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# INTRODUCTION

**A**nother milestone in the dramatic progress of communications is recorded in the pages that follow. This is the inspiring story of men, women, techniques and equipment whose creativeness has contributed to the expansion of both radio and television.

**O**ver 1,200 pages chronicle the vital statistical record of last year's achievements and tomorrow's planning. Herein can be found the story of networks expansion in AM, FM and TV; the broadening scope of station and agency activities and all-important data about sponsors, commercial programs, producers, artists and allied services.

**T**his is your volume. It represents your accomplishments and your planning. More than that it becomes a permanent record of your industry made possible through many facets of cooperation and year round research and compiling.

**T**he 1949 edition of RADIO ANNUAL is dedicated to the men and women in the progressive field of broadcasting.

JACK ALICOATE  
Editor.

1949

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**A P**

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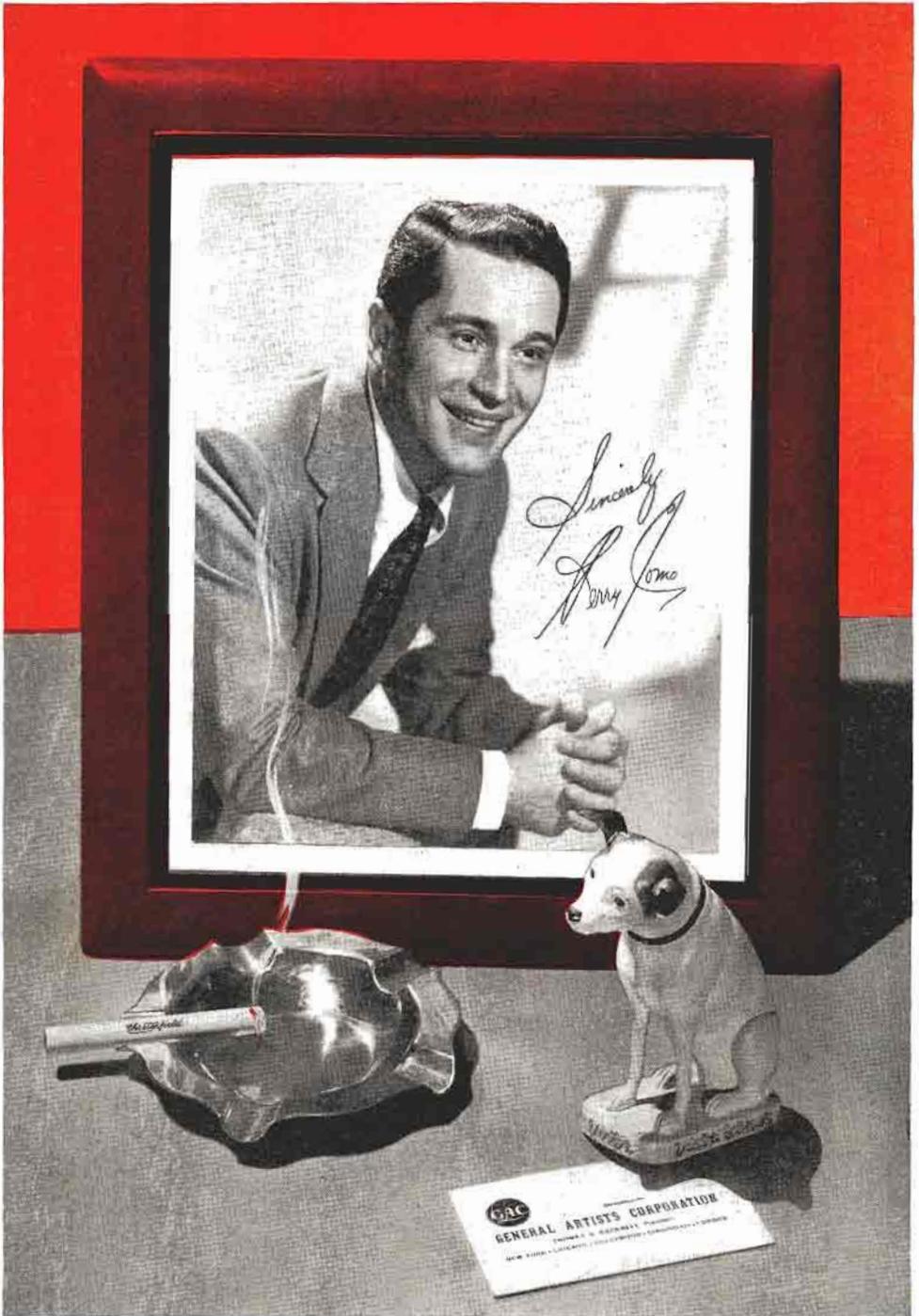
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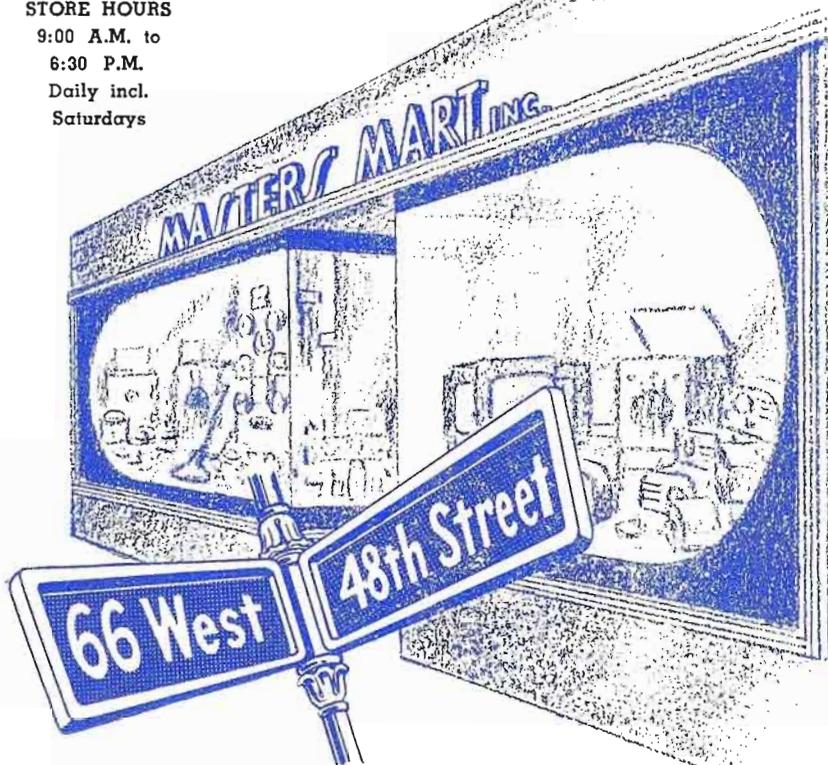
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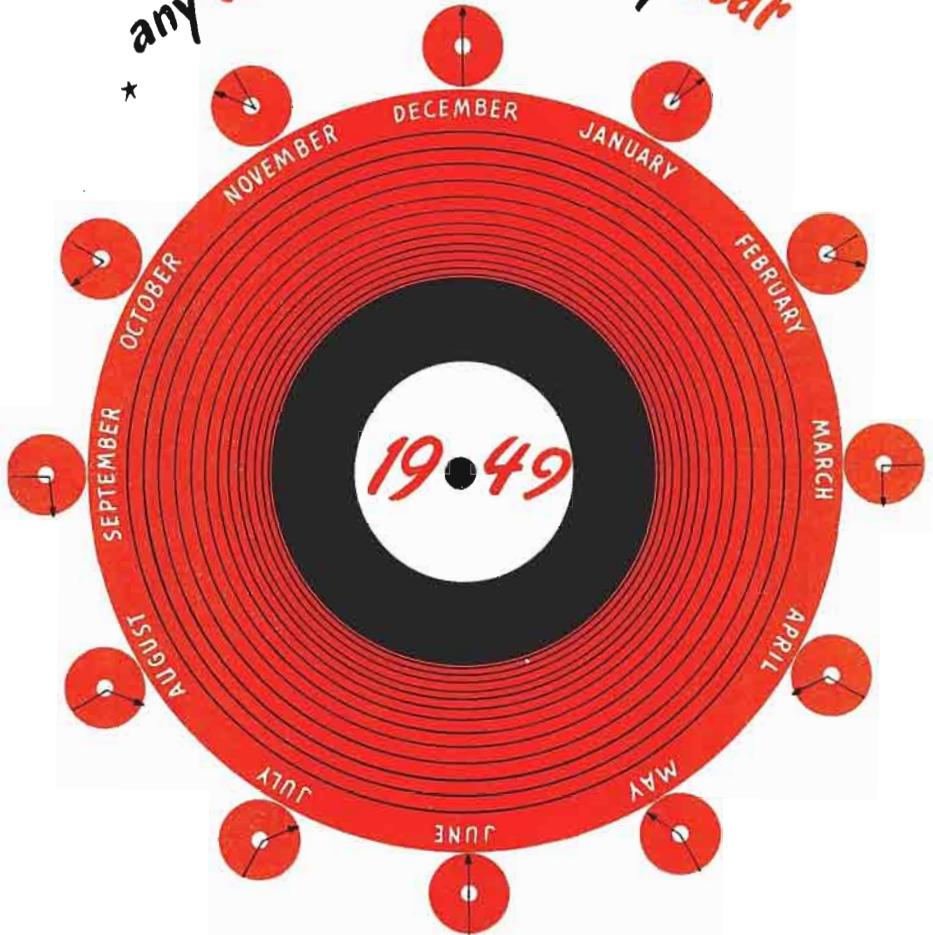
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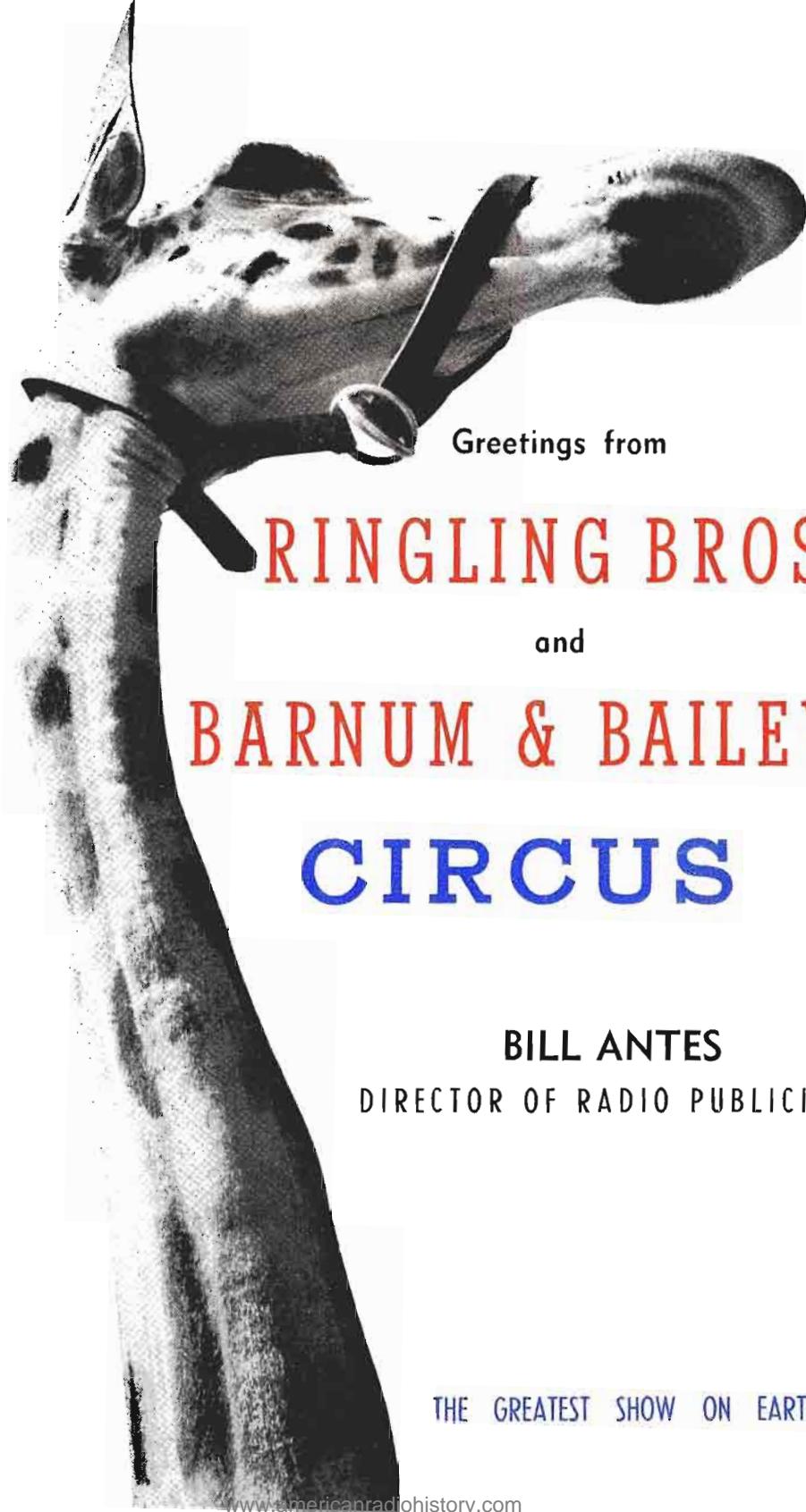
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Greetings from

**RINGLING BROS.**

and

**BARNUM & BAILEY**

**CIRCUS**

**BILL ANTES**

DIRECTOR OF RADIO PUBLICITY

THE GREATEST SHOW ON EARTH



# LAUDS INDUSTRY COOPERATION

## FCC CHAIRMAN REVIEWS ELECTRONIC PROGRESS

By **WAYNE COY**  
*Chairman*

*Federal Communications Commission*

**B**ECAUSE of its newness, technical complexity and spectacular growth, television continues to hold the spotlight amid the diverse broadcasting regulatory activities of the Federal Communications Commission.

The determination of the Commission that television shall have the benefit of alert and sound planning in the early stages of its existence is the public's best assurance of the future healthy development of this electronic marvel. Every day of searching consideration given now to shaping the future of television will pay dividends in the form of stability and enhanced service.



The Commission is grateful for the co-operation it has had from industry leaders in its studies of the possibilities of obtaining the maximum technical efficiency in television operation. This has been a splendid example of collaboration to achieve the common objective of giving the American people the finest visual broadcasting service attainable.



With more than 40 stations giving regular service, 90 under construction and 300 applications pending, I feel we can look for continued rapid progress. I hope that two years from now we will have 400 stations on the air.

While such matters as engineering standards and allocation problems are under study, we are also endeavoring to expedite the development of interconnection facilities so that the benefits of networking may be made available in the shortest possible time.



We will continue to work steadily toward our goal of delivering television service to all the people, rural as well as urban.

Meanwhile, the nation's aural broadcasting facilities are steadily expanding. We now have 2100 standard stations either on the air or nearing completion, this being more than double the number on the air at the close of the Second World War. In addition, some 550 applications for construction permits are pending. There are more than 1000 FM stations in operation or under construction. As the merits of FM are discovered by a growing audience and as FM reaches areas that never enjoyed any service at all before, there is every reason to expect substantial progress in that field during the coming year:

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*For Complete List of FCC Personnel Please Turn to Page 227*

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**GUY LOMBARDO**

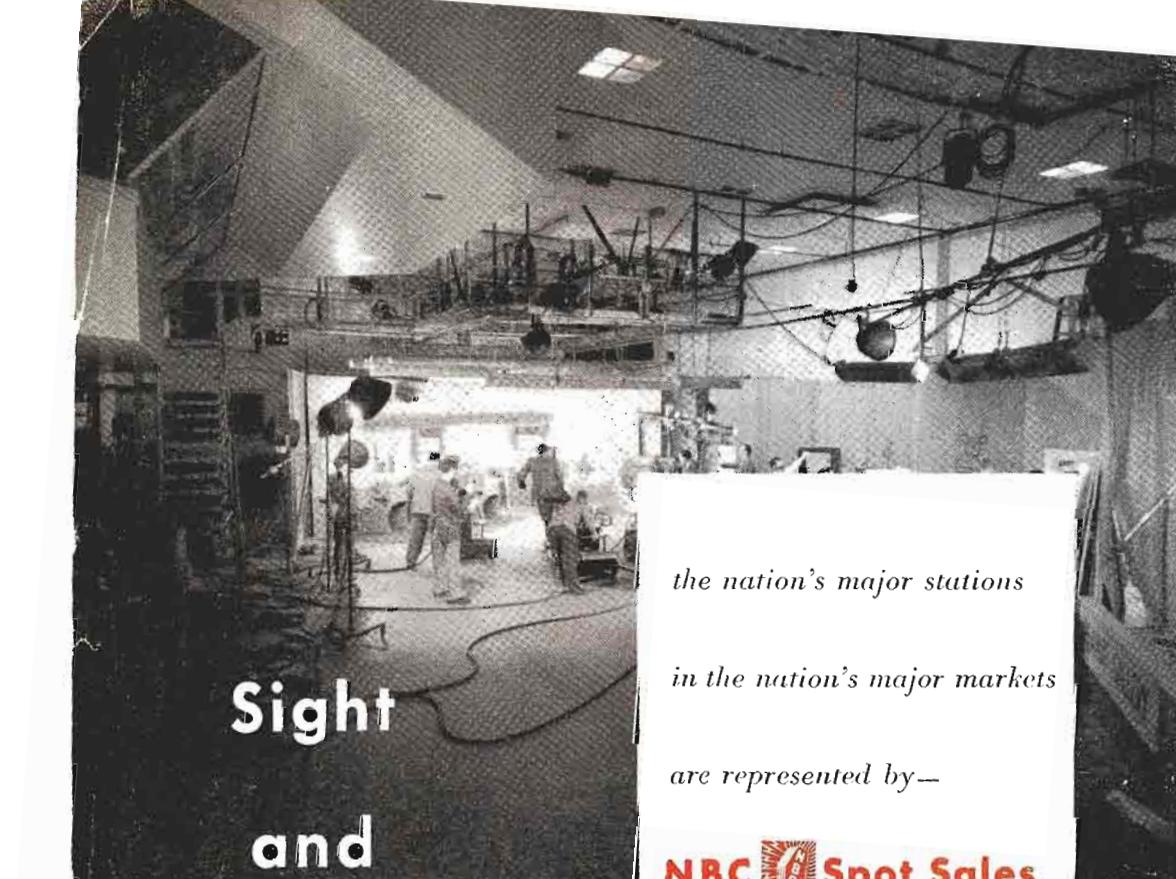


PRESENTS

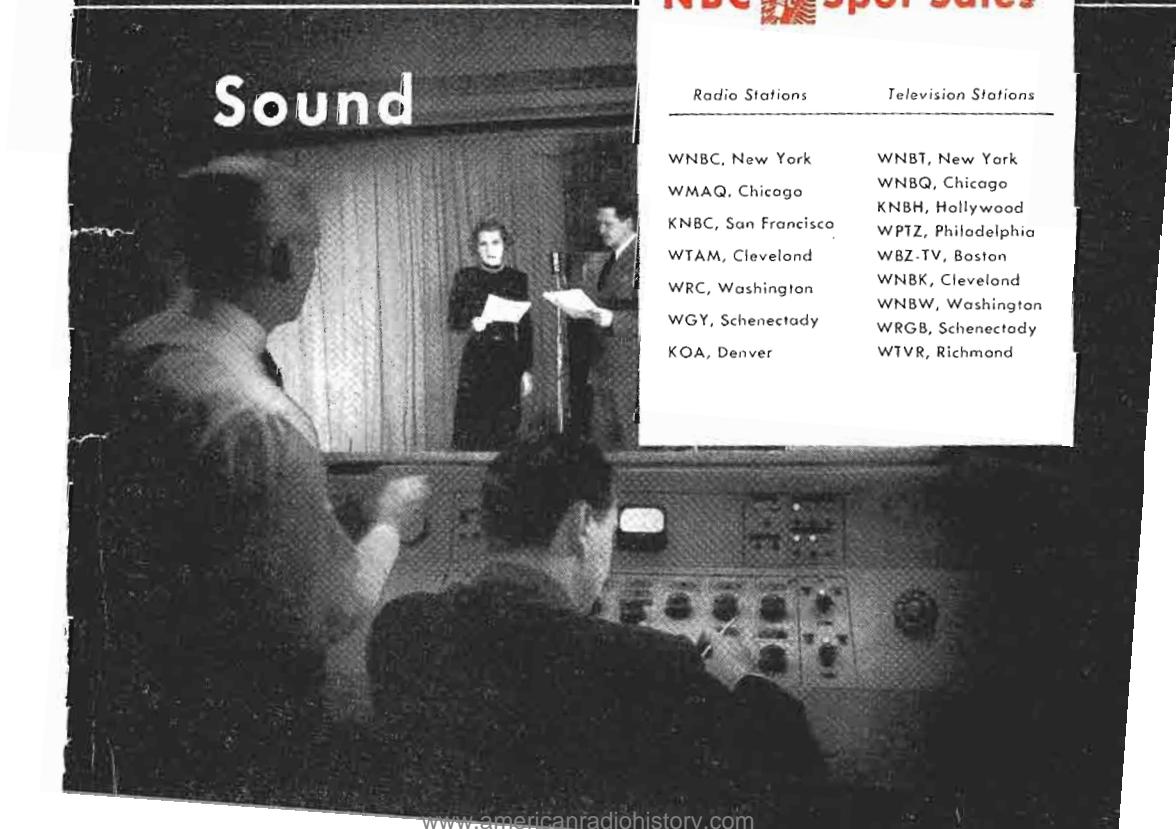
THE 1949  
RADIO  
ANNUAL

*Edited by*  
JACK ALICATE

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101 Broadway, New York 18, N. Y. Wisconsin 7-6336



**Sight**  
**and**



**Sound**

*the nation's major stations*

*in the nation's major markets*

*are represented by—*

**NBC**  **Spot Sales**

*Radio Stations*

*Television Stations*

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

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

**CHOCK-FULL OF  
MUSICAL  
SHOWMANSHIP!**

More than a band, here's a star-studded half hour of musical showmanship at its sensational best. Now offered for local and regional sponsorship.

### **THE ROYAL CANADIANS**

Guy, Carmen, Lebert Lombardo and their 16-piece orchestra.

### **DAVID ROSS, NARRATOR**

Poet-laureate of the air, he weaves a tapestry of beauty in story and song.

### **THE TWIN PIANOS**



The magic fingers of Fred Kreitzer and Paul Rickenback at twin keyboards.

### **LOMBARDO VOCAL TRIO**



Three grand voices blend delightfully in rich harmony.

### **THE LOMBARDO MEDLEY**



Three songs, without titles. A musical quiz that listeners enjoy.

### **THE LOMBARDO VOCALISTS**



Don Rodney and Kenny Gardner sing the favorite music of the nation.

### **THE FAMOUS LOMBARDO PICTURE STORY**



Narrated by David Ross. A musical masterpiece with that famous Lombardo touch.

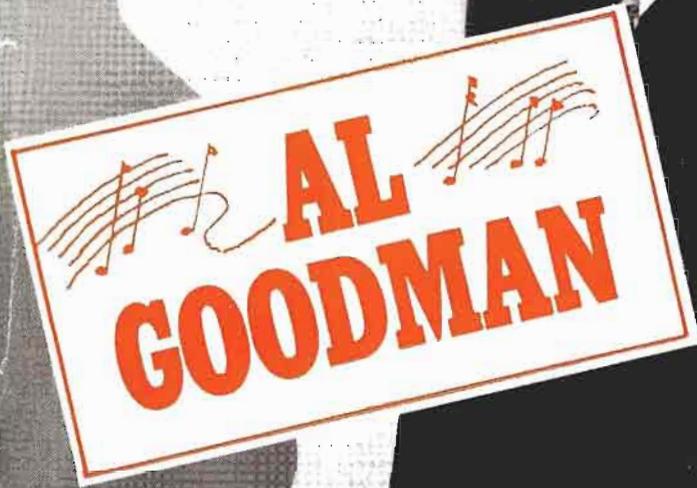
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(Ronald Colman), WAYNE KING SHOW, BARRY WOOD SHOW, VANCE, MANHUNT, EASY ACES, FORBIDDEN DIARY, DEAREST AZINE ON THE AIR, ONE FOR THE BOOK. [www.americanradiohistory.com](http://www.americanradiohistory.com)



**"FRED ALLEN  
SHOW"**

**NBC**

**VICTOR  
RECORDS**

# THE BROADCASTERS' CREED

## INDUSTRY'S PRINCIPLES HIGHLIGHTS NEW CODE

By JUSTIN MILLER  
President

National Association of Broadcasters



**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 properties 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.

*EDITOR'S NOTE: Judge Justin Miller, president of NAB, when asked for an editorial for the 1949 Radio Annual expressed a wish that "The Broadcasters Creed" as embodied as a preamble to the Standards of Practice be used. Inasmuch as Judge Miller authored the Code's preface and stands for the principles set forth in the pronouncement, Radio Annual is happy to comply. The complete text of NAB's Standards of Practice can be found on Pages 238 to 242.*

For Complete NAB Section and Personnel Please Turn to Page 233

# JACK BENNY



# EVENTFUL YEAR IN PROSPECT

By FRANK BURKE, Editor, Radio Daily



FRANK BURKE

**T**HE year 1949 looms as an eventful one in the communications field. It will mark the first real competition between radio and television for the advertiser's dollar.

Radio—both AM and FM—have made creditable strides despite the growing strength of TV. During the past year radio's net revenue was up 7 per cent over the 1947 and the total sales passed the

\$400,000,000 mark. Television, on the other hand, operated in the red. This year, however, may see some of 50-odd TV broadcasters showing profits for the first time.

Most significant change in the commercial picture of radio is the increasing amount of local time sales. It has been estimated that 40 per cent of the net time sales the past year were local with network time sales accounting for 33 per cent of the stations' business. The answer to increased local sales is more intensified selling by community stations in highly competitive local markets.

Another sign of changing times is the report of the Radio Manufacturers Association that the manufacture of straight AM sets fell off the past year and the production of TV receivers rose to nearly 1,000,000 sets. Total production of all home receivers in 1948 was estimated at more than 16,000,000, of which RMA members produced 13,265,793. In 1947 the entire radio industry's production of radio sets exceeded 20,000,000.

During 1948, RMA members reported manufacturing 866,832 TV sets as compared with 178,571 in 1947 and 6,476 in 1946. Production by non-member manufacturers brought the total TV receiver output during 1946 to more than 975,000.

The growing competition for the listener-viewer audience was not the only battle in prospect for 1949. Talent raids on National Broadcasting Company by the Columbia Broadcasting System which began in late 1948, bore fruition in January with Jack Benny, Amos 'n' Andy, already on the CBS programming schedules and Edgar Bergen, Red Skelton, Ozzie and

Harriet and others expected to join the list comes Fall. NBC, on the other hand, is reported to have well laid plans for retaliation. Development of new talent, acceptable to both AM network radio and television, is going forward at NBC and ambitious programming plans for network television is also on the network's time table.

In industry circles the events of the past year and the prospects for tomorrow are reflected in the activities of the National Association of Broadcasters. The past year saw the broadcasters adopt a Standards of Practice calling for the regulation of commercial time periods and refinements in programming; support plans for reorganization of Broadcast Measurement Bureau and to lay the foundation for a federation of industry organizations which would include BMB, FM Broadcasters, Inc., and Television Broadcasters Association. The future of the federation plan will rest with the incoming board of directors who will take office during the April NAB convention in Chicago.

Lifting of the ban on musicians' recording by the American Federation of Musicians was a boom to the recording industry and prospects for commercial recordings are good for the year 1949. However; the outlook for the recording industry has been marred somewhat by the confusion resultant from the introduction of long playing record attachments with varying speeds and turntables. Columbia first introduced the L.P. record with a speed of 33 1/3 revolutions per minute last June and this was followed by an RCA-Victor record changer which operates at 45 revolutions per minute instead of the conventional shellac record speed of 78 revolutions per minute. Other manufacturers have also announced revolutionary record players and new types of microgroove discs.

Nineteen forty-nine will be a highly competitive and progressive year in the communications field. Radio will continue to fight the good fight to retain both sponsors and audience and television will make a determined bid to prove that sight added to sound makes TV the most desirable medium for entertainment and commercialism.

---

THANKS A MILLION . . . for the millions of Christmas Gifts you have helped make possible for the hospitalized War Veterans in the past five years. We look forward to your continued support in the campaign which has won the heartfelt thanks of the nation.



**EDDIE CANTOR**

**"I LOVE TO SPEND EACH FRIDAY WITH YOU"**

**9:00-9:30 P.M., E.S.T.—NBC**

**FOR PABST BLUE RIBBON BEER**

---

# TEN OUTSTANDING RADIO EVENTS OF 1948

---

*Poll of network and stations news directors on the 10 outstanding radio news events of the past year resulted in the following selections:*

1. The political conventions, campaigns and the election of President Truman.
2. The Berlin Crisis.
3. Communist Failure in Italy.
4. War in Palestine; Assassination of Count Bernadotte.
5. The Death of Babe Ruth.
6. Chinese War.
7. Assassination of Gandhi.
8. Approval of the Marshall Plan.
9. President Truman vs. 80th Congress.
10. Congressional Spy Investigations.

## Outstanding Broadcasts

ABC's Documentary on VD.

Mutual's "Joyful Hour" Christmas program.

NBC's "Living, 1948" Documentary Series.

CBS' "Arrows in the Dust," Documentary on American Indians.

Network Programs in the Interest of the United Nations.



# JUDY CANOVA

**"THE JUDY CANOVA SHOW"**

For

**Colgate-Palmolive-Peet**

Saturday Evenings N.B.C.

40

# TV IMPACT UNPRECEDENTED

By BRIG. GENERAL DAVID SARNOFF, *Chairman of the Board, RCA*



David Sarnoff

SO appealing is television to the American public, in all walks of life and at all ages, that the industry at the opening of 1949 was two years ahead of the dates set by the most optimistic forecasts made at the end of the war.

In 1948, television achieved such high popularity with the public that it became physically impossible to meet the demands for receiving sets and television tubes. This was true chiefly because it was not possible for the industry to obtain manufacturing machinery as rapidly as needed. This condition will continue at least through 1949.

Television set production, for the industry as a whole, in 1949, will total approximately 2,000,000 receivers. This, according to the best available studies, will be stepped up in succeeding years, and by 1953 the industry's annual television set production is expected to reach close to 5,000,000. By the end of that year the total number of sets in operation should be about 18,000,000. Also, by 1953, it is believed that a coast-to-coast television network service will have been made possible by radio relays and coaxial cables.

This accelerated progress has lifted radio and television, in combination as an industry, to a two and a half billion dollar a year enterprise. If the rate of growth continues as the market indices and public acceptance indicate it will, radio-television should rank as one of the ten foremost industries in the United States by 1953.

Radio and television now give employment to hundreds of thousands of people and bring new forms of entertainment as well as news into millions of homes. The American dependence on radio entertainment, acquired over the past 28 years, is being more deeply ingrained by television, which enables people in ever-increasing number to eye-witness events as they happen.

Many millions of Americans, in homes and schools from Boston to Richmond, along the Great Lakes and as far west as St. Louis, saw the inauguration of President Truman on January 20. This telecast marked an historic milestone in civics as well as in broadcasting. It was the first event of its kind to be televised. It is estimated that at least 10 million people eye-witnessed the Truman inauguration—more than all who saw the thirty-one presidents from Washington to Roosevelt take the oath of office. Forty stations were in the television hook-up, in contrast to the 21-station radio broadcast of the Coolidge inauguration in 1925—the first presidential inaugural broadcast.

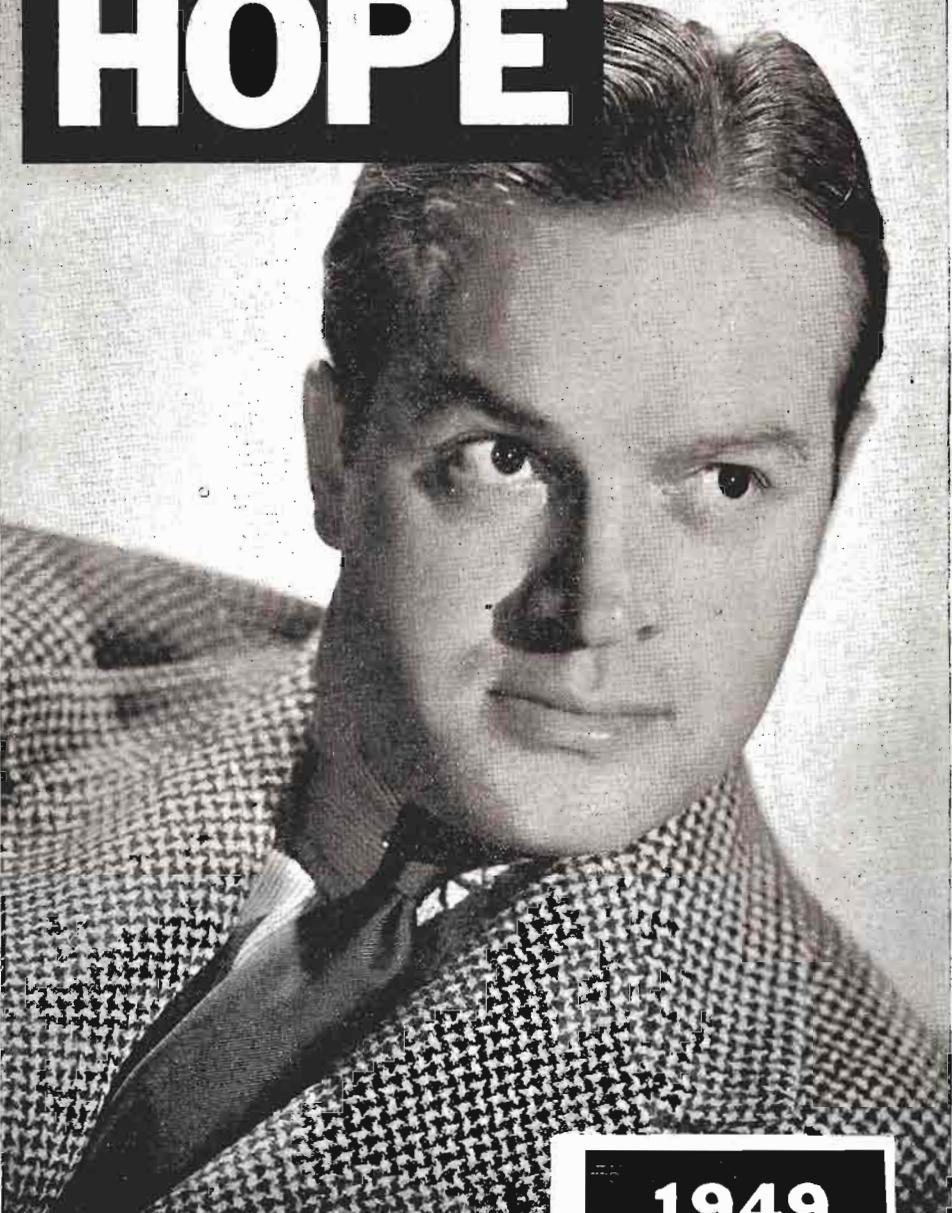
Recently, Chairman Wayne Coy of the FCC estimated that in another two years there will be 400 television stations on the air, and 1,000 stations in seven or eight years from now. He also pointed out that nine-tenths of everything we learn comes through our eyes, and added: "Television enables us to reach the mind via electronics at the speed of light. It is costly to build and to operate a television station. But the advertisers will find it the most powerful, most effective and most profitable medium for mass merchandising yet devised."

So swift has been the scientific and engineering development of television transmitters and receivers that those responsible for the artistry and showmanship of television have found it a real challenge to keep the pace. Nevertheless, the great improvement in programs at this year-end reveals such progress that it guarantees continued advances in the development of this new art.

Scientists and research men at RCA Laboratories made outstanding progress during 1948 in the development of many new devices and in the fundamental explorations of radio and electronics. A new study of radio frequencies above 500 megacycles, as a medium for the expansion of television broadcasting, was made by RCA engineers in Washington, D. C., during the latter part of 1948. The results were made available to the industry and to the FCC, and are expected to be of invaluable as-

*(Continued on Page 53)*

# HOPE



1949

**SWAN SOAP PROGRAM  
PARAMOUNT PICTURES**

# UNITED NATIONS' ROLE IN RADIO

By **PETER AYLEN** (Canada), Director of Radio, United Nations

EDITOR'S NOTE: Because many broadcasters are unaware of the extensive radio operation of the United Nations, RADIO ANNUAL asked Mr. Aylen to by-line this article giving background information about broadcasting in the interest of 58 nations.



PETER AYLEN

**T**HE importance of radio to the United Nations can be understood only in the light of the general informational requirements of the United Nations. To say that the organization considers information important is an understatement. The international experts who laid the framework for the United Nations used these words:

"The United Nations cannot achieve the purpose for which it has been created unless the peoples of the world are fully informed of its aims and activities."

As a result, the Department of Information was incorporated as a basic and integral unit of the Secretariat and placed under an Assistant Secretary General, Mr. Benjamin A. Cohen of Chile.

Radio is, of course, a media specially suited to the needs of the United Nations providing as it does a physical link between Lake Success and individual listeners all over the world. The almost overwhelming desire of people everywhere for more information about the United Nations and the public spirited willingness of radio systems of Member States to cooperate in meeting this demand have led to the development at Lake Success of a unique international radio organization. The United Nations radio is unique in many respects: It owns no transmitters, yet broadcasts 14 hours a day to all parts of the world. It has no censorship, although its facilities are open to any accredited correspondent covering UN affairs. Its staff is truly international—more than 25 nationalities are at present represented and they have been able to provide news reports so unbiased that their impartiality has not been questioned by listeners in any part of the world. In the United States, the Division has contributed material for hundreds of network and local programs, and in addition, has been able to link over 125 individual stations directly and through regional networks for coast to coast distribution of a daily newsreel pro-

gram produced by the Division itself—a program which this year won the coveted Peabody Award.

The Division concentrates on providing material acceptable for relay over the local systems of Member States. This is the goal, of course, of many international broadcasters and a goal very difficult to achieve. It is, therefore, gratifying to be able to report that during 1948 more than 50 countries made regular use of our services during the year and 25 of these countries were rebroadcasting every day, Monday through Friday, news reports prepared by the United Nations itself, in 21 languages. The willingness of so many Member States to open their borders to news prepared by an international organization is a fact both encouraging and significant.

The response of broadcasters during the last two years have been a source of great satisfaction. However, with a small staff it is obvious we can do only a very limited amount ourselves to satisfy the fundamental informational requirements of the United Nations. We must depend in even larger measure in the future on the cooperation of the broadcasters themselves. That is why we have noted with special satisfaction the leadership given by the American radio industry in the form of the following resolution passed at the last meeting of the National Association of Broadcasters in May, 1948:

"Recognizing the momentous issues in international affairs, the public's right of free access to impartial and comprehensive information, and the increasing responsibilities of broadcasters to promote international understanding, the Board of Directors of the National Association of Broadcasters strongly urges all station managers to give adequate coverage to the activities of the United Nations, not only by means of headline news, but also with information and discussion programs which provide most appropriate means of bringing to the attention of the public the less spectacular but more important constructive work which is being done by many UN organs and agencies."

(Continued on Page 81)



# MILTON BERLE

NEW YORK OFFICE—1650 BROADWAY



# PROGRESS IN PRODUCTION

By BOND GEDDES, Exec. V. P., Radio Manufacturers Association



*Bond Geddes*

THE radio manufacturing industry is rapidly becoming the radio-television manufacturing industry as set makers allocate more and more of their production facilities to television. This does not mean that we in the manufacturing business are expecting to see radio replaced

by television, but television has opened a new market and promises to tax the industry's capacity for some years to come.

The phenomenal rise in TV set production during 1948 astonished everyone, including many manufacturers, although the radio industry has a well established reputation for adapting itself quickly to changing markets.

While final figures were not available at this writing, it seems certain that television receiver production in 1948 will exceed 800,000 sets as compared with 178,500 in 1947 and 6,476 in 1946. This would bring the total number of TV sets in homes, taverns, clubs, et cetera or on the market to about a million as of January 1, 1949.

Between January and December of 1948 the TV set monthly production rate of RMA member-companies rose about 350 per cent.

The outlook for 1949 is even more promising. The anticipated availability of Cathode Ray tubes—the heart of the television set—indicates that 2,000,000 or more TV receivers will be produced next year. That means that by the beginning of 1950 some 3,000,000 homes, taverns, and clubs will be equipped to tune in television broadcasting stations.

As television receivers normally draw many more persons—whether in the home or a club—than do the corresponding number of radio sets, it is obvious that the television audience is growing to substantial proportions.

Most of the television sets being produced today are coming from the plants of the same manufacturers who have

been making the vast majority of our radio receivers and whose brand names are well known to the public. There have been some newcomers in the field, however, with the result that about 75 companies either have entered into TV set production or have announced plans to do so.

Radio set production was far from negligent, however, in 1948, and will probably continue at a high level in 1949. With an industry output of about 15,000,000 radios or more expected in 1948, as compared with 20,000,000 in 1947, this year's output is well ahead of that of the best prewar year—1941—when 13,600,000 sets were manufactured.

FM-AM receiver production, moreover, is increasing steadily, and sales of portable and auto radios are continuing far ahead of prewar. The 1948 output of FM-AM and FM sets seemed likely at this writing to exceed 1,500,000 or about 25 per cent above that of 1947 despite a corresponding decline in overall radio production.

Television receivers are being manufactured in an increasing variety of models, with prices running from just under \$100 to over \$4,000, and are adaptable to a small apartment or a large living room or library. Television is not a rich man's toy but, like radio, is designed for family and home entertainment of every economic class.

The radio industry has invested millions of dollars in launching television and is prepared to spend millions more in bringing TV set production to a volume scale comparable to that attained in radio manufacturing. Every technical improvement will be passed along to the consumer as rapidly as it develops, but there is no danger that present TV receivers will be outmoded or made obsolete in the near future.

The radio industry is already a billion dollar industry; tomorrow the combined radio and television industry probably will be one of the largest single industries in the country. The radio industry has always been highly competitive, with benefits to the public, and the television industry will be equally competitive.

# AL JOLSON

# FUTURE OF ADVERTISING

By **FREDERIC R. GAMBLE**, *President, A. A. A. A.*



**FREDERIC R. GAMBLE**

FOR many years now the relationship between advertising agencies and broadcasters has been a productive one. There has been a steady increase in the volume of national spot radio advertising.

As we now enter 1949, it is in our mutual interest to examine that relationship for the

future. Will the joint effort of stations and agencies continue to be generally resultful and successful? Or must we now also face the prospect of more and more advertising failures?

Taking a realistic look ahead, I think we can recognize that the future may hold some difficulties.

First, our economy is still at dangerous inflation levels. Skillful use of advertising is required—along with skillful use of all the other selling tools of American business—to help ease our adjustment to normal.

Second, the buyers' market is gradually ebbing away. Carefully planned advertising will be needed to find customers for our vastly increased volume of goods and services, as more and more of them come into ready supply.

Third, there will doubtless be increased business failures, beyond the control or help of advertising. This is the usual post-war trend, now aggravated by inflation.

As a result of these factors—the demand for more skillful advertising and the rise in business failures—there is great danger that many of the marginal, the inexperienced and the ill-advised advertisers may go by the board. We can also expect that successfully advertised goods and services—with a reservoir of consumer good will, and spread over wider territories that can better absorb local shocks—may best come through this period.

Thus, advertisers will be put to the test and the advantage will go to those with skillful advertising counsel.

And skillful advertising counsel is the function of the competent advertising agency.

It is surely in the interest of broadcasters, then, to insure as high-quality performance as they can by the agencies with whom they do business. For these agencies are part of the station operation—that is the way the industry has grown. Broadcasters support the structure by which they are paid. Broadcasters decide who shall be considered an agency eligible to place business with them. Broadcasters decide this—and nobody else.

These agencies supply, subject to station approval, a large part of what the station broadcasts. They, along with the station, are responsible for the future success or failure of the advertisers they handle. Where the agencies are able, the station is strongly armed for the future. Where they are weak, it is vulnerable.

Standards of agency recognition are promoted nationally among newspapers, magazines and other publications.

It is astonishing to us—and I speak on behalf of advertising agencies—that radio has *not* taken any similar steps to develop such standards or to set up any recognition machinery, either nationally through NAB or regionally. The need becomes even greater as television burgeons into a great, new and complex medium.

Isn't the time here, now, when radio should undertake some recognition machinery? And even lacking any national machinery, couldn't radio through NAB at once agree on sound *standards* of agencies recognition and recommend them vigorously to individual member stations? Some steps have already been taken by the NAB Sales Managers Committee. Couldn't these be followed up?

In our judgment, the times are requiring action.

Let us hope that the 1950 Year Book can tell of constructive action taken.

*For Complete List of Adv. Agencies Handling Radio-TV Accounts See Page 133*



## CAMEL PROGRAM

Friday

Pacific Time 5:30 to 6:00 P.M.

Eastern Time 8:30 to 9:00 P.M.

NBC

Mgt. LOU CLAYTON

# BMB—A YEAR OF DECISION

By E. P. J. SHURICK, Promotion-Research Director, Free & Peters, Inc.



E. P. J. SHURICK

**T**HERE seems to be a strong parallel between the Broadcast Measurement Bureau and some commercial program ventures. Everybody likes the show except the sponsor's wife.

In spite of an unprecedented gold rush to new and improved broadcasting facilities, all of such actions having a direct or indirect effect upon the 1946 U. S.

Report, BMB during the past year has been put to valuable use by seller and buyer alike. What seems to be a certainty is the prediction that if an industry fostered project such as BMB can weather these hectic years since the great freeze, it should be fortified for any eventuality in normal times.

BMB in 1946 brought to time buying and station management a uniform nationwide measuring stick for determining individual station audiences. The printed media long since had their circulation figures, but in its haste to gain a sales advantage because of revenue needs, broadcasting reached beyond counting subscribers to determining specific program preferences. Actually for some dozen years, coincidental methods of audience measurement were ahead of the industry. Now the reverse is true with the Hoopers and Niensens energetically seeking a projectable rating to pyramid on top of a nationwide audience "circulation" base.

The past year has been one, not only of putting BMB into actual use, but of providing as well a period of evaluation as to what BMB has meant to the more intelligent buying and selling of broadcast advertising. What better evidence could one have that BMB is accomplishing its purpose than the country's most astute advertising agencies which have converted previously makeshift audience estimates over to the BMB standard?

From the seller's standpoint—the station and the sales representative firm alike have at their elbows a common denominator which contributes much to the betterment of sales, promotion and manage-

ment procedures. One has to grant that many of those who footed the cost of BMB have been slow to capitalize on their investment, but the data is there in unbiased, unrestricted form.

