calif.

FREEDOM TO LISTEN. By Arno Huth. United Nations, Documents Office, 1951. 35p. E/CN.4/Sub. 1/155/Apply. The author, an expert in international radio and consultant to the UN, analyzes the problems regarding the reception of radio programs,

the world radio audience, and the methods of receiving programs and information, for members of the Sub-Commission on Freedom of Information and of the Press.

GODFREY, THE GREAT. By Jack O'Brien. Cross publications, 1951. 66p. \$1.00. A photographic biography with text.

JINX. By Jinx Falkenburg. Duell, Sloan & Pearce, 1951. 273p. \$3.50. The autobiography of a popular radio and television star.

THE LICENSING OF RADIO SERVICES IN THE U.S. By Murray Edelman. Urbana, University of Illinois press, 1950. 229p. \$3.00. A study in administrative formation of policy. It was published for the Graduate college as No. 4, vol. XXXI, Ill. Studies in the Social Sciences.

THE LINGO OF TIN PAN ALLEY. By Arnold Shaw. Broadcast Music, Inc. 580 Fifth Ave. (18) 1950. 21p. Apply. An account of how those who write, publish and plug popular songs, talk and think about the fabulous business of making song hits.

MY FRIEND IRMA. By James Reach. Samuel French, 1951. 87p. 85 cents. A comedy in three acts based on the famous CBS radio series originated by Cy Howard.

NBC HANDBOOK OF PRONUNCIATION. By James F. Bender. Crowell, 1950. 372p. \$4.50. This revised and expanded edition contains over 15,000 hard-to-pronounce words, with spelling indicated as pronounced and also with phonetical spelling.

NO PEOPLE LIKE SHOW PEOPLE. By Maurice Zolotow. Random House, 1951. 305p. \$3.00. Biographies of eight prominent personalities of radio, stage and screen, written in a popular style and amplified with anecdotes.

OF MIKES AND MEN. By Jane Woodfin. McGraw-Hill, 1951. 275p. \$3.50. The humorous inside story of the early days of radio when everybody doubled to get a program on the air. Amusing illustrations.

PRAIRIE SCHOONER ON THE AIR. Lincoln, Nebraska. The University Press, 1951. 160p. \$175. Thirteen radio scripts adapted from short stories which appeared in the University's literary quarterly, described as a "genuine challenge to interpretive imagination and acting ability" of students and "the artistic and creative direction" of producers. Arranged in loose-leaf form to provide copies for drama casts.

PREVIEWS OF ENTERTAINMENT THROUGH June 1952. By Gilbert Seldes. Bantam Books, #936, 1951. 250p. 25 cents. Advance facts on movies, television and radio shows, books and other leisure time activities

with a chapter on the effectiveness of making known one's preferences.

PROFITABLE ADVERTISING IN TODAY'S MEDIA AND MARKETS. By Ben Duffy. Prentice-Hall, 1951. 416p. \$5.95. A complete and detailed account of each step involved in the scientific selection and most effective use of each major media, analyzed from the standpoint of economy and effectiveness, together with case histories. The chapters on radio and TV advertising and measurement of circulation are of particular interest. The author is president of a leading advertising agency.

RADIO AND FREEDOM OF INFORMATION. By Arno Huth. United Nations, Documents Office (17), 1951. 118p. Apply (E/CN.4/Sub. 1/156.) A study of the safeguarding and promotion of freedom of information through the organization and control of radio; international information by radio; distribution and reception of information and the impact of new technological developments. By a Consultant to the UN.

RADIO AND TELEVISION BROADCAST STANDARDS by the National Broadcasting Company, 30 Rockefeller Plaza (20) 1951. 46 pages. Apply. Notation: A practical guide to National Broadcasting Company program policies arranged in three (3) parts—programs, advertising, and operating proceedings, with index. Available at depository libraries.