The salesman now can talk the language of the buyer. Energy and time can be saved from having to justify the authenticity of the station's own audience figures. Projections can come closer to actualities. The widely varying differences in distribution between one product and another is provided for by the full spread of BMB percentages—from highly concentrated nearby saturation to widespread, scattered acceptance. With BMB a relative measurement, competitive comparisons can be made, determining cost-per-thousand between stations on uniform base figures.

From the standpoint of station management and the representative firm—more intelligent rate considerations can be undertaken. Over the long haul this cannot help but mean standardization, not just for any one particular market, but nationwide as well. With certain limitations, promotional need can be determined for unexpected low percentage counties within the station's normal primary physical service area. Supplementary evidence of engineering effectiveness can be derived from BMB data, and a cross-check made between theoretical signal strength and practical audience acceptance.

Such heading listings of BMB uses are only the beginning of more detailed considerations, even within the limitations of the first report. While no one has the absolute answers to economically measuring listening by the quarter-hour, day or year, at least the industry has moved several steps closer to greater enlightenment. Not only has BMB shown that "station subscribers" can be counted, but through these industry-wide efforts the independent researchers have been stimulated to ever-increasing consideration of research itself.

It would be a sad commentary upon uniform audience measurement if the ungenerous sins of its fathers would have to be shouldered by an industry which is rapidly approaching competitive normalcy. It will need every acceptable sales tool at its command.

*Onward and Upward!!*

*As we go to press*

**DUFFY'S  
TAVERN**

is the

**THIRD  
RANKING  
PROGRAM**

on

**N. B. C.**

# CAB REORGANIZATION UNDERWAY

By G. A. R. RICE, Chairman, Board of Directors, CAB



G. A. R. RICE

NINETEEN FORTY-EIGHT and 1949 are years of re-organization for the Canadian Association of Broadcasters. In April of 1948, the process was begun, when the board of directors appointed Mr. T. Jim Allard, formerly public relations director of CAB, as the organization's general manager. As of January 1, 1949, Mr. Pat Freeman assumes the post of director of station

and advertiser's service. His responsibilities will be largely concentrated in the field of direct selling.

Headquarters of the Canadian Association of Broadcasters was moved to Ottawa, following the pattern established by NAB in the United States. Ottawa is the capital city of Canada, and consequently the site of most of broadcasters' problems. The service office, and Mr. Freeman, will continue to operate at 37 Bloor Street West, Toronto.

Regional meetings will continue, having proved highly successful during the 1948 year. Enlargement of this technique was planned shortly after the reorganization began, and is already well under way.

Assisted by a research and personnel expert, the new CAB manager undertook an extensive survey of CAB's operations, problems, and objectives immediately after assuming his new post. As a result of this exhaustive survey, a management report was produced, and this was adopted by the board of directors in full.

Under this new outline of policy and objective, the Canadian Association of Broadcasters will concentrate on two main objectives. First of these, is a growing battery of direct station services. Second, is a direct campaign to "sell the medium." Apart from direct selling, this will embrace study of effective techniques in research, market information, and promotion, for member stations, as part of a pattern to increase radio sales.

A special committee to handle "small

markets" problems was formed, and began functioning during 1948. It will give special attention to the sales problems of member stations located outside the major metropolitan areas.

In May, 1948, the association was successful in having lifted the ban on mention of prices in broadcast advertising that had been a feature of Canadian radio regulations for some 15 years. The use of price mention on Canadian air is regulated by a code formulated by the Association and adopted by member stations. The association was also successful in having removed the prohibition on complete sponsorship of news broadcasts.

An improvement in the association's relations with other organizations in and allied to the broadcasting field has taken place and is steadily gaining ground. Some 14 new stations came into existence in Canada during the year 1948, and most of these are now members of the Canadian Association of Broadcasters.

The financial position of the association has improved, and new techniques have been developed for keeping membership fully posted on the activities of their association. The "category" system of fee payment, parallel to that of NAB was adopted at the 1948 annual meeting, and is now in effect. 1949's annual meeting will be held during June at St. Andrews-by-the-Sea, New Brunswick.

A stepped-up public relations campaign is well under way. The association's manager has a regular schedule of addresses to service clubs, ad and sales clubs, and similar organizations. Copies of all such addresses are forwarded to station managers for local use where possible.

Regular association activities continued, such as those dealing with copyright matters, personnel problems, and the hundreds of routine details that are the lot of a trade association.

The new management report gives CAB a definite, clear cut set of objectives, and equally clear-cut channels in which to direct its energies at those targets. It is with a feeling of renewed faith, confidence, and optimism that members of the association start the year 1949.



## **Jack Carson**

**CBS—Friday Nights**

8:00 P. M. EST

8:30 P. M. PST

**Sponsored by General Foods  
Sanka Coffee**

Management  
Frank Stempel  
Hollywood, Calif.



# TV IMPACT UNPRECEDENTED

By BRIG. GENERAL DAVID SARNOFF

(Continued from Page 41)

sistance in helping to chart the future area of television's growth.

In radio and television, the electron is the new and magic force. In aviation, it is jet propulsion. In medicine, it is penicillin and streptomycin. Like the original discoveries and inventions in these fields, each is a new key to further developments which will make our present-day conceptions of science seem as crude as the first feeble wireless signal, or the first short flight of the airplane.

The years have a way of fitting inventions into our life so that they become accepted as matter of fact. We regard their social and economic impact, their performances and services, as merely commonplace. In a way, this is unfortunate, for we should not, either as a nation or as individuals, treat them in such a casual manner. Our opportunities to succeed as individuals and to advance as a nation were often found in tiny clues, hidden amid simple surroundings. The steam engine was born in a tea kettle; the airplane came out of a bicycle shop; the automobile first sputtered and moved in a small carriage factory, and broadcasting started from an amateur station in a private garage.

Each of these inventions was, at the outset, confronted by skepticism. The public was indifferent and a long period of time elapsed between their introduction and their popular acceptance. This span has been shortened greatly by the new implements of science and the modern means of exploitation.

Ultrafax, a combination of television, radio relay and photography, just emerging from the laboratory, represents another great advance in communications. Ultrafax can handle documents, letters, printed pages and messages at the rate of a million words a minute. At this speed, a 500-page book could be flashed from New York to San Francisco in half a minute. When fully developed this new method will be able to transmit coast-to-coast in a day the equivalent of forty tons

of air mail. This may lead to a radio mail system.

There is no lone inventor of Ultrafax, of Television or of Radar. These significant developments are evolutionary; they are the result of mass attack by science on a wide front over trails blazed by the pioneers who charted the first pathways into the unknown. Years of effort, by thousands of research men and engineers, have been necessary to find new knowledge, and to put it all together in a vastly improved system of communication. Nevertheless, we are only on the threshold of radio; for its possibilities are endless. Its frontiers are in the outer reaches of space, and its sphere of operations is the universe.

Inescapably, the future of the world and of civilization is linked with atomic energy. When science releases that power, and society learns how to control it properly, it will start a universal chain reaction that is bound to affect significantly the political, social and economic life of people everywhere.

Beyond today's horizon, we may see automobiles, tractors, airplanes, locomotives and ships powered by small capsules of nuclear energy. We shall have atomic propulsion. It is possible that a mere speck or radio-active material will serve as the power for radio and television receiving sets, and broadcasting stations also will take their power from this new form of energy.

Such a miniature power supply in capsule form may make possible radio receivers no larger than a wrist watch, and tiny television sets to be carried in the pocket like a camera. When this day comes, people also may carry pocket-size radiophones that will enable them to communicate with home or office, no matter where they are.

These fascinating possibilities are not "around the corner," for much remains to be done before they can be realized. Nevertheless, if the world is at peace and science is unfettered we shall see these promises fulfilled.

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*For Year Book of Television Please Turn to Page 993*

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**TRUTH**  
or  
**CONSEQUENCES**

For DUZ—NBC

Saturdays



*Ralph Edwards*



**THIS IS YOUR LIFE**

for

Philip Morris

Tuesdays—NBC

# TELEVISION—A PROGRESS REPORT

By J. R. POPPELE, President, Television Broadcasters Association, Inc.



TELEVISION in 1948 virtually "captured" the nation. In 1949 the triumph of the art of visual broadcasting will be complete. Recapping the past 12 months of television broadcasting in a capsule, one might say it was red-hot and whew!

At the past year's end, television set ownership was moving close to the million mark and the number of operating stations approached half-a-hundred. On January 1, 1948 there were but 16 television stations on the air and a few hundred thousand television sets in the hands of the public.

As a matter of fact, 12 months ago television receiver production had barely reached 30,000 a month. Now it is in excess of 100,000 a month and still mounting. A year ago only the east coast had network television service. Now the east and mid-west are joined in a web that extends southward from Boston to Richmond and westward from Buffalo to St. Louis. Many additional extensions are contemplated this year as the inevitable march of progress continues.

Television has matured in other ways, too. Television programming, in the past confined primarily to evening hours, went on a daytime basis late in 1948 with the Du Mont Network leading the way. And the calibre of television programming soared with the growth of the industry.

Stars of stage and screen also became television personalities during 1948, pre-aging a trend toward top star billings in this new art of visual broadcasting. Among these stars were Paul Muni, Ralph Bellamy, Peggy Conklin, Raymond Massey, Virginia Gilmore, Dennis King, Bert Lytell, Frank Thomas and others.

The past year was one of tremendous importance in a news sense. It was the year of a great national election, with its attendant excitement and public interest. Television acquitted itself ad-

mirably in covering both the national political conventions and the election campaigns.

While television made impressive strides in 1948, this year will see its full flowering in virtually every large metropolitan city in the nation. The temporary halt in granting construction permits is expected to be rescinded early this year and those stations under construction at the turn of the new year are due to begin operating within the coming eight to ten months.

From a network point of view, the American Telephone & Telegraph Company expects to link Los Angeles with San Francisco during 1948 and to extend its services from existing network links to Dayton, Columbus and Cincinnati, Ohio, Indianapolis, Ind., and to Louisville, Ky. It expects to branch out to Madison, Wis. and to Rochester, N. Y., Akron, O., Youngstown, O., Johnstown, Pa., Harrisburg, Pa., York, Pa., Lancaster, Pa. and Reading, Pa., sometime between 1949 and 1950.

If all factors being considered are met, it may reasonably be expected that there will be about 134 stations on the air by the end of 1949. This estimate is based on the 50 stations operating by the end of '48 and the construction permits granted at that time. An additional hundred TV stations will be on the air by the end of 1950 and 355 stations by the end of 1951. The estimate made in November, 1948 by Mr. Wayne Coy, F.C.C. chairman, that 1,000 television stations are likely by 1955, undoubtedly will be fulfilled. This would include hundreds of "satellite" stations to "feed" the great suburban and rural sections of the nation.

The American advertiser—bulwark of radio, newspaper and magazine survival—has taken a great affection to television. By the end of 1948 there were over 450 advertisers utilizing television to sell their wares. This figure should double in 1949 as more and more receivers, and wider network service become available.

Television is fast fulfilling the predictions of its most ardent supporters, i. e., that it will be the greatest form of mass communication ever devised.



**FRED WARING**  
and his  
**PENNSYLVANIANS**

NBC—MONDAY THRU FRIDAY—10 A.M., EST  
THURSDAY EVENINGS—10:30-11:00 P.M., EST

# ET'S BECOME BIG BUSINESS

By **FREDERIC W. ZIV**, President, *Frederic W. Ziv Company*



*Frederic W. Ziv*

**E**LECTRICAL transcriptions have really come of age in the post-war era, and everyone gets the credit except the fellow who really deserves it.

One editor says the Bing Crosby transcribed show is responsible for the come-uppance of transcriptions. Another editor gives Ziv the credit. Another suggests that

the networks, with their delayed broadcasts via transcriptions, are responsible for the great public acclaim of transcribed radio. But the fellow who deserves the credit is the biggest business man in the world . . . the biggest spender of advertising dollars in the world . . . namely, the nation's little business men.

These little business men are not in position to use a hookup of stations. Their businesses cover only one market or one state, or perhaps a half dozen states.

How little are they? I have in mind a department store in a city of less than half a million people. In 1948, that department store did over \$40,000,000 business. In 1948, that department store spent \$1,000,000 advertising in that market. I can think of no national advertiser who spends an equal amount in a market of equal size. In another market, population under 250,000, there is a baker who spent \$100,000 for advertising. No network baker spends that much money in a market of equal size.

Yes, these little business men are, in fact, very big fish in their small puddles. They want programs calculated to dominate their markets. They are impatient with the type of talent that might happen to be in their particular markets at that particular time. They want big-time radio and they have learned that they can obtain big-time radio solely by means of electrical transcriptions.

Mr. Local Sponsor learned how high-rated transcribed shows like *Boston Blackie* and *Barry Wood* can ring the cash register. How "names" like *Ronald Col-*

*man* and *Guy Lombardo* can build enthusiasm within their sales organization. They learned that the listening public today accepts transcribed shows on a par with network shows.

Hooper ratings prove this last point beyond question of doubt. When we see ratings like 21.7 for *Boston Blackie* in Louisville, and 16.5 in Minneapolis; and 16.6 for the *Ronald Colman Favorite Story Show* in Salt Lake, and 17.5 in Los Angeles; and similar ratings for transcribed shows all over the country . . . ratings that beat network shows competing at the same time on other stations . . . rating that beat network shows that precede and follow on the same stations . . . yes, these ratings prove that the public accepts transcribed programs.

And the local sponsor knows it. He is in radio to stay . . . as long as he can get top quality shows, with big-name values, that enable him to earn high Hoopers and beat network competition.

What of tomorrow? It is always dangerous to predict. But it appears obvious that bigger and better shows will continue to be made available to local and regional sponsors via transcriptions. And what is more inviting is the fact that today's network radio advertisers appear headed towards selective local market radio advertising in the future. This is based on the predicted progress of television in major markets. As television makes still greater strides, it is expected that today's network radio advertisers will find reason to spend more and more dollars on television in major markets. This may require that they reduce their expenditure on AM network radio. It is my prediction that today's network radio advertisers will soon be dependent on television to reach their major markets and will be depending on transcribed radio shows to reach their non-television markets.

That's ET's dish! National advertisers know the value of big-name, big-time shows. So we can expect national advertisers to turn to big-name, big-time shows on transcription, and spot those transcribed shows in selected local markets.

Dear Radio Editors, Columnists and Critics:—

My warmest thanks for your having voted me the No. 1 spot for girl singers for the 8th consecutive year in your annual poll



Gratefully,

**Dinah Shore**

# IMPORTANCE OF ADVERTISING

By DICK DORRANCE, President, O'Brien & Dorrance, Inc.



DICK DORRANCE

WHEN RADIO DAILY asked for an evaluation of today's radio promotion, I warned them. But they said: "Be frank. Say what you think."

Well, if a man went out and bought a plot of ground on a well-traveled corner with well-proven sales possibilities—and then put up on it a ramshackle, ill-designed building—you wouldn't think him much of a busi-

nessman, would you?

Unfortunately, that's about the exact parallel of most radio trade paper advertising. It is jerry-built, inadequately planned, poorly executed and runs the scale from humdrum monotony to downright amateurishness. Essentially, 80 per cent of it is a waste of the good space in which it appears.

Let's face the fact. Putting down \$200 for a page in a trade journal is just the start. You have to make that blank area work for you. The paper will get you the readers (if it's any good), but it is then up to you to make them stop, read and remember as they go by. And you don't do it with some old, tired copy dashed off at the final moment and combined with a ten-buck drawing that a local schoolgirl of alleged artistic talent turned out.

Radio lives by advertising. It should have more faith in its own bread-and-butter than to sluff off in this manner what is a proven, exact science. If national advertisers operated the same way, there'd be a lot of stations playing the "Star Spangled Banner" for the last time.

The problem is heightened when you take a good breath and remember that the people to whom most radio trade advertising is addressed are advertising professionals. They *know* the good from the sad. It takes an extra spark to get their interest and hold it.

All right. What can be done? Foremost, realize that—like anything else worthwhile—radio trade advertising deserves careful *advance* planning and skillful execution. It cannot logically be left to the mailroom boy or some other unoccupied member of the staff. It calls for a

careful marshalling of all competitive sales points, evaluation by an expert in sales and promotion who has a practical knowledge of the field, and (that most important ingredient) *time*.

Good campaigns seldom pop up overnight. They have to be sweated out, and the creator must know what he's doing—particularly if the story has weaknesses (as is usually so). Actually, the *writing* of a campaign should be relatively easy—if all the plans have been made intelligently and agreed upon ahead of time.

Most radio trade advertising seems to have been contrived in reverse. Time is short . . . a few warmed-over facts are coupled together loosely . . . somebody reaches 'way out into left field for an approach . . . second-rate mechanical production happens overnight . . . and another egg is on its way to being laid.

No one has ever computed, either, the amount of money thrown away by restless advertisers. They start out with well-conceived campaigns built around themes that make sense, and begin the slow but vital imbedding of themselves in readers' minds. Then, suddenly, the advertiser—who, mind you, has mulled over every ad—decides that the time has come to "change the pitch." So the campaign veers off on another tack, loses all the gains it has fought for so hard, and steps out under a new set of whiskers to ignore the basic rule of continuity and repetition which is an advertising axiom beyond question. In military parlance, a "campaign" is a "series of coordinated operations, each reinforcing each other toward an important objective." In advertising, it is no different.

It comes down, as you can well argue, to what you want your advertising to do. If you want to fill up the space you buy with anything at all, get rid of money for tax purposes, feel you have to help support a trade paper for politic reasons, or impress yourself with what interests you—then the ideas expressed here will be of no concern to you.

But if you want your advertising to *sell*, help build your business, acquaint more people with the facts that make you better than your competition—then put a little *time*, *money* and competent *skill* into getting the most out of the space you buy. It's always the cheap suit that wears out first at the elbows.



*"Be Good To Yourself"*  
is the wish of

**DON MCNEILL**

TOASTMASTER OF THE

*Breakfast Club*

**16th YEAR**

SPONSORED COAST TO COAST  
MONDAY THROUGH FRIDAY

ABC, 8 to 9 a. m., C. S. T.

**SWIFT-PHILCO-GEN. MILLS**



# TRIBUTE TO RADIO

By **CARL HAVERLIN**, *President, Radio Executives Club of New York*

*EDITOR'S NOTE: During the observance of National Radio Week last November, Carl Haverlin, president of the Radio Executives Club of New York, paid an eloquent tribute to the radio industry at an REC luncheon held at the Hotel Roosevelt in New York City. Believing that Mr. Haverlin's remarks bear repetition, RADIO ANNUAL is privileged to reprint the text:*



**CARL HAVERLIN**  
*President, BMI*

**R**ADIO is significant. For radio, like all of man's great accomplishments, has helped to deliver him from the weight and mass of this heavy globe upon which, unaided by such accomplishments, he would still crawl within a narrow circle.

The lever, the forge, the wheel, the press, the wire, the wing — these and other inventions have loosened our bonds.

To them was added the power of the microphone and the vacuum tube. In 1921 into their clumsy interiors men spoke and others at a distance heard. Through the air—over nothing—they heard and marveled.

They did well to marvel, for in those early broadcasts were the then incredible seeds of a harvest not yet fully reaped—network broadcasting, international short-wave transmission, frequency modulation, high fidelity reproduction, television, radar, facsimile and now ultrafax and other things now only imagined, but what we in any branch of radio can imagine will be made real.

Your programs too have kept pace with your technical advances. Today they go out from thousands of towers to so many million of listeners as to stagger the imagination. And they go out and out, racing past the moon to the planets and the stars themselves, before they lose their energy in some galactic gulf . . . bearing intelligence—pregnant with communication—saying, "Here on earth is life—do you hear us?"

Yes, it may well be that somewhere the planetary symbol of the questing and eager spirit of this earth is a Bulova Time Signals or the NBC Symphony Orchestra.

Big words—some critics will say—too big, too nice and too lush for broadcasting. Broadcasting, which is vulgar, crass and commercial; advertising odd things in questionable ways. Broadcasting that blunders and falters and panders and fails to reach their ideal.

Well, I am not here to defend radio, so let me admit that sometimes radio is some, if not all, of these things. Let them be true. For they are true of all people, of life itself.

But like life itself, like people, broadcasting is also magnificent and inspiring and courageous. With its few faults and its many virtues, it fits the people it serves. If one sleeve be short—then so is arm it covers. As the body grows, the coat will be changed.

I hope that after some 25 years in radio I may, with propriety, make two suggestions to you, my betters. I've noticed that critical harpoons are thrown at us in cycles. Until they're thrown, we are negative. When thrown, we go on the defensive. I suggest we take on a renewed, a positive, yes, a fierce pride in the progress we have made in 27 years and carry it with us daily.

My second suggestion is that you do not let familiarity or boredom take the color out of broadcasting. Let not age wither nor custom stale that fine enthusiasm the pioneers had in the 1920's and '30's.

Instead, let us re-create our original sense of awe and wonder about broadcasting, whether we be network president or a youngster making early morning station breaks. Let us—like the ancient Druids who greeted the sun each morning as though they had not expected it to return—look upon radio in its true light—a continuing and renewing miracle. And remember the vital things in which you deal—intelligence, communication, laughter and music—and the power with which you work is the very staff of life itself.



## ALAN YOUNG

*Every Friday Night* — NBC — with JIMMY DURANTE

Now starring in

### "THE ALAN YOUNG SHOW"

Every Tuesday night on NBC for Tums

# RADIO REPS REVIEWED

By FRANK M. HEADLEY, President, National Association of Radio Station Representatives



FRANK M. HEADLEY

**T**HIS association has just had its second annual meeting, and I am glad to report to the radio industry regarding our progress.

Your readers will remember that the association was formed by the independent broadcasting station representatives to promote Spot radio. In the course of our first year, we published the book entitled *Spot Radio Lets YOU Decide*; we furnished to our members a kit of promotion material to follow up that booklet; and we have issued an easel presentation of Spot radio, which is beginning to make itself felt.

Advertisers, agencies and marketing schools have been very generous to us in their praise of the Spot Book. We did try to make the book factual. We did give in it a panorama of the United States, its differences in climate, sunrise and sunset times, listening habits, variation in wealth, divergencies in farming operations, and hundreds of other illustrations of the fact that there is no average radio family. Our thesis was that Spot radio was selective, easily adapted to markets, and people, and budgets, and that it well deserved its high place among advertising media. The book has been placed in the hands of all advertising agency personnel interested in Spot radio, including plan boards, account executives, media officials. We have given it a wide distribution among advertisers, large and small; sectional and national; users and non-users of Spot radio, and we have a big file of commendatory letters.

We intend to see that no person interested in Spot radio in any degree will miss having a copy of the Spot Book.

Spot representatives are now engaged in an all-member promotion campaign, with posters and stickers, and all the usual paraphernalia, to give repetition to the idea that "Spot Radio Lets YOU Decide."

A further step in strengthening our association was taken at the year end, when the members decided to incorporate it. The directors of the corporation are the officers, including the president and Adam J. Young, Jr., vice-president; F. E. Spencer, Jr., secretary, and Lewis H. Avery, treasurer, and in addition three directors elected by the members—Edward Petry, Eugene Katz and H. Preston Peters.

Early in the Fall, the association opened its office at 101 Park Avenue, where it installed T. F. Flanagan as managing director.

The association prepared and presented at the FCC hearing on station representation by networks in December, a comprehensive brief and exhibit on the history and operations of Spot Radio Representation, and a strong case was presented for FCC action to prevent concentration of too much control over station income in the hands of a few powerful organizations.

One of our actions during the coming year will in all probability be a change in the name of our organization, so that it will include both AM and TV broadcasting.

Our members have been the recipients of congratulations from many of their stations on the Spot radio volume in the past year. NAB estimates indicate that national Spot business increased 10 per cent in 1948 over 1947, local business 6 per cent, and network business 4.5 per cent. The latest published FCC figures indicate also that the independent radio stations receive more net income by approximately \$2,000,000 from National Spot time sales than from network sales.

The members of the association are: Avery-Knodel, Inc.; John Blair & Company; The Bolling Company, Inc.; The Branham Company; Everett-McKinney, Inc.; Free & Peters, Inc.; The Friedenberg Agency, Inc.; Headley-Reed Company; George P. Hollingbery Company; The Katz Agency, Inc.; Robert Meeker Associates, Inc.; John E. Pearson Company; Edward Petry & Company, Inc.; RA-TEL Representatives, Inc.; Paul H. Raymer Company, Inc.; Taylor-Borhoff & Company; The Walker Company; Weed & Company, and Adam J. Young, Jr., Inc.

For Complete List of Radio-TV Station Reps See Page 209

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# ROBERT MERRILL

METROPOLITAN  
OPERA  
COMPANY

R.C.A.  
VICTOR  
PROGRAM

The Robert Merrill Sunday program is a half hour of ingratiating, smoothly-performed renditions of classics, standards, musical comedy tunes, and arias. Here is first rate music sung first rate and the program is in the spirit of a relaxed Sunday afternoon.

Paul Denis  
New York Post



Robert Merrill is a baritone with a beautiful voice and a real concept of bel canto.

Olin Downes  
N. Y. Times

## 1948 AWARDS

Musical America Concert Poll

Musical America Radio Poll

Billboard Classical Singer Poll

Motion Picture Daily Award

RCA VICTOR RECORDING ARTIST

N.C.A.C. CONCERT ARTIST

PERSONAL MANAGEMENT GALE, INC., 48 West 48th Street, N. Y. C.

# MERCHANDISING OUTLOOK—1949

By JOSEPH B. ELLIOTT, V.P., RCA-Victor Consumer Products



Joseph B. Elliott

IN 1949, the tenth anniversary of the introduction of commercial television receivers in the United States is being celebrated.

It was ten years ago, in mid-1939, that television first began building its audience. Television receivers were offered coincidental to RCA-NBC's pioneer public showing of television at the New York World's Fair.

Despite war stoppages, changes in broadcasting standards, and the tremendous investments required to give the service life, television's growth during those 10 years has surpassed even the most optimistic predictions.

At the end of this year, the total area served by the approximately 100 stations expected by then will be that in which nearly two-thirds of the nation's population lives. About 3,000,000 receivers are expected to be in the public's hands, 150 manufacturers will be producing receivers, and network facilities will be increased both in areas covered and the number of programs which may be carried simultaneously along existing long-line routes.

In dollars, television is expected to make an equally impressive showing during 1949. At the retail level, \$700,000,000 in receiver business seems probable. The estimated \$9,800,000 spent by advertisers on television during 1948 should be dwarfed by advertiser expenditures expected to reach \$25,000,000 in 1949. Add the cost of transmitters, added relay and network facilities and other television activities, and it will be readily apparent that television should account for over a billion dollars in this year alone.

Television's expansion to a billion-dollar, 3,000,000-receiver service at the end of 1949 from a million-receiver one at the beginning of the year is no automatic accomplishment or inevitable evolution of an industry. It is the attainable result of teamwork by a team the excellent coordination of which has already been dem-

onstrated. The broadcaster, the advertiser, and the manufacturer, distributor and retailer of receivers have combined to win success for television in its first decade.

Use of test pattern by the broadcaster through much of the day has facilitated installation of television receivers. Increased daytime programs have made it easier for the retailer to demonstrate the appeal of the service and the quality of its pictures. The retailer, in turn, has dramatized the quality, extent and variety of television's programming through ads, on-premise displays and sales presentations, using this as a device to build sales and audience at the same time. That team work is part of the merchandising necessary to fulfill the promise for television offered in 1949.

The art of merchandising must be brought back from prewar yesterday with even greater force and effectiveness. Real thought and intelligent, unstinted application will be required from every member of the team to make the predictions for 1949—based on confidence that television's team will go into action with peak power—come true.

Realization of these predictions will round out a year and a decade of almost fabulous accomplishment for a young industry. Yet, 1949 is far from television's apex. It is an important year for groundwork, in manufacturing, station operation, and network structures and operational procedures, for evolution of station and network programming, audience habit and television advertising techniques.

But to view 1949 in proper perspective, it must be considered that 1949's television dollar and growth accomplishments will be surpassed by those of 1950, barring calamities of depression or war proportions, and that 1951 will rank even higher. Eventually, it is not unlikely that the annual television receiver production rate will reach 5,000,000 units, with all that this means to audience, programming and advertising effectiveness.

Brilliant as television's accomplishments have been during its first decade, they are meager compared to those attainable in the next 10 years.

For Complete List of Television Manufacturers See Page 1169



# JO STAFFORD

*Management:*  
**MICHAEL NIDORF**

*Direction:*  
**GENERAL ARTISTS CORP.**

**CAPITOL RECORDS**

# PLATTER PRODUCERS' PLIGHT

By ERNEST E. STERN, Associate Editor, Radio Annual



Ernest E. Stern

FOR the approximate 20,000,000 U. S. record - player owners, who annually purchase between 200 and 300 million records, 1949 may well be their year of decision, just as 1948 was their year of confusion.

This confusion was brought about by two of the nation's leading manufacturers of records; Columbia Records, Inc., and RCA-Victor Div., Radio Corp. of America, with their announcements of new type records, cut at varying groove widths, and players, revolving at varying rpm.

The lid first blew off last June, when Columbia, in cooperation with the Philco Corp., announced the development of a Long-Playing Microgroove record, cut at 33 1/3 rpm and with a player for these recordings, manufactured by Philco, which was geared to revolve at like speed. These discs were publicized as playing 45-minutes of music. Actually, a single, 12-inch, unbreakable record played up to 25-minutes of uninterrupted music on a single facing, as against 5-minutes, 15-seconds playing time for one side of the conventional 12-inch, 78 rpm record.

On January 11 of this year, the lid blew off again, only higher. RCA-Victor, never to be caught with their turntables revolving at the same speed as competing manufacturers, placed the dilemma of a new record and record changer, operating at 45 rpm, before the bewildered public. So now there were three different records and record players, revolving at three different speeds, but none revolving quite as fast as the public.

RCA-Victor, being the *only* manufacturer of *both* records and players, created even greater confusion. with their announcement of a 7-inch disc, cut at 45 rpm, with a 1½-inch hole in the center for accommodation of the RCA-Victor player spindle which played for an average of 5-minutes, 15-seconds per side, and with the rapid action of their new changer, permitted up to 42-minutes of "almost continuous" music. Like the Columbia-Philco player, RCA's was easily connected to any standard radio in the home. Price

for their new player was expected to meet the \$29.95 list price, plus tax, of the Philco player, when RCA-Victor releases its player in the spring of this year.

Not allowing for a breathing spell, Columbia immediately followed RCA's announcement with the disclosure that they too were manufacturing a new 7-inch nonbreakable, microgroove disc, which, like their LP, rotates at 33 1/3 rpm.

Other manufacturers of record players were not standing idly by, and Admiral, Crosley, Farnsworth, General Electric, Magnavox, Stewart-Warner, Stromberg-Carlson, Westinghouse, Wilcox-Gay and Zenith made known that record players in their radios and radio-TV combinations would be capable of playing both the 78 rpm records as well as the Columbia LP and 7-inch, 33 1/3 discs. Sonotone Corp. announced development of a phonographic pickup, which was made available to the radio-phonograph industry, principle of which was a single pickup arm with dual side-by-side points, set in one shank, capable of playing all three type records. By end of Feb. 1949, two other manufacturers disclosed record changers in some of their console models, capable of playing all three type discs; Freed Radio Corp., manufacturers of Freed-Eisemann radio-TV phonos, incorporated two complete players in one model; one record player with a dual-speed automatic changer for 78 rpm and 33 1/3 rpm microgroove recordings and one separate changer for the wide-spindled, 45 rpm discs. Scott Radio Labs, Inc., also claimed a changer with two pickup arms, to handle all three type records.

However, herein does not lie the solution. In all fairness to the public, it would appear that a standardization of record cuttings, with players whose speed is also uniform, is in order. Such standardization by all manufacturers would inevitably result in a far greater acceptance of records and players by the public, and in turn, result in a far greater revenue to the industry, which thus far have only served to confuse the public.

This then, is the people's year of decision, concerning records and record-players. They alone will decide what they like best and desire most. The industry cannot fail to heed their decision.





# TV AND ITS PIONEERS

By LEWIS ALLEN WEISS, President, Don Lee Broadcasting System



Lewis A. Weiss

TELEVISION is the magic word from coast-to-coast and in this California Centennial the scramble for video is as exciting as those gold rush days of 1849 and . . . some of it just about as devoid of any thinking.

Even then, some prospectors started off into the wilds without any plans except a treasure map and a lot of anticipation of the luxury to

be enjoyed if any gold were discovered. Nowadays, the tenderfeet venture out into the megacycle wilderness without much idea of the length of the journey nor the cost to reach the destination. Likewise television as an industry cannot now thrive on publicity alone. It requires program substance beyond sports events and amateur drama. To score a "first" in anything now requires ingenuity and expensive planning because television is not "new" anymore, although inexperienced Magellans now and then are overcome by their own enthusiasms of discovering the already well-charted shores of videoland.

Biggest factor in television is the swing to motion picture film. Already it is the basis of the Don Lee KTSL operation on Channel 2, and we see the need for more of it as our program hours lengthen. Recently we have added Sunday night to our schedule, using the DuMont "Doorway to Fame" kinescoped series as the base of our program structure for that night. Since going on the air December 23, 1931 we have used more than fourteen million feet of motion picture film from all sources.

For a quick fill-in, here is the Don Lee television picture at the present time. We are originating most of our live and film shows from the studio at 1,700 ft. Mt. Lee overlooking Hollywood

and the San Fernando Valley. This is the first structure in the world erected exclusively for television, is 100 ft. square, two stories high and has a stage large enough to paint the boundary lines of a tennis court on it. The steel antenna is 300 ft. high, giving a sheer vertical clearance of 2,000 ft. Also, there is a large outdoor swimming pool in which aquatic events are televised. In addition, live shows, such as our Music Hall Variety show and "Song" originate in our new three million dollar television-radio studio on Vine Street in the heart of Hollywood. Images are beamed from the new plant to Mt. Lee and then disseminated on the regular channel. In the future, images from both the new Vine Street plant and Mt. Lee will be beamed to the new \$500,000 transmitter at Lee Park atop Mt. Wilson and broadcast directionally from that 5,700 ft. level. Coverage will be from Malibu to Mexico and from the Sierra Madre Mountains to Catalina Island.

Indicative of our progress in television, is the calibre of production personnel being brought into use, the fine G. E. equipment in charge of Harry R. Lubcke, our famous director of television, who put the station on the air 17 years ago. Recently we have employed E. Carlton E. Winckler as program co-ordinator, a man with lighting and technical credits on 78 Broadway shows for Billy Rose and John Murray Anderson. Then we brought in Harold Helvenston from the movie sets. Coach and designer he is best known for his creation of the working models of Snow White and the Seven Dwarfs which were built for the Walt Disney animators. Helvenston is a graduate of the famous Yale Workshop originated by George Pierce Baker.

Every year is the big year in television, from now on out, and the problem will be to keep up the momentum until television can begin to carry its own expense, and serve more than a few cities.

For Television Yearbook See Page 993



# FIBBER MCGEE AND MOLLY

N.B.C. — TUESDAYS

# BBC PROGRESS REPORT

By NORMAN COLLINS, Controller of BBC Television



Norman Collins

TO the 12,000,000 potential viewers now covered by the London television station of the BBC, 6,000,000 more will be added in the late summer of this year with the opening of a second, and higher-powered, transmitter in the Midlands at Sutton Coldfield, near Birmingham. Sutton Coldfield is second in a chain of six stations planned to serve most if not all of the country. Plant for a third station is on order, as signal strength tests are being conducted, but at the moment of writing no site has been chosen.

Midlanders will soon be sharing with London and the southeast counties the daily vision service which, inaugurated as the world's first in 1936, was resumed after a wartime break of seven years, in June, 1946. Despite setbacks traceable to lack of manpower and materials (television is not in Britain's priority supply list) the second station nears completion. With a vision transmitter of 35 kw (double that of London) and sound transmitter of 12 kw, it will relay London's programs from a 750-ft. steel mast over an officially computed radius of 50 miles, though, if London's experience is a guide, this range should be considerably exceeded.

Television enthusiasm in the provinces, where competitive forms of entertainment are fewer, is expected to reach an even higher pitch than in London, where television licenses (at 2 pounds per receiver) have trebled in number in 12 months and now stand at nearly 90,000, keeping pace with factory production. Even if the radio industry achieves its target of 250,000 receivers in the present year, prospective viewers in the Midlands are likely to start a big waiting list.

British television programs, which are aimed at the home audience (there are relatively few sets in bars and other public places) owe their growing popularity not only to the appeal of "actuality" sport and national ceremonial transmitted by the mobile units, but to the high finish of studio productions. No play is televised with less than four or five-weeks' prepa-

ration and even apparently spontaneous interviews and illustrated talks receive careful camera rehearsal before being permitted on the air.

In variety and other light entertainment, viewers have seen the pick of stars from Britain and the Continent of Europe in set shows like *Cafe Continental* and *Roof-top Rendezvous*, the complete Lido Cabaret flown over from Paris, and "musicals" such as Beverley Nichols' *Song of the Wind* and Cicely Courtneidge success, *Under the Counter*. Ballet has included a series of performances by the outstanding companies of France; in documentaries and talks features, viewers have been shown criminal investigation methods, microscopy by television, blood transfusion, new inventions, magistrates' courts at work and innumerable other highly visual subjects. *Picture Page* has brought close-up interviews with people in the news. *Kaleidoscope* has projected a viewer-participation magazine.

A weekly Children's Hour is the precursor of many more programs for young people, including a Children's Newsreel planned for the near future.

The BBC's own Television Newsreel, begun in January, 1948, runs to two weekly editions, embracing items filmed by BBC camera crews at places as far apart as Johannesburg and the Arctic Circle and incorporating pictures from a world-wide panel of agencies. Newsreels are also exchanged with the National Broadcasting Company of America.

High spot in outside broadcasts was the day-to-day coverage of the Olympic Games at Wembley, making extensive use of the new highly-sensitive "C.P.S." camera in the relatively dim light of the Empire Swimming Pool. Other televised sports have included international tennis from Wimbledon. Test Cricket, horseracing, ice hockey, amateur boxing (professional bouts are at present barred) and football, to name only a few.

As in other countries, British television faces problems in its relations with other forms of entertainment. As regards cinema television, negotiations are in progress for the televising of feature films which have completed their general release in exchange for certain items in BBC television programs which would be available for big screen projection.



*The*  
PHIL HARRIS ALICE FAYE SHOW

Presented by Rexall

Sunday Afternoons  
N.B.C.

# NEW TRENDS IN LIBRARY SERVICE

By AL SAMBROOK, Commercial Manager, World Broadcasting System



Al Sambrook

AFTER eighteen years in the transcription library business, I can say that "I haven't seen anything yet." For a new day is dawning in the transcribed library service field. A whole new concept, a series of startling innovations, an exciting new approach to the very library idea.

We at World, who have grown up in the "sustaining library" thinking, have substituted one important word in our library vocabulary. That word is "Commercial."

As competition among stations and sponsors becomes keener, the natural desire of the station is to turn sustaining time into commercial time. The natural desire of the sponsor is to find a program that is calculated to pay off at the cash register. The new deal in library service is calculated to help stations sell their sustaining time . . . to help sponsors move merchandise. How is that being done? Here is what is happening at World.

New star values are appearing. Stars with commercial appeal like Dick Haymes, David Rose, Lyn Murray, Carmen Cavallero, to mention a few. Stars that sponsors know and respect for their pulling power.

How are these stars being utilized? Definitely not in the old-fashioned way of singing a few number that could be used to fill sustaining time. Today, those stars are part of an overall program-planning operation. Complete 15-minute and 30-minute programs are planned and music is recorded accordingly. For example: if a quarter-hour series is planned, numbers are recorded to fit the format of the particular program. Perhaps bright, lively opening and closing numbers are desired. Perhaps slow ballads are slotted to change the pace. Each song is arranged and timed to fit the best overall planning of each quarter-hour or half-hour show.

And how are they timed? Today, the shows furnished in the library service are time *commercially*. The scripts are timed to permit opening and closing sponsor identifications with time for full-length commercial announcements. What is more,

production aids for the shows now being furnished include opening and closing themes, with spoken introductions and closings and voice tracks by the featured stars so that the station can put together a quarter-hour or half-hour program of music plus script plus production aids that sound practically like a custom-built show. That's what the sponsors want and that's what the sponsors are getting in the new library technique.

What is more, today's thinking in the music library field goes beyond material furnished to radio stations. It includes material furnished to sponsors to enable the sponsor to promote his library service radio program just as he would a custom-built show. Thus, newspaper ad mats, publicity stories, photographs are furnished . . . material that the sponsor can utilize in promoting his radio program in other media such as envelop stuffers, window displays, truck posters, etc.

There's also a lot that's new in the assistance given stations in selling these shows. World provides a four page brochure in color for each program, especially designed to sell the shows to sponsors. In addition each station has a set of recorded auditions and a file of case histories, success stories and ratings on the programs. Thus each is equipped with a fine sales kit to do a real sales job on their library shows.

As commercial manager of our company, I can tell you that the commercial aspect of the music library service now holds tremendous appeal to sponsors and advertising agencies. Throughout the years, the library service show has offered maximum flexibility for local station and sponsor. Now add to the desirable flexibility the advantages of proven name talent, production aids, merchandising aids, a powerful sales kit, commercial planning and commercially timed scripts and the entire idea of the music library service takes on a broad, new scope and enters upon a new era of service to the broadcasting industry. Stations who have examined this "new look" in library service are excited about the great sales possibilities. They say "we thought we wouldn't be able to afford a music library service. We find that we can't afford to be without it." The new commercial idea in library planning is money in the bank for radio stations.

NINE YEARS FOR THE SAME SPONSOR



# Quiz Kids

MILES LABORATORIES  
makers of Alka-Seltzer and  
One-A-Day Brand Vitamins  
through  
WADE ADVERTISING AGENCY

Civic Opera Building, 20 N. Wacker Dr.  
Chicago

NBC NETWORK  
Sunday Afternoons  
4:00 P.M. (E.S.T.)

CREATED AND PRODUCED BY  
LOUIS G. COWAN, INC.  
485 Madison Avenue, New York 22, N. Y.  
8 So. Michigan Avenue, Chicago 3, Ill.  
Guaranty Building, 6331 Hollywood Blvd.  
Hollywood 28, Calif.

# TRENDS IN TRANSCRIBED MUSIC

By CHARLES C. COWLEY, Executive Vice-President, Muzak Corporation



C. C. Cowley

THE essential function performed for broadcasters by transcribed music libraries can be measured in terms of the industry's expansion during the last decade. It is reliably estimated that at least 85 per cent of all radio stations at the present time rely on transcribed music as the basic component of their local programming. The main source of this transcribed music

are the six major companies producing transcribed music with libraries ranging in size from 3,000 to 5,000 selections.

The scope of this highly specialized service to the radio industry can be further emphasized by the growth of Muzak Corporation's Associated Program Service with a library of 5,000 selections vertical-cut on its distinctive cherry-red Vinylite. In the past three years, the number of APS subscribers has increased more than three and a half times.

This convincing vote of confidence from radio stations all over the country is the culmination of a broad research program undertaken several years ago. Its purpose was to determine, anticipate and provide broadcasters with a transcribed music service suitable in every respect for around-the-clock program building and strong commercial saleability. To this end, the research project took three courses: 1st, to analyze in detail the musical requirements of radio stations; 2nd, to carry out continuous product improvement to fulfill these requirements; 3rd, to plan all elements of the product package to insure its fullest possible commercial value to the client. That this intensive program of functional design has more than kept pace with the expanding needs of broadcasters is reflected by the countless markets in which locally sponsored shows are today built from the APS library and script service.

The extent of a transcribed music library service to broadcasters does not end with the mere provision of selections but should include continuity advice and program-

ming recommendations that will help the subscriber to exploit to their fullest the commercial possibilities of the library. APS, with a staff of professional script writers operating under a continuity director, concentrates on the building of musical shows for local sponsorship. Movie Time, Tune Time, Souvenir Songs, American Standard Time are just a few examples of the musical shows built around Associated's extensive library and roster of recording artists. Such shows are purposely constructed to meet the client's needs for flexibility in scheduling and ease of handling. Nothing is more indicative of the reproduction quality and public acceptance of these programs than the fact that local broadcasters receive requests for tickets for these transcribed shows.

In the final analysis, the value to broadcasters of a music library lies not only in the quality of the transcriptions and the scope of the selections but also in the rendering of expert advice and merchandising assistance on how to capitalize on the library's musical content. The full effectiveness of any functionally designed tool lies in the knowledge of how and when to use it. It is this know-how that is part and parcel of the Associated Program Service.

In addition to its transcribed library of music for radio use, Associated has developed two other libraries that fill a much-needed want. The first is a special library of transcribed musical interludes, bridges and themes for telecast programs. The second is for use by schools and colleges in conjunction with radio courses.

The high standards of musical reproduction that have become an indelible trade mark of APS transcriptions are due to quality-controlled processing by Muzak's Transcription Division.

To complete the picture of the Muzak organization and its function as a source of transcribed music, there's the Wired Music Division. Specially arranged programs of work and background music are transmitted by telephone lines from Muzak-licensed studios serving over 100 cities in the United States, Canada, Mexico and Hawaii. It is estimated that these programs are heard by a daily audience averaging 5,000,000 people.

*For Complete List of Transcription Companies See Page 761*



T E D   D A L E



# 1941—GROWTH OF STATIONS—1948

<i>AM Outlets as of:</i>	<i>Licenses</i>	<i>Construction Permits</i>	<i>Special Broadcast Stations</i>	<i>Total</i>
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1062	464	—	1526
December 1947	1522	446	—	1968
December 1948	1867	260	—	2127

\*\* This Figure includes 5 Special Broadcast Stations.



**SMILIN'  
ED McCONNELL**

**BROWN SHOE COMPANY**

7th Year

NBC

**MANTLE LAMP COMPANY**

23rd Year

ABC

27th Radio Anniversary

May 30th, 1949

# FMA STRESSES SALES FOR 1949

By WILLIAM E. WARE, *President, FM Association*



*William E. Ware*

THE job of selling FM on its superior technical advantages has been accomplished with more than adequate success.

The big job for 1949 is to sell FM as a new and vast advertising medium to reach the aural broadcasting audience that is daily overlapping into the FM audience.

Radio set production figures for 1948 and thus far for 1949 indicate unequivocally that AM listening has reached its peak and that FM audience is rapidly increasing. FM's challenge to the long established position held by AM broadcasting becomes stronger each day.

The year 1948 saw FM grow to a billion dollar industry.

Production of sets last year capable of tuning in FM programs increased 35 per cent over 1947. Production of AM-only sets decreased 28.5 per cent. Actually, these figures do not reveal the true gain of FM on AM since between 15 and 20 per cent of the TV sets manufactured last year included facilities for FM reception.

Accordingly, the FM potential audience at the close of 1948 was increased by more than 6,000,000 listeners.

And despite the fact that overall set production in January 1949 dipped below the million mark for the first time since last summer, production of FM receivers continued to increase while AM-only sets declined.

Percentage-wise, production of FM-AM and FM-only sets in January was 21 per cent greater than the average monthly production rate for 1948.

Meanwhile, AM-only receiver production for the same period dropped sharply to but 57 per cent of the average monthly rate for 1948.

As stated before, one of the jobs that the FMA is now undertaking is to sell the growing FM audience to the advertiser.

First step taken by the Association in this direction was its FM sales clinic held

in New York in April. Under the heading, "What's What in FM," advertisers, agency representatives, broadcaster, manufacturers, dealers and other interested parties were brought up-to-date on FM.

Speakers dealt with the growth as well as the listener characteristics of the FM audience. Case-history reports from individual FM station operators on audience-building programming techniques, and sales results from special cooperative campaigns with dealers, manufacturers and advertisers were highlights on the agenda.

Specifically on the above, the FMA is now engaged with several manufacturers on a joint-cooperative program to promote the sale of FM sets; thus maintaining the FM potential audience in increasing numbers.

In addition, the FMA program for 1949 will lay particular stress on "grass roots, man-to-man" effort to help those who are currently doing the most to further the transition of aural broadcasting in America to the modern and superior method of static-free, high fidelity FM broadcasting.

Pursuing this program, the FMA will concentrate on helping present as well as new FM stations with their problems of local programming, local and national sales, and cooperation with dealers.

General overall purposes of the FM Association may be summarized as follows:

1. To encourage the development of Frequency Modulation Broadcasting.
2. To publicize the superior qualities of FM as an improved broadcasting service to the public.
3. To disseminate information among the members of the Association regarding the general problems incident to FM operation.
4. To cooperate with receiver and transmitter manufacturers, and other suppliers of FM equipment and services with the objective of establishing the wide-spread operation of FM stations as rapidly as possible.
5. To act as liaison between its members, the Federal Communications Commission, and other agencies and organizations on the continuing problems affecting FM broadcasting.

*For Complete Listing of FM Association See Page 1143*

**Ben Gross—New York Daily News:**

"Today critics are hailing Jane Pickens as a mature performer in full command of her natural talents."

**Jack Gould—New York Times:**

"Jane Pickens provides as effortless listening as there is — the very simplicity of her performance being the best evidence of her craftsmanship."

**Waller Winchell—New York Daily Mirror:**

"Jane Pickens' song sessions on NBC are restful earfuls."

**Variety:** "Miss Pickens' voice has always been especially suited for radio."

↙  
"WORDS  
and  
MUSIC"  
↘



Personal Management—M. Gale

Music Corporation of America

National Concert Artists Corp.

# UNITED NATIONS' ROLE IN RADIO

By PETER AYLEN

(Continued from Page 43)

The principal task of the Division is, of course, to help existing stations and networks extend their own coverage of the United Nations. This may take the form of providing facilities or program material or, indeed, of completed programs. During 1948, in the United States, over 1,000 stations carried United Nations programs. A Monday through Friday program, *United Nations Today*, is carried by key stations across the continent and by several regional networks. The Columbia Broadcasting System began the series, *Memo From Lake Success*, in September, 1948, which is carried by about 100 affiliates. To meet a growing demand, another weekly program has been created—*Operation UN*. Numerous series and special programs were released by 800 stations last year. The U. S. section inaugurated several interesting projects during 1948, such as a radio education service to 200 education stations and centers; a transcribed series, *Status of Women*, documenting talks by 26 of the world's outstanding women and the *Little Songs About UN*, 1,000 sets of which were presented to the Radio Division by Station WNEW for distribution. 2,000 copies of a Woman's Broadcasters Bulletin are is-

sued monthly. Every day news correspondents and program executives from U. S. stations visit UN to record programs or write for background information. *UN Case Book*, United Nations first television series, has met with excellent public response.

Considerable time has already been devoted in the past by radio stations to programs dealing with the United Nations. We realize that in asking for still more, we are asking a lot—and yet, if we are to be honest with one another and true to our mission, we cannot, in all conscience, be satisfied with less than a lot, for the United Nations must demand a great deal—not only of broadcasters, but of everyone. In the words of Mr. B. Cohen, our Assistant Secretary General:

“... Through the centuries there has developed an attitude of *active* participation of individuals in the tasks of war, concurrently with a *passive* one towards peace. . . . No sacrifice is considered too great to achieve the aims of national defense, and men face the sternest realities with a determination to achieve victory; yet, peace requires no less a dynamic action than does armed conflict.”

## UNITED NATIONS RADIO DIVISION

### LAKE SUCCESS

Fieldstone 7-1100, Ext. 8364

#### OFFICERS

Benjamin Cohen	Asst. Sec. Gen., Dept. of Public Information
Tor Gjesdal	Director, Department of Public Information
Peter Aylen	Director, Radio Division
General Frank E. Stoner	Chief, Telecommunications
Carlos Garcia Palacios	Deputy Director, Radio Division
W. Gibson Parker	Chief of Production
Caesar Ortiz	Supervisor, Radio Reports Desk

#### REGIONAL SUPERVISORS

Hugh Williams	European and Middle East Services
Eugenio A. Soler	Latin American Services
Mike Peng	Trans-Pacific Services
Gerald Kean	English Language Services
Dorothy Lewis	U. S. Station Relations



**PERCY FAITH**

**"THE PAUSE THAT REFRESHES ON THE AIR"**

for

**COCA COLA**

# Radio Daily's Almanac

## of

# Holidays and Special Events

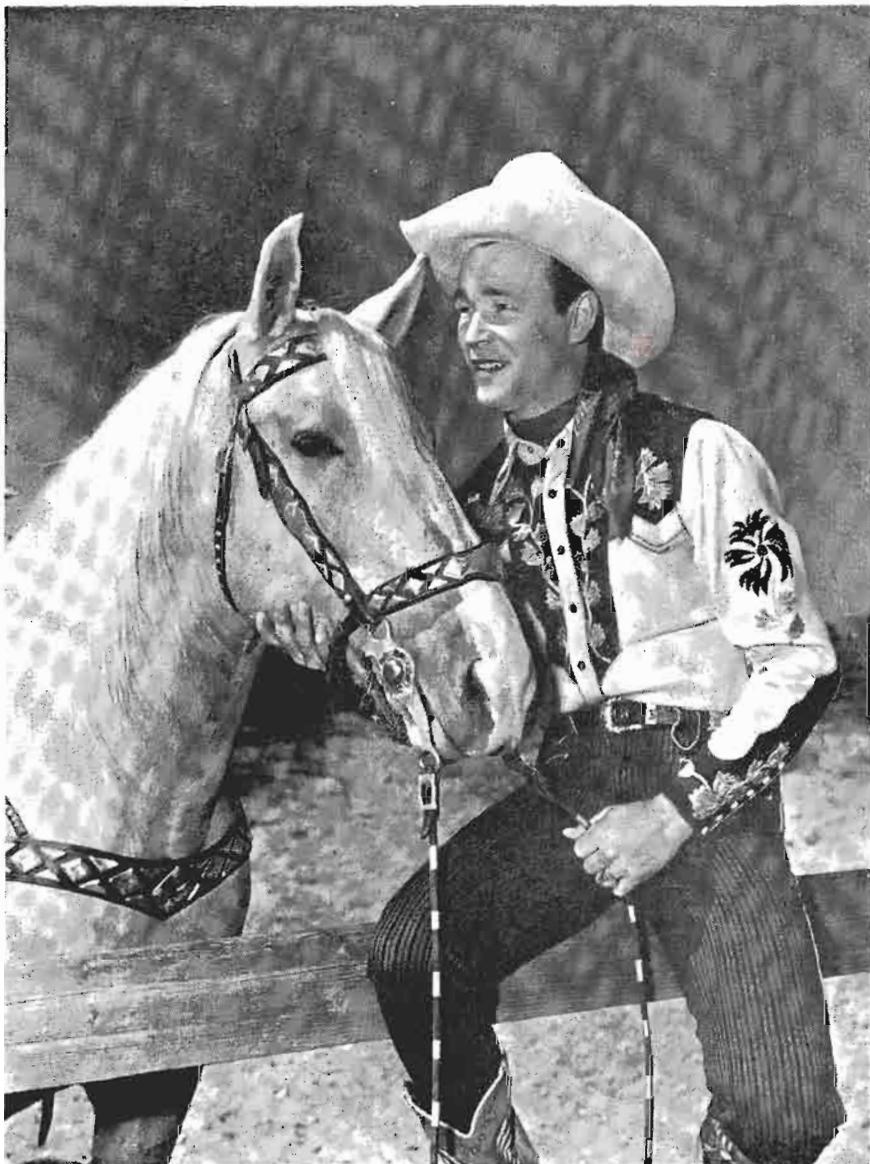
### 1949

### January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863). Blue Network organized (1927).
- 2: Georgia Admitted (1788).
- 3: Battle of Princeton (1777). William S. Paley is elected president of CBS (1929).
- 4: Utah Admitted (1896).
- 5: Stephen Decatur Born (1779). George Washington Carver Died (1943). Week of Prayer, first week in January.
- 6: Carl Sandburg Born (1878). New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800). Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 8: Anniversary of the Battle of New Orleans (Louisiana). Battle of New Orleans (1815) Holiday in Louisiana.
- 9: Connecticut Ratified the U. S. Constitution (1788). Connecticut Admitted (1788).
- 10: Ethan Allen Born (1737).
- 11: Alexander Hamilton Born (1757).
- 12: John Singer Sargent Born (1856).
- 13: Salmon Portland Chase Born (1808).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady Died (1896).
- 17: Benjamin Franklin Born (1706). Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone. Thomas Jonathan (Stonewall) Jackson Born (1824).
- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676). Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942). Australia Day. Public Holiday in Australia. FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 27: Wolfgang Amadeus Mozart Born (1756). Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797). Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

### February

- 1: Victor Herbert Born (1859). Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790). CQD is adopted as wireless distress call by Marconi Co. (1904).
- 2: Fritz Kreisler Born (1875). Ground Hog Day. Candlemas. Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
- 3: Horace Greeley Born (1811).



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*Exclusive Management*  
**ART RUSH, Inc.**  
HOLLYWOOD

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## Holidays and Special Events Almanac

- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).  
Charles Augustus Lindbergh Born (1902).
- 6: Massachusetts Admitted (1788).  
Aaron Burr Born (1756).  
American Forces Recapture Manila from Japs.
- 7: Charles Dickens Born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison 9th President Born (1773).  
Nebraska Admitted (1867).
- 10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
- 11: Thomas A. Edison Born (1847).  
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).  
Georgia Day.
- 14: Valentine's Day.  
Arizona Admitted (1912).  
Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).  
Constitution Day. In the Canal Zone.  
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 16: Katharine Cornell Born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
- 19: Ohio Admitted (1803).  
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.  
Phonograph Patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.  
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).  
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).  
James Russell Lowell Born (1819).
- 23: Johannes Gutenberg Died (1468).  
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
- 25: Enrico Caruso Born (1873).  
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) Born (1846).
- 27: Henry Wadsworth Longfellow Born (1820).
- 29: Leap Year. The name given to every year of 366 days.

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### March

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845).  
First Postage Stamp used in U. S. (1847).  
Alexander Graham Bell Born (1842).
- 4: Pennsylvania Day.  
Vermont Admitted.
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank Born (1849).  
Maurice Ravel Born (1875).  
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. Born (1841).
- 9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).  
Edwin Forrest Born (1806).
- 10: Lillian D. Wald Born (1867).
- 11: Johnny Appleseed, properly John Chapman Died (1847).  
The great blizzard in New York City and New England States (1888).
- 12: U. S. Post Office established by act of Congress (1789).  
Girl Scout Day.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein Born (1879).  
First Trans-Atlantic radio broadcast (1925).
- 15: Maine Admitted (1820).  
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).  
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.  
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
- 18: Fast of Esther.  
Grover Cleveland Born (1837).
- 19: William Jennings Bryan Born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 23: Patrick Henry delivered his famous speech (1775).



Athena  
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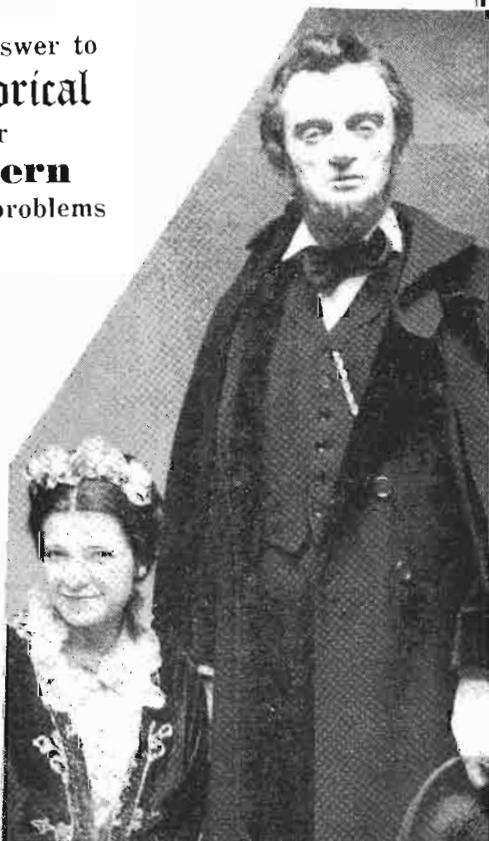
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**Modern**  
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## Holidays and Special Events Almanac

- 25: The Annunciation or Lady Day.  
Arturo Toscanini Born (1867).  
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).  
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).  
Marconi flashes first wireless signals across English Channel (1899).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.

### April

- 1: All Fools' Day.
- 2: Sergei Rachmaninoff Born (1873).  
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West. Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).
- 5: Elihu Yale Born (1648).
- 6: Army Day. Observed in New York and some other States by a display of flags and military parades.  
Easter Sunday (1947).
- 7: Peary Discovered North Pole (1909).  
Metropolitan Opera House Opened in New York (1830).  
Louisiana Admitted (1812).  
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865).  
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
- 10: Salvation Army Founder's Day.  
William Booth Born (1829).  
Joseph Pulitzer Born (1847).  
U. S. Patent System established by Congress (1790).  
National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes Born (1862).
- 12: Franklin Delano Roosevelt Died (1945).  
Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson Born (1743).
- 14: Pan American Day.  
S. S. Titanic disaster at sea proves value of wireless (1912).
- 15: Abraham Lincoln Assassinated (1865).
- 16: Charles Spencer Chaplin Born (1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolph Hitler Born (1889).
- 21: Easter Sunday (1946).  
Anniversary of Battle of San Jacinto (Texas).
- 22: Arbor Day (Nebraska).  
William Shakespeare Born (1564).
- 23: James Buchanan Born (1791).  
St. George Day (English).  
Marconi transatlantic American-Europe service opened (1910).
- 24: First Newspaper Issued in America (1704).  
U. S.-Mexican War (1846).  
Arbor and Bird Day (Massachusetts).
- 25: War Declared with Spain (1898).  
St. Mark's Day.  
Guglielmo Marconi Born (1874).
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).  
Slavery Abolished in U. S. (1865).  
First Shot of War with Germany (1917).  
John James Audubon Born (1785).
- 27: General U. S. Grant Born (1822).  
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
- 28: James Monroe Born (1758).  
Maryland Admitted (1788).
- 29: Sir Thomas Beecham Born (1879).
- 30: Boys and Girls Week always includes May 1.  
Louisiana Purchased (1803).  
Washington Became First President (1789)  
Rhode Island Settled (1636).  
Benito Mussolini Executed (1945).

### May

- 1: May Day.  
Child Health Day.  
Labor Day (Canal Zone).  
Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Fatally Wounded (1863).  
National Music Week.  
FCC authorized full commercial television (1941).
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).  
Cinco de Mayo Celebrations (Mexico).  
Arbor Day.
- 6: Corregidor Surrender (1942).  
Admiral Robert E. Peary Born (1856).
- 7: Germany Surrendered to United States, England and Russia (1945).  
Lusitania Torpedoed (1915).  
Johannes Brahms Born (1833).



## GEORGE F. PUTNAM

AMERICA'S FIRST RADIO NEWSREEL AND TELEVISION  
COMMENTATOR

HEARD REGULARLY ON THE THREE NETWORKS

CAMEL TELEVISION THEATRE — MOVIE TONEWS

TELEVISION SCREEN MAGAZINE — NBC-TV NETWORK

## Holidays and Special Events Almanac

- Robert Browning Born (1812).  
Plans to spend \$1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
- 8: V.E. Day (1945).
  - 9: John Brown Born (1833).  
Mothers-Day, second Sunday in May.
  - 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).  
Completion of First Transcontinental Railroad (1869).
  - 11: Minnesota Admitted (1858).
  - 12: Florence Nightingale Born (1820).
  - 13: Mother's Day.  
WDRG-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
  - 14: Rockefeller Foundation Granted Charter (1913).
  - 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
  - 17: "I am An American Day" often referred to as Citizenship Recognition Day.  
Norwegian Independence Day (1814).
  - 18: World Good-Will Day, formerly Peace Day.
  - 19: First American Confederation of United Colonies of New England (1643).
  - 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).  
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
  - 21: Lindbergh's Flight to Paris (1927).
  - 22: National Maritime Day.
  - 23: South Carolina Admitted (1788).
  - 24: First Telegraph Message Sent (1844).
  - 25: Ralph Waldo Emerson Born (1803).
  - 27: Golden Gate Bridge, San Francisco opened (1937).
  - 29: Wisconsin Admitted (1848).  
Rhode Island Admitted (1790).  
Patrick Henry Born (1736).
  - 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
  - 31: Walt Whitman Born (1819).  
The Johnstown (Pa.) flood (1889).  
Battle of Jutland (1916).
- ~ ~ ~
- ### June
- 1: Kentucky Admitted (1792).  
Tennessee Admitted (1796).
  - 3: Confederate Memorial Day (Louisiana, Tennessee).
  - King's Birthday (Canada).  
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
  - 6: American Marines victorious at Belleau Wood, June 6-10 (1918).  
Nathan Hale Born (1756).  
D-Day (1944).
  - 7: Daniel Boone Day (Kentucky).
  - 8: Battle of New Orleans (1815).  
Children's Day, second Sunday in June.  
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
  - 9: Feast of St. Columbia.  
Confederate Memorial Day (Petersburg, Virginia).
  - 11: Feast of St. Barnabas.  
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).  
Kamehameha Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.  
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
  - 12: John Augustus Roebling Born (1806).  
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
  - 14: Hawaii organized as U. S. territory (1900).  
Harriet Beecher Stowe Born (1811).  
Flag Day.
  - 15: Pioneer Day (Idaho).  
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).  
Arkansas, 25th state admitted to the Union (1836).  
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
  - 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
  - 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
  - 18: Battle of Waterloo (1815).
  - 19: Beginning of War of 1812.  
King John of England signed Magna Carta (1215).
  - 20: West Virginia Day.  
Father's Day, 3rd Sunday in June.
  - 21: Longest Day in Year.  
New Hampshire Joined the Union (1788).  
Constitution Ratified (1788).
  - 22: Bolivar Day (Canal Zone).
  - 23: Penn Signs Peace Treaty With Indians.
  - 24: San Juan Day (Puerto Rico).  
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).

ZANE GREY RADIO  
AND  
TELEVISION

Steve Slesinger

Romer Grey

## Holidays and Special Events Almanac

- 25: Virginia Admitted (1788).  
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).  
First American Troops Land in France (1917).
- 27: Hellen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).  
U. S. purchased rights and franchises of France in the Panama Canal (1902).  
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals Born (1858).  
St. Peter's Day.
- 30: St. Paul's Day.  
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.  
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

### July

- 1: Battle of San Juan Hill.  
Dominion Day (Canada).  
Battle of Gettysburg (1863).  
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.  
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).  
Garfield Assassinated (1881).
- 3: Idaho Admitted (1890).  
John Singleton Copley Born (1737).
- 4: Independence Day.  
U. S. Military Academy at West Point Opened (1802).  
Calvin Coolidge Born (1872).  
Slavery Abolished in New York (1825).  
Providence, R. I. founded by Roger Williams (1636).  
Work on Erie Canal commenced (1817).  
Thomas Jefferson Died (1826).  
James Monroe Died (1831).  
John Adams Died (1826).  
Cornerstone of Washington Monument laid (1848).  
Surrender of Vicksburg (1863).  
Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).  
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut Born (1801).
- 6: Republican Party Founded (1854).  
John Paul Jones Born (1747).  
Columbia University Opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller Born (1839).  
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).
- 10: Wyoming Admitted (1890).  
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).  
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).  
Bastille Day—First Celebrated in U. S. (1914).  
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).  
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 20: Guglielmo Marconi Died (1937).
- 21: Spanish Armada Defeated by England (1588).  
Society of Jesuits Abolished by Pope Clement XIV (1773).  
First Battle of Bull Run (1861).  
CBS begins tv broadcasting from station W2XAB (1931).
- 24: Simon Bolivar Born (1783).  
Pioneer Day (Utah).  
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).  
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).  
Sergei Koussevitzky Born (1874).  
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).  
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Serbia (1914).  
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).  
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).  
First Representative Assembly in America Convened (1607).  
First patent for wireless telegraphy granted in U. S. (1872).  
Experimental television transmitter W2X8S opened by NBC in N. Y. (1930).
- 31: Feast of St. Ignatius De Loyola.

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### August

- 1: Colorado Day.  
Beginning of World War I (1914).
- 2: Government of India Transferred to British Crown (1858).  
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).  
Germany Declared War on England and France (1914).  
Columbus Sailed From Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.  
Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.  
Westinghouse discloses Stratovision plan (1945).
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.  
Creation of War Department (1789).  
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).  
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).  
Izaak Walton Born (1593).
- 10: Herbert Clark Hoover Born (1874).  
Russia Declared War Against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- 14: V-J Day.  
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).  
First transatlantic cable opened (1858).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.  
Orville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).  
St. Bartholomew's Day Massacres, France (1572).  
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).

- Johann Wolfgang von Goethe Born (1749).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).  
Beginning of World War II.  
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).



### September

- 1: Germany Invaded Poland (1939).  
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)  
Labor Day.  
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).  
Allies Invaded Italy (1943).
- 4: Henry Hudson Discovered Manhattan Island (1609).  
First Electric Power Station in World in New York (1882).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.  
First Battle of the Marne (1914).
- 7: James Fenimore Cooper Born (1789).
- 8: Dutch Surrendered New Amsterdam (New York) to British (1664).  
Italy Surrendered (1943).  
Crimean War Ended (1855).
- 9: Admission Day (California—1850).
- 10: Arthur Holly Compton Born (1892).  
Battle of Lake Erie (1813).
- 11: Harvest Festival.  
O. Henry (pen name William Svdney Porter) Born (1862).
- 12: Henry Hudson entered the river (1609).  
Defender's Day (Maryland).
- 13: Walter Reed Born (1851).  
John J seph Pershing Born (1860).  
Battle of Quebec (1759).  
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
- 14: Great Britain and its colonies in America adopted the Georgian calendar (1752).  
"The Star Spangled Banner" written by Francis Scott Key (1814).
- 15: Independence Day of the Central American Republics (1821).  
William Howard Taft Born (1857).
- 16: Russians Burned Moscow (1812).
- 17: Constitution Day.
- 18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).  
N. Y. Times established (1851) when its first issue appeared.  
Columbia Broadcasting System goes on air with basic network of 16 stations, Major J. Andrew White is president (1927).

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**WINS**  
New York City

"...looking forward with a great deal of pleasure to scheduling the 'Pat O'Brien' series."

**KTSM**  
El Paso, Texas

".....Just listened to 'Pat O'Brien' and 'Frontier Town'. They sound good!"

**WINN**  
Louisville, Ky.

"....station is happy over its membership. We are looking forward to great things from your organization."

**CFCF**  
Montreal, Quebec

"...most anxious to join plan. The service that you are offering can do the broadcasting industry a lot of good."

**WAPX**  
Montgomery, Ala.

"...most pleased with my membership. Believe you have a natural that will mean much to all stations participating. Don't believe any producer in America will come up with better shows!"

**WJW**  
Cleveland, Ohio

"...received the audition disc, and were quite impressed with the program quality and content."

**ZBM**  
Bermuda

"Your plan strikes us as the very thing we have been looking for."

**KUTA**  
Salt Lake City, Utah

"...very pleased with our association, and the excellent results obtained so far. Quality of production is superb."

**KQW**  
San Francisco, Calif.

"...looking forward to a long and very successful association."

**KF**  
Grand Junction, Colo.

"...very pleased with the deal. We have a very large volume of your subscription to date."

**WKNX**  
Saginaw, Mich.

"...station's money is well spent when we can secure the top notch shows you are producing. Excellent work...something radio has needed for a long, long time."



## BROADCASTERS PROGRAM SYNDICATE

Cooperative Program Syndication Plan — under direction of

**BRUCE EELLS & ASSOCIATES**

**KTAR**  
Phoenix, Arizona

start shipping while program best

Maravilla Drive - Hollywood 28, California

HOLLYWOOD 9-5

**WBBQ**  
Augusta, Ga.

**WIBC**  
Duluth, Minn.

**WRR**  
Dallas, Texas

Each member station has exclusive rights in his primary area to all Syndicate programs, for his one weekly fee. Write, wire or phone for information and audition recordings if your area is still open. Membership in the United States and Canada will be closed at 500 stations.

**EDF**

**CFRN**

**WLCS**

**WCSS**

## Holidays and Special Events Almanac

- 19: Washington issued his farewell address to people of U. S. (1796).
- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).  
Nathan Hale Executed (1776).  
First Day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall Born (1775).
- 25: Balboa discovered the Pacific (1513).  
Bill of Rights (1789).
- 26: George Gershwin Born (1898).  
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).  
Rosh Hashonah.
- 27: American Indian Day (4th Friday).
- 28: George Eugene Benjamin Clemenceau Born (1841).
- 29: Michaelmas Day.
- 30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).
- 12: Columbus Day.
- 14: William Penn Born (1644).
- 15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
- 16: Noah Webster Born (1758).
- 17: Surrender of General Burgoyne at Saratoga (1777).
- 18: General Tojo Appointed Premier of Japan (1941).  
Alaska Day.  
FCC set aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
- 19: Surrender of Cornwallis (1781).  
Volstead Act (Prohibition) Passed (1919).  
John Adams Born (1735).
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).
- 24: Transcontinental telegraph line completed (1861).  
Pennsylvania Day.  
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).  
Better Parenthood Week, observed last week in Oct.
- 27: Navy Day.  
Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.  
Admission Day, Nevada (1864).



### October

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).  
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).  
Mohandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).
- 5: Yom Kippur.  
Wright Brothers Took First Long Distance Flight in an Airplane (1905).  
Chester A. Arthur Born (1830).
- 6: Missouri Day.  
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).  
James Whitcomb Riley Born (1853).
- 8: Edward Vernon Rickenbacker Born (1890).
- 9: Fire Prevention Week.  
Fraternal Day (Alabama).  
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened (1845).
- 11: Eleanor Roosevelt Born (1884).  
Farmers' Day (2nd Friday) (Florida).  
YMCA Founder's Day—Sir George Williams Born (1821).



### November

- 1: All Saints' Day (Louisiana).  
Liberty Day (St. Croix, Virgin Islands Only).  
National Broadcasting Co. is organized with WEAJ and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: General Election Day.  
North Dakota Admitted (1889).  
South Dakota Admitted (1889).  
James K. Polk Born (1795).  
Warren G. Harding Born (1865).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).  
U. S. General Election Day.
- 6: John Phillip Sousa Born (1854).  
Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the Institute of Radio Engineers, N. Y. (1935).
- 7: Marie Sklodowska Curie Born (1867).  
American Art Week.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

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## Holidays and Special Events Almanac

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- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).  
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).  
American Education Week.
- 10: Martin Luther Born (1483).  
U. S. Marine Corps was created by the Continental Congress (1775).
- 11: Armistice Day, World War I.  
Washington Admitted (1889).
- 13: Robert Louis Stevenson Born (1850).  
Edwin Booth Born (1833).
- 14: Robert Fulton Born (1765).  
Book Week.
- 15: Pikes Peak discovered (1806).
- 16: Oklahoma Admitted (1907).
- 17: Sixth Congress Met for First Time in Washington (1801).  
Suez Canal Opened (1869).
- 18: Standard Time went into effect in the U. S. (1883).  
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
- 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
- 19: James A. Garfield Born (1831).
- 21: North Carolina Admitted (1789).  
Edison Announced Invention of Phonograph (1877).
- 23: Franklin Pierce Born (1804).
- 24: Zachary Taylor Born (1784).
- 28: Thanksgiving Day (4th Thursday).
- 29: Admiral Byrd Discovered South Pole (1929).
- 30: Samuel L. Clemens (Mark Twain) Born (1835).  
Russia Invaded Finland (1939).  
Winston Churchill Born (1874).
- 11: Alfred Nobel Born (1833).  
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).  
Pennsylvania Admitted (1787)  
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).  
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.  
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party.  
Ludwig von Beethoven Born (1770).
- 17: John Greenleaf Whittier Born (1807).  
Aviation Day.  
First Mechanical Airplane Flight by Wright Brothers (1903).
- 18: New Jersey Admitted (1787).  
First Sunday Paper Published (1796).
- 19: Tyrus (Ty) Cobb Born (1885).  
Washington went into winter quarters at Valley Forge (1776).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).  
First day of winter.
- 23: George Washington Resigned Army Commission (1783).  
NBC establishes a permanent coast-to-coast network (1928).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.  
Reginald Fessenden transmits human voice by wireless (1906).
- 25: Washington crossed the Delaware to attack Trenton (1776).  
Christmas Day.
- 26: Battle of Trenton (1776).  
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
- 27: Louis Pasteur Born (1822).
- 28: Iowa Admitted (1848).  
Woodrow Wilson Born (1856).  
Irish Free State Became State of Eire (Ireland).
- 29: Texas Admitted (1845).  
Andrew Johnson Born (1808).  
First American YMCA established in Boston (1851).  
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
- 30: Rudyard Kipling Born (1865).  
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.

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### December

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).  
Gilbert Stuart Born (1755).
- 5: Martin Van Buren Born (1782).  
Walt Disney Born (1901).
- 7: Pearl Harbor Attacked (1941).  
Roosevelt, Churchill, Stalin Confer at Teheran (1943).  
Delaware Day.  
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
- 8: Eli Whitney Born (1765).  
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declared War on Germany-Italy (1941).  
Peace Treaty Signed With Spain (1899).  
Mississippi Admitted (1817).

# BMI first in television music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog—*widely diversified from classics to be-bops*—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

*For Appropriate Television Music*

## BRIDGES • MOODS • INTERLUDES

BMI has compiled a classified and cross-indexed reference book especially designed for television programming.

It is particularly helpful wherever descriptive mood music or background music is necessary.

You don't have to be a musical expert to make the most of this BMI service. For "*Bridges, Moods, Interludes*" is based on recorded music readily available to any telecaster.



Write to BMI for your copy and for regular monthly supplements

**BROADCAST MUSIC, INC.**

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

# BMI

OFFERS

## a helpful guide in...

### SERVICE TO THE BROADCASTER

BMI continues to point the way with a wide variety of practical aids to the broadcaster.

All of these BMI helps to the industry have been used to excellent advantage by broadcasters in all parts of the country. The station manager, program director, musical director or disc jockey can avail himself of numerous time-saving and research-saving jobs by making use of such BMI special services as:

**CONTINUITY SCRIPTS**—wide variety of select programs that are entertaining and saleable.

**COPYRIGHT RESEARCH**—thorough, up-to-the-minute information on music clearance, a complete basic catalogue and regular supplements of newly published music provided at all times.

**BMI PIN UP SHEETS**—convenient and timely reference to the current pop song hits and Folk leaders...issued monthly.

**HOLIDAY MUSIC**—suggestions of appropriate music for seasonal and holiday events.

**NEWSLETTER**—personal monthly message to the BMI family. An exchange of radio and music ideas.

**DISC DATA**—valuable reference to records and biographical data of outstanding performers.

**BMI MUSIC MEMO**—monthly informational bulletin. The radio man's guide to BMI music...contains Recordata and Pin Up Patter.

**MODEL MUSIC LIBRARY COURSE**—practical application of the station's music library operation.

**MUSIC DISTRIBUTION**—music of every type, published by BMI and affiliated publishers, as well as records, mailed to stations regularly.

**PRACTICAL PROGRAMS**—highly helpful as participating shows...12 full hours of record programming issued monthly.

*Other special services are introduced periodically*

## BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



For the complete story of BMI write for "Your Stake in BMI"

### FACTS AND FIGURES

**2,473\*** commercial licensees in the United States and Canada... embracing all networks and FM, Television and Short-wave broadcasters. Over 90% have renewed their BMI licenses through 1959.

**99%** of the dollar volume in the industry is represented by BMI licensees.

### MUSIC FOR EVERY NEED

BMI which had enough music for the entire needs of broadcasters in 1941, has since increased its repertoire of music by more than 450%.

**COMPETITION**—BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.

\*As of Jan. 1, 1949

# Important Radio TELEPHONE NUMBERS in NEW YORK



## AM Radio Stations

WBNX	Melrose	5-0333
WCBS	Plaza	5-2000
WEVD	Plaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReeport	9-2418
WHLI	Hempstead	2-8000
WHOM	Circle	6-3900
WINS	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	ORegon	9-2720
WMCA	Circle	6-2200
WMGM	MURray Hill	8-1000
WNBC	Circle	7-8300
WNEW	Plaza	3-3300
WNYC	WOrth	2-5600
WOR	LOngacre	4-8000
WOV	Circle	5-7979
WQXR	Circle	5-5566
WWRL	NEwton	9-3300

## FM Radio Stations

WABF-FM	TEmpleton	8-5400
WCBS-FM	Plaza	5-2000
WFAS-FM	White Plains	9-6400
WGHF	LExington	2-4927
WGNR	New Rochelle	6-8220
WGYN	BOWling Green	9-4054
WHLI-FM	Hempstead	2-8000
WJZ-FM	TRafalgar	3-7000
WMGM-FM	MURray Hill	8-1000
WNBC-FM	Circle	7-8300
WNYC-FM	WOrth	2-5600
WOR-FM	LOngacre	4-8000
WQXR-FM	Circle	5-5566

## TV Stations

WABD	MURray Hill	8-2600
WATV	BARclay	7-8216
WCBS-TV	MURray Hill	7-8700
WJZ-TV	TRafalgar	3-7000
WOR-TV	LOngacre	4-8000
WNBT	Circle	7-8300
WPIX	MURray Hill	2-1234

## National Networks

American Broadcasting Co.	Circle	7-5700
Columbia Broadcasting System	Plaza	5-2000
Keystone Broadcasting System	Plaza	7-1460
Mutual Broadcasting System	PENnsylvania	6-9600
National Broadcasting Co.	Circle	7-8300

## Station Representatives

ABC Spot Sales	TRafalgar	3-7000
Avery-Knodel, Inc.	Plaza	3-6513
John Blair & Co.	MURray Hill	9-6084
Blair-TV, Inc.	MURray Hill	9-6084
Guy Bolam	GRamercy	5-5463
The Bolling Co., Inc.	Plaza	9-8150
The Branham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
Thomas F. Clark Co., Inc.	MURray Hill	4-6317
Clark-Wandless Co.	ORegon	9-1575
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Everett-McKinney, Inc.	Plaza	9-3747
Free & Peters, Inc.	Plaza	5-4130
The Friedenber Agency, Inc.	Plaza	7-7655
Melchor Guzman Co., Inc.	Circle	7-0644
Headley-Reed Co.	MURray Hill	3-5467
George P. Hollingbery Co.	ORegon	9-2660
Hal Holman Co.	MURray Hill	3-3421
The Katz Agency, Inc.	WIsconsin	7-8620

Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)	Circle	7-8300
Pan American Bcstg. Co.	MURray Hill	2-0810
John E. Pearson Co.	Plaza	8-2255
John H. Perry Associates	MURray Hill	7-1647
Edward Petry & Co., Inc.	MURray Hill	2-4400
Ra-Tel Representatives, Inc.	MURray Hill	4-2549
Radio Sales (Div. of CBS)	Plaza	5-2000
William G. Rambeau Co.	LExington	2-1820
Paul H. Raymer Co., Inc.	MURray Hill	7-6540
Taylor-Borhoff & Co., Inc.	PENnsylvania	6-6857
Transit Radio, Inc.	MURray Hill	8-9254
The Walker Co.	MURray Hill	7-8288
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

## Advertising Agencies

N. W. Aver & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3720
Ted Bates, Inc.	Circle	6-9700
Balten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
Birmingham, Castleman & Pierce	LExington	2-7550
The Biow Co., Inc.	Plaza	7-4100
Brooke, Smith, French & Dorrance	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7660
Buchanan & Co., Inc.	LOngacre	3-3380
Calkins, & Holden	Plaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3190
Cecil & Presbrey, Inc.	Wlckersham	2-8200
Compton Advertising, Inc.	Circle	6-2800
Dancer-Fitzgerald & Sample, Inc.	Plaza	5-4200
D'Arcy Advertising Co.	Plaza	2-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donahue & Co., Inc.	COLumbus	5-4252
Roy S. Durstine, Inc.	Circle	2-8700
Erwin, Wasey & Co., Inc.	LExington	2-8700
William Esty & Co.	MURray Hill	5-1900
Federal Advertising Agency, Inc.	MURray Hill	8-4200
Foote, Cone & Belding	Plaza	5-6600
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLumbus	5-2000
Geyer, Newell, & Ganger, Inc.	Plaza	2-5400
Grey Adv. Agency, Inc.	CHickering	4-3900
The M. H. Hackett Co.	Circle	6-1950
Hicks & Greist, Inc.	MURray Hill	3-9135
Hirshon-Garfield, Inc.	Plaza	7-6300
Hixson O'Donnell Adv., Inc.	BRyant	9-5950
Robert Holley & Co., Inc.	Circle	7-3822
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Duane Jones Co., Inc.	Plaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	ORegon	9-4440
The Joseph Katz Co.	Plaza	5-2740
Kayton-Spiro Co., Inc.	LOngacre	5-5090
Kenyon & Eckhardt, Inc.	Plaza	3-0700
Kiesewetter, Wetherard & Baker, Inc.	LExington	2-0025
Abbott Kimball Co., Inc.	Plaza	3-9600
Kudner Agency, Inc.	Circle	6-3200
C. J. LaRoche & Co., Inc.	Plaza	5-7711
Al Paul Lefton Co., Inc.	VANderbilt	6-4340
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marschalk & Pratt Co.	VANderbilt	6-2022
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
C. L. Miller Co.	MURray Hill	2-1010
Emil Mogul Co., Inc.	COLumbus	5-2482
Morse International, Inc.	ORegon	9-4600
Newell-Emmett Co.	MURray Hill	3-4900
Peck Adv. Agency, Inc.	Plaza	3-0900
Pedlar & Ryan, Inc.	Plaza	5-1500
Progressive Radio Adv. Co.	MELrose	5-5522
Redfield-Johnstone, Inc.	Plaza	3-6130
Fletcher R. Richards, Inc.	Circle	7-6383



Roche, Williams & Cleary, Inc.	Plaza	3-7444
Arthur Rosenberg Co., Inc.	Circle	7-6383
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Circle	6-1550
Street & Finney, Inc.	BRyant	9-2400
Sullivan, Stauffer, Co. well & Bayles	ORegion	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Franklyn Viola	CHickering	4-3254
J. Walter Thompson Co.	Murray Hill	3-2000
Weiss & Geller, Inc.	Plaza	3-4070
Warwick & Legler, Inc.	Murray Hill	6-8585
William H. Weintraub & Co., Inc.	Circle	7-4282
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

## Publications

Advertising Age	LOnagrac	4-2737
Avertising & Selling	Murray Hill	5-9770
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8355
Film Daily	BRyant	9-7117
Printers' Ink	Murray Hill	3-6500
<b>RADIO DAILY</b>	Wisconsin	<b>7-6336</b>
Radio & Television Weekly	Walker	5-2576
Sales Management	LExington	2-1760
Sponsor	Plaza	3-6216
Standard Rate & Data Service	LExington	2-6611
Telesor, The	Plaza	7-3721
<b>TELEVISION DAILY</b>	Wisconsin	<b>7-6336</b>
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	LUXemburg	2-2700

## News Associations

Associated Press	Plaza	7-1111
International News Service	Murray Hill	7-8800
Press Association, Inc.	Plaza	7-1111
Reuters	BRyant	9-8558
Transradio Press Service, Inc.	Murray Hill	2-4053
United Press Associations	Murray Hill	2-0400

## Talent Agencies

Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper Associates	VAnderbilt	6-5661
Wallace Downey, Inc.	Circle	6-6646
Fanchon & Marco, Inc.	CHickering	4-3956
Frederick Bros. Artists Corp.	Circle	6-2144
Gale, Inc.	Plaza	7-7100
Hesse & McCaffrey	ELdorado	5-1076
Bob Kerr	COLUMBUS	5-8051
A. & S. Lyons, Inc.	Plaza	3-5181
Management Corp. of America	Plaza	8-8900
A. T. Michaud	Circle	7-2900
William Morris Agency, Inc.	Circle	7-2160
Music Corp. of America	Plaza	5-8900
National Concert & Artists Corp.	Plaza	9-6000
Franklin H. Small	Circle	6-9400
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4961

## Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	BRyant	9-0430
AAAA	LExington	2-7980
American Communications Assn.	COrtland	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	VAnderbilt	6-1810
ASCAP	Plaza	7-2700
American Television Society	Murray Hill	7-9250
AMPA	LUXemburg	2-1790
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	WAtkins	4-1000
Federal Trade Commission	WHitehall	3-8000
Institute of Radio Engineers	REgent	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
NARSR	Murray Hill	5-4141
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers' Guild	Murray Hill	6-5251
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	Columbus	5-3758
Television Broadcasters' Assn., Inc.	LACKawanna	4-4788

## Radio-TV Program and Transcription Cos.

A. B. T. Productions, Inc.	Columbus	5-2700
Advance Television Pictures Sv.	Columbus	5-5400
Advertisers Recording Service, Inc.	Circle	6-0141

Air Features	Plaza	5-2700
Alton Alexander Productions	LORraine	8-3100
American Institute Food Products	MURray Hill	8-4900
Apex Recording Studios, Inc.	Plaza	7-7067
Associated Program Service	Plaza	7-7710
Associated Radio & TV Productions	LONagrac	3-7290
Each Radio & TV Productions	MURray Hill	2-8877
V. S. Becker Advertising Service	LUXemburg	2-1040
Ford Bond Radio Productions, Inc.	Circle	7-2236
Ruth & Gilbert Braun	SCHuyler	4-8896
Byron Productions Co.	Circle	6-2677
The Bruce Chapman Co.	Wisconsin	7-9244
Cineffects, Inc.	Circle	6-0951
Cinemart, Inc.	MURray Hill	8-3837
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M. D.	Plaza	5-3638
Gordon M. Day Productions	ORegion	9-3595
Ray DeGroot, Consultants, Inc.	MURray Hill	7-9135
Decca Records, Inc.	Columbus	5-2300
Empire Broadcasting, Corp.	Plaza	9-4500
Mildred Fenton Productions	Plaza	9-8266
Fisher Productions	BRyant	9-9580
Alien A. Hunt Radio Productions	MURray Hill	7-8741
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Columbus	5-4888
Harry S. Goodman Radio Productions	Plaza	5-6131
Gotham Radio Productions, Inc.	GRAMarcy	5-7641
Les Hafner & Co., Program Prod.	TRofaigar	3-1800
Laurence Hammond Productions, Inc.	Plaza	9-2210
Hudes & Baral Radio Productions	MURray Hill	3-2840
Gerald Gross	Circle	6-2144
Hummert Radio Features	Plaza	5-2700
International 16mm Corp.	Plaza	7-2265
Kermit-Raymond, Corp.	ELdorado	5-5511
Landau Broadcasting Service	REctor	2-5341
Lang-Worth Feature Programs, Inc.	Circle	6-7410
Bob Loewi Productions, Inc.	MURray Hill	8-2000
Phillips H. Lord, Inc.	Plaza	5-2211
The Ted Mack Co.	MURray Hill	8-0370
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	Circle	7-2160
Music Corp. of America	Plaza	5-8900
Muzak Corp.	ORchard	4-7400
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Nelson Productions, Inc.	MURray Hill	6-5862
North American Video Prod.	LACKawanna	4-0385
Johnny Olsen's American Productions	Plaza	5-7123
Original Radio Productions, Inc.	SCHuyler	4-8896
Press Association, Inc.	Plaza	7-1111
Procter Productions, Inc.	Circle	6-4091
Ra-Best Features, Inc.	MURray Hill	7-8158
Radio Artists Corp.	Plaza	3-4670
Radio Features of America	LUXemburg	2-5130
Radio Production Service	Plaza	3-8940
Radio Program Management	MURray Hill	8-0370
Radio - Video Associates	Plaza	5-5781
Reemack Enterprises, Inc.	Plaza	7-7354
Reeves Sound Studios, Inc.	ORegion	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubart, Inc.	Plaza	3-4670
SESAC, Inc.	MURray Hill	5-5365
K. R. Smith	Plaza	7-2000
Henry Souvaine, Inc.	Circle	7-5666
Charles Stark Productions	MURray Hill	2-2636
Richard Stark & Co.	REgent	7-9608
Irvin Paul Solds, Inc.	TEmpleton	8-7025
Telemuse Productions	LExington	2-3195
Telecast Productions, Inc.	ALgonquin	4-4300
Telemated Cartoons	MURray Hill	6-8933
Tele-Radio Jingle Productions	Columbus	5-0371
Tele-Show Company	MURray Hill	7-2722
Tele-Theatre Productions	Plaza	9-9490
Television-Radio Enterprises, Inc.	Plaza	5-6594
Television Screen Productions, Inc.	MURray Hill	2-8877
Torchlight Productions	Wisconsin	7-0771
Towers of London, Ltd.	LUXemburg	2-5131
Transcribed Radio Shows	LUXemburg	2-3530
Transcription Broadcasting System	ELdorado	5-5511
United Press Associations	MURray Hill	2-0400
United Productions, Inc.	TEmpleton	8-8300
Thomas J. Valentino, Inc.	Circle	6-4675
Video Associates, Inc.	Plaza	3-7966
Von Baumann Studio	RHinelander	4-5508
Roger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
World Broadcasting System, Inc.	MURray Hill	8-4700
World Video, Inc.	REgent	4-6615
Frederick W. Ziv Co., Inc.	MURray Hill	8-4700