A RADIO AND TELEVISION BIBLIOGRAPHY. By Burton Paulu, Minneapolis, University of Minnesota, 1951. 44p. Apply. A list of references in books and magazine articles published between July 1, 1949 and May 1, 1950.

RADIO AND TELEVISION IN BRAZIL. By Arno Huth. Int. Public Opinion Research, Inc. 350 Fifth Ave. (1). The first in a series of World Communication Studies, scheduled for December publication. The author is a consultant in international radio.

RADIO IN FUNDAMENTAL EDUCATION IN UNDEVELOPED AREAS. By J. Grenfell Williams. Paris, UNESCO, 1951. 152 p. Available from Columbia University Press. 65 cents. The head of the Colonial Service, BBC, describes the use of radio in fundamental education in sixteen under-developed areas from Algeria to the West Indies. He also discusses aims and broadcasting techniques for specialized audiences and forecasts future developments.

RADIO SCRIPT CATALOG. Comp. by Gertrude G. Broderick. Washington, U. S. Govt. print. off. 1950. 84p. Free. The sixth ed. A list of more than 1,300 annotated radio scripts which are available on free loan from the Radio Script and Transcription Ex-

Radio Galleries

(Continued from page 487)

'W' STATIONS

- WAGA-AM-TV Atlanta, Ga.
Dale Clark
- WAVE-AM-TV WRXW (FM) Louisville, Ky.
Hugh W. Sutton
- WBAP-AM-FM-TV Fort Worth, Tex.
James A. Byron
- WBNS-AM-TV WELD (FM) Columbus, Ohio
Chester S. (Chet) Long
- WDOD Chattanooga, Tenn.
R. L. Bosworth
- WGNS Murfreesboro, Tenn.
Cecil Elrod
- WHP Harrisburg, Pa.
John A. Price
- WILM Wilmington, Del.
Harry F. Thernal
- WISN Milwaukee, Wis.
Jack Raymond
- WJJD Chicago
Carl Warner
- WKAL Rome, N. Y.
Harold C. Wunsch
- WLAC Nashville, Tenn.
Robert S. Larimer Jr.
- WLAM Lewiston, Me.
F. Parker Hoy
- WIS Chicago
Harold A. Safford
- WMCA New York
Lynn Goldstein
- WNHC-AM-TV New Haven, Conn.
Michael J. Goode
- WPIX (TV) New York
John Tillman
- WPTF Raleigh, N. C.
J. Edgar Kirk
- WROR-AM-FM Rockford, Ill.
Bob Edell
- WVVV WJPG (FM) Fairmont, W. Va.
J. Patrick Beacom

Awards and citations listed herewith were presented during 1951 and were not necessarily for that year.

MAJOR AWARDS AND CITATIONS—1951

duPont Awards*

WAVZ New Haven, Conn.
 * Made annually. One to high-power station and one to low-power station, and third to news commentator "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served." Administered by Washington & Lee U., Lexington, Va. Winners receive \$1,000 cash prize which, if they choose, they can donate to scholarship or fellowship. Awards established by widow of Alfred I. duPont with perpetual trust fund. (In 1951 other two winners were in television.)

Freedom Awards*

FIRST PLACE:
Cavalcade of America, sponsored by E. I. duPont de Nemours & Co., on NBC.

SECOND PLACE:
What America Means To Me, public service series, WFIL-AM-TV Phila. *The Freedom Story*, series by Spiritual Mobilization, Los Angeles. A transcribed series on many stations. *Mosque*, public service broadcast, Oct. 25, 1950, WWJ-AM-FM Detroit. *Salute to the Dead*, public service broadcast, June 30, 1950, KFH Wichita, Kan.

THIRD PLACE:
Your Land and Mine, series by Henry Taylor, sponsored by General Motors Corp. on ABC. *Adventures in Freedom*, public service series, WLS Chicago. *Mark Adams*, series sponsored by Employers' Assn. of Detroit, WWJ Detroit.

* *Background for Peace and War*, public service feature broadcast Nov. 26,

1950, KSVC Richfield, Utah. Captain Eddie Rickenbacker on *Americanism*, recorded for broadcast, KMPC Hollywood.