# Radio and Television TELEPHONE NUMBERS in CHICAGO



## AM Radio Stations

WAAF	.....	RAndolph	6-1932
WAIT	.....	FRanklin	2-0660
WBBM	.....	WHitehall	4-6000
WCFL	.....	SUperior	7-5300
WORW	.....	EASTgate	7-6860
WEDC	.....	ROCKwell	2-9461
WENR	.....	DElaware	7-1900
WGES	.....	SACramento	2-1700
WGN	.....	SUperior	7-0100
WHFC	.....	ROCKwell	2-7756
WHIP	.....	ANDover	3-6767
WIND	.....	WHitehall	4-2170
WJJD	.....	STATE	2-5466
WLS	.....	MONroe	6-9700
WMAQ	.....	SUperior	7-8300
WNMP	.....	GREENleaf	5-1590
WSBC	.....	MONroe	6-9060

## FM Radio Stations

WEAW	.....	UNiversity	4-4606
WGNB	.....	SUperior	7-0100
WEFM	.....	STATE	2-1357
WOAK	.....	SACramento	2-6272
WBIK	.....	RAndolph	6-8210

## Television Stations

WBKB	.....	RAndolph	6-8210
WENR-TV	.....	CENtral	6-5070
WGN-TV	.....	SUperior	7-0100
WNBQ	.....	SUperior	7-8300

## National Networks

American Broadcasting Co.	.....	DElaware	7-1900
Columbia Broadcasting System	.....	WHitehall	4-6000
Keystone Broadcasting System	.....	STATE	2-4590
Mutual Broadcasting System	.....	WHitehall	4-5060
National Broadcasting Co.	.....	SUperior	7-8300

## Station Representatives

John Blair & Co.	.....	SUperior	7-8659
The Branham Co.	.....	CENtral	6-5726
Burn-Smith Co.	.....	CENtral	6-4437
Copper Publications	.....	CENtral	6-5977
Crosley Broadcasting Corp.	.....	STATE	2-0366
Free & Peters, Inc.	.....	FRanklin	2-6373
Headley-Roed Co.	.....	FRanklin	2-4686
George P. Hollingbery	.....	ANDover	3-2636
Hal Holman Co.	.....	FRanklin	2-0016
The Katz Agency	.....	CENtral	6-4006
Joseph Hershey McGillvra	.....	STATE	2-5282
J. P. McKinney & Son	.....	SUperior	7-9866
Robert Meeker Associates, Inc.	.....	CENtral	6-1742
National Broadcasting Co.	.....	SUperior	7-8300
John E. Pearson Co.	.....	FRanklin	2-2359
John H. Perry Associates	.....	HARRison	7-8085
Edward Petry & Co.	.....	DElaware	7-8600
Radio Sales	.....	WHitehall	4-6000
Radio Advertising Co.	.....	CENtral	6-1742
William G. Rambeau Co.	.....	ANDover	3-5566
Paul H. Raymer Co.	.....	SUperior	7-4473
Sears & Ayer, Inc.	.....	SUperior	7-8177
The Walker Co.	.....	ANDover	3-5771
Weed & Co.	.....	RAndolph	6-7730

## Advertising Agencies

Aubrey, Moore & Wallace, Inc.	.....	FINancial	6-1600
Auspitz & Lee	.....	WABash	2-0315
N. W. Ayer & Son, Inc.	.....	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	.....	FRanklin	2-8895
BBDGO	.....	SUperior	7-9200
Gordon, Best, Co., Inc.	.....	STATE	2-5060

Hill Blackett & Co.	.....	STATE	2-0950
Bozell & Jacobs, Inc.	.....	HARRison	7-8391
Richard Bradley Associates	.....	WHitehall	4-5543
Buchanan & Co., Inc.	.....	DElaware	7-5522
Leo Burnett Co., Inc.	.....	CENtral	6-5959
Burnett-Kuhn Advertising Co.	.....	SUperior	7-3800
Campbell-Ewald Co.	.....	CENtral	6-1946
Campbell-Mithun Inc.	.....	DElaware	7-7553
Doremus & Co.	.....	CENtral	6-9132
Erwin Wasey & Co.	.....	RAndolph	6-4952
Albert Frank-Gunther Law, Inc.	.....	DEarborn	2-6424
Foote, Cone & Belding	.....	SUperior	7-4800
Goodkind, Joice & Morgan	.....	SUperior	7-6746
Grant Advertising, Inc.	.....	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	.....	SUperior	7-3000
H. W. Kastor & Sons Advertising Co.	.....	CENtral	6-5331
W. E. Long Co.	.....	RAndolph	6-4606
MacFarland, Aveyard & Co.	.....	RAndolph	6-9360
Maxan, Inc.	.....	DElaware	7-3536
C. L. Miller Co.	.....	CENtral	6-1640
Mitchell-Faust Advertising Co.	.....	STATE	2-6610
Needham, Louis Brorby, Inc.	.....	STATE	2-5151
Presba, Fellers & Presba	.....	CENtral	6-7683
L. W. Ramsey Co.	.....	FRanklin	2-8155
Roche, Williams & Cleary	.....	RAndolph	6-9760
Ruthrouff & Ryan, Inc.	.....	FINancial	6-1833
Schwimmer & Scott	.....	DEarborn	2-1815
Russell M. Seeds Co.	.....	DElaware	7-1045
Sherman & Marquette, Inc.	.....	DElaware	7-8000
J. Walter Thompson Co.	.....	SUperior	7-0303
Wade Advertising Agency	.....	STATE	2-7369
Weston-Barnett, Inc.	.....	WHitehall	4-7725
Young & Rubicam	.....	FINancial	6-0750

## Radio-TV Program and Transcription Cos.

Air Shows, Inc.	.....	SUperior	7-0506
Richard Bradley Associates	.....	WHitehall	4-5543
Dirk Courtenay & Associates	.....	INdependence	3-0225
Louis G. Cowan & Co.	.....	RAndolph	6-2022
Chartac-Coleman Productions	.....	RAndolph	6-6150
Chicago Recording Co.	.....	CENtral	6-5275
Columbia Records Corp.	.....	WHitehall	4-6000
Decca Records, Inc.	.....	DElaware	7-8800
Feature Productions	.....	STATE	2-8999
Green Associates	.....	CENtral	6-5593
Wendell Hall Music Maker Prod.	.....	GRaceland	2-6418
Hollywood Recorded Features, Inc.	.....	LONGbeach	1-6730
William Morris Agency	.....	STATE	2-3632
Jewell Radio Productions	.....	SUperior	7-5526
Beulah Karney, Inc.	.....	STATE	2-5060
Les Lear Productions Corp.	.....	ANDover	3-7233
Art Linick Enterprises	.....	SUperior	7-3311
Monogram Radio Programs, Inc.	.....	ANDover	3-7169
Morton Radio Productions, Inc.	.....	CENtral	6-4144
Music Corp. of America	.....	DElaware	7-1100
NBC Radio Recording Division	.....	SUperior	7-8300
Radio Features, Inc.	.....	FRanklin	2-4392
RCA Manufacturing Co.	.....	WHitehall	4-4600
Standard Radio Trans. Service, Inc.	.....	STATE	2-3153
Hal Tate Radio Productions	.....	RAndolph	6-6650
Tele-Radio Creations, Inc.	.....	MOhawk	4-0015
Television Adv. Productions, Inc.	.....	STATE	2-5941
Wright Radio Productions	.....	SUperior	7-1280
Frederic W. Ziv Co.	.....	FRanklin	2-8917

## News Agencies and Assn's.

Associated Press	.....	STATE	2-7700
International News Service	.....	ANDover	3-1234
Press Association, Inc.	.....	STATE	2-4581
Transradio Press Service	.....	STATE	2-7904
<b>RADIO DAILY</b>	.....	<b>STATE</b>	<b>2-2332</b>
United Press	.....	RAndolph	6-4172

# Radio and Television TELEPHONE NUMBERS in LOS ANGELES



## AM Radio Stations

KACH (Pasadena)	SYcamore	6-8124
KECA	HUdson	2-3141
KFAC	Fltzroy	1231
KFI	FAirfax	2121
KFOX	MAdison	2247
KFVD	FAirfax	6361
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	Hillside	0201
KGIL (San Fernando)	STanley	7-3467
KHJ	HUdson	2-2133
KIEV (Glendale)	CHarleston	5-2388
KLAC	Hillside	1161
KMCM	WEbster	3-9184
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KOWL (Santa Monica)	Santa Monica	4-4627
KRKD	TUcker	7111
KUSC	RIchmond	7-2295
KVUN	HOLlywood	5771
KVVC	MIchigan	4784
KWIK (Burbank)	CHarleston	0-2111
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

## FM Radio Stations

KECA-FM	HUdson	2-3141
KFI-FM	FAirfax	2121
KFMV	Hillside	7406
KHJ-FM	HUdson	2-2133
KKLA-FM	EXposition	2719
KMPC-FM	HOLlywood	5341
KRKD-FM	TUcker	7111

## Television Stations

KECA-TV	HUdson	2-3141
KFI-TV	FAirfax	2121
KLAC	Hillside	1161
KNBH	HOLlywood	9-6161
KTLA	HOLlywood	2411
KTLN	HUdson	2-7133
KTTV	HUdson	2-1301

## Networks

American Broadcasting Co.	HUdson	2-3141
Columbia Broadcasting System, Inc.	HOLlywood	9-1212
Keystone Broadcasting System	HOLlywood	5338
Don Lee Broadcasting System	HUdson	2-2133
Mutual Broadcasting System	HUdson	2-2133
National Broadcasting Co.	HOLlywood	9-6161
United-Pacific Network	EXposition	1339

## Station Representatives

Associated Recorded Program Service	HOLlywood	8318
Avery-Knodel, Inc.	TUcker	2095
Walter Biddick Co.	RIchmond	6184
John Blair & Co.	GRanite	6103
Bolling Co., Inc.	GRanite	2248
Burn-Smith Co., Inc.	RIchmond	6184
F M Reprs., Inc.	Hillside	2450
Free & Peters	HOLlywood	2151
Gene Grant & Co.	YOrke	8812
W. S. Grant Co.	YAndyke	6341
Homer Griffith Co.	HOLlywood	6281
Headley-Reed Co.	YAndyke	1725
Joseph Hershey McGillyvra, Inc.	DRexel	4388
George P. Hollingsbery	MAdison	6-3633
The Katz Agency	TUcker	3219
Tracy Moore	HOLlywood	5408
National Association of Broadcasters	GRanite	7166

Harlan Gaylord Oakes	FAirfax	3200
Pan American Broadcasting Co.	HOLlywood	6281
John Pearson Co.	DRexel	4388
Edward Petry Co.	MIchigan	8729
Radio Sales	HOLlywood	1212
Wm. G. Rambeau Co.	EXposition	8281
Paul H. Raymer	MIchigan	6536
Taylor-Boroff, Inc.	FAirfax	8458
Universal Radio Sales	HOLlywood	8282
Walker Co.	FAirfax	3200
Weed & Company	Hillside	8611
Western Radio Association	TUcker	6877
Howard H. Wilson Co.	FAirfax	3200
Adam J. Young, Jr.	MIchigan	6377

## Advertising Agencies

Abbott Kimball Co., Inc.	TRinity	7575; DRexel	7305
Ad Associates	TUcker		5713
R. H. Alber Co.	HOLlywood		8273
Allen Advertising	BRadshaw		2-3336
Allied Advertising	DRexel		7331
Associated Broadcast Advertising Co.	DUnkirk		8-2972
Associated Advertising Agency, Inc.	DUnkirk		8-3145
Atherton & Co.	HOLlywood		7151
N. W. Ayer & Son	HEmpstead		4871
Ayres Agency	HEmpstead		8171
Bass-Luckoff of Hollywood	BRadshaw		2-1043
Ted Bates, Inc.	HOLlywood		2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood		7337
(Los Angeles)	MIchigan		1354
Benton & Bowles, Inc.	Hillside		9151
Berghoff Associates, Inc.	BRadshaw		2-2625
Biow, Inc.	HEmpstead		2377
W. Earl Bothwell, Inc.	GRanite		6114
Botsford, Constantine & Gardner	VAndyke		0796
Brisacher, Van Norden & Staff	WEbster		8143
Buchanan & Co. (Los Angeles)	MUTual		6316
(Beverly Hills)	BRadshaw		2-1162
Campbell-Ewald Co.	RIchmond		6204
Compton Advertising, Inc.	HOLlywood		8107
Crawford & Sons	Hillside		9211
Dancer, Fitzgerald & Sample, Inc.	HEmpstead		8166
D'Arnall & Co.	HOLlywood		7470
Davis, Harrison, Simmonds	HUdson		2-2311
Irving Eckhoff	GRanite		3192
Erwin-Wesley & Co., Ltd.	WEbster		3-5721
Wm. Esty & Company	HUdson		2-3366
Ted H. Factor	DRexel		7187
Frank Ferrin, Inc.	HOLlywood		3628
Foote, Cone & Belding	HOLlywood		6265
Frank Ford	GLadstone		1768
A. Newton Free Co.	MIchigan		1195
John F. Freiburg & Co.	MIchigan		8786
Fritz, Carlson, Cash, Inc.	HOLlywood		7201
Garfield & Guild	DRexel		8131
Glasser-Gailey	Fltzroy		2141
Grant Adv. Inc.	HOLlywood		5371
Will Grant	TRinity		1384
John H. Guedel Radio Prods.	HEmpstead		5186
Harrington-Whitney & Hurst	WHITNEY		9357
Hillman-Shane	PROspect		0101
Hixson-O'Donnell	MUTual		8331
Hutchins Adv. Co., Inc.	CRestview		6-2061
Irwin-McHugh	HOLlywood		2277
W. C. Jeffries Co.	FAirfax		8271
Paul Jones & Associates	GRanite		7197
Raymond Keane	TRinity		2915
Kenyon & Eckhardt	Hillside		8368
William Kester	Hillside		9251
J. B. Kiefer	FAirfax		8373
King Cole Adv. Service	LUcas		0681
Kudner, Inc.	Hillside		7209
Lennen & Mitchell, Inc.	BRadshaw		2-5304
J. M. Lentz	HOLlywood		3906

## • • • Radio-TV Telephone Numbers in Los Angeles • • •

Lockwood-Shackelford	TRinity	9801	Louis G. Cowan, Inc.	Hillside	3139
Lott Adv.	GRanite	8367	Bing Crosby Enterprises	CRestview	1-1171
Low	HEmpstead	8870	Del Crosby	HOLLYWOOD	8691
Mack-Wharton	Richmond	6275	Crystal Recordings	CApitol	9883
McCann-Erickson	Hillside	8268	Coleman-Maxwell	HOLLYWOOD	4464
McKee & Albright	HOLLYWOOD	8363	Ed East	YOрке	7617
McNeill & McCleery	Michigan	7496	Eccles Recordings, Inc.	Hillside	8351
S. P. Middleman	OLympia	5818	Bruce Eells & Associates	HOLLYWOOD	5869
The Milton C. Miller, Jr. Agcy.	NORmondie	2-8747	Electro-Vox Recording Studios	GLadstone	2189
Dan B. Miner	TRinity	9711	F. W. Ferrin Co.	HOLLYWOOD	3628
Raymond R. Morgan Co.	HEmpstead	4191	Finley Transcriptions	BRadshaw	2-2711
Morris & Cain	HUdson	2-2358	Lou Fulton	HOLLYWOOD	3755
H. C. Morris & Co., Inc.	Hillside	7163	Fulton Enterprises	GRanite	2244
Music Corp. of America	CRestview	6-2001	Ed Gardner	CRestview	5-1594
Murray-Dymock-Carson, Inc.	DUnkirk	8-2431	Grace Gibson's Radio Prods.	GRanite	5543
Needham, Louis & Brorby	GRanite	7186	William Gernannt Associates	Hillside	8368
Newell-Emmett Co.	GRanite	6131	Glendale's Radio City	CHapman	5-3283
Mike Newman & Associates	GLadstone	6793	Mitchell Gertz	CRestview	1-5135
Paul E. Newman Co.	GLadstone	6793	Globe 16 MM Pictures	GRanite	7573
The Pardee Co.	GRanite	2248	Jeanne Gray Radio Prods.	GRanite	2764
Pedlar & Ryan, Inc.	HOLLYWOOD	5354	John W. Greene	NORmandie	7531
Porter & Associates	DUnkirk	8-2972	John Cuedel Radio Prods.	HEmpstead	5186
Ralph L. Power	Michigan	5277	Francis E. Healy	GRanite	5368
Robert B. Raisbeck	HOLLYWOOD	5371	John Hestand	GRanite	5368
L. W. Ramsey Co.	HOLLYWOOD	3523	Hollywood Broadcasters Co., Inc.	GRanite	3784
Lee Ringer Adv.	DRexel	8131	Hollywood Music Recording Studios	HEmpstead	5407
Ross-Gardner-White	DRexel	7211	Paul Holmes Recording Studios	Prospect	1540
Ruthrauff & Ryan	Hillside	7593	Hollywood Radio Prods.	GRanite	3588
James L. Saphier	CRestview	1-7230	Bob Hope Enterprises	HOLLYWOOD	4931
Russell M. Seeds	HUdson	2-1206	International Recording Studios	HOLLYWOOD	6344
Dean Simmons	OLympia	7002	Kennett Prods.	GLadstone	5847
Sherman-Marquette	HOLLYWOOD	5131	Sam Kerner Prods.	CHARleston	0-2111
Smith, Bull & McCreery	HEmpstead	5671	< C M Radio Prods.	GLadstone	6466
Ralf M. Spangler	HEmpstead	5129	Keystone Broadcasting System	HOLLYWOOD	5338
Barton A. Stebbins	TRinity	8821	K and M Recorders	HEmpstead	8775
Sudler Co.	TRinity	0709	Arthur Kurlan	YOрке	7101
J. Walter Thompson Co. (Hollywood)	Hillside	7241	Lawrence & Lee	GLadstone	5242
(Los Angeles)	MADison	2661	Lawston Prods.	Hillside	7720
The Tullis Co.	HEmpstead	6831	E. Lindom Recording Studios	GRanite	7634
Universal Adv.	Hillside	8218	Lindom & Romaine Recording Studios	AXminster	2-8812
Louis Victor	GRanite	5673	Los Angeles Portable Recording Studios	BRadshaw	2-4441
Ward Wheelock Co.	Hillside	9221	C. P. MacGregor	FHzroy	4191
Wade Adv.	Michigan	8608	Smilin' Ed McConnell	HOLLYWOOD	3070
Warwick & Legler	HEmpstead	8163	Arnold Marquis	HOLLYWOOD	8681
R. W. Webster	MADison	9-2283	Master-Reddy-Nelson	DRexel	4391
Milton Weinberg Co.	TUcker	4111	Ted Maxwell Prods.	HOLLYWOOD	4464
Harry J. Wendland	FAirfax	2381	Mayfair Transcriptions	CRestview	1-8151
Adolph Wendland	Hillside	1176	Thos. Moody & Associates	FAirfax	1127
Carl Webster & Co.	Hillside	2151	Les Mitchell	SUNland	2261
Al Williams	GRanite	7648	Raymond R. Morgan	HEmpstead	4194
Young & Rubicam	HOLLYWOOD	2731	Monogram Radio Prods.	GRanite	2248
			Norris & Cain	HUdson	2-2353
			National Broadcasting Co., Inc.	HOLLYWOOD	6161
			Tom North Prods.	GLadstone	1420
			Peerless Film & Radio Prods.	HOLLYWOOD	7127
			Professional Recording Studios	HOLLYWOOD	7037
			Radio Corp. of America-RCA Victor Division	Hillside	5171
			Radio Enterprises, Inc.	GLadstone	6456
			Radio Producers of Hollywood	HOLLYWOOD	8313
			Radio Recorders	HOLLYWOOD	3917
			Radio Transcription Co. of America, Ltd.	HOLLYWOOD	8318
			Radiotele Prods., Inc.	GRanite	5384
			Rem Prods.	TRinity	4691
			Rockett Pictures, Inc.	GRanite	7131
			Jack Rourke Prods.	GRanite	7131
			Del Sharbutt	Hillside	4305
			James L. Saphier	CRestview	1-7231
			Selected Features Sentinel Productions	HO'lywood	7381
			Six Thousand Sunset Radio Center	HEmpstead	6811
			Show Productions, Inc.	HEmpstead	8166
			Standard Radio Transcriptions	WWebster	9181
			Allen Stapp	HOLLYWOOD	3636
			Studio & Artists Recorders	Hillside	8241
			Sweum Studios	PARKway	9363
			Telecomics, Inc.	GLadstone	2591
			Telefilms, Inc.	HOLLYWOOD	7205
			Television Programs Corporation of Hollywood	Hillside	4369
			Television Relay, Inc.	WAlnut	2997
			Telemays Radio Productions	CRestview	6-7238
			Tellamerica	GRanite	6652
			Thomas Co.	Hillside	6564
Academy Sound System	Hillside	5729			
Air Check Co.	GLadstone	2189			
Allied Recard Manufacturing Co., Inc.	HOLLYWOOD	5107			
American Legion Radio Shows	AXminster	8106			
Amusement Enterprises, Inc.	CRestview	4-6101			
Analysis Recording Co.	FAirfax	3312			
Argonant Prods., Inc.	GLadstone	7121			
Associated Recording Program Ser.	HOLLYWOOD	8318			
Associated Studios Broadcasting Recording	Hillside	0191			
Audience Participation Recordings	HOLLYWOOD	0703			
Bonded Television Corp.	CRestview	6-8729			
Bride & Groom	DRexel	4391			
Broadcast Record, Inc.	Hillside	1511			
Howard C. Brown	HOLLYWOOD	6045			
Smiley Burnette Rancho Records	SUNset	1-1437			
Cardinal Co., Inc.	HEmpstead	1177			
Capitol Transcriptions	HOLLYWOOD	8171			
Carter-Wright Radio Television Prods.	HOLLYWOOD	3636			
Edmund Cashman	GRanite	8332			
Centaur Prods.	WAlnut	3163			
Leslie Clucas	HOLLYWOOD	5111			
Cole-White Radio Prod.	Hillside	9211			
Columbia Records, Inc.	BRadshaw	2-5411			
Command Radio Productions, Inc.	GRanite	7450			
Commodore Productions	HOLLYWOOD	8229			
Consolidated Broadcasting Co.	WAlnut	5322			
Continental Recordings	GLadstone	4088			
Continental Radio & Television Prods.	HEmpstead	8171			
Frank Cooper	GRanite	5481			

### Radio-TV Program and Transcription Cos.

## Radio-TV Phone Numbers in LOS ANGELES

Transcription Sales, Inc.	Hollywood	5600
Truth or Consequences	Hollywood	2901
Twentieth Century Records, Inc.	GRanite	1567
United Radio & Radio Television Prods.	Hillside	7651
Universal Recorders	Hollywood	8282
Vallee-Video	Hillside	6118
Glenn Wallichs Music Center	Hollywood	8211
Mork Warnow	Hillside	2153
Wells Recordings	Normandie	9129
Carl Webster & Co.	Hillside	2151
Walter White, Jr.	Hollywood	8229
Lyle E. Willey	Hillside	5729
Hal Wilson Radio Prods.	Hillside	1714
World Broadcasting System, Inc.	Hempstead	5141
Carter Wright Radio and Television Prds.	Hollywood	3636
Frederick W. Ziv Co.	Hempstead	3248

## Radio Artists Agencies

Larry Allen	Hempstead	0421
American Federation of Radio Artists	Hillside	5125
Berg-Allenberg	CRestview	6-3131
Stonley Bergerman	CRestview	6-3193
Herman Bernie	CRestview	5-6685
Phil B'oom	CRestview	4-6064
Ralph Blum	CRestview	4-5411
Century Artists	Hudson	2-1283
Cinema Authors & Artists Agcy.	CRestview	6-6241
Columbo Artists Management	Hempstead	5316
Hollam Cooley Agcy.	CRestview	5-6161
Jack Creamer	Gladstone	9683
Everett N. Crosby	CRestview	1-1171
Ken Dolan & Co.	Hollywood	3558
Famous Artists	CRestview	1-5222
Features Agcy.	CRestview	6-5096
Frederick Bros.	CRestview	1-6244
General Artists	CRestview	1-8101
Mitchell Gertz	CRestview	4-5491
Bruce Geor	CRestview	5-1660
Goldstone Agcy.	CRestview	6-1071
Mitchell J. Homilburg	CRestview	5-4171
Donald Hyde	CRestview	4-5261
Lou Irwin	CRestview	1-7131
Sam Joffe	CRestview	6-6121
Irving Paul Lazar	CRestview	5-6153
Levee-Short	CRestview	5-0626
Levee-Stark	CRestview	1-5781
Lester Linsk	CRestview	5-4396
A. & S. Lyons	CRestview	1-6131
Reg. D. Marshall	Hollywood	8238
MCA Artists, Ltd.	CRestview	6-2001
Ethel Minter	CRestview	5-2776
Monter-Gray	CRestview	1-1191
William Morris	CRestview	1-6161
Polan and Rosenberg	CRestview	1-8121
Radio Registry	Hillside	8321
Radio Artists Corp.	CRestview	5-4308
Art Rush	Hillside	5161
The Salkow Agcy.	CRestview	1-9134
James L. Saphier	CRestview	1-7231
Schwarz Agency	CRestview	4-6301
Louis Shurr	CRestview	1-1116
Edward Sherman	CRestview	5-0186
Stempel-Olenick	CRestview	1-7141
A. George Volck	CRestview	6-3121
D. M. Winkler	CRestview	1-7244
Chas. Wendling	CRestview	6-2348

## Publications

Broadcasting	Gladstone	7353
Hollywood Reporter	Hillside	7411
<b>RADIO DAILY</b>	Gladstone	8436
Radio Life	Hillside	9275
Radio News	T.Ucker	9213
Variety	Hollywood	1141
Radio Artists Directory	Hillside	0101

## Radio-TV, Govt. Phone Numbers in WASHINGTON, D. C.

### Federal Departments and Agencies

American National Red Cross	REpublic	8300
Archives, National	DIstrict	0520
Capitol U. S. (Senate, House of Reps.)	NAtional	3120
Censors, Bureau of the	TRinidad	3000
Commerce, Department of	STERling	9200
Copyright Office—Library of Congress	NAtional	2722
Court of Customs & Patent Appeals	NAtional	4696
Executive Mansion	NAtional	1414
<b>FEDERAL COMMUNICATIONS COMMISSION</b>	EXecutive	3620
Federal Trade Commission	EXecutive	6800
Government Printing Office	DIstrict	6840
Interior, Department of the	REpubic	1820
Justice, Department of	REpublic	8200
Labor, Department of	EXecutive	2420
National Labor Relations Board	STERling	7373
National Military Establishments		
Air Force, Department of The	REpublic	6700
Army, Department of The	REpublic	6700
Navy, Department of The	REpublic	7400
National Research Council	EXecutive	8100
Patent Office	STERling	1200
Post Office Department	DIstrict	5360
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.)	NAtional	3120
Radio Script & Transcription Exchange	REpublic	1820, Ext. 2225
State, Department of	REpublic	5600
Supreme Court of The U. S.	EXecutive	1640
White House	NAtional	1414
Blair House	REpublic	1681

### Non-Governmental

Clear Channel Broadcasting Service	EXecutive	0255
Frequency Modulation Ass'n.	Hudson	7170
National Association of Broadcasters	DEatur	9300
National Press Club	REpublic	2500
<b>RADIO DAILY</b>	Wisconsin	3271
	HOBart	7627
	NAtional	2292
Radio Manufacturers' Association	NAtional	4901

### AM Radio Stations

WAMC	EMerson	9445
WARL	OWens	7800
WBCC	OLiver	2800
WEAM	OWens	7100
WGAY	SHepherd	1050
WHMB	SHepherd	8905
WINX	REpublic	8000
WMAL	NAtional	5400
WOL	MEtropolitan	0010
WQOK	STERling	7265
WQQW	COlumbia	6331
WRC	REpublic	4000
WTOP	MEtropolitan	3200
WWDC	NAtional	7203

### FM Radio Stations

WASH-FM	DIstrict	1356
WCFM	REpublic	8688
WRC-FM	REpublic	4000
WWDC-FM	NAtional	7203

### Television Stations

WMAL-TV	NAtional	5400
WNBW	REpublic	4000
WOIC	STERling	0600
WTTG	STERling	5300

### News Services

Associated Press	DIstrict	1500
International News Service	NAtional	1733
Transradio Press	NAtional	1178
United Press	EXecutive	8480

long term

gains

— or —→

short term

gains

## **HOW TO MEASURE A NETWORK**

As radio has grown, so have the techniques of measuring a network's advertising efficiency...

And with each refinement of survey technique, NBC's No. 1 position in radio becomes *more* impressive:

**More total audience**—a weekly total of 3,730,000 more radio families in the evening than any other network, 2,900,000 more in the daytime. [BMB—ADJUSTED TO DATE]

**More average audience**—On a *national* basis, the average sponsored evening program on NBC attracts a 34% larger audience than on any other network. In the daytime, NBC's audience advantage is 22%. [U.S. HOOPER RATINGS]

**More popular programs**—In spite of numerous program shifts throughout the years, NBC continues to have the largest number of the most popular programs on the air. The present score—15 of the first 25. [PROGRAM HOOPER RATINGS—DECEMBER 15-21]

**More advertising dollars**—Advertisers in 1948 spent over seven million dollars more for facilities on NBC than on any other network. [BASED ON PIB]

**More advertising efficiency**—Using both time and talent costs, NBC delivers 11% more homes per dollar than any other network in the daytime and 10% more in the evening. [U.S. HOOPER RATINGS]

*Such are the proportions of...*

**NBC... America's No. 1 Network**



THE NATIONAL BROADCASTING COMPANY—a service of Radio Corporation of America

# BENRUS SALUTES

the more than 150 radio stations coast to coast which broadcast Benrus time signals and announcements to approximately 28,000,000 radio homes daily. Also the many TV stations televising Benrus sight-sound spots to select audiences in key metropolitan areas.

## BENRUS

*official watch of famous airlines<sup>®</sup>*

\*Reg. U. S. Pat. Off.



# S. B. A. ACTIVITIES GROWING

By JIMMY DOLAN, Exec. Secty., Sports Broadcasters Assn.



Jimmy Dolan

THE sports broadcasters Association enters the tenth year of its existence with high hopes of continued success. Since its inception, the Sports Broadcasters Association has made steady progress in furthering the ideals on which the organization was founded. It has received from the sports world in-

creasing recognition as the voice of the sports announcers throughout the country.

The Sports Broadcasters Association has worked constantly with the colleges all over the nation in an effort to improve conditions for football announcers. On request we have submitted, to various colleges, plans for the ideal broadcasting booth. These plans were drawn up as a result of our annual award to the college with the best broadcasting facilities. This award has been won in the past by Notre Dame, Princeton, Michigan, and Georgia Tech. In addition, we have outlined, to college publicity men, the type of material needed by play-by-play announcers, as well as the story material required by the men who do daily summaries.

As a result of the close cooperation between the colleges, the sports promoters and the Sports Broadcasters Association, sports announcers are now recognized by the authorities as an important part of the sports picture. In accordance with this trend, it is interesting to note that the three baseball clubs in the New York area have set aside facilities for the exclusive use of Sports Broadcasters Association members at their ball parks. Our Sports Broadcasters Association card is the only identification needed for admission to the park and the box. In a like manner, the five New York race tracks honor our card, and so do the three New Jersey tracks.

These privileges we have secured were not easily won. They came after a long, hard fight by the officers and members of the Sports Broadcasters Association. The New York Yankees were the first to make facilities available to our members, and the Brooklyn Dodgers followed the lead

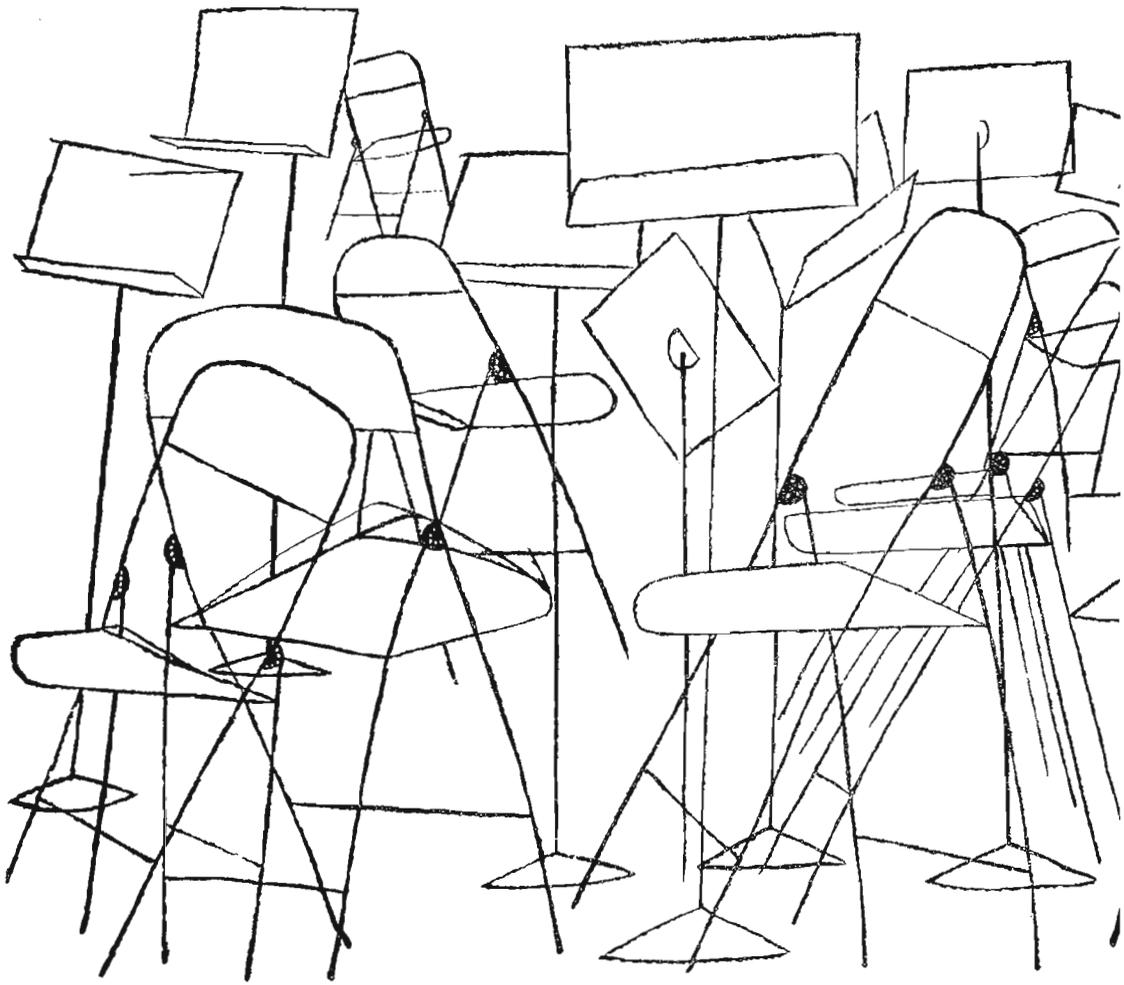
set by the Yankees soon after. Last year the New York Giants capitulated, and our baseball victory was complete. We have also worked closely with the baseball owners on release dates, so that our members with nightly shows get the same break as the morning and afternoon papers. The campaign is still going on in all sports to assure the Sports Broadcasters Association members the same privileges as are accorded all working press.

The Constitution of the Sports Broadcasters Association contains a code of ethics. If any member of the Sports Broadcasters Association feels that his work or his opportunity to work, is jeopardized by a fellow member, he has the privilege of bringing his case before the executive committee.

The second annual dinner of the Sports Broadcasters Association was held on February 21 at Rupperts, and was a huge success. Seated on the Dais were the leading figures from the world of sports. Among the guests out front were the agency and network executives who, with the sports personalities present, came to honor Joe DiMaggio of the Yankees. Joe had been voted the Graham McNamee Memorial Award, which is given each year to the man who, in the opinion of the Sports Broadcasters Association, has contributed the most to sports. The presentation was made by Phil Carlin, who was Graham McNamee's partner in the old days.

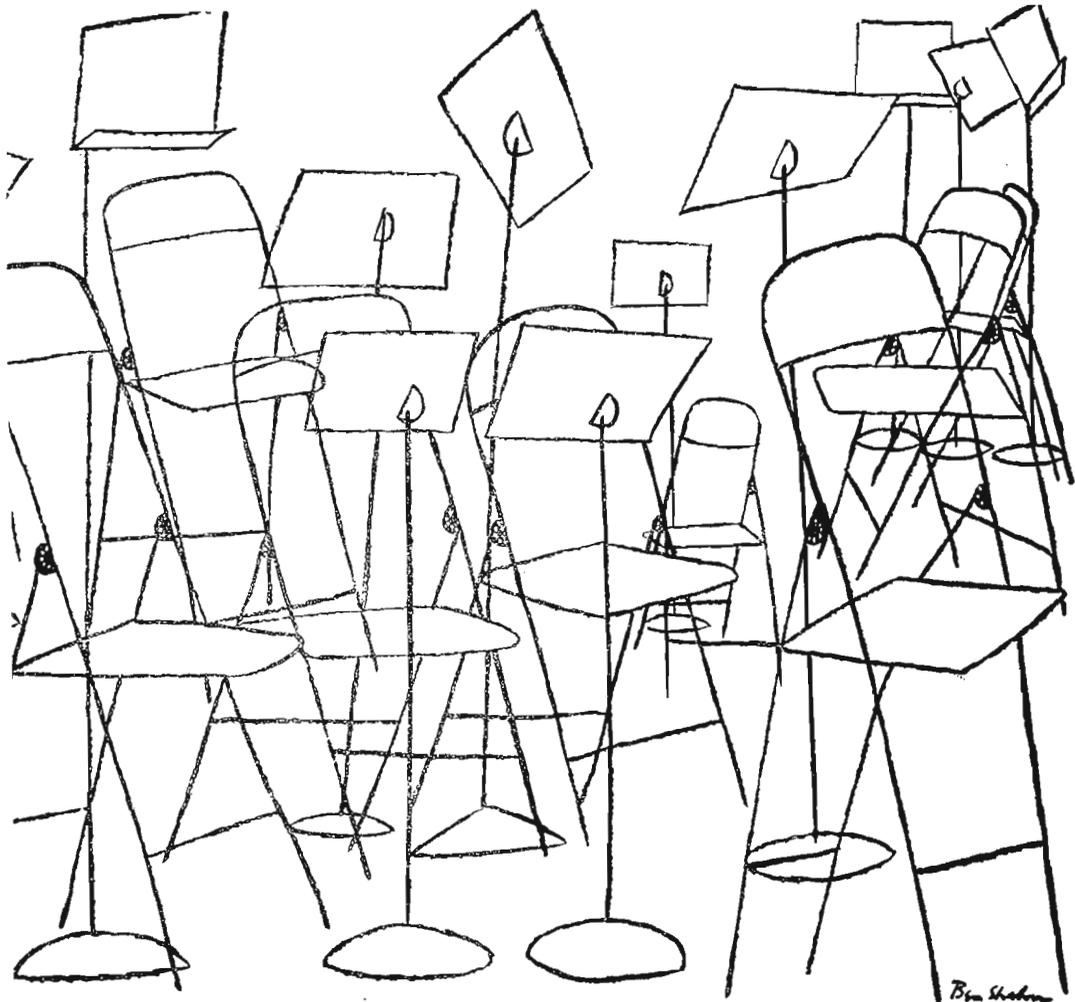
Quent Reynolds, famous author and correspondent, was the toastmaster, and did a magnificent job. Among the speakers were Jim Farley, Fred Linder, General Kilpatrick, Herbert Bayard Swope, Ford Frick, Bill Bingham, Frank Howard and Casey Stengel. According to all present, the speaking program was the best of its kind ever put on. The speakers were brief, and yet, in the short time allotted to them, managed to make their talks humorous.

The Sports Broadcasters Association still adheres to its schedule and functions as a weekly luncheon group. Figures from the world of sports, including coaches, athletic directors, and others who can help the announcers learn more about their profession, are regular guests at these luncheons.



## The empty studio...

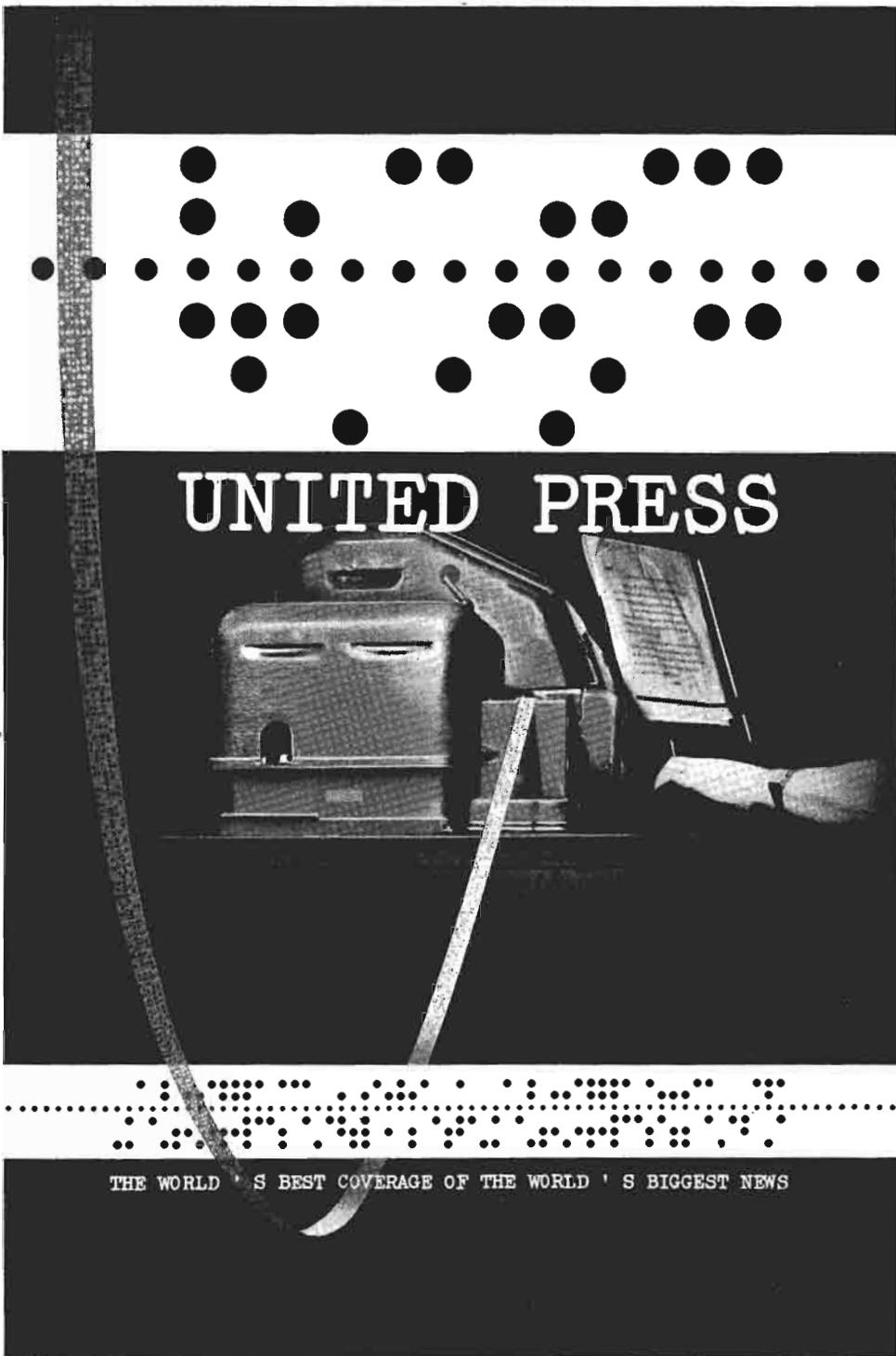
No voice is heard now. The music is still.  
The studio audience has gone home.  
But the *work* of the broadcast has just begun.  
All through the week... *between* broadcasts...  
people are buying the things everywhere  
this program has asked them to buy.  
Week after week.



From the beginning the country's shrewdest advertisers have chosen network radio to maintain this *weekly* contact with their customers. And in all radio, no voice speaks today with more eloquent authority or economy than that of CBS—first choice among all networks of America's largest advertisers.



**COLUMBIA BROADCASTING SYSTEM**



UNITED PRESS

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

# NEWS SERVICES



## **Associated Press**

New York—50 Rockefeller Plaza.....PLaza 7-1111

### Executives

Executive Director and General Manager..... Kent Cooper  
Asst. General Manager for Radio..... Oliver Gramling  
Assistant Secretary..... Charles Honce  
Radio News Editor..... Tom O'Neil

## **International News Service**

New York—235 East 45th Street.....MUrray Hill 7-8800

### Executives

General Manager..... Seymour Berkson  
Editor-In-Chief..... Barry Faris  
Business Manager..... William B. Goode  
Sales Manager..... Basil A. Caparell

## **Press Association, Inc. (Associated Press)**

New York—50 Rockefeller Plaza.....PLaza 7-1111

### Executives

President..... Kent Cooper  
V.P. and Assistant General Manager..... Oliver Gramling  
Radio News Director..... Tom O'Neil

## **Reuters**

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

### Executives

Manager..... D. Kimpton Rogers  
News Editor..... Geoffrey Tebbutt  
Accountant..... M. Hathaway  
Chief Washington Correspondent..... Paul Scott Rankine  
Senior Editor—Washington..... William Hardcastle

## **Transradio Press Service, Inc.**

New York—521 Fifth Avenue.....MUrray Hill 2-4053-4

### Executives

Chairman of the Board..... Herbert Moore  
President..... Dixon Stewart  
V.P. and General News Manager..... Rex R. Goad  
V.P. and Sales Manager..... Robert E. Lee Moore

## **United Press Associations**

New York—220 East 42nd Street.....MUrray Hill 2-0400

### Executives

President..... Hugh Baillie  
Vice-President & General Business Manager..... Jack Bisco  
V.P. and General News Manager..... Earl J. Johnson  
Radio News Manager..... Phil Newsom  
General Sales Manager..... Leroy Keller  
Radio Sales Manager..... Alfred F. Harrison

# 1949... ABC's *year in television*

**ABC's television story** goes back a long, long way. In the days of experimental television, ABC put on more commercial programs—in more places—for more clients—than *any* network. Since then, ABC has constantly made big news in television. The network's smash-hit premieres in New York, Chicago, Detroit and other cities made television history in 1948. And so, for example, did its exciting Election Night coverage... its sensational "first" in telecasting Opening Night at the "Met." Even bigger things are ahead for '49, with ABC's mammoth Television Centers in New York and Hollywood in full swing. If you are an advertiser, you owe it to yourself to take a good look at the progress... the plans... the people... the potential... of ABC-TV.



**George Jessel** (above), Connee Boswell, Paul Draper, and other headliners thrilled ABC viewers recently in a gala two-hour holiday show on ABC Television!



**The Metropolitan Opera's** opening night performance of "Otello" was seen by over 2,000,000 people on ABC-TV. Above: Milton Cross, ABC's famed "Mr. Opera."



**Ray Bolger, Ella Logan and Bea Lillie** starred in the sensational, smash-hit premiere of ABC's New York station (WJZ-TV) last fall. James Barton, Henry Morgan and many other great stars appeared.



**Ginny Simms**, Jerry Colonna, Victor Borge, Lou Holtz and a whole galaxy of top-notch entertainers were on hand when WENR-TV went on the air in Chicago.



**Paul Whiteman** has appeared recently on ABC Television. Also Jessica Tandy, Marc Connelly, Georgie Price, Frances Langford, Don McNeill, Paul and Grace Hartman.



**Baseball**, boxing, football . . . many of the biggest sports events are telecast on ABC. And you have *better* than front-row seats, right in your own living-room!



**Special events** like the Presidential Inauguration happen right before your eyes—on ABC Television. ABC cameras catch important television events as they happen.



ABC's gigantic new million-dollar Television Center in New York is an entire city block long. It is the largest, most modern in the world . . . built especially for television.



In Hollywood, ABC will soon begin telecasting from the network's new site: the famous 20-acre Vitagraph movie lot, which has the largest sound stage in Hollywood.

# ABC TELEVISION

*The Living Image of America*

## American Broadcasting Company

# Compliments of a



# Friend\*

\*As of January 1, 1949

520 Stations (510 in service)

32,482,000 Radio Homes (Grade I Daytime "Listenability")

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# Non-Commercial AM Stations of the U. S.

As Listed By The Federal Communications Commission, Jan. 1, 1949

Location	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
<b>CALIFORNIA</b>				
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 watts d
Pasadena	KPPC	Pasadena Presbyterian Church.	1240	100 watts
<b>COLORADO</b>				
Denver	KPOF	Pillar of Fire.....	910	5000 watts d
<b>ILLINOIS</b>				
Chicago	WMBI	The Moody Bible Inst.....	1100	5000 watts
Urbana	WLLL	University of Illinois.....	580	5000 watts d
<b>IOWA</b>				
Ames	WOI	Iowa State College.....	640	5000 watts d
Boone	KFGQ	Boone Biblical College.....	1260	250 watts d
Decorah	KWLC	Luther College .....	1240	250 watts
Iowa City	WSUT	The State U. of Iowa.....	910	5000 watts
<b>KANSAS</b>				
Lawrence	KFKU	University of Kansas.....	1250	5000 watts
Manhattan	KSAC	Kansas State College.....	580	5000 watts d
<b>MICHIGAN</b>				
East Lansing	WKAR	Michigan State College.....	870	5000 watts d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250 watts
<b>MINNESOTA</b>				
Minneapolis-St. Paul	KTTS	Nwstrn. Theo. Sem.....	900	1000 watts d
Minneapolis-St. Paul	KUOM	University of Minn.....	770	5000 watts d
Northfield	WCAL	St. Olaf College.....	770	5000 watts d
<b>MISSOURI</b>				
Clayton-St. Louis	KFUO	Evangelical Lutheran Synod...	850	5000 watts
<b>NEW JERSEY</b>				
Zaraphath	WAWZ	Pillar of Fire.....	1380	500 watts d
<b>NEW YORK</b>				
Brooklyn	WBBR	Watch Tower Soc.....	1330	5000 watts
New York	WNYC	City of N. Y. ....	830	1000 watts
<b>NORTH DAKOTA</b>				
Grand Forks	KFJM	U. of North Dakota.....	1440	1000 watts d
<b>OHIO</b>				
Columbus	WOSU	The Ohio State U. ....	820	5000 watts
<b>OKLAHOMA</b>				
Norman	WNAD	U. of Oklahoma .....	640	1000 watts d
<b>OREGON</b>				
Corvallis	KOAC	Oregon State Agric. College...	550	5000 watts
Portland	KBPS	Benson Polytechnic School....	1450	100 watts
<b>PENNSYLVANIA</b>				
Grove City	WSAJ	Grove City College.....	1340	100 watts
<b>SOUTH DAKOTA</b>				
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech...	1230	100 watts d
Vermillion	KUSD	University of South Dakota....	920	500 watts
<b>WASHINGTON</b>				
Pullman	KWSC	State College of Wash.....	1250	5000 watts
<b>WISCONSIN</b>				
Madison	WHA	University of Wisconsin.....	970	5000 watts d
Stevens Point	WLBL	State of Wisc., Dept. of Agric...	930	5000 watts d



# In a Lather every Week

AND WE APPRECIATE IT

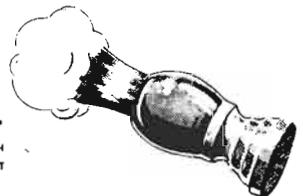


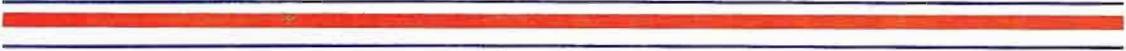
*Of course* . . . we appreciate the hard work of *all* the people who work on these shows with us, as well as the work of the principals themselves. The same goes for the folks on the regional programs we handle, and our spot accounts, too. Thanks to each and every one of you!

*The Staff of*

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

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





# BUSINESS



*Agency and Sponsor Network Billings*



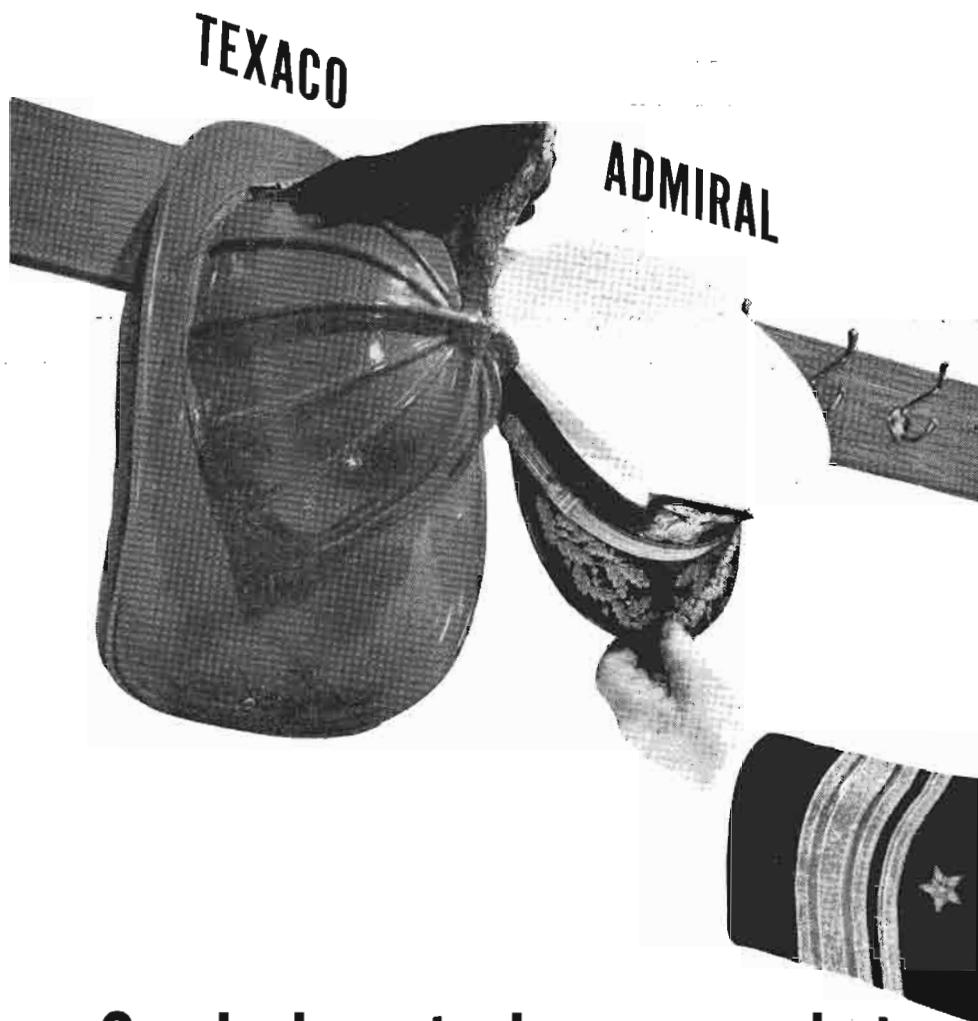
*Research Firms*

*Advertising Agencies*



*Radio-TV Station Representatives*

*Radio Annual—1949*



**Good place to hang your hat  
for tops in television:  
Kudner Agency, Inc.**

**NEW YORK**

★

**DETROIT**

★

**WASHINGTON**

**LOS ANGELES**

★

**SAN FRANCISCO**

# Network Billings

## AGENCY AND SPONSOR

### American Broadcasting Co. 1948 Agency Gross Billings

Daneer-Fitzgerald-Sample, Inc.	\$ 5,361,292
J. Walter Thompson Company	3,891,292
McCann-Erickson, Inc.	3,139,435
BBD&O	2,392,445
Compton Advertising, Inc.	2,225,036
Hutchins Advertising Company, Inc.	2,128,069
Kenyon & Eckhardt, Inc.	1,717,630
Foote, Cone & Belding	1,714,040
Benton & Bowles, Inc.	1,549,931
Kudner Agency, Inc.	1,504,820
C. J. LaRoche & Co., Inc.	1,138,289
Warwick & Legler, Inc.	1,090,109
William H. Weintraub & Company, Inc.	1,031,720
Knox Reeves Advertising, Inc.	1,005,710
Maxon, Incorporated	980,298
Sherman & Marquette	831,916
Sullivan, Stauffer, Colwell & Bayles, Inc.	814,372
Robert W. Orr & Associates, Inc.	804,832
Doherty, Clifford & Shenfield, Inc.	770,003
Lawrence C. Gumbinner Advertising Agency, Inc.	726,525
Lennen & Mitchell, Inc.	700,500
Geyer, Newell & Ganger, Inc.	689,199
William Esty Company, Inc.	673,318
Needham, Louis and Broby, Inc.	613,100
Young & Rubicam, Inc.	426,125
Schwimmer & Scott, Inc.	421,851
Tatham-Laird, Inc.	393,767
Weiss and Geller, Inc.	378,912
Politicals	365,673
Leo Burnett Company, Inc.	352,096
Roche, Williams & Cleary, Inc.	347,214
H. B. Humphrey Company	309,938
The Joseph Katz Company	305,162
Andrew Gabagan Associates, Inc.	294,913
J. M. Mathes, Incorporated	287,151
Gardner Advertising Co.	278,338
Cecil & Presbrey, Inc.	262,269
MacManus, John & Adams, Inc.	252,619
Weinstein & Company	238,025
Buchanan & Company, Inc.	226,362
Honig-Cooper Company	171,576
William Von Zehle & Company, Inc.	162,883
The Biow Company, Inc.	117,839
Chas. Dallas Reach Co., Inc.	146,656
Henri, Hurst & McDonald, Inc.	133,798
Zimmer-Keller, Inc.	125,497
Morris F. Swancy, Inc.	82,000
Hixson & Jorgensen, Inc.	81,168
Olean Advertising Company	79,617
John C. Dowd, Inc.	71,448
St. Georges & Keyes, Inc.	69,366
Roy S. Durstine, Inc.	66,618
Brisacher, Van Norden & Staff, Inc.	53,192
William Hart Adler, Inc.	40,273
Swaney, Drake & Bement, Inc.	33,016
Lockwood-Shackelford Advertising Agency	32,688
Pacific National Advertising Agency	29,305
No Agency	23,842

Ewell & Thurber Associates	22,380
Arthur Meyerhoff & Company	20,677
Glasser-Gailey, Incorporated	17,684
Willman & Callahan	11,176
Russell, Harris & Wood, Inc.	7,512
The Wesley Associates	7,248
Huber Hoge & Sons	7,084
Fitz-Carlson-Cash, Inc.	6,288
J. D. Tarcher & Co., Inc.	6,026
Beaumont & Hohman, Inc.	3,856
Doherty Advertising Co., Inc.	1,920
Lester L. Wolff, Inc.	384

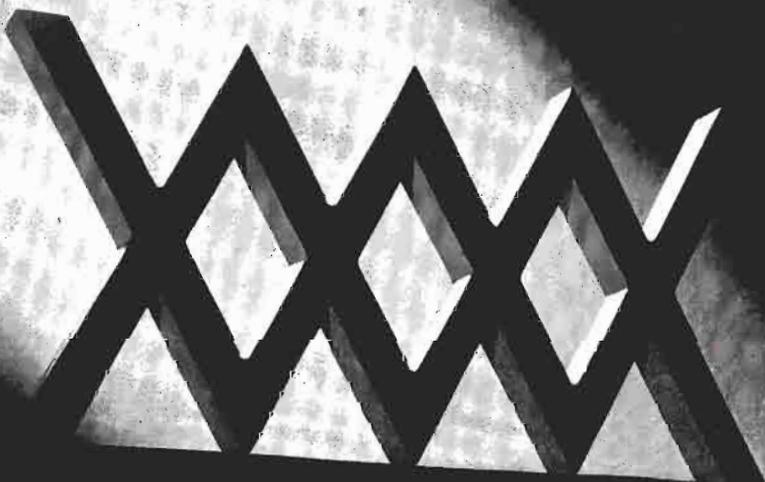
TOTAL ..... \$44,303,376

### Mutual Broadcasting System 1948 Agency Gross Billings

Cecil & Presbrey, Inc.	\$ 2,049,850
Ruthrauff & Ryan, Inc.	1,921,219
Sullivan, Stauffer, Colwell & Bayles	1,523,587
Wade Advertising Agency	1,518,538
Gardner Advertising Co.	1,381,800
Wm. H. Weintraub & Co., Inc.	1,362,531
Neal D. Ivey Co.	1,348,756
Kudner Agency, Inc.	1,279,862
Erwin Wasey & Co.	1,267,042
Roy S. Durstine, Inc.	1,165,487
Benton & Bowles, Inc.	704,871
Grant Advertising Agency	626,880
Swaney, Drake & Bement, Inc.	531,811
Aubrey, Moore & Wallace, Inc.	526,246
Hill Blackett, Inc.	489,159
J. Walter Thompson Co.	482,078
Gotham Advertising Co., Inc.	387,874
Sherman & Marquette	355,614
Stanley G. Boynton Advertising	289,401
Maxon, Inc.	287,671
H. B. Humphrey	283,286
Western Advertising, Inc.	278,917
D'Arcy Advertising, Inc.	247,583
Evans Associates	208,451
Haehnle Advertising	203,349
Roche, Williams & Cleary, Inc.	188,144
Walker & Downing	181,828
Brown & Bowers	175,168
C. Wendel Muench & Co.	171,652
BBD&O	150,769
Crook Advertising Agency	117,956
Hutchins Advertising, Inc.	106,747
Foote, Cone & Belding	99,410
Warwick & Legler, Inc.	98,765
R. H. Alber Co.	69,002
Buchanan Co.	67,005
Platt-Forbes, Inc.	64,217
Arthur Meyerhoff & Co.	60,802
Ewell & Thurber Associates	59,089
Moss & Arnold Co.	55,829
Hirshon-Garfield, Inc.	52,095
Alpha Advertising Agency	44,787
Geo. H. Hartman Co.	37,917
Huber, Hoge & Sons	36,022
Fredrick Clinton Co.	32,767
Raymond Spector, Inc.	31,200
Wm. Esty & Co.	29,686
Birmingham, Castleman & Pierce	24,710
Weston-Burnett, Inc.	24,057
Henri, Hurst & McDonald	17,335
Marks & Neese	12,944
Furman & Heiner Co., Inc.	11,397

*Since 1898...*

THE  
AGENCY  
OF  
THE  
SHOW  
WORLD



WILLIAM MORRIS  
AGENCY, INC.

NEW YORK • BEVERLY HILLS • CHICAGO • LONDON

## Agency—Network—Sponsor Billings

Campbell-Ewald Co. ....	10,252
Grey Advertising Agency .....	9,201
Smith, Bull & McCreery .....	5,215
Klinger Advertising Corp. ....	887
Direct .....	656
<b>TOTAL .....</b>	<b>\$22,769,461</b>

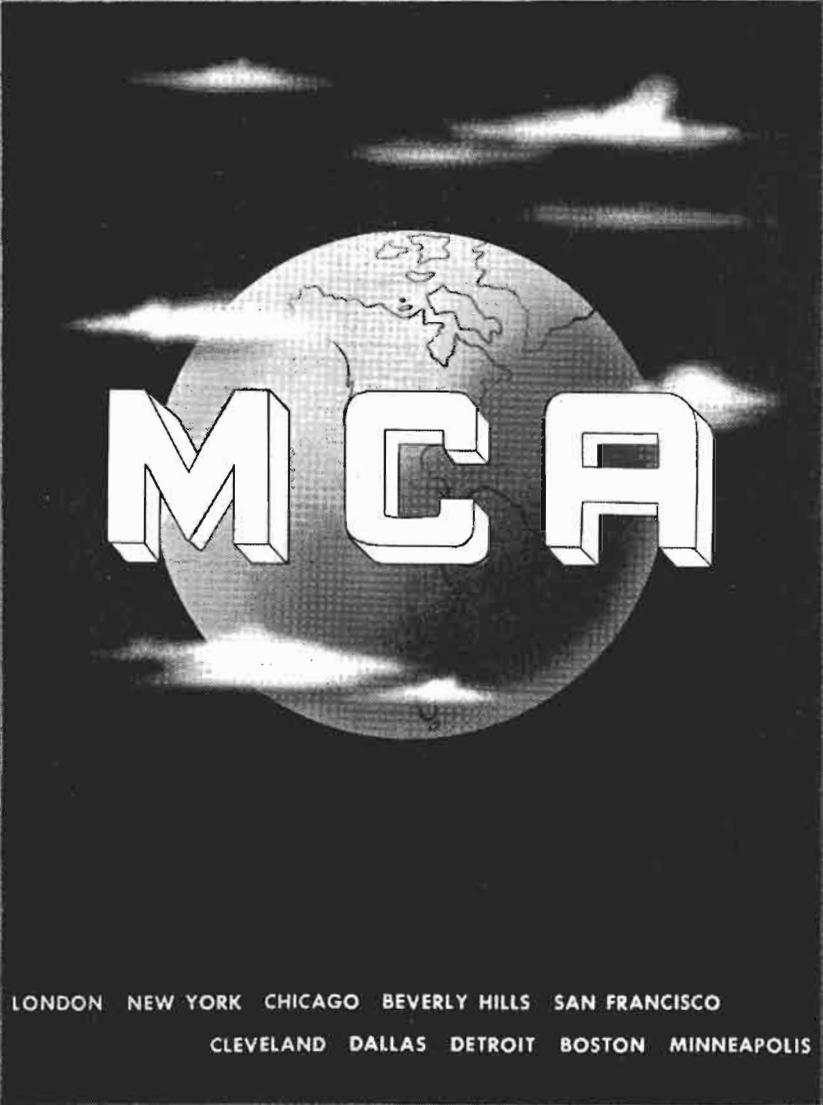
### American Broadcasting Co. 1948 Sponsor Expenditures

General Mills, Inc. ....	\$ 4,666,348
The Procter & Gamble Co. ....	2,879,348
Philco Corporation .....	2,128,069
Swift & Company .....	2,112,742
Sterling Drug, Inc. ....	2,025,268
The Quaker Oats Co. ....	1,973,205
Libby, McNeill & Libby .....	1,778,550
Toni, Inc., Div. of Gillette Safety Razor Co. ....	1,714,040
Westinghouse Electric Corp. (Lamp Division) .....	1,318,029
United States Steel Corporation of Delaware .....	1,052,090
Kellogg Company .....	1,018,640
The Texas Company .....	1,029,210
Gillette Safety Razor Co. ....	891,669
Equitable Life Assurance Society of the U. S. ....	876,747
The Andrew Jergens Co. ....	804,832
Bristol-Myers Company .....	770,003
The Norwich Pharmaceutical Co. ....	726,525
P. Lorillard Company .....	700,500
Nash-Kelvinator Corporation .....	689,199
General Electric Co., Lamp Dept. R. J. Reynolds Tobacco Co. ....	673,398
National Biscuit Co. ....	668,882
Curtis Publishing Company .....	666,657
Secman Brothers, Inc. ....	636,551
Pacific Coast Borax Co. ....	615,225
Derby Foods, Inc. ....	613,100
The Southern Cotton Oil Co. ....	595,940
Nestle's Milk Products, Inc. ....	588,941
The Goodyear Tire & Rubber Company, Inc. ....	511,500
Pillsbury Mills, Inc. ....	515,520
Universal Match Corp. ....	421,851
The Frank H. Lee Company .....	404,195
Elgin-American Div. of Illinois Watch Case Company .....	378,912
Polificals .....	365,673
Carter Products, Inc. ....	358,281
Noxzema Chemical Co. ....	328,002
The Christian Science Publishing Society .....	309,938
American Oil Company .....	305,462
Association of Amer. Railroads. America's Future, Inc. ....	298,560
Standard Laboratories, Inc. (Sub. of Wm. R. Warner Co., Inc.) .....	291,913
American Express Company .....	292,707
United States Army Air Force Recruiting Service .....	287,151
Speidel Co. ....	278,338
Champion Spark Plug Co. ....	262,269
The Drackett Co. ....	252,619
United Electrical, Radio & Machine Workers of America .....	248,573
Farnsworth Tele & Radio Corp. John Hancock Mutual Life Insurance Co. ....	238,025
General Foods Corporation .....	213,362
Wino Growers Guild .....	186,618
Brotherhood of Rail. Trainmen. Eversharp, Inc. ....	177,552
L. E. Waterman Co. ....	171,576
John Morrell & Co. ....	162,883
Arabian-American Oil Company .....	117,830
Smith Brothers .....	146,656
	133,798
	133,242
	128,086

Fruehauf Trailer Co. ....	125,497
Club Aluminum Products Co. ....	125,422
Bosco Co. ....	94,851
Swerl Products Div. of Allied Chemical & Dye Corp. ....	85,629
Kaiser-Frazier Sales Corp. ....	82,000
Richfield Oil Corp. ....	81,168
Paul F. Beich Company .....	79,617
Reichhold Chemicals, Inc. ....	73,050
First National Stores, Inc. ....	71,448
Benjamin Moore & Co. ....	69,366
Whitehall Pharmaceutical Company Tucker Corporation .....	69,183
Revere Camera Co. ....	66,618
The Mantle Lamp Co. of America, Inc. ....	64,507
California Medical Association .....	40,273
Fisher Flouring Mills Co. ....	32,688
Stanley Home Products, Inc. ....	29,305
General Motors Corporation .....	23,842
Wilson Sporting Goods Co. ....	23,096
"42" Products, Ltd. ....	22,380
Consolidated Royal Chem. Corp. Butler Packing Company .....	21,980
Mode O'Day Corp. ....	20,677
Clary Multiplier Corp. ....	19,616
United Steel Workers .....	17,684
McKesson & Robbins, Inc. ....	11,596
U. S. Sixth Army Command .....	11,176
Beauty Factors, Inc. ....	8,118
William H. Wise & Co., Inc. ....	7,512
The Shontex Company .....	7,248
Fisher Body Div. General Motors Corp. ....	7,084
Pacific Greyhound Lines .....	6,288
Clear Weave Stores, Inc. ....	4,134
	3,856
	2,304
<b>TOTAL .....</b>	<b>\$44,303,376</b>

### Mutual Broadcasting System 1948 Sponsor Expenditures

Ralston Purina Co. ....	\$ 1,407,855
Philip Morris & Co. Ltd. ....	1,401,402
Bayuk Cigars, Inc. ....	1,346,461
Miles Laboratories, Inc. ....	1,301,106
Carter Products, Inc. ....	1,195,913
Serutan Co. ....	1,165,487
General Motors Corp. ....	1,021,330
R. B. Semler, Inc. ....	921,173
Kaiser-Frazier Corp. ....	889,996
Pharmaco, Inc. ....	765,466
Mutual Benefit Health & Acci- dent Association of Omaha .....	728,706
Quaker Oats Co. ....	706,415
General Foods Sales Co. ....	704,871
Rouson Art Metal Works .....	618,448
Cudahy Packing Co. ....	626,880
Williamson Candy Co. ....	526,246
Wander Co. ....	489,159
Helbros Watch Co. ....	477,938
Johns-Manville Corp. ....	425,780
Shotwell Mfg. Co. ....	389,084
Lutheran Lamen's League .....	387,874
Noxzema Chemical Co. ....	327,674
Triramount Clothing Co. ....	319,083
Radio Bible Class .....	289,401
Gillette Safety Razor Co. ....	287,671
Voice of Prophecy .....	278,917
U. S. Tobacco Co. ....	258,532
Coca Cola Co. ....	247,583
National Council of Protestant Episcopal Churches .....	231,278
Christian Reformed Church .....	208,451
Piedmont Shirt Co. ....	207,325
Appalachian Coals, Inc. ....	203,349
Revere Camera Co. ....	188,144
Mail Pouch Tobacco Co. ....	181,828
Musterole Co. ....	136,422



# M C R A

LONDON NEW YORK CHICAGO BEVERLY HILLS SAN FRANCISCO

CLEVELAND DALLAS DETROIT BOSTON MINNEAPOLIS



## Agency—Network—Sponsor Billings

Barbasol Co. ....	131,111
Young Peoples Church of Air. . . . .	123,123
International Milling Co. ....	117,956
Philco Corp. ....	106,747
U. S. Army Recruiting Service. . . . .	102,292
Armour & Co. ....	99,330
Democratic National Committee	98,765
DL&W Coal Co. ....	86,216
Fuller Foundations ....	69,002
Teen Timers, Inc. ....	67,005
Peter Paul, Inc. ....	64,217
Continental Pharmaceutical	
Corp. ....	60,802
Wilson Sporting Goods Co. ....	59,089
P. Ballantine & Sons. ....	56,298
United Electrical Radio Machine	
Workers of America. ....	55,829
George A. Hormel Co. ....	53,905
Volupte, Inc. ....	52,095
First Church of Christ Scientist	
Curtis Publishing Co. ....	52,008
H. C. Cole Milling Co. ....	46,821
Republican National Committee	
E. J. Braeh & Sons, Inc. ....	45,147
Doubleday & Co. ....	37,917
Progressive Party ....	36,022
Universal Carloading ....	32,767
R. J. Reynolds Tobacco Co. ....	31,200
Conti Products Co. Inc. ....	29,686
American Bird Products, Inc. . . . .	24,710
Perfect Circle Co. ....	24,057
Mississippi Tabernacle ....	17,335
ILGWU ....	12,944
U. S. Rubber Co. ....	11,397
Pilot Radio Corp. ....	10,252
Shipstad & Johnson. ....	9,291
Penn. Committee for Stassen. . . . .	5,215
(C.I.O. Political Action Com. . . . .	2,295
Grand Lodge of Free & Accept-	
ed Masons ....	887
Pepsodent Division—Lever Bros. . . . .	656
	80
	<b>\$22,769,464</b>

### American Broadcasting Co. 1948 Gross Monthly Billings

MONTH	1948
January .....	\$ 3,989,001
February .....	3,792,256
March .....	4,076,207
April .....	3,997,640
May .....	4,045,384
June .....	3,488,474
July .....	2,793,180
August .....	2,787,805
September .....	3,164,857
October .....	2,279,369
November .....	3,908,031
December .....	3,981,169
<b>TOTAL .....</b>	<b>\$44,303,376</b>

### Mutual Broadcasting System 1948 Gross Monthly Billings

MONTH	1948
January .....	\$ 2,072,002
February .....	2,073,260

March .....	2,089,090
April .....	1,907,971
May .....	1,850,634
June .....	1,639,517
July .....	1,512,664
August .....	1,630,683
September .....	1,755,932
October .....	2,260,063
November .....	2,030,250
December .....	1,947,398

**TOTAL .....** \$22,769,464

### American Broadcasting Co. 1948 Industrial Classifications

Foods and Food Products .....	\$15,981,823
Drugs and Toilet Goods .....	8,323,749
Radios, Refrig., Phono. &	
Electrical Appliances .....	5,022,057
Laundry Soaps and Cleansers .....	2,692,843
Lubricants, Petroleum Prods.	
and Fuel .....	1,549,082
Cigars, Cigarettes and Tobacco. . . . .	1,373,818
Publications .....	1,351,642
Household Furnishings and	
Accessories .....	1,123,142
Insurance .....	1,096,053
Automobiles, Trucks and	
Accessories .....	1,095,464
Steel .....	1,052,090
Jewelry and Accessories .....	787,867
Transportation and Travel .....	589,570
Confectioneries .....	501,468
Clothing and Dry Goods .....	424,183
News Programs Sponsored by	
Labor Unions .....	400,908
Politicals .....	365,673
Miscellaneous .....	297,446
Wines .....	171,576
Paints .....	69,366
Sporting Goods .....	22,380
Controversial Issues Programs. . . . .	11,176

**TOTAL .....** \$44,303,376

### Mutual Broadcasting System 1948 Industrial Classifications

Drugs & Toilet Goods .....	\$ 6,019,944
Foods & Food Beverages .....	3,626,312
Cigars, Cigarettes & Tobacco. . . . .	3,217,909
Automobiles & Accessories .....	1,938,913
Religious .....	1,652,998
Confectionery & Soft Drinks .....	1,265,047
Jewelry & Silverware .....	1,178,481
Finance & Insurance .....	728,706
Laundry & Household Supplies	
Clothing & Dry Goods .....	626,880
Building Materials .....	593,413
Miscellaneous .....	425,780
Lubricant, Petroleum & Fuel. . . . .	410,507
Paints & Hardware .....	289,595
Sporting Goods .....	287,671
Radio & Phonographs .....	247,233
Stationery & Publishers .....	116,038
Wines, Beer & Liquor .....	87,739
	56,298

**TOTAL .....** \$22,769,464

**CBS & NBC 1948 Network Billings Not Available**

**A. & S. LYONS**

**INC.**

**MANAGERS OF DISTINGUISHED ARTISTS**

**21**

**YEARS  
OF  
RADIO  
LEADERSHIP**

**NEW YORK**

**515  
MADISON  
AVENUE**

**BEVERLY HILLS**

**356  
NO. CAMDEN  
DRIVE**

# THE BUSINESS SIDE OF RADIO

By VAL ADAMS, Associate Editor, RADIO DAILY



Val Adams

A GOOD horse player with many years of pouring over form sheets and past performances can readily see by the charts that radio's getting tougher all the time. It's impressive to say that radio's gross revenue in 1948 was 6.5 per cent (\$24.5 million) greater than the previous year but there's more to the story than that. The 1948 increase was at the most no better, and possibly a little less, than the 1947 rate of increase over 1946. Yet in 1948 roughly 400 more AM stations went on the air and Jan. 1, 1949, there were an additional 260 CP's. This is proof positive that broadcasters are growing faster than money.

According to NAB estimates, overall gross revenue from radio time sales in 1948 was \$398,560,000, up 6.5 per cent above the official 1947 income figure released by the FCC. For the second straight year, and the second time in history, income of stations from local retail advertising far outdistanced the gross of the national networks. Local retail business was responsible for \$156,646,000, by NAB estimates issued at the end of 1948, while the national networks sacked up \$133,461,000. The annual percentage of increase also held fast to the new trend, the stations registering 6.5 per cent while the major networks showed 4.5 per cent.

Another outstanding point in the '48 performances was the 10 per cent hike in national spot business. This is even better than the jump in 1947 when national spot increased 9 per cent above 1946. Within the last two years there has been a heavy trend by national advertisers to use more and more spot radio because by this method they call their shots. The extremely heated arguments between the networks and station rep firms during FCC hearings over station representation indicates the importance of this type of operation in the industry.

National spot business in 1948 zoomed

over the \$100 million mark for the first time. NAB's estimated figure was \$100,739,000 and the rate of increase was more than twice as great as that shown by the major networks.

Regional networks (including miscellaneous webs and stations) showed a healthy time sale increase of 10 per cent. Estimated gross was \$7,714,000.

The trend of operating costs rising faster than overall gross revenue continued in 1948. Operating expenses rose 10 per cent, from \$212.2 million in 1947 to \$233.2 million in 1948.

Breaking down the major network time sales, NBC reported its gross for the year was 6 per cent better than 1947. The figure was \$69,700,000.

CBS grossed \$62,200,000 in 1948, reflecting a gain of nearly \$2-million over the previous year. Columbia's take home pay dropped nearly a million, however, and the net for the year was officially pegged at \$5,041,700. This figure includes the sales of Columbia Records.

ABC's gross time billings hit another all time high in '48 but the increase of three-quarters of a million was considerably less than the \$3-million jump shown in 1947. ABC gross time sales in 1948 were \$44,303,376. ABC's net income after federal taxes for the year skidded downward to \$468,676, a topple from the previous year of more than a million. The network said the decrease was attributable to a rapid expansion in television.

MBS registered a gross income of \$22,769,464 for the year, a slight gain of \$386,753 over 1947. This would indicate that Mutual halted a downward trend it suffered in '47 when the web's gross dropped off three and a half million.

FCC charts show what can be taken as highly significant developments in the commercial FM picture during 1948. At the beginning of the year, there were 1,010 total authorizations and at the end of the year the figure had dropped to 964. Peak figure was 1,035 on June 1. "Total authorizations" includes FM stations licensed to operate, CP's and CG's. During the year a total of 136 FM construction permits and conditional grants were deleted.

For reading out loud!

# AP NEWS

Available through membership

# SPOT ADVERTISING TICKS

By ADRIAN J. FLANTER, Adv. Dir., Benrus Watch Co., Inc.



Adrian J. Flanter

AS an advertiser whose business has been built through Spot Broadcasting, the question of how long this dynamic advertising force will continue in this major sales role, can now only be answered by "Time Will Tell," for Television has definitely moved into the picture even though still in its infancy.

The announcement that Benrus Watch Company would spend an additional half-million dollars in Spot Radio and Television for 1949 (making the budget \$1,600,000) is a tribute to Spot Broadcasting and I suppose we should now add Spot Telecasting. Recently returning from a month's nation wide trip, certain conclusions were very evident as my Agency man and I called on Radio and Television stations, as well as visited with Retail Jewelers and Department Store people, who have been wide users of Radio and are now experiencing interesting Television reactions over the sales counter.

Put down 1948 as the year that Television has come into its own, for we like other manufacturers have seen television dollars produce sales. True it is that these sales have not been anywhere near comparable to the accomplishments of Radio, whose achievements cover every trade and industry. Yet it has been a sound and healthy beginning that has made us conscious of the tremendous sales potentialities through our ability to demonstrate our merchandise via Television.

With Radio and Television, you still have two different fields, so you must remember the same standards of operation cannot be applied. Right now, both mediums enjoy good position. While it is difficult to make a hard and fast rule as to the dividing line, each advertiser must evaluate to his own what that division will be.

And while we are very bullish on Television there is no question in our thinking that Radio is here to stay. You just can't do away with a medium that reaches the City, Town, Village and Hamlet with such success as has been the case of Radio.

While Radio is here to stay, let's recognize the value of Television and appraise it advertisingly-wise, instead of as a franchise and experience for later on, as so many advertisers are doing now.

We, at the Benrus Watch Company, are doing just that—standing pat with all our AM schedules; only changing them where we can improve them and at the same time adding new markets as long as the advertising rates are in line with our sales percentages. As for TV we are buying it where it can stand on its own two feet; it doesn't make sense for us, or for any national advertiser, to cancel AM to take care of TV expenditures.

In this new Spot campaign we have added twenty-seven cities to our Radio schedule, while Television is being utilized in six more markets. Altogether this brings our Spot buying to 130 AM Stations and 18 TV operations. This together with our dealer radio set-up in which over 400 jewelers are using our "jingles" and continuity service over 520 stations, probably explains why they refer to Benrus as the Spot Radio-made watch.

While only experience will devise for us the proper formula, we believe that Television offers opportunity to actually "sell" our merchandise in the home. To say that Benrus Endurable Watch is shock-resisting is one thing but to demonstrate it, by showing it falling on the floor, tells a story that provides an impact that will make the sale for the retailer before the consumer reaches his store.

As Television is growing rapidly in metropolitan centers, don't be surprised to see Radio drop its rates, particularly in evening time as TV gradually grabs off the whole family's attention. Right now, I am sorry to report that we find a good many AM stations raising their rates. Little do they realize how foolish their operations are; for today the advertising manager, despite all his alertness and progressiveness, has quite a problem in meeting a budgetary situation in which you can just spend so many dollars.

As a veteran on one side of the bridge and a newcomer on the other, it is very evident, as I view the findings of my trip around the country, that you can now spend money *soundly* on both sides of the bridge, particularly if you are using a Spot Broadcasting-Telecasting campaign.

# THE PULSE, Inc.



## GOOD AUDIENCE RESEARCH FOR RADIO AND TELEVISION

### 1. Personal Interview Significance

*Only the listener himself can report what he has heard after he has heard it. No one or thing can do it for him. Chance tuning to the closing moments of one program in order to insure hearing what follows it is not listening unless the listener reports it. Similarly, the chance retention of the first moments of a following program because of the lag in tuning out is not listening unless the listener reports it.*

*The Pulse personal interview-roster technique permits the listener to identify on a roster the programs and stations he has heard during an immediately preceding part of the day. Listening is not defined as 1 minute, or 3 minutes, or 6 minutes. Only the listener himself can decide what is listening and this he does in the Pulse personal interview-roster technique.*

### 2. Natural Uninhibited Listening Behavior

*Audience Measurement should indicate the listening of the listener as he has done it under his own free choosing and direction. No method is authentic which intentionally or otherwise influences or guides the listener's choice. The mechanical truth of set usage is not a true reflection of psychological listening — the listening that is reported by the listener.*

*The Pulse personal interview-roster technique gathers a listener's own record of listening after he has done it and without affording him the advance knowledge that this information is going to be obtained.*

THE PULSE INCORPORATED  
ONE TEN FULTON STREET  
NEW YORK SEVEN

# Research Organizations

## AUDIENCE RESEARCH, INC.

444 Madison Ave., New York 22, N. Y.  
 Phone: ELdorado 5-1872  
 Princeton, New Jersey  
 Phone: Princeton 335  
 6305 Yucca St., Hollywood, Calif.  
 Phone: HILLside 8103

## A. S. BENNETT ASSOCIATES, INC.

93 Park Avenue, New York 16, N. Y.  
 Phone: MURray Hill 5-7965

## C. C. CHAPELLE COMPANY

308 W. Washington St., Chicago 1, Ill.  
 Phone: Central 8814

## CROSSLEY, INC.

330 W. 42nd St., New York 18, N. Y.  
 Phone: BRyant 9-5462  
 4 Mercer St., Princeton, N. J.  
 Phone: PRinceton 1616

## EGERT RESEARCH ASSOCIATES, INC.

595 Madison Ave., New York 22, N. Y.  
 Phone: ELdorado 5-1294

## ELLIOTT-HAYNES LTD.

### (Radio Research Division)

515 Broadview Ave., Toronto 6, Ont., Canada  
 Phone: GERRard 1144  
 Sun Life Bldg., Montreal, Que., Canada  
 Phone: PLateau 6494  
 441 Seymour St., Vancouver, B. C., Canada  
 Phone: Marine 8794

## C. E. HOOPER, INC.

### (Executive Office)

10 East 40th St., New York 16, N. Y.  
 Phone: LEXington 2-3000  
 Dry Hill, Norwalk, Conn.  
 Phone: NORwalk 8-0606  
 230 N. Michigan Ave., Chicago 1, Ill.  
 Phone: RANDolph 8150  
 315 Equitable Bldg., 6253 Hollywood Blvd.  
 Hollywood 28, Calif.  
 Phone: HOLLYwood 3553

## INDUSTRIAL SURVEYS CO., INC.

292 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 3-0690  
 201 E. No. Water St., Chicago 2, Ill.  
 Phone: STATE 2-7788

## JOHN B. KNIGHT CO.

6530 Sunset Blvd., Hollywood 28, Calif.

## McKINSEY & COMPANY

60 East 42nd St., New York 17, N. Y.  
 Phone: VANDerbilt 6-5280  
 75 Federal St., Boston 10, Mass.  
 Phone: Hubbard 9626, 9627  
 208 South LaSalle St., Chicago 4, Ill.  
 Phone: RANDolph 6-6980  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: GARfield 1-3638

## A. C. NIELSEN COMPANY

2101 Howard Street, Chicago 45, Ill.  
 Phone: HOLlycourt 5-4400  
 500 Fifth Ave., New York 18, N. Y.  
 Phone: PENnsylvania 6-2850

## NOBLE & SWARS, INC.

7 W. 44th St., New York 18, N. Y.  
 Phone: MURray Hill 2-7461

## OFFICE OF RESEARCH, INC.

3470 Broadway, New York 31, N. Y.  
 Phone: AUDubon 3-2335

## THE PULSE, INC.

110 Fulton St., New York 7, N. Y.  
 Phone: REctor 2-6863

## RADIO COPY

162-25 Depot Road, Flushing, N. Y.  
 Phone: FLushing 9-7779

## RADIO REPORTS, INC.

220 East 42nd St., New York 17, N. Y.  
 Phone: MURray Hill 7-6658  
 519 6th St., N. W., Wash., D. C.  
 Phone: Executive 2689  
 5050 Joy Road, Detroit, Mich.  
 Phone: Tyler 7-1290  
 11152 South Figueroa St., Los Angeles, Calif.  
 Phone: PLYmouth 5-0231

## ELMO ROPER

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone: PLaza 7-4900

## N. C. RORABAUGH CO.

347 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 6-2193-4

## ROSS FEDERAL RESEARCH CORP.

2 West 45th St., New York 19, N. Y.  
 Phone: VANDerbilt 6-0600

## SPOT RADIO SERVICE

161 East 48th St., New York 17, N. Y.  
 Phone: LEXington 2-5032  
 Phone: HILLside 4174

# Y&R Eye and ear specialists

## RADIO SHOWS

Bristol-Myers Company	"Duffy's Tavern"	NBC—Wed. 9:00-9:30 pm NYT
The Drackett Company	"Star Time with Dorothy Kilgallen"	ABC—Thurs. 10:45-11:00 am NYT
General Electric Company	"C-E House Party"	ABC—Mon.-Fri. 3:30-4:00 pm NYT
General Foods Corporation	"The Aldrich Family"	NBC—Thurs. 8:00-8:30 pm NYT
" " "	"The Jack Carson Show"	CBS—Fri. 8:00-8:30 pm NYT
" " "	"My Favorite Husband"	CBS—Fri. 8:30-9:00 pm NYT
" " "	"Cangbusters"	CBS—Sat. 9:00-9:30 pm NYT
" " "	"The Second Mrs. Burton"	CBS—Mon.-Fri. 2:00-2:15 pm NYT
" " "	"Shel Wooley and His Calumet Indians"	(Transcribed)
" " "	"Professor Quiz"	(Transcribed)
Gulf Oil Corporation	"We, the People"	CBQ—Tues. 9:00-9:30 pm NYT
International Silver Company	"The Adventures of Ozzie and Harriet"	CBS—Sun. 6:30-7:00 pm NYT effective April 3 (NBC—Sun. 6:30-7:00 pm NYT through March 27)
Johnson & Johnson	"It's Your Life"	WMAQ—Chicago (only) Mon.-Fri. 11:15-11:30 am CST
Lever Brothers Company	"The Bob Hope Show"	NBC—Tues. 9:00-9:30 pm NYT
Thomas J. Lipton, Inc.	"Arthur Godfrey's Talent Scouts"	CBS—Mon. 8:30-9:00 pm NYT
Metropolitan Life Insurance Company	"Eric Sevareid and the News"	CBS—Mon.-Fri. 6:00-6:15 pm NYT
" " "	"Dave Voile—News"	CBS—Mon.-Fri. 8:15-8:30 am PST
Rosefield Packing Company	"Skippy Hollywood Theatre"	(Transcribed)
Sanforized Division of Cluett, Peabody	Nancy Dixon series	(Local shows)

## TELEVISION SHOWS

Bigelow-Sanford Carpet Co., Inc.	"The Bigelow Show starring Dunninger and Paul Winchell with Jerry Mahoney"	NBC—Thurs. 9:30-10:00 pm NYT
Cluett, Peabody & Co., Inc.	"The Arrow Show"	NBC—Thurs. 8:00-8:30 pm NYT
General Electric Company	"Fred Waring Show"	CBS—Sun. 9:00-10:00 pm NYT effective April 17
General Foods Corporation	"Author Meets the Critics"	NBC—Sun. 8:00-8:30 pm NYT
" " "	"The Calibergs"	CBS—Mon. 9:00-9:30 pm NYT effective March 28
Gulf Oil Corporation	"We, the People"	CBS—Tues. 9:00-9:30 pm NYT
" " "	"The Bob Smith Show"	NBC—Thurs. 9:00-9:30 pm NYT
Thomas J. Lipton, Inc.	"Arthur Godfrey's Talent Scouts"	CBS—Mon. 8:30-9:00 pm NYT
Puckard Motor Car Company	"The George Scott Show"	WWJ—Detroit (only) Thurs. 8:00-8:30 pm EST

## RADIO SPOT CAMPAIGNS

The Borden Company	General Foods Corp.	Life Savers Corporation	The National Sugar Refining Company
Centaur-Caldwell Div. of Sterling Drug, Inc.	International Silver Company	Thomas J. Lipton, Inc.	Purity Bakeries
Duffy-Mott Company, Inc.	John F. Jelke Company	Metropolitan Life Insurance Company	Rath Packing Company

## TELEVISION SPOT CAMPAIGNS

The Borden Company	The Goodyear Tire & Rubber Company, Inc.
Centaur-Caldwell Div. of Sterling Drug, Inc.	Simmons Company

**YOUNG & RUBICAM, INC.** ADVERTISING • New York Chicago Detroit Hollywood San Francisco Montreal Toronto Mexico City London



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# ADVERTISING AGENCIES

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## Radio & Television

*Personnel*

•

*Addresses*

•

*Phone Numbers*

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*Membership*

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*Network Accounts*

•

*Local Accounts*



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*Eighteen consecutive years of successful broadcasting*

We can proudly state that we have today among our accounts some of the original clients who started with us in 1931, 1932, 1933, and 1934.

**THE MARKET OF MORE THAN 2,000,000 ITALO-AMERICAN DAILY LISTENERS** is available to you too.

We will deliver **YOUR** message to them the way they understand it, like it and **ACT** on it.