FOURTH PLACE:

Women's Town Meeting of the Air, series of programs sponsored by Detroit Trust Co., WWJ Detroit. *Young America Speaks*, public service series broadcast, KFI Los Angeles. *Sam Jones, American*, series sponsored by Bank of Douglas, KOY Phoenix and Arizona Network. *Freedom, U. S. A.*, series of programs sponsored by C. F. Hathaway Co., WTVL Waterville, Me. *Hometown*, Ohio, series of programs, WGAR Cleveland. *Destination Freedom*, public service series, WMAQ Chicago. *Living—1950*, "Malice in Wonderland" series, NBC. *America Is People*, recorded for broadcast Armed Forces Radio Services of the Armed Forces Information and Education Division, Washington. *America Speaks*, public service broadcast Sept. 18, 1950, WFBR Baltimore. *Forward America*, broadcast recorded by World Broadcasting System, New York. *Boy Scouts Jamboree 1950*, public service broadcast July 3, 1940, WCAU Philadelphia. "Yes, It Can Happen Here," *Americans Speak Up* program, Dr. Herbert C. Mayer, president, American Viewpoint Inc., transcribed series. *The American Way*, public service broadcast, WMOH Hamilton, Ohio.

HONOR MEDALS:

Life With Luigi, sponsored by William K. Wrigley, on CBS Sept. 19, 1950. *One Nation Indivisible*, series by CBS. *Pal Theatre*, dramatic episodes by boys and girls of PAL on WNBC New York. *The Greatest Story Ever Told*, series sponsored by Goodyear Tire & Rubber Co., Akron, Ohio, on ABC. *This Land Is Mine*, series sponsored

by General Federation of Women's Clubs, Washington. Program script distributed through local clubs. *Operation Survival*, sponsored by National Council of Catholic Men, Washington, on NBC Catholic Hour. *Good Citizenship Series*, WTIC Hartford, Conn. *Know Your America*, U. S. historical drama series, WJR Detroit. *Band of America*, Cities Service Co., New York, on NBC. *Serenaders*, The Washington Water Power Co., KHQ Spokane, Wash. *Carnegie Hall*, American Oil Co., ABC, Baltimore, Md.

CERTIFICATES OF MERIT:

Detroit Public Schools, Div. of Instruction, Dept. of Radio Education. Detroit. Stamford High School Day, WSTC Stamford, Conn. *Junior Town Meeting*, series sponsored by Nat'l. Conf. of Christians and Jews, WTCN St. Paul, Minn. *The Ohio Story*, series sponsored by

Ohio Bell Telephone Co., Cleveland, on WTAM Cleveland. *Story of A School and A Neighborhood*, WAVZ New Haven, Conn. *I Speak For Democracy*, Willard Wienke, single broadcast, Wilber, Neb., submitted in Voice of America contest. Radio Station WHLI Hempstead, Long Island, N. Y. *American Democracy*, William Leonard, single broadcast, Waterloo, Iowa, submitted in Voice of America contest. *I Speak For Democracy*, Donald Wilson, single broadcast, Lemoore High School, Lemoore, Calif., submitted in Voice of America contest. Standard Oil Co. of Ohio, intermission broadcast talks on Cleveland Orchestra Sunday afternoon program, Midland Bldg., Cleveland. George Washington Carver, Chloris Waterbury Colfish, single broadcast on *Know Your Neighbor* program

(Continued on page 490)

National Retail Dry Goods Association Awards

AWARDS FOR COORDINATED USE OF RADIO WITH OTHER MEDIA
 Large Stores: Schuneman's Inc., St. Paul.
 Small Stores: George Wyman Inc., South Bend, Ind.

AWARDS FOR COMPREHENSIVE USE OF RADIO
 Large Stores: Joske's of Texas, San Antonio.
 Small Stores: George Wyman Inc., South Bend, Ind.

GENERAL FAMILY PROGRAMS

Store	City	Program	Station	Award
1. Large Stores				
Schuneman's Inc.	St. Paul	Red Rooster	WDGY	First
Luckey Platt & Co.	Poughkeepsie, N. Y.	Luckey Star Time	WKIP	Second
John Gerber Co.	Memphis	Memphis Mid-South, Today & Tomorrow	WMC	Third
Morris Sachs Inc.	Chicago	Amateur Hour	WENR-AM-TV	Honor'ble Mention
McCurdy & Co.	Rochester, N. Y.	Little Symphony	WHAM	Special Award for Service in Public Interest

Store	City	Program	Station	Award
2. Small Stores				
Philips Dept. Store	Omaha	Good Morning from Philips	KOIL	First
A. Steiger & Co.	Holyoke, Mass.	Steiger's Breakfast Hour	WHYN	Second
Pomeroy's Inc.	Pottsville, Pa.	Pomeroy Family Hour	WPAM	Third

WOMEN'S PROGRAMS

Store	City	Program	Station	Award
1. Large Stores				
Sibley, Lindsay & Curr	Rochester, N. Y.	Tower Clock Time	WHAM	Grand
2. Small Stores				
George Wyman & Co.	South Bend, Ind.	The Time, The Place, The Tune	WSBT	Grand
C. K. Whitner Co.	Reading, Pa.	The Nan Heckman Show	WEEU	First
Nelson's	Jamestown, N. Y.	From My House To Yours	WJTN	Second
Linn & Scruggs Co.	Decatur, Ill.	Something to Talk About	WDZ	Third
Pomeroy's Inc.	Pottsville, Pa.	Pomeroy's Sunshine Inn	WPAM	Honor'ble Mention
L. L. Stearns & Sons	Williamsport, Pa.	Sally L'uson Show	WNPA	Honor'ble Mention

TEEN AGE PROGRAMS

Store	City	Program	Station	Award
George Wyman & Co.	South Bend, Ind.	Teen Time	WSBT	First
J. L. Brandeis & Sons	Omaha	Campus Cavalcade	KFAB	Honor'ble Mention
J. A. Kirven Co.	Columbus, Ga.	Football Roundtable Hi Times	WRBL	Honor'ble Mention

CHILDREN'S PROGRAMS

Store	City	Program	Station	Award
Pomeroy's Inc.	Pottsville, Pa.	Zipper Wilson Show	WPAM	First (two awards)
Sage-Allen Co.	Hartford, Conn.	Kiddie Corner	WCCC	First (two awards)
Benjamin's	Salisbury, Md.	Benjamin's Pigtail Club	WBOC	Second
Lowenstein's	Memphis	Junior Theatre of the Air	WREC	Third

SATURATION SPOT CAMPAIGNS

Store	City	Program	Station	Award
Joske's of Texas	San Antonio			Grand
George Wyman & Co.	South Bend, Ind.			First
Pomeroy's Inc.	Pottsville, Pa.			Second
Wolf & Dessauer Inc.	Fort Wayne, Ind.			Third

change of the Office of Education.

REPORT ON NATIONAL DEVELOPMENT IN THE ARTS, LETTERS AND SCIENCES, 1949-1951. By the Royal Commission (of Canada). Ottawa, The King's Printer, 1951. 517p. \$3.50. A commission of five distinguished scholars examine the federal agencies and activities pertaining to Canadian cultural life. Part I is an analysis, including mass media—radio, television and films while Part II is a recommendation for federal action. Charles A. Siepmann reports on *Aspects of Broadcasting in Canada*. (Appendix VI)

SHOW BIZ FROM VAUDE TO VIDEO. By Abel Green and Joe Laurie, Jr. Henry Holt, 1951. 613p. \$5.00. A half century of show business culled from the pages of Variety presented in seven eras of the national scene with facts, figures, names and anecdotes, together with a glossary of VARIETYESE. Extensively indexed.