# **LIDO BELLI**

*Producer* — *Director* — *Announcer*

**PROGRESSIVE RADIO ADVERTISING CO.**

260 East 161st Street New York 51, N. Y.

MELrose 5-5522

# ADVERTISING AGENCIES

## Agency Recognition Symbols

- AAAA . . . *American Association of Advertising Agencies*
- ABC . . . *Audit Bureau of Circulation*
- ABP . . . *Associated Business Papers*
- ANPA . . . *American Newspaper Publishers' Association*
- APA . . . *Agricultural Publishers' Association*
- CAN . . . *Continental Agency Network*
- NAAN . . . *National Advertising Agency Network*
- NOAB . . . *National Outdoor Advertising Bureau*
- OAAA . . . *Outdoor Advertising Association of America, Inc.*
- PPA . . . *Periodical Publishers' Association*
- SAAA . . . *Southwestern Association of Advt. Agencies*
- SNPA . . . *Southern Newspaper Publishers' Association*
- TAAN . . . *Transamerica Advertising Agency Network*

### A. W. ADV., INC.

17 E. 53rd St., New York 22, N. Y.  
Phone EL 5-5158  
ANPA—APA

President.....Bliss Woodward  
Vice-President.....Kendrick W. Diller  
Radio Dir.....Selwyn Rausch  
Account Executive.....G. F. Mettee  
*Radio Accounts*—Foot-Saver Shop, Hopkins of Waramug, Park Crescent Hotel, Roger Smith Hotels, Winthrop Hotel.

### AD ASSOCIATES

315 West 9th St., Los Angeles, Calif.  
Phone TUcker 5713

Partner, Copy Chief, Radio Dir..Andy Kelly  
Partner, Art Dir., Prod. Mgr..Gordon Horney  
Media Dir.....Arthur Shippee  
Pub. Dir.....Dean Nelson  
Research Dir.....L. F. Friedman

### AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.  
Phone Higate 4-6580

Owner & Radio Director.....Ad Fried  
Format Manager.....Leland Morgan  
Publicity Director.....Shirley Williams  
Program Manager.....Elaine Trigger  
Special Programs.....Robert Callan  
Radio Producers.....Ad Fried,  
Fred Chapman, Melba Burley, Shirley  
Williams, Robert Callan  
Television Research Survey & Dir.,  
Ad Fried  
*Radio Accounts*—Advance Products Co.,  
Associated Stationers, Inc., W. F. Barton &

Son, Darling Shops (Pac. Coast) Bigelow  
Films, Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Co., Coast Millinery Stores, Cochran & Celli Home Appliance Stores, Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam, Dr. DeGloria-Revelli, Opts., Fox West Coast (Oakland only), Guarantee Furniture Co., 30th & San Pablo Warehouse, Bill Wood Motor Co.(Ford) Henry DeLugach Real Estate, Oakland Lodge #324, Moose, Morse Starret Products, Oakland Frame & Axle Co., Panda Room, Rocil Shoe Co., Rhodes & Jamison, Ltd., Swan's Market, Sunset Venetian Blind Co., Sports Unlimited, West Coast Soap Co., Powow, Williams Dairy Co., Jim McCann Radio Center, Radio Station KWBR, Kronke Awning Co., Gould Pacific Co., Crompton Specialties, Royal Art Galleries, Linn Company, Rainbow Hybridizing Gardens Maltby Markets, George H. Holman, Home Supply Company, Office Appliance Co., Rainbow Candies.

### WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.  
Phone Whitehall 5210  
ABP—APA

Pres.-Treas.....William Hart Adler  
V.-P., Secy., Art Dir.....Warren Schuster  
Prod. Mgr.....Howard Schendorf  
Copy Chief, Radio-TV Dir.....Aaron Adler  
Media & Research Dir.....Ira N. Bix  
Space Buyer.....Barbara Sager  
Acct. Execs.....W. H. Adler,  
Warren Schuster, Aaron Adler, Kenneth  
Ring.

# SHERMAN & MARQUETTE

*Advertising*

CHICAGO ★ NEW YORK ★ HOLLYWOOD

Judy Canova

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Mr. and Mrs. North

•

Bill Stern

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Roy Rogers

•

Man On the Farm

•

Challenge of the Yukon

## . . . Advertising Agencies . . .

### ADMASTERS ADV., INC.

514 Tenth St., N.W., Washington 4, D. C.  
Phone District 0551

ABP

President.....John E. Waterfield  
Vice-President.....J. P. Jones  
Secretary.....E. H. Bell  
Prod. Mgr.....V. E. Bander Schaaf  
Copy Chief.....R. Souder

### ADVERTISERS' BROADCASTING CO.

117 West 46th St., New York 19, N. Y.  
Phone PLaza 7-3560

Executive Director.....M. Keilson  
Radio Director.....Sholom Rubinstein  
Producer.....Jacob F. Keilson  
Continuity Chief.....Jacob I. Freedman  
Program Planning.....David M. Hausdorff

*Radio Accounts*—Foreign Language Programs: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Yuban Coffee); Horowitz-Margaret; I. Rokeach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder, Cocomat); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O); Whitehall Pharmaceutical Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); The Barbasol Company (Barbasol); Penick & Ford Ltd., Inc. (My-T-Fine Desserts); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); The "Junket" Folks ("Junket" Brand Foods); Florida Citrus Exchange (Florigold Oranges and Grapefruit); Cudahy Paeking Co. (Old Dutch Cleanser); The Birkett Mills (Wolff's Buckwheat Products); Pillsbury Flour Mills Co. (Pillsbury Enriched Farina); General Mills, Inc. (Betty Crocker Ginger Cake Mix); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry); Procter & Gamble Co. (Crisco, Drest); Maltex Co., Inc. (Maltex Cereal); Public National Bank & Trust Co.

### ADVERTISING COUNSELORS

370 Spreckels Bldg., San Diego 1, Calif.  
Phone Main 8016-7

Owner.....Buckleigh Oxford  
Chief Acct. Exec.....Mary Alice Haggard  
Production Manager.....Esta Burton  
Copy Chief.....Winifred Kizer  
Layout Man.....Harold B DePute  
**Finance**.....Terese Oxford  
Director of Radio-TV.....Buckleigh Oxford  
Associate Executive.....Mary Alice Haggard  
Time Buyer.....Esta Burton  
Script Writer.....Winifred Kizer

*Radio Accounts*—Arey-Jones Co., Fackler Motor Service, Hammond's Dept. Store, Huff Rug Stretcher, Iowa Farmer, Las Palmas Clinic, Lory Dry Cleaner, Modern Furniture Co., Noonan Furs, McChesney Specialty Works, Pacific Surplus Co., SD & AE Southern Pacific, Uncle Ed.

### ADVERTISING, INC.

Central National Bank Bldg.,  
Richmond 19, Va.

Phone 3-2800 & 3-2809

ANPA—SNPA—APA—ABP—NOAB

President.....J. Lynn Miller  
Vice-President.....M. T. Miller  
Secretary-Copy Chief.....Alicia G. Smithers  
*Radio Accounts*—R.F.&P. Railroad, Virginia Electric & Power Co., Virginia Dairy Co., Henry R. Haase.

### ADVERTISING TRADE SERVICE, INC.

303 Fifth Ave., New York 16, N. Y.

Phone Murray Hill 4-3800

Pres.-Treas.....Ralph B. Halley  
Secretary.....Nat Lang  
Art Dir.....J. Heinemann  
Space Buyer-Acct. Exec.....Robert Morse  
Radio Dir.-Time Buyer.....Phil Abrahams  
Acct. Execs.....Ralph B. Halley,  
Nat Lang.

#### Branch Office

350 Lincoln Rd., Miami Beach, Fla.

Manager.....Robert Schwartz  
*Radio Accounts*—Altman's Hotel, The Antlers, Arlington Hotel, Blackstone Hotel, Cadillac Hotel, Monticello Hotel, Ruxton Hotel, Tudor Hotel.

### AETNA ADVERTISING AGENCY

1776 Broadway, New York 19, N. Y.

Phone CIrele 7-7510

ANPA

Partner.....Lawrence S. Morris  
Partner.....Julia Morris  
Account Executives.....Robert Marcus,  
Robert Magnus.

*Radio Accounts*—White Oaks Inn, Havana Madrid, Strand Hotel, Marco Polo, Gilmores Restaurant, Essex House (Carousel), Cafeteria Garden, Du-Ev Product.

### AGENCY SERVICE CORP.

66 E. South Water St., Chicago 1, Ill.

ANPA—APA—ABP—NOAB—PPA

Pres. & Mgr.....A. C. Houser  
Vice-President.....A. L. Gale  
Space & Time Buyer.....T. M. Kiley  
Production Manager.....Walter L. Fay  
*Radio Accounts*—Chicago Motor Club, Family Life Insur. Co., Florence Beach Candies, North American Acceptance Corp.

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**The Ford Television Theater**

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**Cy Feuer** · Composer-Conductor



**Vincent McConnor** · Script Editor



**Ian M. Smith** · Continuity



**Nelson Case** · Announcer



**Marc Daniels** · Director



**Cy Feuer** · Composer-Conductor



**Samuel Leve** · Setting



**Nelson Case** · Announcer

**Advertising Agencies**

**THE AITKIN-KYNETT CO.**

1400 South Penn Square,  
Philadelphia 2, Pa.  
Phone Rittenhouse 6-7810  
AAAA — APA — NOAB — ABP — ANPA  
PPA—ABC—BMB  
Senior Partner.....H. H. Kynett  
Partners.....A. K. Aitkin,  
M. E. Goldman, H. A. Medholdt.  
Art Dir.....F. Wade Lane  
Production Mgr.....W. B. Turner  
Space & Radio Time Buyer.....E. M. Gretz  
Acct. Execs.....Thomas J. Smith,  
Allen C. Smith, Curtin MacAfee.  
*Radio Accounts*—Phillips Packing Co.,  
Inc.; Felton-Sibley & Co., Inc.; Old Reading  
Brewery, Inc.

**R. H. ALBER CO.**

439 N. Larchmont Blvd.,  
Los Angeles 4, Calif.  
Phone HOLlywood 8273  
ANPA  
President & Radio Dir.....R. H. Alber  
Space Buyer.....Pauline Hagen  
*Radio Accounts*—Old Fashioned Revival  
Hour; Unity School of Christianity.

**ALLEN & REYNOLDS ADV. AGENCY**

833 Insurance Bldg., Omaha 2, Nebr.  
Phone Atlantic 4445  
AAAA—ANPA—APA—ABP  
Partners & Account Executives.....Earl H.  
Allen, Milton H. Reynolds  
Account Executives.....Karl Joens,  
Robert H. Reynolds, Claude F. Anderson,  
John E. Enis, Charles Findley, Floyd Mel-  
len.  
Radio Department....William Rosborough  
Radio Chief.....Milton Stephan  
Janet Haggart.  
*Radio Accounts* — Omaha Public Power  
District, Western Iowa Power Company,  
Graybar Electric Company, Merchants Bis-  
cuit Company, P. F. Petersen Baking Com-  
pany (Peter Pan Bread), Reed Ice Cream  
Company, Omar Incorporated (Flour, Pack-  
aged Mixes), Wehber Motors (Automobiles,  
Trucks and Equipment), Byron Reed Co.,  
Inc. (Farm Management), Tekseed Hybrid  
Company (Hybrid Corn), U. S. National  
Bank, Rosen-Novak Auto Company (Used  
Automobiles).

**ALLEY & RICHARDS, INC.**

370 Lexington Ave., New York 17, N. Y.  
Phone LEXington 2-3020  
AAAA—ABP—NOAB—ANPA—PPA  
APA  
President.....Courtland N. Smith  
Secretary.....Richard B. Reynolds  
Vice-President.....Charles A. Holcomb  
V.P. & Creative Dir....Deane H. Uptegrove

V.P. & Media Director.....H. M. Billerbeck  
Treasurer.....H. L. Whittemore  
Copy Chief.....Frederick B. Clarke  
Radio-TV Director.....Robert I. Carver  
Director of Time Buying...H. M. Billerbeck  
Timebuyers.....Grace Kipp, Elaine Akst

*Branch Office*

Statler Office Bldg., Boston 16, Mass.  
Vice-Presidents.....J. T. Coenen,  
Paul B. Cavanagh  
Radio-TV Dir.....Barbara Keane  
*Radio Accounts*—Mich. Chemical Corp.,  
Allen V. Smith, Inc., R. C. Williams & Co.,  
Inc., Glenwood Range Co., Edgar P. Lewis &  
Sons, Inc.

**ALLIED ADVERTISING AGENCIES**

167 S. Vermont Ave., Los Angeles 4, Cal.  
Phone Drexel 7331  
President.....W. F. Gardner  
Vice-President.....A. H. Esary  
General Manager.....Bill Welsh  
Production Manager.....Stuart Heinemann

*Branch Offices*

725 Hearst Bldg., 3rd & Market Sts.,  
San Francisco 3, Cal.  
Phone, Douglas 7018  
Assistant Manager.....Jack Gregory  
353 Henry Bldg.  
Seattle 1, Wash.  
Phone Elliott 6054  
Manager.....George Routh  
*Radio Accounts*—Arden Farms Co., J. J.  
Newberry Co. (Los Angeles), Los Angeles  
Examiner, West Pico Furniture Co., Grincs-  
Stassforth, United Appliance, Podolor Mo-  
tors, Pridham Davis, Thrifty Outlet Co., Gil-  
more Stadium, Western Caravan, Sparklets  
Frosted Foods, Franklin's (Seattle), Ham-  
rick Evergreen Theaters.

**ANDERSON, DAVIS & PLATTE, INC.**

50 Rockefeller Plaza, New York 20, N. Y.  
Phone PLaza 7-2300  
AAAA—PPA—ANPA  
President.....T. H. Anderson, Jr.  
Exec. Vice-Pres.....H. H. Smith  
Treasurer.....H. H. Thurlby  
Secretary.....Lewis G. Van Akin  
Asst. Secy., Media Dir.....Vera Muenzer  
Television Director.....Karl Knipe  
*Radio Accounts*—Alexander Smith & Sons  
Carpet Co. (National spot), Alderney Dairies.  
*Television Account*—Alexander Smith &  
Sons Carpet Co.

**CLAUDE ANIOL & ASSOCIATES**

Smith-Young Tower, San Antonio, Tex.  
Phone Fannin 9148  
ABP—SNPA—APA  
President & Prod. Mgr.....Claude B. Aniol

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*Advertising Service*

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## . . . Advertising Agencies . . .

### ASSOCIATED ADVERTISING AGENCY, INC.

208 Dixie Terminal Bldg., Cincinnati 2, Ohio  
Phone MAin 5784

ABP—ANPA—PPA—APA—NOAB

President.....Sam Malcolm Levy  
Secy. & Treas.....I. C. Levy  
Television Director.....Sam Malcolm Levy

*Radio Accounts*—Hotel Gibson, Ford Dealers of Northern Ky., Ford Dealers of Greater Cincinnati.

### ASSOCIATED BUSINESS COUNSELORS, INC.

Fox Bldg., Detroit 1, Mich.  
Phone CA 7878

President.....Franklin A. Johns  
Vice-Presidents

Glenn B. Hiller, Lansing Moore  
Secretary & Treasurer.....T. R. Johns  
Art Director.....B. Thompson  
Radio Director.....E. S. Conroy

#### Branch Office

350 Fifth Ave., New York 1, N. Y.

Manager.....Lansing Moore  
*Radio Accounts* — Detroit Times, Locks Laboratories.

### ATHERTON & CO.

6000 Sunset Blvd., Hollywood 28, Calif.  
Phone HOLlywood 7151

Owner.....Andreas Atherton  
Art Prod. Media, Radio Dir.... Charles Mottl  
Space & Time Buyer.....Ann Pearl

*Radio Accounts* — Crib Diaper Service, Ataddin Recordings, Service Finance Co.

### ATHERTON & CURRIER, INC.

420 Lexington Ave., New York 17, N. Y.  
Phone LExington 2-8795

ABP—ANPA—PPA

President.....J. W. Atherton  
Vice-President.....Lester Stone  
Secretary.....W. T. Tieman  
Treasurer.....H. P. Francis  
Time Buyer.....Wm. T. Tieman  
Program Director.....J. P. A. Atherton

#### Branch Office

100 Adelaide St., Toronto, Ont., Canada

Vice-Pres.....K. C. Utley  
*Radio Accounts* — Cuticura, Eno, Scott's Emulsion, Phelps Dodge Refining Corp.

### AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago 1, Ill.  
Phone RANDolph 0830

ANPA — ABP — PPA — APA — NOAB  
President.....James T. Aubrey  
Vice-President.....John J. Finlay  
Space & Radio Time Buyer & TV Dir.

John H. North

*Radio Accounts*—International Harvester Co., Williamson Candy Co. (Oh Henry), McKenzie Pancake Flour, Dubuque Packing Co.

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

West Washington Square, Philadelphia 6, Pa.  
Phone Lombard 3-0100

ANPA—PPA—ABP—APA—OAAA—BMB  
President.....H. A. Batten  
Vice-Pres. & Dir. of Radio-TV

H. L. McClinton

Vice-Pres.-Mgr. Radio-TV Dept.

James E. Hanna

Radio-TV Plans.....Thomas J. McDermott  
Coordinator of Sports..Robert A. Mortensen  
Manager Radio Prod.....Joseph R. Stauffer  
Talent Buyer.....Marge Kerr  
Copy Chief.....Philip A. Young  
Publicity.....Wauhillau LaHay,  
Dorothy Doren.

Time Buyers.....Paul F. Kizenberger,  
John W. Purves, Charles M. Wilds.

Contracts.....Richard S. Bunbury  
Dir. Radio Research.....Gordon C. Braine  
Research Asst.....Shirley Stone  
Manager TV & Motion Picture Bureau

G. D. Gudebrod

Manager TV Production..Donald N. McClure

#### Branch Offices

30 Rockefeller Plaza, New York 20, N. Y.  
Vice-President.....John D. Upton  
Stutler Office Building, Boston 16, Mass.

Manager.....E. Craig Greiner  
135 S. LaSalle Street, Chicago 3, Ill.

Manager.....Sterling E. Peacock  
4170 Penohscot Building, Detroit 26, Mich.

Manager.....T. J. Henry  
612 Taft Building, Hollywood 28, Calif.

Manager.....Charles R. Hogen  
235 Montgomery St., San Francisco 4, Calif.

Manager.....Carl Zachrisson  
231 Dillingham Building,  
Honolulu 16, Hawaii

Manager.....Avery McBee

*Radio Accounts* — The Atlantic Refining Co., The Bell Telephone System, Chesapeake & Potomac Tel. Co., Chrysler Corp., Chrysler Corp., Plymouth Div., Cliquot Club Co., Elec. Cos. Adv. Program, The Hawaiian Pineapple Co., Ltd., Charles F. Hires Co., Illinois Bell Telephone Co., Johnson & Johnson, The Kellogg Co., Michigan Bell Telephone Co., The Philadelphia National League Baseball Club, Sealtest Inc., Regal Shoe Co., Sheffield Farms Co., Inc., Supplee-Wills-Jones Milk Co., United Air Lines.

*Television Accounts* — American Tobacco Co. (Lucky Strike Cigarettes), The Atlantic Refining Co., Illinois Bell Telephone Co., Sheffield Farms Co., Inc., Supplee-Wills-Jones Milks Co., United Airlines.

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. . . **Advertising Agencies** . . .

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O'KANE & GANO**

75 E. Wacker Dr., Chicago 1, Ill.  
Phone Franklin 4883  
APA—NOAB—ABP

President.....J. C. Bachrodt  
V.P.'s.....R. C. Gano, Thomas J. O'Kane  
Secretary.....Katherine Jansen  
Treasurer.....R. B. Newell  
Account Executives.....J. C. Bachrodt,  
R. B. Newell, Thomas J. O'Kane.  
*Radio Account*—Wm. Frank Co.

**BADGER & BROWNING & HERSEY,  
INC.**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 73720  
ABP—ANPA—PPA

Chairman of Board.....J. L. Badger  
President.....R. W. Hershey  
Vice-President.....J. C. Morrow  
Treasurer.....F. S. Browning  
Radio-TV Time Buyer.....W. D. Edouarde  
Radio-TV Director.....Jack Wilcher  
Radio Business Mgr.....Gilbert Supple  
Radio Time Dept.....M. H. Missing,  
Shirley Helmich.

*Branch Office*

75 Federal St., Boston 10, Mass.

*Radio Accounts*—American Chicle Co.,  
Wilbur-Suchard Chocolate Co., Inc.

*Television Accounts*—American Chicle Co.,  
Cobbs Co., Scandinavian Coffee Corp., White  
Tower Management Corp.

**THE BAKER ADV. AGENCY LTD.**

522 University Ave., Toronto, Ont. Canada  
Phone Adelaide 5315  
CAN

President.....W. R. Baker  
Vice-President.....H. F. Baker  
Personnel Mgr. & Acct. Exec.....R. C. Baker  
Copy Chief.....W. E. Trimble  
Secretary-Treasurer.....A. N. Nishet  
Merchandising Manager.....G. Sloan  
Account Executives.....H. S. Baxter,  
K. W. Jones, C. S. Wallace.

Space Buyer.....Miss S. Cook  
Radio Director.....Jack F. Horler  
Assistant Radio Director.....Miss H. Blair  
Time Buyer & Secretary.....Miss J. Honour

*Branch Office*

1557 MacKay St., Montreal, Que.

Manager.....Gabriel Langlais  
*Radio Accounts*—Canadian Chewing Gum  
Sales Ltd., Carnation Co., General Foods, Ltd.,  
J. Rene Ouimet Ltd., Murine Co., Inc., Teen-  
years Products, White Laboratories, Inc.

**BALDWIN, BOWERS & STRACHAN,  
INC.**

374 Delaware Ave., Buffalo 2, N. Y.  
Washington 6854  
ANPA—PPA—APA—ABP—NOAB

President.....William M. Baldwin  
Vice President.....Everett L. Bowers  
Treasurer.....Kenneth Strachan  
Radio-TV Director.....Everett L. Thompson  
Copy Writers & Producers.....Jean Schantz,  
Joseph Radder.

Traffic.....J. A. MacMurray  
*Radio Accounts*—Sears Roebuck Co., Iro-  
quois Beverage Corp., Erie Savings & Loan,  
S. R. Gerber Sausage Co., Kobler & Miller  
Furniture, Red and White Stores, Hambleton  
Terminal Corp., General Ice Cream Corp.,  
International Railway Co., Buffalo Industrial  
Bank, Crystal Beach Co., Inc., First Federal  
Savings & Loan Assoc., Ettoli Products,  
Thomas Products, Joseph Strauss Co., Inc.,  
Dodd's Dairy, Kenmore Motors, Colonial Pre-  
serves, Prechtel Optical Co., Quality Laundry,  
Farmer Brown, Inc., Martin Jacobi, The  
Sample Shop, National Television Co., Villa  
Pontiac & Pontiac Dealers, Clockwise Perma-  
nents, Buffalo Home Insulation Co., Trio  
Products, Inc., Lincoln-Mercury Dealers, West  
Side Businessmen's Assn.

*Television Accounts*—Kenmore Motor Co.,  
The Sample Shop, Iroquois Beverage Corp.

**BARLOW ADVERTISING AGENCY,  
INC.**

742 James St., Syracuse 3, N. Y.  
Phone 9-6644

AAAA—APA—PPA—ABP

Pres. & Acct. Exec.....E. S. Barlow  
Vice-Pres. & Acct. Execs.....E. S. Crawford,  
H. H. Goodhart.

Secretary.....R. J. Sloan  
Production Mgr.....Donald Nowak  
Media Dir.....F. B. Tompkins  
Vice-Pres. & Copy Chief.....J. J. Hines  
Art Director.....H. C. Millard  
*Radio Accounts*—Lincoln National Bank  
& Trust Co., Beverly Hills Wine Co.

**BARNES CHASE COMPANY**

530 Broadway, San Diego 1, Calif.  
Phone Franklin 7771

AAAA—ABC—NOAB—ABP—ANPA—APA  
Owner.....N. R. Barnes  
Account Executives.....Norman Foster,  
Mark Moore, Robert Fling.

Radio Director.....Edwina B. Sample

*Branch Office*

1121 South Hill St., Los Angeles 15, Calif.

Manager.....Charles J. Hawkins  
*Radio Accounts*—Bay Shore Motors, Wal-  
ter B. Bowie Pie Co., Frazee's, Greenwood  
Memorial Park, Johnson Saum Co., Qualitee  
Dairy Products Co., San Diego Electric Rail-  
way, Yellow Cab Co.

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**Q. Who's in it?**

**A. MAURICE CHEVALIER!**

**Q. When does it start?**

**A. ASK MUTUAL!**

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## . . . Advertising Agencies . . .

### **BARRONS ADVERTISING CO., INC.**

Pickwick Bldg., Kansas City 6, Mo.  
Phone HARRISON 6118

ANPA—PPA—APA

President & Treasurer.....Wheeler Godfrey  
Vice-President.....Frank H. Little  
Secretary.....A. W. Durrin  
Account Executives.....Wheeler Godfrey,  
F. H. Little.

Radio Accounts—Sejdlitz Paint Co., Mid-  
west Wool Co-op., Sodiphene, Ball Clinic.

### **STUART BART & GETSCHAL, INC.**

114 East 32nd St., New York 16, N. Y.  
Phone LEXINGTON 2-2323

ABP—ANPA—PPA—APA

President.....Stuart Bart  
V.P. & Radio Dir.....Budd Getschal  
Radio Accounts.....Louis G. Cowan, Inc.

### **TED BATES & CO.**

630 Fifth Ave., New York 20, N. Y.  
Phone CLERK 6-9700

AAAA—ANPA—PPA—  
NAOB—ABC—OAAA—FAAG

President-Treasurer.....T. L. Bates  
Executive Vice-Pres.....Joseph R. Busk  
Vice-Pres-Secretary.....Thomas J. Carnese  
Vice-Presidents.....Walter Everett,  
Clinton S. Ferris, Thomas F. Harrington,  
Edward F. Hudson, William H. Kearns,  
Louis Menna, Clifford N. Parsells, Ros-  
ser Reeves, Edgar P. Small.

Radio Producers.....William Harding,  
Jay Clark, Alan Dingwall, Jr.

Branch Office

6432 Selma Ave., Hollywood 28, Calif.  
Phone HOLLYWOOD 2161-2-3

Vice-Pres. in Charge Radio Prod.,  
Austin Peterson  
Producers.....Harry Saz, Frank O'Connor

Radio Accounts — Colgate-Palmolive-Peet  
Co. (Palmolive Shaving Creams, Palmolive  
Soap, Colgate Dental Cream, Halo Shampoo  
through Sherman & Marquette), the Shantel  
Baking Co. (Wonder Bread & Hostess  
Cakes), Carter Products, Inc. (Carter's Little  
Liver Pills, Arrid), Standard Brands.

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

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

AAAA—ABP—ANPA—PPA—SNPA  
OAAA—NOAB—APA—ABC—BMB

Chmn. of Board.....Bruce Barton  
Vice-Chmn. of Board.....Alex F. Osborn  
President.....Bernard C. Duffy  
Vice Pres. & Treasurer & Chmn. of Exec.  
Comm.....F. R. Feland  
Exec. V.P. in Chg. Western offices

John C. Cornelius

Exec. V.P. in Chg. Creative Services

Chas. H. Brower

Exec. V.P. in Chg. Account Operations

J. D. Danforth

Secretary.....Eugene T. McQuade

V.P. in Chg. Radio.....Arthur Pryor, Jr.

V.P. in Chg. New Programs & Talent

Wickliff W. Crider

V.P. in Chg. Radio (Hollywood). Wayne Tiss

Business Manager.....Carroll P. Newton

V.P. in Chg. Radio Commercial Copy

Robert L. Foreman

In Chg. Radio Timebuying.....Frank Silvernail

Local Radio Manager.....Eleanor Scanlan

Chief Story Editor.....George Kondolf

Mgr. Radio Promotion & Merchandising,  
James A. McGarry

Television Dept (In Chg.).....Herbert B. West

#### Branch Offices

1220 Statler Office Bldg., Boston 16, Mass.

Vice-President.....Francis W. Hatch

Rand Bldg., Buffalo 3, N. Y.

Vice-President.....Stanley P. Irvin

919 No. Michigan Ave., Chicago 11, Ill.

Vice-President.....H. H. Haupt

1050 Terminal Tower Bldg., Cleveland 13,  
Ohio

Vice-President.....E. E. Haring  
Suite 1856, Penobscott Bldg.

Manager.....George Vonderlin

1680 No. Vine St., Hollywood 28, Calif.

Vice-President.....Wayne Tiss  
523 W. 6th St., Los Angeles 14, Calif.

Vice-President.....A. W. Neally  
Northwestern Bank Bldg., Minneapolis 2,  
Minn.

Exec. Vice-President Chg. Western offices

J. C. Cornelius

Vice-President.....Edward A. Cashin  
Grant Bldg., Pittsburgh 19, Penn.

Vice-President.....Leon D. Hansen  
Russ Bldg., San Francisco 4, Calif

Vice-President.....C. H. Ferguson

Radio Accounts — American Tobacco Co.,  
Armstrong Cork Co., Cream of Wheat Corp.,  
Curtis Circulation Co., De Soto Division,  
Chrysler Corp., E. I. du Pont de Nemours &  
Co., Inc., Emerson Drug Co., General Elec-  
tric Co., U. S. Steel Corp., Rexall Drug Com-  
pany, Wildroot Co., Inc., American Home  
Magazine, Berwin Fuel Corporation, Bon  
Ami Company, Chamberlain Sales Corpora-  
tion, Circus Foods, Inc., Consolidated Edison  
Company, First National Bank of Boston,  
Fort Pitt Brewing Company, Fruit Dispatch  
Company, Gamble-Skogmo, Inc., General  
Baking Company, Golden State Company,  
Ltd., B. F. Goodrich Company, Hormel, Geo.  
A. & Co., Keystone Lumber Company, Marine  
Trust Company, Maywood Park Trotting  
Assn., Inc., Minneapolis Brewing Company,  
Minn. Mining & Manufacturing Company,  
Mount Royal Importers, Murine Company,

**Advertising Agencies**

Inc., The National Gypsum Company, Nehi Corporation, New York Telephone Co., Northwestern Bell Telephone, Northern Pacific Railway Company, Pacific Telephone & Telegraph Co., Penick & Ford, Ltd., Inc., Paper Division, Personal Products Corp., Peter Hand Brewing Company, Reader's Digest Association, Roosevelt Raceway, Savings Bank Association of Massachusetts, Servel, Inc., The F. & M. Schaefer Brewing Co., Sea Breeze Laboratories, Southern New England Telephone Co., Standard Oil Company of California, R. H. Stearns Co., Tea Garden Products Company, Tennessee Coal, Iron & Railway Co., Timken Roller Bearing Co., Trans-World Airlines, Inc., Waitt & Bond, Inc., William Underwood Co., Republican National Committee.

*Television Accounts*—Wildroot Co., Inc., F. & M. Schaefer Brewing Co., Standard Oil of California, General Electric Co. (Lamps), General Electric Supply Co. (Cleveland), Old Country Trotting Assn., Minneapolis Brewing Co., First National Bank of Boston, Rexall Drug Stores, E. R. Squibb Co., General Time Instruments, Ethyl Corp., The Saturday Evening Post, The Ladies Home Journal, Hamilton Watch Co., Republican National Committee, The Dewey-Warren

Clubs of America, National Federation of Women's Republican Clubs.

**ADRIAN BAUER ADV. AGENCY, INC.**

1528 Walnut St., Philadelphia 2, Pa.  
Phone Kingsley 5-7870  
ANPA—PPA

President.....Adrian Bauer  
Vice-Pres. & Treas.....Lillian E. Bauer  
V.P.'s.....Alan R. Tripp, Harold Finestone  
Secretary.....Elmira R. Peters  
Art Director.....Sallie M. Brown  
Production Manager.....Wilmer S. Roberts  
Copy Chief.....Helen Park

*Radio Accounts*—Adelphia Hotel, Broad St. Trust Co., Cayuga Federal & Loan Assn., The Drake, J. Frank & Son, Phila Dairy Products Co., Inc., Ritz Carlton Hotel, Warburton Hotel.

**JERE BAYARD & ASSOCIATES**

2504 W. 7th St., Los Angeles 5, Calif.  
Phone Fairfax 1278  
NOAB—PPA

Owner.....Jere Bayard  
Secretary.....Marion Hassett

**LENNEN & MITCHELL, INC.**



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We are direct manufacturers and mill representatives.

Our line consists of handkerchiefs, ladies' silk-rayon scarfs, men's neckwear and

**NYLON HOSIERY**

**CHASE HANDKERCHIEF CO.**

1181 Broadway, New York City  
MU. 4-7292

*"We Can Fill Any Large Order"*

## . . . Advertising Agencies . . .

Space Buyer.....Beth M. Freeman  
 Production Manager.....Johnny A. Gazurian  
 Radio Director.....Larry Kraft  
 Account Executives.....Jere Bayard,  
 Jean Daniels, Charles Murray.

### ROGER BEANE ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.  
 Phone FRanklin 2517  
 APA

Space Buyer.....Roger Beane  
 Art Director.....Francis Fox  
 Prod. Mgr. Radio Dir. & Time Buyer  
 Harold Bean

*Radio Accounts*—L. S. Ayres & Co., Polar  
 Ice & Fuel Co., Wilson Bros.

### BEAUMONT, HELLER & SPERLING, INC.

6th & Walnut Sts., Reading, Pa.  
 Phone 7447

NOAB—ABP—PPA—ANPA

President.....Donal T. Beaumont  
 Vice-Pres. & Sec.....L. J. Sperling  
 Treasurer & Copy Chief.....R. F. Heller  
 Art Director.....R. R. Glassmire  
 Production Manager.....J. L. Ryan  
 Radio Time Buyer.....Dorothea Hassler  
 Space Buyer.....Marion W. Nagle  
 Research Dir.....Kenneth W. Erdman

*Radio Accounts*—Allen Laundries, Allen-  
 town-Bethlem Gas Co., Automotive Service,  
 Consumers Gas Co., Haines Hobby House,  
 Harrisburg Gas Co., Lebanon Valley Gas  
 Co., Station WHUM.

### BEHEL & WALDIE & BRIGGS, INC.

221 N. LaSalle St., Chicago 1, Ill.  
 Phone Franklin 8422

ANPA—APA—PPA—ABC—NOAB

President.....B. D. Waldie  
 Vice-Pres. & Treas.....G. L. Briggs  
 Vice-President.....Art Kanaske  
 Secretary.....Lois Chambers  
 Assistant Treasurer.....Leona McMullen  
 Art Director.....H. A. Sanderson  
 Production Manager.....M. N. Pierson  
 Account Executives.....A. Kanaske,  
 J. H. Bolt, R. E. Wright, P. Frantz, K.  
 B. Karcher.

*Radio Accounts*—Chicago Terminal Na-  
 tional Bank, Gold Prize Coffee.

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

511 Fifth Ave., New York 17, N. Y.  
 Phone MUrray Hill 7-2189

ANPA—PPA

President.....Victor A. Bennett  
 Vice-President.....John L. Moore  
*Radio Accounts* — Longines-Wittnauer  
 Watch Co., Inc. (Watches), New York Sun,  
 Newspaper.

### BENTON & BOWLES, INC.

444 Madison Ave., New York 22, N. Y.  
 Phone MUrray Hill 8-1100

AAAA—ANPA—PPA—ABP—  
 NOAB—OAAA

Chairman of Board.....Atherton W. Hobler  
 President.....Clarence B. Goshorn  
 Exec. Vice-Pres.....William R. Baker, Jr.  
 Sec.-Treas.....Edward R. Beach  
 Vice-Pres. & Dir. of Media..H. H. Dobberteen  
 Vice-Pres. in Charge of Radio & Tele

Walter Craig

Business Manager of Radio & TV

Robert Buckley

Radio Program Director.....Leslie Harris  
 Radio Production Supervisor

Tom McDermott

Script Editor.....Roy Bailey  
 Casting Director.....George Jansson  
 Television Program Director....Herb Leder  
 Directors.....Hoyt E. Allen,  
 Alga Druce, Oliver Barbour, Charles  
 Fisher, Tom McDermott, Don Wallace,  
 Herb Leder, Bill Vallee.

Administrative Director of Radio and TV

George Kern

Radio & TV Business Co-ordinator

John Doherty

Time Buyers.....Ruth Jones,  
 Mary McKenna, Stan Schloeder.

Vice-Pres. in Charge of Public Relations

& Publicity.....Charles Gannon  
 Mgr. of Publicity Dep....Richard K. Bellamy

#### Branch Offices

6523 Hollywood Blvd., Hollywood 28, Cal.  
 Vice-Pres. & Gen. Mgr. of West Coast  
 Operations.....L. T. Steele  
 Vice-Pres. & Radio Director.....Al Kaye  
 Office Manager.....Mary E. Stahl  
 Directors.....Kenneth Burton,  
 Al Kaye.

326 E. Main St., Lakeland, Fla.

Director.....Don Patterson

Office Manager.....Annie G. Hull

Publicity.....Kendall Tolle

*Radio Accounts*—Association of American  
 R.R., Arnold Bakers, Inc., General Foods Cor-  
 poration (Post's 40 per cent Bran Flakes, Post's  
 Raisin Bran, Post's Corn Toasties, Post's  
 Cereal Products, Diamond Crystal Shaker  
 Salt, Diamond Crystal Kosher Salt, Maxwell  
 House Coffee, Instant Maxwell House Coffee,  
 Yuban Coffee, Bliss Coffee, Gaines Dog  
 Food, Log Cabin Syrup, Snider Condiments,  
 Baker's Premium No. 1, Baker's Deluxe Co-  
 coa), Bituminous Coal Institute, The Pruden-  
 tial Insurance Company of America, Krueger  
 Brewing Company, Florida Citrus Commis-  
 sion, The Procter & Gamble Company (Tide,  
 Chipso, Ivory Snow, Prell), Best Foods, Inc.  
 (Hellmann's Mayonnaise, Nucoa, H-O Oats,  
 Farina, Presto, 2 in 1 Shoe Polish).

# VITAL FACTS

## EVERY STATION MANAGER SHOULD KNOW!!

**M**ore broadcasters are employing the specialized services of a Radio Advertising sales agency every year to develop their potential advertisers, as well as stimulate their regular sales force. But new customers and new profits are good **ONLY** if the campaign gives *repeat* business and *permanent* benefits!

**C**OOPERATIVE RADIO FEATURES, with the unique service of selling programs, either with or without commercial content, is owned and operated by W. A. Luce who has had over 30 years of successful, actual owner experience in advertising and allied fields. He did **NOT ACCIDENTALLY** come from the bottom to the TOP in this field, while many others fell by the wayside.

**C**OOPERATIVE RADIO FEATURES carries an active bank balance in several large cities of the nation, and has paid many stations in excess of \$10,000 as their share of the profit in a short term campaign . . . and paid them *cash in advance*.

**C**OOPERATIVE RADIO FEATURES guarantees 100% satisfaction to both station and merchant and is privileged to use **EVERY STATION** ever worked as a reference. CRF has never started a job that it did not finish and has never failed to make a profit for a station.

**C**omplete information covering the three types of programs we use (each designed and engineered to successfully meet and sell under various local market conditions) together with the exact manner in which our campaigns are handled to give the greatest benefit to all parties, will cheerfully be mailed upon request, without obligation.





## . . . Advertising Agencies . . .

**Television Account**—General Foods Corporation (Certo, Maxwell House Coffee, Gaines Dog Food, Diamond Crystal Salt), Kruger Brewing Co., Procter & Gamble (Ivory Snow, Prell).

### BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York 16, N. Y.

Phone LExington 2-7550

ABP—PPA—NOAB—APA—AAAA

**President**.....Arch Bermingham  
**Exec. Vice-Pres.**.....George C. Castleman  
**Vice-Presidents**.....Leslie V. Spencer,  
Charles E. Patriek.

**Radio Director**.....George C. Castleman  
**Radio Prod. & Tele Dir.**.....Ray Ovington

**Radio Accounts** — Griffin Manufacturing Co. (Shoe Polish), Conti Products Corp. (Castile Shampoo), Sabena Belgian Airlines.

**Television Accounts** — Jay Day Dress Co., Purofied Down Prod. (Pillows), Analgraph Assoc. (Mut. Ben. Life), Elektrolite, Inc. (Cig. Lighters).

### TED BERNSTEIN ASSOC.

51 Madison Ave., New York 10, N. Y.

Phone MUrray Hill 5-3730

NOAB

**Owner**.....Theodore H. Bernstein  
**Treas. Space Buyer**.....Sylvester Bernstein  
**Art Dir.**.....Morris Brodis  
**Prod. Mgr.**.....Harold Franklin  
**Radio Dir.**.....Eleanor Spinrad  
**Publicity Dir.**.....Bennet C. Kessler  
**Radio Accounts**—Eagle Clothes, Spooner, Inc., Tress, Inc.

### GORDON BEST CO., INC.

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

Phone State 2-5060

ANPA—PPA—NOAB—APA—ABC—ABP  
**President**.....Gordon Best  
**Vice-Presidents**.....Roy M. Kirtland,  
Leroy A. Kling, Willard E. Stevens,  
Frank F. Morr, A. L. Salisbury.

**Radio Accounts**—Buell Manufacturing Co. ("Buell" Air Horns), Carey Salt Company (Salt), Coyne Electrical School, Jacques Mfg. Company (K. C. Baking Powder), Key Work Clothes, Inc., Schulze & Burch Biscuit Co., Weil and Company (Don-De Coffee).

### THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.

Phone PLaza 7-4100

ABC—ANPA—PPA

**President**.....Milton H. Biow  
**Secretary & Treasurer**.....Morris Zineman  
**Vice-Presidents**.....Henry R. Turnhull,  
F. Kenneth Beirn, C. Terence Clyne,  
Ralph F. Linder, Walter C. Smith, Erwin  
D. Swann, Charles P. Tyle.

**Account Executives**.....Samuel A. Alter,  
E. C. Bradley, Robert Bragarnick, Milton  
Decker, Lloyd Delaney, Mrs. Ruth F.  
Farquhar, P. B. Hinerfeld, Howard Kor-  
man, Miss Elizabeth Leeman, Melvin  
Singer, Kenneth J. White.

*Radio Department*

501 Madison Ave.

**Manager Radio & Television Depts.**

John E. Hannum  
**Radio Production**.....Tom Revere  
**Television Production**.....William J. Morris  
**Head Talent Contracts**.....Lucille Webster  
**Time Buyer**.....Ethel Wjeder  
**Publirity**.....Lois Winston

*Hollywood Office*

6111 Sunset Blvd., Hollywood 28, Calif.

**Manager**.....Jack Runyon

*San Francisco Office*

703 Market St., San Francisco 3, Calif.

**Manager**.....L. J. Hannah  
**Radio Accounts**—Bulova Watch Co., Inc.,  
Eversharp, Inc., Philip Morris & Co., Ltd.,  
Inc., Pepsi-Cola Co., Procter & Gamble Co.,  
Roma Wine Co., Langendor United Bakeries,  
Inc.

**Television Accounts**—Bulova Watch Co.,  
Philip Morris & Co., Ltd., Inc.

### HILL BLACKETT & CO.

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

Phone STate 0950

ANPA—PPA—APA—NOAB

**Principal**.....Hill Blackett  
**Account Executives**.....R. G. Wilson,  
C. Foust, R. A. Sampson.

**Treasurer**.....J. R. Lieher  
**Space & Radio Time Buyer**.....Frank Reed  
**Production Manager**.....Vaughn Jones  
**Art Directors**.....Don Avery, Don Dignan  
**Radio Production**.....Kirby Hawkes

**Radio Accounts**—Morton Salt Co., A. E.  
Staley Mfg. Co., Wander Co., Worcester Salt  
Co.

### THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.

Phone Circle 7-4915

**Owner**.....Milton Blackstone  
**Associate**.....Jack Steiner  
**Manager**.....Gladys B. Berju  
**Copy Director**.....Homer Millard  
**Art Director**.....Len Janklow  
**Production Manager**.....Harry Dobrin  
**Space Buyer**.....Frank Kaus  
**Account Executives**.....Robert Towers,  
Mortimer Curtis, Arthur Fisher, Martin  
Rodman.

**Director of Radio**.....Jack Steiner

**Radio Accounts** — Brass Rail, Keystone  
Paint & Varnish Co., Grossinger Hotel &  
Country Club.

**Advertising Agencies**

**THE BLAINE THOMPSON CO., INC.**

234 W. 44th St., New York 18, N. Y.  
Phone LO 4-0800

ANPA—PPA—APA—ABC—NOAB

President-Treasurer.....Myer Lesser  
Vice-President.....Marlo Lewis  
Radio Director.....Richard Ash  
Copy Chief.....Moulton Farnham  
TV Dir.....Marlo Lewis  
Comm. Mgr.-TV.....Charles Stark

*Branch Office*

321 W. 44th St., New York 18, N. Y.  
Account Executive.....Philip Solomon  
*Television Accounts—Emerson Radio, Messing Bakeries.*

**BLAKER ADV. AGENCY, INC.**

501 Madison Ave., New York 22, N. Y.  
Phone EL 5-7563

ANPA—PPA

Chairman.....Henry Blackman Sell  
President.....Harold L. Tuers  
Secretary.....Anne Sharkey  
Treas. ....Miriam Nurenberg  
Art Director.....Mary L. Deming  
Production Manager.....Joseph Ferenc  
Radio Time Buyer.....Jean Zipser  
Account Executives.....Theodore D. Siegel,  
Paul Sprinz, Helen Nash, H. L. Tuers,  
Margaret T. Reyno'lds.

*Radio Accounts—L. S. Ayers & Co., Barbizon-Plaza, 57th St. Bootery, French Bootery, Stahlmeyer, Inc.*

**W. EARL BOTHWELL, INC.**

600 Grant Street, Pittsburgh 19, Pa.  
Phone Court 6565

ANPA—AAAA—PPA

President.....W. Earl Bothwell  
Vice-President.....Virginia D. Bothwell  
Secretary-Treasurer.....Fred E. Baxter  
Copy Chief.....H. B. Trautman  
Space Buyers.....Joseph P. O'Donnell,  
Avis Philbrook.

Radio Director.....Nathan A. Tufts  
Production Manager.....Clark Glenn  
Art Directors.....J. M. Arnold, Jr.,  
J. H. Trautman.

Research Director.....Jack Bradfute  
Act. Publicity Dir.....G. Taylor Urquhart  
Merchandising Directors.....Wright Nodine,  
James P. Newton.

Account Executives....William R. Dahlgren,  
Frank A. Kearney, George E. Kelly, Albert Reinitz.

*Branch Offices*

1624 N. Hudson Ave., Hollywood 28, Cal.  
Manager.....Nathan A. Tufts  
22 E. 40th St., New York 16, N. Y.

Vice-President.....T. Howard Black, Jr.  
520 N. Michigan Ave., Chicago 11, Ill.