THE STORY OF THE FIRST TRANS-ATLANTIC SHORT WAVE MESSAGE. By the Radio Club of America, 11 West 42nd St. (18) 1951. 78p. \$1.00. A special commemorative issue of the Club's proceedings outlining the story of a 1921 milestone by radio pioneer technicians who demonstrated the use of short waves for long-distance radio communication.

SUCCESSFUL RADIO AND TELEVISION ADVERTISING. By E. F. Seehafer and J. W. Laemmar. McGraw-Hill, 1951. 574p. \$6.50. The theory and practical applications of radio and television advertising in all phases are combined in this comprehensive textbook, together with a realistic view of the American system of commercial radio. Complete with summaries at the end of each chapter, glossary and sample forms. Written by a professor of advertising and an advertising agency executive.

TAPE RECORDING IN THE CLASSROOM. By the Minnesota Mining and Manufacturing Co. St. Paul, 1950. N. P. Apply. An informative handbook for teachers and administrators on this newer medium and its use. Written in non-technical language and well-illustrated, it was issued as a promotion piece to fill a long-felt need.

WORLD RADIO HANDBOOK FOR LISTENERS, 1951-52. Including Who's Who in World Radio. By O. Lund Johansen. Copenhagen, 1951. 112p. World Radio Publications, 1000 Connecticut Ave., Washington 6, D. C. \$1.50. The 6th ed. of a valuable illustrated guide to short-wave, FM and television stations, and their personnel, arranged by continents and countries. Tables of standard frequency and time signal transmissions are included.

Information on Awards

Following is partial list of addresses for obtaining information in connection with radio awards:

duPont—Write Washington & Lee U., Lexington, Va. (deadline for entries, Dec. 31; announced in March).

Freedom's Foundation—Ken Wells, executive vice president, Freedom's Foundation Inc., Valley Forge, Pa. (deadline for nominations Nov. 20; announcement to be in February).

National Assn. of Radio News Directors—Jim Bormann, WCCO Minneapolis; 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).

Awards

(Continued from page 489)

sponsored by Junior League of Des Moines, Des Moines, Iowa. Des Moines school radio system.

Maine Council of Churches, single broadcast over *The Church School of the Air* during Brotherhood Week, Portland, Maine. WCLH Portland, WVDG Augusta, and WLBZ Bangor.

KGVU Missoula, Mont., single broadcast dramatizing periods of civilian hoarding in wartime.

*These awards, made for 1950, were presented in 1951 by Freedom Foundation to "Americans who make outstanding contributions to a better understanding of freedom by the things which they write, do, or say."

National Association of Radio News Directors*

WHO Des Moines "for outstanding radio news operation."

WTIC Hartford for special event coverage of the Connecticut state elections.

*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 Headliners Club Award

RADIO
ELMER DAVIS, ABC
 for "consistently outstanding news broadcasting" during 1950.

Ohio State Awards*

*Several score awards and citations presented annually by Ohio State U. Institute for Education by Radio for educational, religious and other public service broadcasting.

National Safety Council Awards

KELD El Dorado, Ark., for a record number of references to safety on its regular programs and for 120 special farm safety programs.

KFEQ St. Joseph, Mo., for 50 special radio-telephone interviews on farm safety; consistent coverage of farm safety throughout the year.

KLBM LaGrande, Ore., for its year-round safety program and for arranging for 20 merchants to feature farm safety spots daily during National Farm Safety Week.

KPOJ Portland, Ore., for a consistent year-round program, plus a "beyond the call of duty" service exemplified by sending a 15-minute farm safety program transcription to 23 Oregon stations one week prior to National Farm Safety Week.

KUOM St. Paul, for servicing tape recorded interviews to 14 Minnesota stations, submission of radio shorts to 45 stations, and arranging for safety specialists from the U. of Minnesota to appear on 10 programs on WCCO and KSTP.

KWTO Springfield, Mo., for an exceptionally fruitful farm safety contest among Future Farmers of America chapters in Missouri. In addition to this contest, the station made some reference to safety on 900 of its regular programs and broadcast 50 special farm safety programs and 400 spot announcements during the year.

WBZ-WBZA-WBZ-TV Boston, Mass., for all-round coverage of farm safety on approximately 500 regular programs.

WHFB Benton Harbor, Mich., for a series of interviews with accident victims, plus consistent coverage throughout the year.

George Foster Peabody Awards*

RADIO
WBMM Chicago
 for outstanding public service by a regional station, *The Quiet Answer*.

WFPL (FM) Louisville
 for outstanding public service by a local station, cited for programming since inception of the non-commercial station of the Free Public Library, Louisville, Feb. 18, 1950.

ELMER DAVIS, ABC
 for outstanding reporting and interpretation of news. Citation to *Hear It Now on CBS*.

NBC
 for outstanding entertainment in drama, *Halls of Ivy*.

ABC
 for outstanding entertainment in music, *Metropolitan Opera*. Citation to Ira Hirschmann, WABF (FM) New York.

NBC
 for outstanding educational program, *The Quick and the Dead*.

RADIO FREE EUROPE
 for outstanding contribution to international understanding. Citations to WNYC New York for UN coverage and to MBS and UN Radio for *Pursuit of Peace*.

SPECIAL AWARDS
 to ABC, its president, Robert L. Kintner, and his associates, Robert Saudek and Joseph McDonald, for their "courageous stand in resisting organized pressures and their reaffirmation of basic American principles."

to *Providence Journal*, its editor and publishers, Sevelton Brown, and its reporter, Ben Bagdikian, for its series of articles analyzing the broadcasts of top commentators.

*Established in 1940 in honor of the late George Foster Peabody by the board of regents of the U. of Georgia, to be jointly administered by its Henry W. Grady School of Journalism and the NARTE.

Voice of Democracy Awards*

ROBERT A. BURNETT, St. Louis, Mo.
MARCIA ANNE HARMON, Del Rosa, Calif.

NORITA NEWBROUGH, Baton Rouge, La.

RICARDO ROMULO, District of Columbia.

*Awards of scholarships of \$500 each for writing and delivering best five-minute radio scripts on subject, "I Speak for Democracy." Contest jointly sponsored by National Assn. of Radio-Television Broadcasters, U. S. Chamber of Commerce and Radio-Television Mfrs. Assn.

Alfred P. Sloan Awards*

RADIO NETWORKS

NBC
 for "exceptional service to safety" in airing six *Green Cross Song Festival* programs and *Death Takes a Holiday* as well as special Labor Day spots.

LOCAL STATION, SUSTAINING PROGRAMS

WNAR Norristown, Pa.
 for airing 7,000 spot announcements and slogan contest which drew 28,000 entries.

REGIONAL STATION, SUSTAINING PROGRAMS

WWJ-AM-FM Detroit
 for "a very effective and sustained" series of spots and shows.

COMMERCIAL PROGRAM, LOCAL STATION

C. W. Kelley Transport Co., Hutchinson, Kan.
 for *Kelley's Safe-T Club* on KWHK Hutchinson.

COMMERCIAL PROGRAM, REGIONAL STATION

PLYMOUTH DEALERS OF GREATER DETROIT
 for *Listen and Live* on WWJ Detroit.

COMMERCIAL PROGRAM, NETWORK

MAXWELL HOUSE COFFEE DIVISION OF GENERAL FOODS
 for *Father Knows Best* on NBC.

NON-COMMERCIAL EDUCATIONAL STATION

WUOT-FM KNOXVILLE
 for airing 13-week *Court of Public Safety*, later distributed to other stations.

*Alfred P. Sloan Radio Awards for Highway Safety established in 1948 by Mr. Sloan, chairman of the board of General Motors, administered by the Automotive Safety Foundation.