V. P. & Gen. Mgr.....Charles D. Pettengill

*Radio Accounts — Allegheny Conference for Community Development, Allegheny County Democratic Committee, American Home Products, Corp., American Home Foods, Inc., Boyle-Midway, Inc., & Boyle Midway( Canada) Ltd., Home Products International Ltd. (Canada), Bedford Springs Hotel, Christian & Co., Inc., County of Allegheny, Frank & Seder, Hotel Pittsburger, Industrial Cigar Company, Morris Clamp & Coupling Co., Pa Pitt's Partners, WCAE, Inc.*

**BOTSFORD, CONSTANTINE & GARDNER**

115 SW 4th Ave., Portland 4, Oregon  
Phone Atwater 9541

AAAA—ABP—ANPA—PPA—NOAB  
APA—ABC

Vice-Pres. & Space Buyer..Frank Coykendall  
Sec.-Treas.....Merle W. Manly

*Branch Offices*

333 Central Bldg., Seattle 4, Wash.  
Phone Eliot 3523

Exec. Vice-Pres.....C. P. Constantine  
350 Russ Bldg., San Francisco 4, Calif.  
Phone Exbrook 2-7565

Pres. & Gen. Mgr.....David M. Botsford  
629 S. Hill St., Los Angeles 14, Calif.

Phone Michigan 1427

Vice-President.....Thomas O. Morris, Jr.  
Empire State Bldg., New York 1, N. Y.

Phone BRyant 9-4845

Vice-President.....Elizabeth Eyerly

**EDWARD C. LOBDELL**

ASSOCIATES  
(AGENCY)

**Management Consultant**

FOR

**STATION SALES  
STAFF PERSONNEL**

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

PLaza 5-1127

## . . . Advertising Agencies . . .

*Radio Accounts* — Idaho Advertising Commission (Potatoes-Onions), Oregon Mutual Fire Insurance, Tillamook County Creamery Assoc. (Cheese), Olympia Brewing Co. (Beer), Western Hotels, Sego Milk Products, Valley Produce Co., Crispie Potato Chip Co., B. T. Babbitt Co. (Cleaning Comp. Industrial), General Paint, Golden & Barcroft Co., Family Kitchen Products.

### STANLEY G. BOYNTON RADIO ADV.

410-11 Fisher Bldg., Detroit 2, Mich.  
Phone TRinity I-2552

President.....Stanley G. Boynton  
Vice-President.....L. C. Boynton  
Secretary.....B. W. Leslie  
Treasurer.....D. H. Bartlett  
Prod. & Traffic Manager.....J. H. Beye

#### *Branch Office*

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

*Radio Accounts*—Radio Bible Class, Wesley Radio League, Calvary Hour, New World Coming, Highland Park Baptist Church, National Tennis Matches, Davis Cup Series.

### BOZELL & JACOBS, INC. OF ILL.

326 W. Madison St., Chicago 6, Ill.  
Phone Central 6505

#### APA—NOAB

President.....Nathan E. Jacobs  
Vice-Pres. & Art Dir.....Ben Taylor  
Vice-Pres. & Radio Dir.....Philip Rouda  
Secretary-Treasurer.....Morris E. Jacobs  
Asst. Sec.-Treas.....Elinor Bishop  
Production Manager.....Ed Ward

#### *Branch Office*

415 S. 6th St., Minneapolis 15, Minn.

Manager.....Sam Kaufman  
16 W. 55th St., New York 20, N. Y.

V. P. & Mgr.....Donald Hoover

*Radio Accounts*—Central Ill. Electric & Gas Co., Halgar, Inc., International Circuses, Inc., Leaf Gum Co., Milko-Cone & Baking Co.

### ARTHUR BRAITSCH ADV.

15 Westminister St., Providence 3, R. I.  
Phone Dexter 5313-4115

#### ABP—APA—ANPA

Radio Director.....Arthur Braitsch  
Secretary.....Martha Watkins  
Space Buyer.....John A. Lorimer

*Radio Accounts*—Narragansett Brewing Co. (Ale, Beer), Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), White Fuel Co. (Coal), Colonial Wallpaper Co. (Wallpaper), Strand Theater (Moving Pix), Weybosset Markets (Food Stores), Merchants Cold Storage (Fur Storage), Interstate Navigation Co. (Travel).

### THE J. CARSON BRANTLEY ADV. AGENCY

Owen Building, Salisbury, N. C.  
Phone 900

President, Radio Dir. & Producer

J. Carson Brantley

Secy.-Treas.....A. R. Monroe  
Art Dir.....Gladys Dudley  
Production Mgr.....Nancy Payne  
*Radio Accounts*—Carolina Beverage Co., Dixie Rub Co., Owen Drug Co., The Post (Salisbury), Radio Station WAIR.

### BRESNICK & SOLOMONT INC.

216 Tremont St., Boston 16, Mass.  
Phone Liberty 7751

ABP — ANPA — PPA — APA

President.....Chester L. Solomont  
Radio Dir. & Time Buyer.....Adner Rakov  
*Radio Account*—Dawson's Brewery, Inc.

### R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wis.  
Phone Howard 134

ABP—ANPA—APA

President.....R. C. Breth  
Vice-Pres. ....Russel Spoor  
*Radio Accounts*—Home Mutual Insurance Co., Brillion Iron Works, Inc.

### BRISACHER, VAN NORDEN & STAFF INC.

310 Crocker Bldg., San Francisco 4, Calif.  
Phone Garfield 1-0276

ANPA—APA—PPA—NOAB—ABP

President.....Emil Brisacher  
Vice-President.....Franklin C. Wheeler  
Secretary.....A. McKie Donnan  
Treasurer.....W. Purdom  
Time Buyer.....Marie Eaton

#### *Branch Offices*

1133 Crenshaw Blvd., Los Angeles 6, Calif.  
Vice-Pres. & Mgr.....R. T. Van Norden  
Radio Director.....Charles Chaplin  
140 East 39th St., New York 16, N. Y.

Vice-Pres. & Manager.....C. H. Gabriel  
*Radio Accounts* — Acme Breweries, Bohemian Distributing Co., Franzia Bros. Winery, Standard Beverages, Peter Paul, Inc., Homis Watch Co.

### BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.  
Phone EXposition I339

Owner-Manager.....Van C. Newkirk  
Production Manager.....John G. Fryer  
Office Manager.....Betty Culbert

*Radio Accounts*—Crew of Good Ship Grace, Inc., Floyd B. Johnson, Grace Dotson Bible Lessons, Youth for Christ Jubilee, World's Greatest Book Quiz, Bible Inst. of Los Angeles, Morning Bible Hour, Radio Kids Bible Club.

For News Prestige—

**AP**

Available through membership

## . . . Advertising Agencies . . .

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

8469 E. Jefferson Ave., Detroit 14, Mich.  
Phone VALley 2-9700  
AAAA—OAAA—ABP—NOAB—ANPA—  
PPA—APA

Chairman of Board.....Sturges Dorrance  
President.....Willard S. French  
Secretary-Treasurer.....Guy C. Smith  
Vice-Presidents.....Clarke C. Wilmot,  
Jack Williams, Walter C. Ayers, George  
Johnston, H. R. Bayle, L. Grant Hamil-  
ton, Blount Slade.

Director of Radio-TV.....Hugh Hole  
Time Buyer.....Clyde Vortman

#### Branch Office

52 Vanderbilt Ave., New York 17, N. Y.  
Vice-Pres. & Mgr. Media Dept...H. E. Pengel  
Art Director.....William A. Adriance  
*Radio Accounts* — Goebel Brewing Co.,  
Hudson Motor Car Co., Michigan State  
Apple Comm., Mullins Mfg. Corp. (Youngs-  
town Kitchens), Sparks-Withington Co.  
(Sparton Radios & Combinations) U. S. Radi-  
ator Corp.

*Television Accounts*—Goebel Brewing Co.,  
American Blower Corp. (Aeropel Ventilating  
and Attic Fans), Sparks-Withington Co., Mul-  
lins Mfg. Corporation.

### BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.  
Phone TRinity 0558

ANPA—PPA—ABP—APA

Account Executive.....Henry Brooks  
Production Manager.....E. Nyberg  
Time Buyer.....A. R. Brooks  
Copy Chief.....G. Gumpertz  
Art Director.....Chet Dripple  
Acct. Exec.....June Oleson  
*Radio Accounts* — Bekins Moving & Stor-  
age Co., Everest & Jennings, Golden West  
Products Co.

### D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.  
Phone Trinity 2-8250

APA — AAAA — ANPA — ABP  
NOAB—PPA—ABC

Pres. & Treas.....D. P. Brother  
Exec. Vice-Pres.....Clarence Hatch, Jr.  
Account Executives.....J. S. Howell,  
Trueman Campbell, C. Hatch, Jr.

### FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,  
New York 20, N. Y.  
Phone Circle 7-7660

President.....Franklin Bruck  
Secretary and Radio

Director.....M. J. Kleinfeld  
Vice-President.....Mort Heineman

Radio Time Buyer.....Rae Elbroch  
Radio Traffic.....Milton Jurin  
Radio Production.....Howard Blake  
Research Director.....Jules Nathan  
*Radio Accounts* — North American Acci-  
dent Insurance Co., Johnson Candy Co.,  
Fashion Frocks, The Theohald Industries,  
Arden Candies.

### CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.  
Phone 7-0726  
ABP—PPA

President & Treasurer.....Charles Brunelle  
Vice-President.....Robinson Smith  
*Radio Account*—Sage-Allen & Co., Inc.

### BURLINGAME-GROSSMAN ADV.

600 S. Michigan Ave., Chicago 5, Ill.  
Phone Wabash 7090  
APA—PPA

Owner.....S. W. Grossman  
Art Director.....K. Gross  
Production Manager.....S. E. Miller  
Copy Dir.....M. S. Garfield  
Account Executive.....M. A. Harvis

*Radio Accounts*—Auto Lamp Mfg. Co.,  
Graphic Arts Monthly, Sealmaster Co.

### BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.  
Phone SUPERior 3800  
ANPA—APA—PPA

President & Treasurer.....Paul R. Kuhn  
Vice-Pres. & Sec.....Francis J. Woods  
Vice-President.....Philip D. Simons  
Radio Director.....Mary A. Schroeder  
Account Executives.....F. J. Woods,  
P. D. Simons, T. Wainwright.

*Radio Accounts* — Carson Pirie Scott &  
Co., Chicago Tribune, Coronet, Inc.

### LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.  
Phone Central 5959  
AAAA—ANPA—PPA—ABP—NOAB—  
ABC—APA—BMB

President.....Leo Burnett  
Executive Vice-President.....R. N. Heath  
Vice-Pres.-Gen. Media.....E. Ross Gamble  
Vice-Pres. Chg. of Radio.....W. L. Weddell  
Time Buyer.....MacLean Chandler  
TV Prod. Dir.....Clair Callihan

#### Branch Offices

743 Fifth Ave., New York 22, N. Y.  
Radio Dir.....William Mellvain  
Manager.....Donough Prince  
411 West Fifth, Los Angeles 13, Calif.  
Manager.....Owen Smith  
*Radio Accounts*—Brown Shoe Co. (Buster  
Brown Shoes), American Meat Inst. (Meat),  
Pure Oil Co. (Petroleum Products), Minn.  
Valley Canning Co. (Green Giant Peas, Nib-

**Advertising Agencies**

lets), Pillsbury Mills, Inc. (Pillsbury Pie Crust Mix, Hot Roll Mix, White Cake Mix, Chocolate Cake (Mix), Brewing Corp. of America (Carlings Red Cap Ale, Carlings Black Label Beer), Club Aluminum Co. (Aluminum Products).

*Television Accounts*—Pure Oil Co. (Petroleum Products); Brown Shoe Co. (Roblee Shoes for Men); Brewing Corp. of America (Carlings Red Cap Ale, Carlings Black Label Beer).

**BYER & BOWMAN ADV. AGENCY**

203 East Broad St., Columbus 15, Ohio  
Phone Main 3276

ABP—ANPA—PPA—APA—NOAB

Partners.....Herbert Byer,  
Gus K. Bowman, Joel M. Burghalter  
*Radio Accounts*—Franklin Brewing Co.,  
Buckeye Potato Chips, Clean Co., Wetalene  
Laboratories, Ashland Oil & Refining Co.,  
Universal Concrete Pipe Co.

**BUCHANAN & CO., INC.**

1501 Broadway, New York 18, N. Y.  
Phone LOngacre 3-3380

AAAA—PPA—NOAB—ABC—TBA

Chairman of Board, Treas....John Hertz, Jr.  
President.....Rudolph Montgelas  
Vice-Presidents.....Douglas Day,  
Joseph D. Dunn, William Dasheff, Morgan  
Reichner, Norman A. Mack, Roland  
E. Jacobson, John R. Christie, Lee Blair,  
Borton G. Feldman.

Secretary.....A. Grace Barrett  
Asst. Treas.....Anthony Alduino  
Dir. Radio-TV.....John R. Sheehan  
Time Buyer.....Bill Smith

*Branch Offices*

919 No. Michigan Ave., Chicago 11, Ill.  
Vice-President.....Burton Feldman  
1521 Wilshire Blvd., Los Angeles 14, Cal.

155 Montgomery St., San Francisco 4, Calif.  
Vice-President.....Lee Blair

*Radio Accounts*—The Texas Co., Paramount Pictures, Inc., Rainier Brewing Co., United Artists Corp., Gallowhur Chemical Co., Monogram Pictures Corp., Paramount Pictures Theaters, Allen B. DuMont Labs., Inc., Reynolds Metal Co., Teen-timers, Inc., Monitor Equipment Corp., Eskimo Pie Corp.

*Television Accounts*—Allen B. DuMont Labs., Inc., Paramount Pictures, Inc.

**BUCHANAN-THOMAS ADV. CO.**

410-412 So. 19th St., Omaha 2, Nebraska  
Phone AT 2125

ABP—ANPA—PPA—APA—NOAB

Partners.....C. C. Buchanan,  
L. H. Thomas  
Acct. Execs.....R. R. Foster,  
R. E. Savage, Chas. Harding, II, Russell  
Bchr, A. R. Busch, Jr., D. H. Abbott.  
Auditor.....R. A. Dundis

Production.....E. W. G. Carlson,  
D. Rossum.

**HAROLD CABOT & CO., INC.**

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

AAAA—ANPA—PPA—NOAB—APA

President.....Harold Cabot  
Vice-Presidents.....Langley C. Keyes,  
Donald D. Douglas, William H. Ganick,  
Edward F. Chase, George R. Griffin.

Asst. Vice-Pres.....Russell Hunt  
Treasurer.....Richard P. Holland  
Art Director.....William P. Ganick  
Production Manager.....Frederick Dwyer

Copy Chief.....Henry W. Paterson  
Radio-TV Time Buyer.....Jan Gilbert  
Account Executives.....Harold Cabot,

Edward F. Chase, Donald D. Douglas,  
Russell Hunt, Richard P. Holland, William  
H. Ganick, Langley C. Keyes, John  
M. Lord, Henry G. Balch, Peter Black,  
Eugene C. Burchette, James I. Summers.

*Radio Accounts*—Adams & Swett, Boston  
Consolidated Gas Co., Boston Globe, Boston  
and Maine Railroad, Haffenreffer & Co., Inc.,  
H. P. Hood & Sons, Metropolitan Transit  
Authority, S. S. Pierce Co., Quincy Savings  
Bank, Rock of Ages Corp.

*Television Accounts*—Haffenreffer & Co.,  
Inc., Boston and Maine Railroad.

**CAHN-MILER, INC.**

413 N. Charles St., Baltimore 1, Md.  
Phone SARatoga 4466-7

PPA

President.....Louis F. Cahn  
Vice-President.....C. LeRoy Miller  
Secretary.....George Gettman  
Account Executives....Louis C. Pedlar, Jr.,  
Frank E. Lyuns, Elizabeth P. Reese,  
Marian Kaminski.

*Radio Accounts*—Baum's Restaurant, Oscar  
Caplan & Sons, Inc. (Jewelers), The Central  
National Bank, Richmond, Va., Diamond  
State Brewery, Inc., The Fidelity Trust Co.  
(FM only), Jarian Motors (Dodge & Ply-  
mouth), The May Co. (Dept. Store).

**CALKINS & HOLDEN**

247 Park Ave., New York 17, N. Y.  
Phone PLaza 5-6900

AAAA—ABP—ANPA—PPA—SNPA—  
OAAA—NOAB—ABC

President.....J. Sherwood Smith  
Vice-President.....Rene Clark  
Secretary-Treasurer.....R. P. Clayberger  
Art Director.....Walter B. Geoghegan  
Production Manager.....Fred Oughton  
Manager Outdoor Dept.....F. J. Fitzgerald  
Media Director.....Thomas H. Young

Radio-TV Program Dir.....Chester H. Miller

*Branch Office*

338 No. Michigan Ave., Chicago, Ill.  
Radio Dept. Manager.....R. A. Washburn

## Advertising Agencies

*Radio Accounts* — Oakite Products, Inc., O-SO-Grape, Modern Food, Stokley Van Camp, Marcalus Mfg. Co.

### CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.

Phone Trinity 2-6200

AAAA—ANPA—NOAB—PPA

APA—ABC—ABP

Pres. & Chairman of Board... Henry T. Ewald  
 Exec. V.P. & Gen. Mgr. .... Henry G. Little  
 Sr. Vice-Pres. Sec. & Treas. Lawrence R. Nelson  
 Ass't Treasurer & Comptroller... C. J. Rndesill  
 Vice-President..... J. H. Neebe  
 Vice-President..... L. T. Robinson  
 V.P. & Dir. of Media..... J. J. Hartigan  
 V.P. & Art Director..... Halsey Davidson  
 Vice-President..... W. E. Schweikart  
 Vice-President..... W. P. Stewart  
 Vice-President..... G. Brewster Loud, Jr.  
 Vice-President..... W. Colin Campbell

*Radio & TV Dept.*

Sr. V.P. & Chairman..... Winslow H. Case

*Branch Offices*

1 East 57th St., New York 22, N. Y.

Vice-Pres. & Mgr..... Lynn B. Dudley  
 230 N. Michigan Ave.,  
 Chicago 1, Ill.

Vice-Pres. & Mgr..... E. W. Clements  
 714 W. Olympic Blvd.  
 Los Angeles 15, Cal.

Vice-Pres. Manager..... R. C. Francis  
 995 Market St., San Francisco 3, Cal.

Manager..... T. Milburn Johnston

*Radio Accounts* — Chevrolet Motor Division, General Motors Corp., The Detroit Edison Co., Grocery Store Products Co.—Foulds Div., Local Metropolitan Chevrolet Dealer Groups.

*Television Accounts* — Chevrolet Motor Div., General Motors Corp., The Detroit Edison Co., Norge Div., Borg-Warner Corp., Local Chevrolet Dealers Asso., Inc. (New York).

### CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.

Minneapolis 2, Minn.

Phone Lincoln 8824

ABP—NOAB—ANPA—PPA—APA

Chairman..... Ralph B. Campbell

President..... Ray O. Mithun

Vice-Presidents..... John W. Forney,  
 August C. Ragnow, Lester J. Will.

Secretary..... E. S. Brugette

Treasurer..... B. N. Sandquist

Radio Dir..... Arthur H. Lund

Production Creative Dir..... John W. Forney

Copy Writers..... Donald Grayward,  
 Myrna McCauley.

*Branch Office*

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

Vice-President..... August C. Ragnow

*Radio Accounts*—Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Eicor Corp., F. W. Fitch Co. (Fitch Shampoos, Shaving Cream, Hair Tonic), Gold Seal Co. (Wax Products), Hall Hardware Co. (Wholesale Hardware and Paint), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Hi-Jex Co. (Hilex Bleach & Disinfectant), Minnesota Macaroni Co. (Jenny Lee Soups, Macaroni and Spaghetti), Land O'Lakes Creameries, Inc. (Dairy Products), Northwestern National Bank (General Banking), Quality Chkd Ice Cream Assoc. (Industry Advertising & Merchandising), Red Dot Foods (Potato Chips, Popcorn, Nutmeats), Russell-Miller Milling Co. (Occident Flour & Mixes), Zinsmaster Baking Co. (Bakery Goods).

### SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.

Phone LO 7-8141

PPA—ABC—ABP—ANPA

Pres..... Solis S. Cantor

Vice-Pres..... Kathryn Cantor

Art Director..... Robert Herach

Acct. Execs..... John Shaw,  
 Robert Weiner, Bernard Binnick.

*Branch Office*

350 Lincoln Rd. Bldg., Miami Beach 39, Fla.

Manager..... Sidney B. Gorchov

### THE CAPLES COMPANY

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

Phone MUrray Hill 7-3577

ANPA—PPA—APA—NOAB

Vice-President..... Hudson Meyer

*Radio Dept.*

Time & Space Buyer..... Ruth D. Folster

*Branch Offices*

225 East Erie St., Chicago 11, Ill.

Exec. Vice-Pres..... R. N. Hartsing

1504 Dodge St., Omaha 2, Nebr.

V. P. in Charge..... L. M. Branch

412 West Sixth St., Los Angeles 14, Calif.

Manager..... Arthur Caron

*Radio Accounts*—American Express, Union Pacific Railroad, Chicago & North Western Railway, Railway Express Illinois Central.

### CARTER ADV. AGENCY

912 Baltimore Ave., Kansas City 6, Mo.

Phone HARRISON 1356

ABP—ANPA—NOAB—NAAN—APA—

PPA

President..... Charles W. Carter

Vice-President..... William G. Rowe

Radio Director..... Herbert Truc

*Radio Accounts* — Helzberg's Jewelers, Rushton Baking Co., Rudy Patrick Seed Co., Perry Motor Co., Shellabarger Feed Co., Consumer's Co-Op, May Potato Chip Co., Kansas Farmers Union Central Co-Op Exchange.

## . . . Advertising Agencies . . .

### CASMIER ADV. CO., INC.

551 Fifth Ave., New York 17, N. Y.  
Phone MU 2-2014

ABP

Owner & Space Buyer.....David C. Casmier  
Radio Director.....Marvin F. Casmier  
Art Director.....Wm. E. Burgess  
*Radio Accounts*—Eagle Pencil Co., Haynes-Griffin Co.

### CAYTON, INC.

350 Fifth Ave., New York 1, N. Y.  
Phone BRyant 9-0390

ABP—APA—ANPA—PPA

President.....William D'Arcy Cayton  
Secretary.....D. R. Roberts  
Art Director.....Bob Lee  
Radio Director.....Earle McGill  
Prod. Mgr.....C. F. Lucchese  
TV Dir.....Art Simon  
TV Time Buyer.....Allan Black  
Copy.....Leo Nolan  
Publicity.....K. Carr

*Radio Accounts*—Delicia Chocolate & Candy Mfg. Co., Devoe & Reynold Co., Inc. (Paints & Art Supplies), Wearbest Rugs (Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant).

*Television Accounts*—Poloroyd Television Filters, Hardin Chemical Co., Walso Tele-Vue Lens, Durabili Irons.

### CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.  
Phone Wickersham 2-8200

ABC—BMB—ABP—ANPA—NOAB—  
OAAA—PPA—AAAA

President.....James M. Cecil  
Vice-Presidents.....Edward Noakes,  
H. L. Kneeland, Samuel Dalsimer, S. M. Kenyon, Terrence F. MacGrath, Robert Carley, David G. Lyon, Carl Giegerich, Cecil Hackett.

Sec. & Treas.....David C. Thomas  
Media Dir.....Harry Parnas  
Radio-TV Dir.....John M. Wyatt, Jr.  
Time Buyer.....Harry Parnas  
Asst. Radio-TV Dir.....David G. McAneny

*Radio Accounts*—Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes), Block Drug Co., Speidel, Inc.

*Television Account* — Ronson Art Metal Works, Inc.

### THE CHERNOW CO., INC.

350 Fifth Ave., New York 1, N. Y.  
Phone PENnsylvania 6-3520

President.....Sam Chernow  
Vice-President.....Leo A. Friedman  
Radio-TV Dir.....Morton Junger

### NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.  
Phone 6-4942

ABP—ANPA—PPA—SNPA—NOAB—APA  
Partners.....John E. Fontaine, S. M. Kelly  
Radio Director.....H. Gene Sample  
*Radio Accounts*—The Chattanooga Medicine Co. (Black-Draught & Cardui), Colonial Coffee Co., Tennessee Nursery Co. (Bulbs, Fruit Trees, Shrubs), Double-Cola Co.

### CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.  
Phone WA 5732

ANPA—PPA—APA—ABC

Pres. & Space Buyer.....J. L. Wade  
Vice-President.....Elmer Wade

### C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.  
Phone 6-4179

APA—ABP—NAPA—NOAB—PPA—SNPA  
President-In Charge of Radio....C. P. Clark  
Vice-Pres. & Treasurer.....D. G. Goodwin  
Secretary.....J. D. Clark

*Radio Account* — Southern Coach Lines, Inc. (Institutional), American National Bank (Institutional), Fletcher & Wilson Co. (Luxury Food Products), Colonial Milling Co. (Polly Rich Flour), Tenn. Valley Marketers (Top Line Appliances).

### CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.  
Phone Rittenhouse 0236

ANPA—PPA

President-Treasurer.....I. W. Clements  
Secy. & Copy Chief.....E. D. Masterman  
Director of Radio.....Alice Clements

*Radio Accounts*—Network: Modern Food Process Co., F. G. Vogt & Sons, Hudson Coal Co., Horn Hardart.

### HARRY B. COHEN ADV. CO., INC.

1 East 57th St., New York 22, N. Y.  
Phone PLaza 8-2843

ANPA

President.....Harry B. Cohen  
Vice-Pres.-Treas.....Edith S. Cohen  
Vice-Pres.-Radio Dir.....Edward Aleshire  
Vice-Pres.....Edward Rosenwald  
Secy.-Research Dir.....Harry B. Cohen, Jr.  
Art. Dir.-Prod. Mgr.....John Gribbon  
Media Dir.-Radio Time Buyer

Clarke R. Brown  
Acct. Execs.....Harry B. Cohen,  
Edward Aleshire, Edward J. Rosenwald.

*Radio Accounts* — Beaumont Co., Grove Laboratories, Hope, Inc.



**Advertising Agencies**

**COLE AND CHASON, INC.**

8 W. 56th St., New York 19, N. Y.  
Phone CI 7-2664

ABP—PPA

Pres. & Radio Dir. . . . . Herbert S. Chason  
Vice-President . . . . . John Cole  
*Radio Accounts* — David Cohen & Sons,  
March Drug Co.

**RUSSELL C. COMER CO.**

15 W. 10th St., Kansas City 6, Mo.  
Phone HArrison 3964

APA—ANPA—PPA—ABP

Partners . . . Russell C. Comer, Ruth E. Comer  
Space Buyer . . . . . Daniel C. Martin  
Production Mgr. . . . . John C. Fehlandt  
Acct. Executive . . . . . Gardner Reams  
Radio Dir. . . . . Bill Godden

**COMPTON ADVERTISING, INC.**

630 Fifth Ave., New York 20, N. Y.  
Phone Circle 6-2800

SNPA—AAAA—ANPA—PPA—OAAA—  
NOAB—ABC—BMB

President . . . . . Robert D. HoIbrook  
Vice-Pres. & Secty. . . . . Leonard T. Bush  
Vice-Presidents . . . . . Thurman L. Barnard,  
Frank R. Griffin, John K. Strubing, Jr.,  
Edward Battey, Muriel Haynes, Guy  
Richards, Lewis H. Titterton, Frederick  
Anderson, Henry A. Mattoon.

Treas. & Comptroller . . . Charles McCormack  
Casting Director . . . . . Vera Larkin  
Publicity Director . . . . . Virginia Travers

*Radio & Television Dept.*

Director of Radio & TV . . . Lewis H. Titterton  
Mgr. Radio Dept. . . . . Storrs Haynes  
Mgr. TV Division . . . . . Brewster Morgan

*Radio & Television Media Dept.*

Media Director . . . . . Guy Richards  
Asst. Media Director . . . . . Frank Kemp  
Head Time Buyer . . . . . Henry Clochessy  
Time Buyers . . . . . Julia Brown,  
Tucker Scott.

TV Consultant . . . . . D. P. Potter

*Branch Offices*

Socony Vacuum Bldg., Chicago, Ill.

Manager . . . . . L. O. Holmberg  
Gwynne Bldg., Cincinnati, O.

Manager . . . . . Robert P. Marsh  
744 N. 4th St., Milwaukee 3, Wis.

Manager . . . . . Richard Davis  
6253 Hollywood Blvd., Hollywood 28, Cal.

Manager . . . . . Floyd Holm

*Radio Accounts*—Procter & Gamble Co.  
(Ivory Soap, Ivory Flakes, Crisco, Barsalou  
Soap, Duz, Drenc Shampoo), Socony-Vacuum  
Oil Co., Allis Chalmers Co., Goodyear Tire &  
Rubber Co.

*Television Account* — Procter & Gamble  
(Ivory Soap, Crisco, Duz).

**THE CONNOR COMPANY, INC.**

544 Market St., San Francisco 4, Cal.  
Phone YUkon 0196

APA—ABP—FAAG—ANPA—PPA

President . . . . . Edward W. Connor  
Exec. Vice-Pres. . . . . Shirley Walker  
Production Manager . . . . . Mrs. V. George  
Account Executives . . . . . Ted Conner,  
B. McClure, D. McFadden, S. Walker.

**COWAN & DENGLER, INC.**

527 Fifth Ave., New York 17, N. Y.  
Phone MUrray Hill 2-0940

ANPA — PPA — NOAB — APA

President . . . . . Stuart D. Cowan  
Vice-Pres. & Treasurer . . . . . H. W. Dengler  
Vice-President . . . . . Porter F. Leach  
Secretary . . . . . Stuart D. Cowan, Jr.  
Space-Time Buyer . . . . . Miss A. Marie Maus  
Radio-TV Dir. . . . . T. H. Moore, Jr.

*Radio Accounts*—Isbaudsten-Moller Co.,  
Inc., Mittag & Volger, Inc., Frank G. Shat-  
tuck Co.

**JOHN GILBERT CRAIG ADV., INC.**

913 Washington St., Wilmington 99, Del.  
Phone 5-6185

ABP—AMPA—APA—PPA—NAAN

President . . . . . John Gilbert Craig  
Sec. Treas. . . . . Kathleen A. Walsh

*Radio Accounts*—Joseph Bancroft & Sons  
Co. (Textile Finishing), H. P. Cannon &  
Sons, Inc. (Canned Foods), Delaware Coach  
Company (Transportation Service), Delaware  
Power & Light Co. (Utilities), Diamond Ice  
& Coal Co. (Fuels, Home Products), Equit-  
able Trust Co. (Banking Services), Greenhill  
Dairies, Inc. (Dairy Products), Steinman  
Stations, Reeves Parvin & Co. (Wholesale  
Groceries), Riverview Beach Park (Amuse-  
ment Park), Wilson Line, Inc. (River Trans-  
portation).

*Television Accounts*—Delaware Steeple-  
chase & Race Association (Race Meetings).

**THE CRAMER-KRASSEL CO.**

733 N. Van Buren St., Milwaukee 2, Wis.  
Phone Daly 8-3500

AAAA—ABC—ABP—ANPA—NOAB—BMB

President . . . . . A. W. Seiler  
Exec. Vice-Pres. . . . . H. N. Pasteur

Vice-Pres. Treas. . . . . C. W. Faude  
Secretary . . . . . F. Aumueller

Vice-Presidents . . . . . H. Dyson,  
C. H. Brehm, R. F. Timm, N. L. Telan-  
der.

Vice-Pres.-Dir. of Media . . . . . L. H. Ness  
Radio-Television Director . . . . . J. S. Stolzoff

Assistant to Director . . . . . Lois H. Craft  
Chief Continuity Writer . . . . . Patricia J. Noble

Chief Time Buyer . . . . . Loreta Mahar  
Creative Chief . . . . . R. W. LeGrand

*Radio Accounts*—Plankinton Packing Co.,  
Ed. Schuster & Co., Inc., Luick Ice Cream Co.,

## . . . Advertising Agencies . . .

First Federal Savings & Loan Association of Wisconsin, Hoberg Paper Mills, Fox Wisconsin Amusement Corp., St. Charles Mfg. Co., Hamilton Mfg. Co., Klinkert Candy Co., Skylark Products, Lniek Dairy Co.

*Television Accounts*—Ed. Schuster & Co., Inc., Broadway House of Music, Plankinton Packing Co., First Federal Savings & Loan Association of Wisc., Marine National Exchange Bank, Milwaukee Company.

### CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.  
Phone Superior 3061

ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt  
Media Dir.....E. Groenboom  
Production Manager.....R. M. Cowing

### CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.  
Phone Central 7830

ABP—ANPA—PPA—NOAB—APA

Partner.....Edmond I. Eger  
Account Executives.....Leon H. Lewis,  
George M. Stern, Harley B. Hobbs, E. I. Eger.

Media-Research Director.....Harry C. Pick  
Art Director.....Harry J. Beier  
TV-Dir.....Edward Sherwood  
*Radio Accounts*—Admiral Corp., Klein's Sporting Goods.

*Television Account*—Admiral Corp.

### DANCER-FITZGERALD-SAMPLE, INC.

247 Park Ave., New York 17, N. Y.  
Phone PLaza 5-4200

AAAA—ANPA—APA—PPA

President.....H. M. Dancer  
Vice-President.....C. L. Fitzgerald  
Vice-Pres. & Secy.....F. T. Leighty  
V.-P.'s & Acct. Execs.....Joseph Holmes,  
Charles Hotchkiss, Donald Manchester,  
Gordon Johnson, Ted Mertz, George Tor-  
mey.

V.-P. & Radio Time Dir.....J. James Neale  
V.-P. & Media Director.....Lyndon O. Brown  
V.-P.'s & Copy Supervisors.....Samuel Sutter,  
Howard Newton.

Production Head.....Albert Black  
Promotion.....Tom Santaeroce

*Radio & Television Producing  
Subsidiary*

### Show Productions, Inc.

President.....Adrian Samish  
Sup. of Night-Time Prgms.....Carl Stanton  
Sup. of Day-Time Prgms.....Lester Vail  
Publicity and Promotion.....Pat Sweeney  
Radio Comm.....Russ Rayercroft  
Production.....Erline Wallace  
Assistant.....Veronica Racette

*Branch Offices*

221 North LaSalle St., Chicago 1, Ill.

Vice-Presidents.....Paul Keenan,  
Sewell Gardner.

1680 North Vine St., Hollywood 28, Calif.  
Manager.....Al Kabaker  
6 King St., East, Toronto 1, Ont., Canada

Manager.....Gilbert Nunns  
*Radio Accounts*—The Procter & Gamble Co., General Mills, Inc., Sterling Drug, Inc., Whitchall Pharmacal Co., Campbell Soup Co., Falstaff Brewing Co.

*Television Accounts*—Whitchall Pharmacal Co., Sterling Drug, Inc.

### D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.  
Phone Central 6700

AAAA—ANPA—PPA—ABP—NOAB—  
OAAA—BMB

Chemn. Bd. of Dir.....A. L. Lee  
President.....J. F. Oberwinder  
Secretary-Treasurer.....E. C. Cronk  
Radio Dir.....P. A. Louis

*Branch Offices*

515 Madison Ave., New York 22, N. Y.  
Vice-President.....John J. Toigo  
Terminal Tower Bldg., Cleveland 13, Ohio

Vice-President.....Stanley Seward  
90 Broadview Ave., Toronto, Ont., Canada  
Vice-President.....Gramont Altenbernd  
310 North Ave., N. W., Atlanta, Ga.

Vice-President.....J. Hixon Kinsella  
*Radio Accounts*—The Coca-Cola Co., General Tire & Rubber Co., Pennsylvania Rubber Co., Cleveland Electric Illuminating Co., Laclede Gas Company—St. Louis.

### JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.  
Phone Main 0790-1

PPA — NOAB — APA

Pres., Space-Time Buyer.....James M. Daugherty  
Secretary-Treasurer.....Pauline Otto Daugherty  
*Radio Accounts*—Pepsi-Cola, St. Louis Dairy Co., So Good Potato Chips, Blanke-Bar, Odera.

*Television Account*—Pepsi-Cola.

### DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles 14, Calif.  
Phone Michigan 3908

ANPA—PPA

Partners.....Robert J. Davis, Joseph Sill, Jr.  
Time Buyer.....Beth Freeman  
Radio & Copy Dir.....Joseph Sill, Jr.  
*Radio Accounts*—Blue Bird Potato Chips, Inc., Scudder Food Products, Dodson, Ltd., American Fruit Growers, Fruit Industries, Ltd.

### HENRY L. DAVIS CO.

12 East 41st St., New York 17, N. Y.  
Phone MUrray Hill 3-1657

ABP

Owner, Radio Dir., Time Buyer

Henry L. Davis

**Advertising Agencies**

Art Dir.....Vincent Longo  
 Prod. Mgr.....Henry Gottfried  
 Copy Chief.....Russell Mitchelltree  
 Space Buyer.....E. Davis  
 Acct. Execs.....Henry L. Davis,  
 S. L. Davis, John Ball.

**BEN DEAN ADVERTISING AGENCY**  
 207 Houseman Bldg., Grand Rapids 2, Mich.  
 Phone 8-0666  
 APA—ABP

Owner.....Ben Dean  
 Production Manager.....Mildred Juneau  
 Account Executive.....Ben Dean, Jr.

**DICKLOW ADV. AGENCY**

1207 Liberty Bank Bldg., Dallas 1, Tex.  
 Phone C-8295  
 APA—SNPA

Owner-Radio Buyer.....Irene Scott Dicklow

**DINION & DuBROWIN, INC.**

624 Madison Ave., New York 22, N. Y.  
 Phone PLaza 9-2826  
 ABP

President.....Raphael DuBrowin  
 Vice-President.....Edgar M. Paulton  
 Secretary-Treasurer.....Erwin Dinion  
 Radio-TV Dir.....Jack Lloyd

**DOE-ANDERSON ADV. AGENCY**

308 Martin Brown Bldg., Louisville 2, Ky.  
 Phone Wabash 3193  
 APA—ANPA—PPA—SNPA

President.....Elmer H. Doe  
 Account Executive.....Warwick Anderson

**DOHERTY, CLIFFORD & SHENFIELD INC.**

350 Fifth Avenue, New York 1, N. Y.  
 BRyant 9.0445  
 AAAA—ABP—ANPA—PPA  
 NOAB—ABC—BMB

President.....Lawrence L. Shenfield  
 Vice-Pres. & Treas.....Arthur Cobb, Jr.  
 Vice Presidents.....Donald K. Clifford,  
 Francis J. Doherty, Joel F. Jacobs.  
 V.P. & Secretary.....Wm. E. Steers  
 Asst. Treas.....Nelson O. Argueso  
 Asst. Secty.....Marie L. Brennan  
 Dir. of Production.....Chester MacCracken  
 Dir. of Radio Commercials..D. Peter Bowles  
 Tele. Dir.....Chester MacCracken  
 Asst. Tele. Dir.....Blaney Harris  
 Radio Time Buyer.....Helen Wilbur  
*Radio Accounts*—Bristol-Myers Co., Esquire, Inc., Vacuum Foods Corp., The Nestle Company, Inc.  
*Television Account*—Bristol-Myers Co.

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

11 E. Franklin St., Richmond 20, Va.  
 Phone 3-1113

ABP—ANPA—PPA—SNPA—APA

President-Treas. . . . .Ralph L. Dombrower, Sr.  
 Vice-President . . . . .Ralph L. Dombrower, Jr.  
 Vice-Pres.....Malcolm B. Dombrower  
 Acct. Executive.....Edward I. Wallerstein  
 Counsel.....Morton L. Wallerstein  
 Art Director.....J. H. O. E. Pickett  
 Production Manager.....Hobart Britton  
 Space & Time Buyer.....Phyllis King  
 Talent Buyer.....T. Michaux Moody  
 Assistant .....Wilson Angel

*Branch Office*

Woodward Bldg., Washington, D. C.  
 Manager .....Philip Rosenfeld  
*Radio Accounts*—Pamplin Smoking Pipe & Mfg. Co., Richmond Hotels, Inc., Southland Wine Co., Inc., Goldberg Electric Products Co., Inc., Fork Union Military Academy.

**DONAHUE AND COE, INC.**

1270 6th Ave., New York 20, N. Y.  
 Phone Columbus 5-4252  
 ANPA—PPA—ABP—SNPA—  
 OAAA—APA—NOAB

Dir. of Motion Picture Radio-Tele Div.  
 A. Carl Rigrod  
 Time Buyer.....Evelyn Lee Jones

*Branch Office*

411 Hurt Bldg., Atlanta, Georgia  
 Manager & Vice-President. H. L. Morrill, Jr.  
*Radio Accounts*—Loew's, Inc. (M-G-M). Enterprise Pictures, Republic Pictures, N. Y. Herald Tribune, River Brand Rice Mills, Inc., De Laval Separator Co., Radio City Music Hall, Brandt Theaters, Atlantic Ale & Beer, Cosmopolitan Magazine, N. Y. World Telegram.

*Television Account*—Radio City Music Hall (Emperor Waltz).

**DOREMUS & CO.**

120 Broadway, New York 5, N. Y.  
 Phone REctor 2-3000

ANPA—PPA—APA—ABP—NOAB  
 Chairman & President . . . . .Wm. H. Long, Jr.  
 Exec. Vice-Pres.....W. H. Burnham  
 Treasurer.....R. E. Williams

**DORLAND, INC.**

247 Park Avenue, New York 17, N. Y.  
 Phone Eldorado 5-2685

ABP—ANPA—PPA—NOAB—APA

President.....Atherton Pettingell  
 Exec. Vice-Pres-Treasurer. . . . .Walter S. Maas  
 Vice-President.....Charles B. Strauss  
 Secretary.....Mary L. Shaumty  
 Vice-Pres. . . . .Emmanuel Tietler  
 Radio-TV Dir.....Howard C. Barnes  
 Radio-TV Time Buyer..Katherine Kirkbride

## . . . Advertising Agencies . . .

*Radio Accounts* — Lanvin Parfums, A. S. Beck.

*Television Accounts*—Lanvin Parfums, A. S. Beck.

### JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.  
Phone Hubbard 8050  
ANPA—PPA

President.....John C. Dowd  
Executive Vice-President.....E. D. Parent  
Vice-President.....W. Davenport  
Treasurer.....Geo. E. Murphy

*Radio Accounts*—Albany Carpet Cleaning Co., Allied Salt & Chemical Co., Atlantic Coal Co., Clinton Clothing Mfg. Co., First National Stores, Martin L. Hall Co., Homes, Inc., Jenney Mfg. Co., Win. Leavens Co., Paines of Boston, K. J. Quinn & Co., Inc., Snider Fuel Corp.

### L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.  
Phone WO 2-8246  
APA

Owner.....L. Jerome DuMahaut  
Production Manager.....Georgiana E. Park

### ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.  
Phone Circle 6-1400  
PPA—NOAB—ANPA—SNPA  
ABC—OAAA

President.....Roy S. Durstine  
Vice-Pres..Secretary Dir of Media,

Arch T. Gardiner

Vice-Presidents.....William E. Dempster,  
Ralph D. Allum, William C. Pank.

Treasurer.....T. Arnold Rau  
Prod. Mgr.....David R. Margareiten  
Head Art Director.....Harvey A. Spooner  
Art Directors.....J. Burton Stevens,  
John A. Hagstrom.

Executive Staff.....William E. Dempster,  
Ralph D. Allum, John C. Rome, John  
Malone, Jr., William C. Pank, David L.  
Rand, Clem W. Kohlman, Robert L.  
Whitehead, C. Henry Heppenstall.

Radio Time Buyer.....Bergliette Boe  
Radio Directors.....Maurice Condon,  
John T. Martin.

Mgr. Radio Dept. & Time Buyer...Bergi Boe  
*Branch Offices*

20 No. Wacker Drive, Chicago 6, Ill.

V.P.-Manager.....Ellis Travers  
719 Enquirer Bldg., Cincinnati 2, O.

V.P.-Manager.....Frederie Kanmann  
2853 West Seventh St., Los Angeles 5, Calif.  
Pacific Coast Mgr.....Robert L. Nourse, Jr.  
703 Market St., San Francisco 3, Calif.

Manager.....H. H. Hindley  
*Radio Accounts:* The Serutan Co. (Serutan, RDX, Nutrex, Journal of Living), The Tucker Corporation (The Tucker '48 Automobile).

### ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.  
Phone Madison 2922

Owner.....Adam F. Eby  
Account Executives.....Catharine Walsh,  
Samuel F. Eby, Lillian Kirk.

*Radio Accounts*—Schreiber Brewing Co., Acme Radio & Electronics, Buffalo Hockey Club, Buffalo Football Club, 4th Annual Sports Show, Home Family Laundry, David J. Scott Co., Denton Cottlier & Daniels.

### EDELSTEIN-NELSON ADV.

#### AGENCY, INC.

27 East Monroe St., Chicago 3, Ill.  
Phone, ANdover 3-3867, DEarborn 2-5976  
ABP—PPA

President.....Edward Edelstein  
Vice-Presidents.....Lloyd C. Nelson,  
W C. Kauer.

Secretary.....L. M. Friedman  
Radio Director.....Lloyd C. Nelson  
TV Director.....Edward Edelstein  
*Radio Accounts*—Chicago Slip Cover Co., Koruna Savings & Loan.

### ELLINGTON & CO., INC

535 Fifth Ave., New York 17, N. Y.  
Phone Murray Hill 7-4300  
NOAB—ANPA—PPA—APA

President.....Jesse T. Ellington  
Vice Presidents.....Theodore S. Strong,  
Hyland L. Hodgson, Charles R. Marshall,  
Chauncey L. Landon.

Dir. of Radio-TV.....Hal James  
Radio Time Buyer.....Daniel Kane  
*Television Account* — Celanese Corp. of America.

### ELLIS ADVERTISING CO.

2500 Rand Bldg., Buffalo 3, N. Y.  
Phone CL 0422  
ABP—ANPA—NOAB—PPA

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

Radio Director.....Caesarina Cardacelli  
Television Director.....Gordon Cole  
*Radio Accounts* — Basil Theaters, Buffalo Optical Co., Simon Greenbaum Clothing, John Henrich Co., Italian & French Wine Co., Niagara National Bank, Western Savings Bank, Davids Home Furnishings, City Service Taxi Co., Kensington Savings & Loan Assn., Old Barn, DiBello Pontiac Motors, Rosinski Furniture Stores, Nemmer Furniture Stores, B & B Clothing Co., Mel's Clothing, Sidney Mursten Furs, Loonsk Bros. Dry Cleaning, Drewry's Brewery, Kensington Business Men's Assn., Jefferson Business Men's Assn., First Federal Savings & Loan Assn. of Kenmore.