Urbanized Areas

NEARLY two-thirds (64.0%) of the population of continental United States, 96,467,686 out of 150,697,361, lived in city territory when the 1950 census was taken, according to an analysis by the U. S. Census Bureau.

This official list includes only cities that had 50,000 or more population in prior Census Bureau enumerations and does not show a dozen metropolitan areas over 50,000 in 1950.

RANK OF URBANIZED AREAS

RANK	Urbanized Area	Population
1	New York-Northeastern New Jersey	12,296,117
2	Chicago, Ill.	4,920,816
3	Los Angeles, Calif.	3,996,946
4	Philadelphia, Pa.	2,922,470
5	Detroit, Mich.	2,659,398
6	Boston, Mass.	2,233,448
7	San Francisco-Oakland, Calif.	2,022,078
8	Pittsburgh, Pa.	1,532,953
9	St. Louis, Mo.	1,400,058
10	Cleveland, Ohio	1,383,599
11	Washington, D. C.	1,287,333
12	Baltimore, Md.	1,161,832
13	Minneapolis-St. Paul, Minn.	985,101
14	Milwaukee, Wis.	829,495
15	Cincinnati, Ohio	813,292
16	Buffalo, N. Y.	798,043
17	Houston, Tex.	700,508
18	Kansas City, Mo.	698,350
19	New Orleans, La.	659,768

RANK	Urbanized Area	Population
20	Seattle, Wash.	621,509
21	Providence, R. I.	583,346
22	Dallas, Tex.	538,924
23	Portland, Ore.	512,643
24	Atlanta, Ga.	507,887
25	Indianapolis, Ind.	502,375
26	Denver Colo.	498,743
27	Louisville, Ky.	474,736
28	Miami, Fla.	458,647
29	San Antonio, Tex.	449,521
30	Birmingham, Ala.	445,314
31	Columbus, Ohio	437,707
32	San Diego, Calif.	432,974
33	Rochester, N. Y.	409,149
34	Memphis, Tenn.	406,034
35	Norfolk-Portsmouth, Va.	385,111
36	Akron, Ohio	366,765
37	Toledo, Ohio	364,344
38	Springfield-Holyoke, Mass.	356,908
39	Dayton, Ohio	346,864
40	Fort Worth, Tex.	315,578
41	Omaha, Neb.	310,291
42	Hartford, Conn.	300,788
43	Youngstown, Ohio	298,051
44	Albany-Troy, N. Y.	291,897
45	Oklahoma City, Okla.	275,091
46	Wilkes-Barre, Pa.	271,589
47	Syracuse, N. Y.	265,286
48	Nashville, Tenn.	258,887
49	Richmond, Va.	257,995
50	New Haven, Conn.	244,836
51	Jacksonville, Fla.	242,909
52	Bridgeport, Conn.	237,435
53	Scranton, Pa.	236,076
54	Salt Lake City, Utah	227,368
55	Grand Rapids, Mich.	226,817
56	Allentown-Bethlehem, Pa.	225,962
57	Worcester, Mass.	219,330
58	Phoenix, Ariz.	216,038
59	Sacramento, Calif.	211,777
60	Tulsa, Okla.	206,311
61	Des Moines, Iowa	199,934
62	Flint, Mich.	197,631

RANK	Urbanized Area	Population	RANK	Urbanized Area	Population
63	Davenport, Iowa-Rock Island-Moline, Ill.	194,925	109	Portland, Maine	113,499
64	Wichita, Kans.	194,047	110	Stockton, Calif.	112,834
65	Trenton, N. J.	189,321	111	Lowrance, Mass.	112,309
66	Wilmington, Del.	187,359	112	Madison, Wis.	110,111
67	Mobile, Ala.	182,963	113	Montgomery, Ala.	109,468
68	Tampa, Fla.	179,335	114	Roanoke, Va.	108,482
69	San Jose, Cal.	176,473	115	Lowell, Mass.	106,661
70	Spokane, Wash.	176,004	116	Wheeling, W. Va.	106,550
71	Canton, Ohio	173,917	117	Saginaw, Mich.	105,939
72	Stamford-Norwalk, Conn.	173,536	118	Atlantic City, N. J.	105,083
73	Harrisburg, Pa.	169,646	119	Jackson, Miss.	100,261
74	South Bend, Ind.	168,165	120	Lincoln, Neb.	99,509
75	Chattanooga, Tenn.	167,764	121	Niagara Falls, N. Y.	97,620
76	Topeka, Wash.	167,667	122	Springfield, Ill.	97,371
77	Huntington, W. Va.	167,667	123	Beaumont, Tex.	94,169
78	Ashland, Ky.	156,288	124	Macon, Ga.	93,499
79	Reading, Pa.	154,931	125	Johnstown, Pa.	93,354
80	Peoria, Ill.	154,539	126	Waco, Tex.	92,834
81	Little Rock-North Little Rock, Ark.	153,643	127	Pontiac, Mich.	92,573
82	Shreveport, La.	150,208	128	Winston-Salem, N. C.	92,477
83	Knoxville, Tenn.	148,166	129	Brookton, Mass.	92,116
84	Binghamton, N. Y.	144,011	130	Sioux City, Iowa	90,101
85	Duluth, Minn.-Superior, Wis.	143,028	131	Topeka, Kans.	89,104
86	Charlotte, N. C.	140,920	132	Augusta, Ga.	87,733
87	Indianapolis, Ind.	140,314	133	Altoona, Pa.	86,614
88	Baton Rouge, La.	138,864	134	Mustegon, Mich.	85,245
89	Evansville, Ind.	137,373	135	Manchester, N. H.	84,918
90	El Paso, Tex.	136,918	136	Westerlo, Iowa	84,386
91	Austin, Tex.	135,971	137	Greensboro, N. C.	83,412
92	San Bernardino, Calif.	135,770	138	Kalamazoo, Mich.	83,332
93	Lansing, Mich.	134,052	139	St. Joseph, Mo.	82,290
94	Waterbury, Conn.	131,707	140	Springfield, Ohio	82,284
95	Charleston, W. Va.	130,914	141	Port Arthur, Tex.	82,151
96	Fresno, Calif.	130,592	142	York, Pa.	78,711
97	Savannah, Ga.	128,196	143	Cedar Rapids, Iowa	78,212
98	New Bedford, Mass.	125,495	144	Terre Haute, Ind.	78,028
99	Schenectady, N. Y.	140,920	145	Racine, Wis.	76,537
100	New Britain-Bristol, Conn.	123,273	146	Lancaster, Pa.	76,280
101	Corpus Christi, Tex.	123,079	147	Springfield, Mo.	75,549
102	Rockford, Ill.	122,226	148	Amarillo, Tex.	74,443
103	Columbia, S. C.	120,808	149	Decatur, Ill.	73,713
104	Charleston, S. C.	120,289	150	Durham, N. C.	73,368
105	Columbus, Ga.	118,485	151	Pueblo, Colo.	73,247
106	Fall River, Mass.	118,120	152	Orlando, Fla.	73,163
107	Utica, N. Y.	117,424	153	Galveston, Tex.	71,527
108	St. Petersburg, Fla.	114,596	154	Raleigh, N. C.	68,743
			155	Hamilton, Ohio	63,270
			156	Asheville, N. C.	58,437
			157	Fort Smith, Ark.	56,046

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LIBERTY

LBS

*has
millions!*



**LBS has 33,548,046 radio
homes from coast-to-coast...
border-to-border... in Alaska
... in Hawaii. We'll agree-
that's a lot of homes-but
they make **THE LIBERTY
BROADCASTING SYSTEM
THE BEST RADIO BUY...**
anytime... anywhere.**

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LIBERTY BROADCASTING SYSTEM

lbs pounds home your message

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*“The challenge of Tomorrow
fascinates me
much more than the
achievement of Yesterday”*

Chairman of the Board
Radio Corporation of America

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