*Television Accounts* — Rosinski Furniture Stores, Loonsk Bros. Dry Cleaning, Bredenberg Distributing Co. (Drewry's Brewery),

## • • • Advertising Agencies • • •

Household Outfitting Co., Western Savings Bank, Niagara National Bank, Buffalo Optical Co., Bredenberg Distributing Co. (Labat's Ale and Beer).

### ROBERT J. ENDERS ADVERTISING

1415 K St., N. W., Washington 5, D. C.  
Phone Executive 5834

President.....Robert J. Enders  
Account Execs.....William F. Fitzgerald  
Leonard R. Rennie, John K. Espey, Robert J. Enders.  
Radio-TV Dir.....John Barnes  
Copy Chief.....Raine Bennett  
Animation Dir.....Gene Tourville  
Film Director.....Richard Lyford  
Director of Photog.....Sam Rosenberg

#### Branch Office

1420 Walnut Street, Philadelphia, Pa.

Manager.....Howard Enders  
*Radio Accounts*—Veterans of Foreign Wars, Georges Radio & Tele Co., Koolvent Metal Awning, Dupont Theater, National Association of Chiropractors, D. Zoslow Enterprises, Kopy Kat Women's Wear Chain, House of Fabrics, Occidental Restaurants, Government Services Inc., Equitable Credit Co., Autopen Co., Capital Areal Co., Hubbard House Restaurants, Copp Advertising, Briggs Flirtations Co., Home Appliance Co., AP's Motors, Scott Jewelers, Chevy Chase Realty, Irby Jewelers, National Institute of Commerce & Technology.

*Television Accounts*—Admiral Corp., Sneltenburg, Gimbels, Lit Brothers, Pierce-Phelps Distributors, Georges Radio & Television Co., Golden Star, Cody's, Simon Distributing Co., Koolvent Metal Awning, Occidental Restaurant.

### ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.  
Phone State 1366-7  
ANPA—PPA—APA—NOAB

President & Treasurer...Frank L. Engel, Jr.  
Vice-Pres. & Sec.....M. L. Engel  
Art Dir. & Copy Dir.....A. A. Lausmann  
Radio Time & Space Buyer...Ann Lindgren

*Radio Accounts*—House of David, Staehelin's Nursery, Superior Match Pants Co., Westhauser Nurseries.

### ENNIS-ANDERSON ADV. AGENCY

Anglo Bank Bldg., Fresno, Calif.  
Phone 32613  
CNPA

Pres. & Prod. Mgr.....E. E. Anderson  
Vice-Pres. & Space Buyer.....Frank Ennis  
Art Director.....Axel Rasmussen  
Radio Director.....Lon McAdams  
*Radio Accounts*—Midget Auto Race Assoc., National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co.

### EQUITY ADVERTISING AGENCY

113 W. 42nd St., New York 18, N. Y.  
Phone BRyant 9-0060  
ANPA—APA—ABP

Partners...David H. Boxer, Irving Weinberg  
Production Manager.....John Hedman  
Radio Time Buyer.....Roy Spector

### ERWIN. WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,  
New York 17, N. Y.  
Phone LEXington 2-8700  
AAAA—ANPA—PPA—NOAB—  
OAAA—APA

Chairman of the Board...Louis R. Wasey  
President.....Howard D. Williams  
Vice-Pres.....George E. Wasey  
Sec.-Treas.....James F. O'Connor  
Radio-TV Dir. (L.A.).....C. H. Cottingham  
Asst. Radio-TV Dir. (N.Y.)...Joe Brattain  
Time Buyer.....Raymond Sims  
Radio Producers.....Charles F. Lowe,  
John Halpern

#### Branch Offices

Erwin Wasey & Co., Ltd.

230 N. Michigan Ave., Chicago, Ill.

Manager.....L. R. Northrup  
5225 Wilshire Blvd. Los Angeles, Calif.  
Manager.....Glen Joeelyn  
Rand Tower, Minneapolis 2, Minn.  
Manager.....Mac Martin  
First Nat'l. Bank Bldg., Oklahoma City, Okla.  
Vice-President.....Harold Halsell  
1121 St. Katherine St. West, Montreal, Canada  
Managing Director.....Carl D. Dennis, Jr.  
1170 Bay St., Toronto, Ont., Canada  
Manager.....Ralph L. Lawson  
*Radio Accounts*—Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills, Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., S. C. Johnson & Sons, Inc., Nash Coffee Co., Salisbury & Saierlee Co., Anderson-Pritchard Oil Corp., Krenl Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jacob Riess Botling Works, Inc., McCall-Frontenac, California Bank, McCoy Products, Inc., Nutone, Inc., Daggett & Ramsdell Olive Tablet Co.

### BENJAMIN ESHLEMAN CO.

1522 Locust St., Philadelphia 2, Pa.  
Phone KI 5-2590  
ANPA—PPA

President.....Benjamin Eshelman  
Exec. Vice-Pres.....J. J. D. Spillan  
Sec. & Prod. Mgr.....W. J. Collopy  
Radio Time Buyer & Radio Dir.

L. H. Greenhouse

*Radio Accounts*—Commonwealth of Pa. Dept. of Commerce, Commonwealth of Pa. Dept. of Revenue, Lee Tire & Rubber Co., Smith Kline & French Laboratories.

**Advertising Agencies**

**WILLIAM ESTY & CO., INC.**

100 East 42nd St., New York 17, N. Y.  
Murray Hill 5-1900

*Radio TV Department*

VF Chg. Radio-TV.....Thos. D. Luckenbill  
Vine & Selma, Hollywood 28, Calif.  
Chief Execs....Don Bernard, Andrew Potter  
*Radio Accounts*—Colgate-Palmolive-Peet  
Co., R. J. Reynolds Tobacco Co., Piel Bros.  
*Television Accounts*—Colgate-Palmolive-  
Peeet Co., R. J. Reynolds Tobacco, Piel Bros.

**EVANS ADVERTISING AGENCY**

322½ S. Sixth St., Springfield, Ill.  
Phone 2-2090

Owner & Manager.....Clarence R. Evans  
Treasurer.....Velma Evans  
Art Director.....John Robert Work  
Continuity Director.....Mary Lou Evans  
Radio Producer.....Velma Evans  
*Radio Accounts*—L. B. Bell Fur Co.,  
Bootery, Bridge Jewelry, Inc., Camera Shop,  
Capital City Motors, Community Bakery,  
Constantino Packing Co., Frostie Bottling  
Co., Ideal Creamery, Home Appliances, Inc.,  
Lieck Crane (Potato Chips), Lloyd's Clean-  
ers, L. & L. Sales Co., Kennedy Laundry &  
Cleaners, Music Shop, Piggly Wiggly (Fisher  
Grocery Co.), Peterson's Rose Butter, Ray's  
Brand Products, Seek-De-Yaah Paint Mfg.  
Co., Senate Theater, Sangamon Dairy, St.  
Nicholas Hotel, Springfield Motors, Inc.,  
Springfield Refinoid Company, Terra Plaza,  
Y-B Food Market, Harold Pechu, Inc.

**ALBERT EVANS ADVERTISING**

909 Dan Waggoner Bldg., Ft. Worth 2, Tex.  
Phone 3-9521

ABP—NOAB—ANPA—APA—SNPA—  
NAAN—PPA

Acct. Execs.....Albert Evans, Jr.  
Gordon Teague, Dorothy Cantrell, Gene  
M. Lightfoot.  
Art Director.....Jed Acker  
Production Mgr.....Mary Lou Slay  
*Radio Accounts*—Ellison's Furniture Co.,  
Foremost Dairies (Southwestern Division),  
Premier Oil Refining Co. of Texas, Terminal  
Grain Co., Texas Motors, Williamson Dickie  
Mfg. Co., Anto-Rent, Inc.

**LAWRENCE I. EVERLING, INC.**

1700 Walnut St., Philadelphia 3, Pa.  
Phone Pennypacker 5-7927

ABP—ANPA—APA—AAAA  
NOAB—ABC

President.....Lawrence I. Everling  
VP Radio Dir. & Buyer Radio Time  
Frank J. Crockerly  
See. & Dir. of Art.....Reynold Abbruzzi  
*Radio Accounts*—Petroleum Heat & Pow-  
er Co., Mrs. Smith Pie Co.

**H. W. FAIRFAX ADV. AGENCY, INC.**

551 Fifth Ave., New York 17, N. Y.  
Phone Murray Hill 2-8680

ANPA—APA—PPA

President & Treasurer.....Natt S. Enslar  
Art Director.....Bernard Katz  
Radio Dir. & Space Buyer.....Janice Hamilton  
Account Executives.....R. Block,  
M. E. Enslar, Seth D. Tobias.  
*Radio Accounts*—Mayfair Ice Cream Co.,  
New Oyster Bay Restaurant.

**FEDERAL ADVERTISING AGENCY,  
INC.**

385 Madison Ave., New York 17, N. Y.  
Phone Murray Hill 8-4200

AAAA—ABP—NOAB—ANPA—PPA  
APA—ABC—BMB

President.....Gordon E. Hyde  
V.P. & Radio-TV Dir....Francis C. Barton, Jr.  
V.P. & Art Dir.....Douglas Boyd  
V.P. & Dir. Drug Merch'g. Kenneth B. Hurd  
V.P. & Copy Chief.....Joseph Leopold  
V.P. & Dir. Pub. ReL...Thomas P. McMahon  
V.P. & Acct. Exec.....Kenneth W. Plumb  
V.P. & Acct. Exec.....Jules B. Singer  
V.P. & Acct. Exec.....Charles G. Wright  
V.P. & Dir. Research. Dr. Wallace H. Wulfeck  
Radio-TV Time Buyer.....Penelope A. Simmons  
Radio-TV Copywriter.....Pat Bartels  
Radio-TV Copywriter.....Ken Kear

Asst. to Radio-TV Dir.  
George M. Burbach, Jr.  
Asst. to Time Buyer.....Jacqueline Ruta  
Vice-Pres.-Dir. of Tele.....Francis C. Barton, Jr.  
*Radio Accounts*—Lever Brothers Co.,  
American Safety Razor Corp. (Gem), Dixon  
Ticonderoga Pencils, John F. Trommer, Inc.,  
Dulce Famous Foods, General Cigar Com-  
pany, Harriet Hubbard Ayer, Inc., Gerber  
Prods. Co., Barbizon Corp., Stromberg-Carl-  
son, Lily of France, Publix Shirt Co.  
*Television Accounts*—American Safety  
Razor Corp. (Lighter), John F. Trommer Inc.

**HARRY FEIGENBAUM  
ADVERTISING AGENCY**

2011 Walnut St., Philadelphia 3, Pa.  
Phone LOeust 4-1536

ANPA—PPA—NOAB

Partners..Harry Feigenbaum, David Wermen  
Radio-TV Director.....Erwin Rosner  
*Radio Accounts*—Grabosky Bros. (Royalist  
Cigars), B. S. Pincus Co. (Yankee Maid  
Meats), Laundry Board of Trade of Phila.  
(Laundry Service), Federal Savings & Loan  
Assns. of Phila. (Savings Institutions), Hard-  
wick & Magee Co. (Rugs & Furniture), Cum-  
berland Brewing Co. (Old Export Beer),  
J. W. S. Delavau Co. (Cough Medicine),  
Phila. Daily News (Newspaper).  
*Television Accounts*—Pontiac Dealers Assn.  
of Phila., B. S. Pincus Co. (Yankee Maid),

**Advertising Agencies**

The Arrow Store (Men's Store), Sam Gerson (Men's Store), Reliable Motors, Inc. (Pontiac Dealer), Grabosky Bros. (Royalist Cigars).

**ROBERT FELDMAN, INC.**

878 Seventh Ave., New York 19, N. Y.  
Phone COlumbus 5-3642

Pres. & Radio Time Buyer... Robert Feldman  
Vice-President..... Bell Michaels  
Copy Chief & Radio Dir.... Lorraine Barton  
*Radio Accounts*—China Doll Night Club, Park Central Hotel, Versailles Restaurant, Palisades Amusement Park, Wivel Restaurant, Village Barn, Jack Dempsey's Rest., Nevele Country Club, Singapore Restaurant, Chateau Martin Wines, Club Ebony, Royal Roost, Harem Night Club, Youngs Gap Hotel, Maurella Product (Perfume).

**FELLOWS-BOGARDUS  
ADVERTISING**

410 Larned Bldg., Syracuse 2, N. Y.  
Phone 2-2197-8  
ABP—APA

Pres. Space & Radio Time Buyer  
Byron F. Fellows, Jr.  
Vice-President..... T. Elmer Bogardus  
Secretary & Treasurer.... Marjorie Hughes  
*Radio Accounts*—Kelley Baking Co., Merchants National Bank & Trust Co., Moore & Quinn Brewery, Pepper Fishing Rod & Tackle Corp., WNDR, Radio Station.

**COURTLAND D. FERGUSON, INC.**

National Press Bldg., Washington 4, D. C.  
Phone National 7113

President..... Courtland D. Ferguson  
Sec.-Treas..... Lucille Pierce Ferguson  
Radio-TV Dir..... J. A. Holt  
Radio Time Buyer..... Patricia Brennan  
Account Executives... Marshall R. Worcester,  
Philip Martin

*Branch Offices*

525 North Charles Street, Baltimore, Maryland  
Manager ..... George Ross  
Life Ins. Co. of Va. Bldg., Richmond, Virginia  
Manager ..... Frank G. Christian  
*Radio Accounts*—L. S. Briggs, Inc, Schindler Peanut Products, Inc., Mann's Potato Chip Co., Smith-Douglass Co., James G. Gill & Co., Smith's Storage Co., Security Storage Co., Lincoln Warehouse Co., Manbeck Bread Company, High's Ice Cream Co., Highland Farms Dairy, Little Tavern Shops, Tip Corp. of America, John H. Dulany & Son, Inc.  
*Television Accounts*—L. S. Briggs, Inc., Schindler's Peanut Products, Inc., Mann's Potato Chip Co., Little Tavern Shops.

**LAWRENCE FERTIG & CO., INC.**

149 Madison Ave., New York 16, N. Y.  
Phone MUrray Hill 9-7100

ANPA—PPA—APA—NOAB—ABP  
President & Treasurer..... Lawrence Fertig

Radio-TV Dir., Time Buyer... Henry Bretzfeld  
Exec. Vice-Pres. & Sec..... Alexander Slavitt  
Vice-President..... Philip Lukin  
Account Execs.: Curtis C. LeWald, J. B. Morse, Lawrence Wizzer, Henry Bretzfeld  
Space Buyer..... Miss Selma Crosswirth  
Art Director..... Stanley Dusek  
Production Manager..... Kenneth Miller

**ROBERT G. FIELDS & CO.**

1100 Warner Bldg., Nashville 3, Tenn.  
Phone 6-1977

PPA—SNPA—ABP—APA

President-Treasurer..... Robert G. Fields  
Secretary..... A. Ferguson  
Account Exec..... W. R. Culbertson  
*Radio Accounts*—Robert Orr & Co. (Hermitage Coffee), First Federal Savings (Savings accounts), St. Bernard Coal Co. (Coal), Cherokee Mills (Flour), Nashville Dairy Council (Milk), Nashville Pure Milk Co. (Milk).

**JOHN A. FINNERAN, INC.**

1475 Broadway, New York 18, N. Y.  
Phone BRyant 9-1290

Pres. & Secy..... John A. Finneran  
V. P. & Treas..... Honoria Finneran  
Asst. Treas.-Gen. Mgr..... H. B. Pettengill  
Art Dir..... K. Elnore  
Chief Copywriter..... D. Ansonbe  
Space & Time Buyer..... E. Pryde  
Acct. Execs..... Curtis I. Brown,  
G. White, B. Silon, F. Quinn, Dayton M. Jones.

*Radio Accounts*—DeSoto Beach Hotel & Cabana Club, Heaton Hall, Hollywood Academy, Nora Shops, Red Lion Inn, St. Moritz Hotel (Lake Placid), United Air Lines.

**FIRESTONE-GOODMAN ADV.  
AGENCY, INC.**

445 Loeb Arcade, Minneapolis 2, Minn.  
Phone Main 4393  
ANPA—APA

President..... Allan L. Firestone  
V.-P.-Treas..... Archie Goodman  
Sec..... R. S. Firestone  
*Radio Accounts*—(Local).

**M. M. FISHER ASSOCIATES**

134 N. La Salle St., Chicago 2, Ill.  
Phone Central 6-1610-11  
ANPA

Owner..... Jack L. Fisher, Sr.  
Co-Owner..... Jack L. Fisher, Jr.  
Radio Time Buyer..... Dana White  
*Radio Accounts*—Contractor's Equip Serv., Sol Lesser Productions, Andrew Stone Prods., Trav-Ler Radio Corp., 20th Century-Fox Film Corp., United Artists Corp., Universal Pictures, Vanguard Films, Inc., Warner Bros., Lester Cowan Prods., Shubert Theaters, Hilton Hotels, Bell Savings & Loan

## Advertising Agencies

Assoc., Greater Chicago Hotel Association,  
Cook County Central Democratic Committee,  
Geo. S. May Co., Tam O Shanter Country  
Club, Balaban & Katz Corp.

### FITZGERALD ADV. AGENCY

833 Howard Ave., New Orleans 12, La.  
Phone Canal 9871

AAAA — ANPA — PPA — SNPA  
APA — ABP — NOAB

Partners..... Joe L. Killeen,  
Joseph H. Epstein.

Partner, In Chg. Copy..... Roy M. Schwarz  
Partner, In Chg. Media & Markets,

Leonard Gessner

Partner & Art Dir..... E. W. Rector Wootten  
Partner & Production Mgr..... Warren C. Poscy

Media Dir..... Harley B. Howcott  
Acct. Exec..... Donald H. Halsey

TV. Dir. .... Roy M. Schwarz, Tom Newman

Radio Account—Wesson Oil & Snowdrift  
Sales Co., Blue Plate Foods, Inc., Dixie Brew-

ing Co., H. C. Hill Stores.  
Television Accounts—H. C. Hill Stores,  
Dixie Brewing Co.

### FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.  
Phone 2-3129

ABP—ANPA—PPA—AAAA—NAAN

President..... John B. Flack  
Secretary..... Florence O. Miller

Treasurer..... J. K. Bowman  
Account Executives..... Claire Evans

Arnold T. Bowden, William P. Conklin,  
Grover H. Hubbell.

### FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio  
Phone Cherry 1490

President & Radio Director... Robert B. Foley  
Secretary-Treas..... Helen M. Little

Radio Accounts—I. J. Fox, Inc., The Stearn  
Co.

### RICHARD A. FOLEY, ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.  
Phone Kingsley 5-1560

ABP—ANPA—APA—PPA—AAAA  
ABC—NOAB

President..... Charles H. Eyles  
1st V.P., Sec.-Treas..... Lee E. Hood

V.-P. & Dir. of Merchandising. Jerome B. Taft  
V.-P. & Dir. Research..... Russell Cray, Jr.

Asst. Sec'y-Treas. & Media Dir.  
Wesley Winning

Radio-TV Director..... James L. Tabor  
Copy Director..... Raymond Barr

Art Director..... Earle Stiery  
Meeb. Production Mgr..... Edward C. Griffiths

Office Manager..... Catherine E. Gibbons  
Radio Accounts—Abbotts Dairies, Inc., Ab-

botts Cream Cheese, Abbotts Ice Cream,

Beneficial Saving Fund, Cloverdale Spring  
Company, Freihofer Baking Company.

### FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.  
Phone PLaza 5-6600

AAAA—ANPA—ABP—PPA—APA—ABC  
President..... Emerson Foote

Chairman of the Board..... Fairfax Cone  
Chairman Exec. Com..... Don Belding

Secretary-Treasurer..... William R. Sachse  
New York Office

President..... Emerson Foote  
Exec. Vice-Pres..... William E. Berchtold

Vice-Pres. and Gen. Mgr..... M. P. Franceschi  
V.-P. Media and Research. Sherwood Dodge

Dir. of Radio..... Thomas McDonnell  
Dir. of TV..... Roger Pryor

Radio Business Mgr..... Lillian Selb  
Director of Publicity..... George Wolf

Chicago Office

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

Chairman of Board..... Fairfax M. Cone  
Executive Vice President..... J. H. E. Davis

Secretary and Treasurer... William R. Sachse  
Radio Business Manager..... Harry Dieter

Radio Production Mgr..... James Fouda  
Radio Time Buyer..... Genevieve Lemper

Los Angeles Office

601 W. Fifth St., Los Angeles 13, Calif.

Chairman Exec. Com..... Don Belding  
Executive Vice-Pres..... William J. Pringle

Business Manager..... Eugene Duckwall  
Radio Time Buyer..... J. H. Scruggs

San Francisco Office

235 Montgomery St., San Francisco 4, Calif.  
Vice-Pres. and Mgr..... Ford Sibley

Radio Time Buyer..... Virginia Cain  
Hollywood Office

6117 Sunset Blvd., Hollywood 28, Calif.

Vice-President..... Robert Ballin  
General Manager..... C. Burt Oliver

Radio Accounts—Alexander, Ben; Amend  
Company, Fred W.; American Piano Manu-

facturers Association, Argosy Pictures, Ar-

mou and Company, Beatrice Foods Com-

pany, Carter Products, Inc., Disney Produc-

tions, Walt, Frigidaire Division (General  
Motors Corp.), General Foods Corporation,

Hall Brothers, Inc., Hat Research Founda-

tion, Inc., International Lutex Corp., Lock-

heed, New York Central System, Pepsodent  
Division (Lever Bros. Company), Purex

(product), Rheem Manufacturing Company,  
RKO Radio Pictures, Inc., RKO Theatres,

S&W Fine Foods, Inc., Security-First National  
Bank of Los Angeles, Sierra Pictures, Inc.,

Southern Pacific Railroad, The Toni Com-

pany, Trend (product), Union Oil Com-

pany of California, Van Raalte, Inc.  
Television Accounts — Argosy Pictures,  
Liebmann Breweries, Inc., Marshall Field &  
Company, RKO Radio Pictures, Inc., Secu-  
rity-First National Bank of Los Angeles,  
Union Oil Company of California.



## Advertising Agencies

### FORD & DAMM ADV. AGENCY

918 11th St., Sacramento 14, Calif.  
Phone 2-3645  
APA

President.....M. J. Ford  
Secretary-Treasurer.....Harry Coats  
Art Director.....William Goliey  
Radio Time Buyer & Radio Dir...Bill Queale  
*Radio Accounts*—Continental Nut Co., El Dorado Brewing Co., Old Home Bakers, Paramount Seed Co., Sacramento Frosted Foods Co., 7 Up Bottling Co.

### FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.  
Phone 4-7122  
SNPA

President.....John L. Fort  
Secretary.....Mrs. Ruby Black  
Art Director.....William Bain  
*Radio Account*—Kennedy Laboratories, Inc. (The Kennedy Formula).

### ALBERT FRANK-GUENTHER LAW, INC.

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

ANPA—PPA—ABP—NOAB—APA—ABC  
Chairman of the Board....Emmett Corrigan  
President.....Frank J. Reynolds  
First Vice-President & Treasurer  
Victor J. Cevasco

Vice-Chairman-General Mgr.  
Harold E. Maples

#### Branch Offices

10 Post Office Square, Boston 9, Mass.  
Packard Bldg., Philadelphia 2, Pa.  
1 La Salle St., Chicago 2, Ill.

235 Montgomery St., San Francisco 4, Calif.  
Acct. Exec.....Lucrezia Kemper  
*Radio Accounts*—Merrill, Lynch, Pierce, Fenner & Beane, Noma Electric.

### FRANK & HOLLINSHEAD, INC.

Fox Theater Bldg., Detroit 1, Mich.  
Phone Randolph 6220

ABP—ANPA—APA—PPA—NOAB  
Pres., Treas. & Copy Chief....E. G. Frank  
V.P., Radio Dir. & Radio Time Buyer  
M. A. Hollinshead  
Research Dir.....D. R. Hodgins  
Art Dir. & Prod. Mgr.....J. S. Chandlee  
Space Buyer.....Mrs. M. A. Youngs  
Account Executives.....E. G. Frank,  
M. A. Hollinshead, D. R. Hodgins.

### FRANKE-WILKINSON-SHIWETZ & TIPS, INC.

455 Carolina St., Houston 2, Tex.  
Phone BEacon 3-9301

ANPA—APA—NOAB—ABP—AAAA  
President.....P. C. Franke, Jr.  
Exec. Vice-Pres.....K. Tips

Vice-Presidents.....J. B. Wilkinson,  
E. M. Schiwetz.

Vice-Pres.-Sec.....D. K. Williams  
Radio Time Buyer.....Gene Heard  
*Radio Accounts*—First National Bank, KXYZ Radio Station, Reitig's Ice Cream Co.

### JONES FRANKEL CO.

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

NOAB—ABP—ANPA—APA—PPA

President.....Jones B. Frankel  
Exec. V.-P.....A. G. Gaines  
Public Relations.....Ben Rubin  
Spec. Promotions.....Ira L. Morton  
Prod. Manager.....Gladys R. Arnold  
Time Buyer.....Helen Eich  
Research Dir.....Alice Houghton  
Radio-TV Director.....Lew Sanders  
*Radio Accounts*—Shaw Jewelers, Holland's, Lion Chemical Co., Terman's, Stromberg-Carlson, Standard Motors, Rolin Sales, Valmor Prod., General Camera Co.

*Television Accounts*—Fox De-Luxe Beer, Terman Tele Sls., L & H Range, Blackstone, Stromberg-Carlson, Allen & Bradford, Commercial Tire & Supply Co., World's Hobby Exposition, Admiral Corp., Tomaso Inc., Rosin-Starr, General Camera Co.

### ROBERT FRANKLIN & ASSOCIATES

Fulton-Fresno Bldg., Fresno 1, Calif.  
Phone 4-6566

Gen. Partner.....Robert Franklin  
Sec.-Treas.....J. Schmeiser  
General Manager.....H. Braze  
Radio Dir. Radio Time Buyer & Space Buyer  
R. C. Franklin, Jr.  
Art Director.....Tom Dyer

### THE FREDERICK-CLINTON CO., INC.

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

ABP—PPA—ANPA—NOAB  
Pres. & Art Dir.....Frederick C. Burger  
Sec. & Copy Chief.....R. S. Buckbinder  
Treas. & Media Director.....H. S. Rieff  
Radio-TV Dir.....James Bennett  
*Radio Account*—The Coward Shoe.

### CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.  
Phone ALpine 2048

ANPA—ABP—APA—NAAN

President.....C. J. Freiburger  
Art Director.....Gene Ellis  
Account Executive.....Kent Thomas  
Copy Writer.....Ingrid Wallin  
*Radio Accounts*—Central Bank & Trust Co., Tivoli Brewing Co., Brecht Candy Co., Toner's Peanut Butter, Colorado Potato Flake Mfg. Co., Securities Credit Corp., Sears Roebuck & Co., Associated Grocers of Colo., Conway-Bogue Realty Co., Burns Realty & Trust Co., Wildgrube Decorating Co.

## . . . Advertising Agencies . . .

### AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.  
Phone Higate 4-6580  
(For Complete Listing See Page 135)

### FREITAG ADV. AGENCY

988 Spring Street N.W., Atlanta 5, Ga.  
Phone HEmlock 1345  
ABP—ANPA—APA—NOAB—PPA—  
SNPA—BMB

Proprietor ..... J. V. Freitag  
Art Director ..... H. J. Torgesen  
Traffic Mgr. .... M. K. McGowan  
Office Mgr. .... R. W. Wallace  
Copy Chief ..... Harry Binford  
Acc't Exec., Radio-TV Dir. Norman Frankel  
*Radio Accounts*—Columbia Baking Co.,  
Walton Rice Mill, Inc.

### OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.  
Phone Newstead 0037  
AAAA—ABP—NOAB—ANPA—PPA  
APA—NAAN

Partner.....Oakleigh R. French  
Partner.....Mazie G. French  
Dir. Consumer Adse.....G. Gordon Hertslet  
Account Executives.....Kenneth J. Bayer,  
Al Maescher, Jr., C. Sewell Pankman,  
Dir. Client Service.....Richard C. Lynch  
Radio Director.....Al Maescher, Jr.  
*Radio Accounts*—Mercantile Commerce  
Bank & Trust Co., Dixie Mills, Phelan-Faust  
Paint Co., H. P. Coffee Company, St. Louis  
Federal Savings & Loan Assn., Melejo Sea  
Food Company, Luber-Tone, Inc., Medart  
Auto Electric Co.

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

260 Tremont St., Boston 16, Mass.  
Phone Liberty 2-0813  
ANPA—PPA—APA

President.....Karl M. Frost  
Exec. V.P.—Treasurer.....Harry M. Frost  
Asst. Treas.....Florence A. Dondero  
Secretary.....Harvey P. Newcomb  
Pro. Mgr. & Space Buyer.....Harold E. Besson  
Newspaper Space Buyer.....Anna V. Turner  
Radio-TV Director & Time Buyer,  
Harvey P. Newcomb  
*Radio Accounts*—Durkee Mower, Inc.,  
Supreme Wine Co., Eastern Racing Assn.,  
Campbell Fairbanks Expositions, Genoa Pack-  
ing Co., Boston Yanks, Eldred & Barbo.

### FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.  
Phone MURray Hill 6-5600  
AAAA—ANPA—PPA—ABP  
APA—NOAB—ABC

Chairman of the Board.....John Wiley

Executive Vice-Pres.....E. L. Andrew  
Sec.—Treas. ....C. C. Reidenbaugh  
Radio Director.....Lee Williams  
Mgr. Media Dept.....George Trimble

#### Branch Offices

1501 Euclid Ave., Cleveland 15, O.  
President.....Allen Billingsley  
Exec. Vice-Pres.....E. L. Andrew  
Mgr. Media Dept.....W. J. Staab  
105 W. Adams St., Chicago 3, Ill.  
Vice-President.....Ed Lauesen  
*Radio Accounts*—Burkhardt Brewing Co.,  
Pennzoil, Dougherty Lumber Co., Climalene,  
Commonwealth Shoe & Leather Co., Westing-  
house Electric Co., (Lamp & Radio Di-  
visions), Central National Bank, Charis  
Corp., Commercial Solvents Corp., Jonas  
Shops, Stauffer Restaurants, Aluminum Co.  
of America.

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

117 W. 46th St., New York 19, N. Y.  
Phone, BRyant 9-2927

President.....Norman Furman  
Secretary.....Nathan Rothenberg  
Vice-President.....Irving Gottlieb

### ANDREW GAHAGAN ASSOC., INC.

270 Park Ave., New York 17, N. Y.  
Phone PL 9-2500  
ABP—APA

Pres.—Treas. Radio-TV Dir. Andrew Gahagan  
Vice-Pres.....Richard Stanton Rimanocey  
Time Buyer.....Margaret Deady  
*Radio Accounts*—America's Furniture, Inc.,  
Republican State Comm.

### GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.  
Phone Garfield 2915  
ANPA—AAAA

Vice-President ..... Elmer G. Marshutz  
V.-P. Chg. of Media & Research,  
E. A. W. Schulenburg  
Media Dir. ....C. C. Humphrey  
Radio-TV Dir. ....Clarke Brown

#### Branch Offices

9 Rockefeller Plaza, New York 20, N. Y.  
Exec. V.P. ....S. M. Ballard  
V.-P. & Radio Dir.....Roland Martini  
2531 Wilson Blvd., Arlington, Va.  
V.P. ....Mark T. Martin  
*Radio Accounts*—U. S. Army & U. S. Air  
Force, First National Bank, Pet Milk Sales  
Corp., Ralston Purina Co., St. Louis Public  
Service Co., Union Elec. Co. of Mo., H. C.  
Cole Milling Co., Lion Oil Co., Grove Labo-  
ratories, Inc., H. D. Lee Co., National Guard  
of the U. S., St. Louis Independent Pkg. Co.,  
Union Biscuit Co.  
*Television Accounts*—Union Elec. Co. of  
Mo.

**Advertising Agencies**

**GARFIELD & GUILD ADV. AGENCY**

45 2nd Street, San Francisco, Calif.  
 PPA—ANPA—NOAB—ABP—NAAN  
 AAAA—APA—SNPA—BMB  
 President.....Sidney Garfield  
 Exec. Vice-Pres.....Walter Guild  
 Copy Chief.....David Bascom  
 Art Director.....Dan Bonfili  
 V.-P., Radio-TV Dir.....William A. Morrison

*Branch Office*

9310 Hillrose Ave., Sunland, Cal.  
 Radio Prod. Mgr.....Les Mitchel  
*Radio Accounts*—Alta Tea & Coffee, Chemicals, Inc., Consolidated Dairy, Craven-Inglis Baking Co., Kay Jewelry Co., Rev. Charles E. Lukens, No Doz Awakeners, Rosefield Packing Co., Blum Candy Co., Bear Creek Orchards, Strykers Soap Co., Milwaukee Furniture Co.

**W. W. GARRISON & COMPANY**

400 N. Michigan Ave., Chicago 11, Ill.  
 Phone Superior 8388  
 APA—ANPA—PPA—NOAB  
 President.....W. W. Garrison  
 Vice-President.....Brooks Middleton  
 Secretary & Space Buyer.....G. P. Schill  
 Vice-Pres. in Charge Radio...Tim Morrow  
 V. P. & Acct. Exec.....Earl Lines  
 Art Dir.....O'Coll Hanson

*Radio Accounts*—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Spartus Camera.

**GEARE-MARSTON, INC.**

21 S. 12th St., Philadelphia 7, Pa.  
 Phone Rittenhouse 6-3572  
 ABP—APA—PPA—AAA—ABC—  
 ANPA—NOAB  
 President.....Norman W. Geare  
 V. P.-Media Dir.....Frank C. Murphy  
 Secretary.....William G. Huckel  
 Treasurer.....Elizabeth A. Heath  
 Radio-TV Dir.....Richard Nicholls  
 Acct. Execs.....John E. Rooney,  
 John W. Claghorn, Howard F. Kairer,  
 Michael H. Sloman, J. Ross Pilling, Jr.

*Branch Office*

420 Lexington Ave., New York 17, N. Y.  
 Vice-Pres.....Charles S. O'Donnell  
*Radio Accounts*—Dorance & Co., Electric Storage Battery Co., Knife Crafters, Inc., Lester Lee Labs., Inc., Penn Mutual Life Insur. Co., SKD Industries, Strawbridge & Clothier, Western Savings Fund Soc.

**JOSEPH R. GERBER CO.**

1305 S. W. 12th Ave., Portland 1, Ore.  
 Phone Broadway 0515  
 AAAA—ABP—NOAB—ANPA  
 PPA—APA  
 President.....Joseph R. Gerber

V. P. & Radio Dir.....Chas. H. Devlin  
 Media Dir.....Geo. E. Clinton  
 Production.....Jack Lockie  
 Art Director.....Henry Lee, Jr.  
 Copy Chief.....Dean Pollock  
 Account Exces.....Chas. H. Devlin,  
 Douglas Powell, Vernor M. Schenck, II,  
 William MacGibbon.

**GERTH-PACIFIC ADV. AGENCY**

68 Post St., San Francisco 4, Cal.  
 Phone, GARfield 1081  
 AAAA—APA—ABP—ANPA—NOAB  
 Owner.....E. P. Gerth  
 Account Executives.....J. W. Clark,  
 R. Hendrickson  
 Media Director.....Pat Reid  
 Production Manager.....E. J. Thomas

*Branch Office*

5319 Hollywood Blvd., Hollywood 27, Calif.  
 Manager.....Orson Hauter  
*Radio Accounts* — David D. Bohannon  
 Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.  
*Television Account*—Calif. Fruit Products, Ltd.

**GEYER, NEWELL & GANGER, INC.**

745 Fifth Ave., New York 22, N. Y.  
 Phone PLaza 2-5400  
 President.....Bertram B. Geyer  
 Exec. Vice-President.....H. W. Newell  
 Vice-Presidents.....R. M. Ganger,  
 A. A. Surin, Vernon M. Welsh, C. A. Brocker, F. P. Reynolds, Jr., D. S. Shaw,  
 E. F. Thomas, J. H. Sheldon, J. McQuigg.  
 Treasurer.....J. R. Kunz  
 Publicity Dir.....Edward F. Thomas  
 V.-P. & Radio-Tele Dir.....Donald S. Shaw  
 Production Manager.....Frederick A. Long  
 Traffic.....Barbara Fishel

*Branch Offices*

Third Nat'l Bldg., Dayton, O.  
 Manager.....E. G. Frost  
 14250 Plymouth Rd., Detroit 32, Mich.  
 Exec. Contacts.....Russell Manney,  
 Kenneth Westervelt  
 Manager.....John McQuigg  
*Radio Accounts* — Nash-Kelvinator Corp., Continental Oil Co., Lorillard Co., Knox-The-Hatter.  
*Television Accounts* — Knox-the-Hatter, Nash-Kelvinator Corp.

**J. J. GIBBONS LIMITED**

200 Bay St., Toronto, Ont., Canada  
 Phone Elgin 2111  
 ABC  
 President.....Mrs. J. J. Gibbons

## . . . Advertising Agencies . . .

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 Vice-Pres., Asst. Gen. Mgr. & Sec.-Treas.

R. B. Pattison

Vice-Presidents . . . . R. A. Stapells, W. Kiehn  
 Radio Director . . . . . Don Bassett

### Branch Offices

924 Dominion Square Bldg., Montreal, Que.  
 Manager . . . . . C. W. Cook

272 Scott Block, Winnipeg, Manitoba  
 Manager . . . . . A. B. Johnston

204 Leader Bldg., Regina, Saskatchewan  
 Manager . . . . . Stanley Wayte

Renfrew Bldg., Calgary, Alberta  
 Vice-Pres. & Mgr. . . . . R. G. Smith

McDougall Court, Edmonton, Alberta  
 Manager . . . . . J. H. Fulton

609 Province Bldg., Vancouver, B. C.  
 Vice-President . . . . . Dave Crawford

### THE GIEZENDANNER ADV. CO.

3003 Louisiana, Houston 6, Tex.

Phone Keystone 3-7383

Owner . . . . . C. J. Giezendanner, Jr.  
 Public Relations Dir.-Acct. Ex. . . . . Bess Atmar

Copy Dir.-Acct. Ex. . . . . C. E. Parsons  
 Prod.-Acct. Ex. . . . . A. S. Black

Radio Dir.-Acct. Ex. . . . . Maudeen Marks  
 Script Writer . . . . . Lorca Henry

Clerical . . . . . June Sims  
 Actor-Writer . . . . . Bill Denny

*Radio Accounts*—Bill Williams, Earle  
 North Buick Company, Earle North Goodyear

Store, Pollyanna Shop, Union Bottling  
 Works, Nueces Hardware, Flato's, Sakowitz

Bros. Inc., Houston Fat Stock Show, Houston  
 Hockey Club, Checking Counter South Texas

Motors, Royal Tire Company, Royal Air-  
 Conditioning, Loew's State Theatre, Sun-Up

Ice Cream, Camellia Ice Cream, C. B. Del-  
 homme, Marine Dis., Donaldson & Bass,

Construction, Hou. Interlocking Tile, Fogle-  
 West Funeral Home, Adlof Memorials, Bras-

well's Flower Gardens, Arrowhead Park,  
 Mayan Ranch, LH7 Ranch, Yellowjacket

Cafe.

### GILLHAM ADVERTISING AGENCY

220-228 Continental Bank Bldg.,

Salt Lake City 1, Utah

Phone 4-5516

ANPA—APA—ABP

President & Treasurer . . . . . M. C. Nelson  
 Vice-Presidents . . . . . J. Y. Tipton,

Lon Richardson

Secretary . . . . . Marjorie Farrell  
 Radio-TV Dir. & Acct. Exec. . . . . Victor V. Bell

Asst. Radio Dir. . . . . Robert F. Rohlfling  
 Secretary . . . . . Enid Ogaard

Film Tech. . . . . Richard V. Thiriot  
*Radio Accounts*—American Packing & Pro-

vision, Chase, Jesse M. Cloverleaf Milk,  
 Colville Ice Cream, Exceles Beauty Products  
 Co., Fisher Brewing Co., First Federal Sav-

ings & Loan Association, GE Dealers, Jack-  
 son Distributing Co., Montana Cereal Com-  
 pany, Motor Mercantile Co., Mountain Fuel  
 Supply Co., Ogden First Federal Savings &  
 Loan Ass'n, Petty Motor, Porter Macaroni  
 Company, Royal Baking Company, Salt Lake  
 City—Chamber of Commerce, Salt Lake Hard-  
 ware Company, Streator Chevrolet Company,  
 Union Pacific Railroad Co., Utah Finance  
 Company, Utah Oil Refining Company, Utah  
 Power & Light Company, Walker Bank &  
 Trust Co., War Assets Administration, West-  
 ern Colorado Power Co.

*Television Accounts*—Petty Motor, Utah  
 Power & Light Company.

### GLASSER-GAILEY, INC.

301 So. Harvard Blvd., Los Angeles 5, Calif.

Phone Fitzroy 2141

AAAA—ANPA—PPA

President . . . . . G. F. Glasser

Vice-President . . . . . P. E. Gailey

Secretary-Treasurer . . . . . Howard W. Gambrill

Art Director . . . . . C. S. Heizer

Traffic Manager . . . . . Louise Ludke

#### Branch Office

De Young Bldg., San Francisco, Calif.

Manager . . . . . Robert O. Davis

*Radio Accounts*—Ralphs Grocery Co.,

Austin Studios, Tropical Preserving Co., Bu-

Tay Products, Ltd., Miller Honey, Chip

Steak Company, Bluhill Foods, Inc., Hug-

gins-Young Coffee Co.

### GLEW ADVERTISING AGENCY

517 Murray Bldg., Grand Rapids 2, Mich.

Phone 8-1848

ABP—ANPA

Owner & Operator . . . . . Francis K. Glew

*Radio Account*—Valley City Milling Co.

### GOLDMAN & WALTER ADVERTISING AGENCY, INC.

36 State St., Albany 7, N. Y.

Phone 5-8864-5

ABP—APA

President . . . . . Harry L. Goldman

Vice-President . . . . . Eleanor Chatham Walter

Sec. & Radio Dir. . . . . Louise Benay

*Radio Accounts*—John G. Meyers Dept.

Store, Seven-Up Bottling Co. of Troy, N. Y.,

Roxy Cleaners & Dyers, Stone's Liquor Dist.,

Albany Garage Co., & Appliance Dist., Drive-

In Auto Theaters, Green's Stationers, Stand-

ards Furniture Co. (Kingston-Troy).

### GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago 11, Ill.

Phone Superior 7-6746

AAAA—ANPA—PPA—ABP—APA

President . . . . . Clyde M. Joice



**Advertising Agencies**

**JOHN L. HALPIN ADVERTISING**

208 State St., Schenectady 5, N. Y.  
Phone 2-0492

Partners.....John L. Halpin,  
Marion G. Halpin  
Copy Chief.....Lucienne Bivens  
Production Chief.....Janet L. Riel  
Art.....A. J. Hitchins  
*Radio Accounts*—Chas. Freihoffer Baking  
Co., Jonathan Levi Co., Wallace Co.

**HANLY, HICKS & MONTGOMERY**

500 Fifth Ave., New York 18, N. Y.  
Phone LOngacre 5-5000

AAAA—ABP—ANPA—PPA—APA—NOAB  
Board Chairman.....C. P. Hanly  
President.....H. M. Montgomery  
Secretary-Treasurer.....H. E. Lehman  
V.P. & Radio-TV Dir.....Wells Spence  
*Branch Office*

Wallace-Ferry-Hanly Co.  
430 No. Michigan Ave., Chicago 11, Ill.  
President.....L. T. Wallace

**RALPH A. HART ADV.**

1700 Walnut St., Philadelphia 3, Pa.  
Phone Pennypacker 5-0837  
ABP

Partner-Radio Dir.....Ralph A. Hart  
Partner-Art Dir.....Leon Greenfield  
Prod. Mgr.-TV Dir.....Alvin Schultzberg  
Publicity Dir.....Stella B. Wexler  
Account Executives.....Ralph A. Hart,  
Alvin Schultzberg.

*Radio Accounts*—Capital Tire Co., Chick  
Line Co., Glamour Shoe Co., Langhorne  
Speedway.

**HART-CONWAY CO., INC.**

45 Exchange St., Rochester 4, N. Y.  
Phone Main 2073-4

ANPA—APA—PPA—ABP  
President & Treasurer.....H. Lyman Hart  
Exec. Vice President.....Harold E. Kennedy  
Vice-President.....Joseph P. Brown  
Secretary & Radio Dir.....John P. Street  
Account Execs.....H. Lyman Hart,  
Harold E. Kennedy, Joseph P. Brown,  
John P. Street, E. Ward Phillips, John M.  
Nixon, Lawrence F. Luescher.

*Radio Accounts*—Blue Boy Dairy, Blue Bus  
Lines, Bolter-Clark, Inc., E. Cappellino &  
Sons, Crescent-Puritan Laundry, Crouch &  
Beahan Co., Gulf Oil Corp. (Rochester),  
Genesee Conservation League, Genesee Val-  
ley Trust Co., Genesee-Monroe Racing Assoc.,  
Hallman Central Chevrolet, Haxton Canning  
Co., Levis Music Stores, Powers Hotel, J. H.  
Rae Oil Co., Inc., Security Trust Co., Henry  
Siebert & Sons, Standard Brewing Co., Vet-  
cran Foods, Inc., Wegman's Supermarkets,  
Wolk Brothers Co., Inc., Bickford Bros. Co.

**GEORGE H. HARTMAN CO.**

307 North Michigan Ave., Chicago 1, Ill.  
Phone State 0055

ANPA — PPA — APA — ABP — NOAB  
President.....George H. Hartman  
Vice-President.....Edwin Cahn  
Secretary-Treasurer.....Frank R. Hartman  
Radio Director.....Thomas Kivlan  
*Radio Accounts*—M. J. Lanahan, Neumode  
Hosiery Co., Nash-Underwood, Chicago Tri-  
bune.

**HAZARD ADVERTISING CO.**

295 Madison Ave., New York 17, N. Y.  
Phone MURray Hill 7-7880  
ABP—ANPA—PPA—APA

President.....Herbert Peck  
Vice-President.....Donald B. Foresman  
Publicity Director.....H. P. Quadland  
Production Manager.....Raymond Lynch  
Art Director.....Mitchell Havemeyer  
Account Execs.....J. C. Lucas,  
J. Cornwell, G. Logan, W. Mordwin.

**HENRI, HURST & McDONALD, INC.**

520 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 7-3000

ANPA—PPA—APA—ABP—NOAB  
Chairman of Board of Dir.. W. D. McDonald  
President.....W. B. Henri  
Secretary.....A. M. Semones  
Treasurer.....R. H. Eaton  
Space Buyer.....Louis C. Paul  
Radio-TV Director.....Wm. E. Jones  
Publicity Dir.....Frazier E. Nounnan

*Radio Accounts*—Ballard & Ballard Co.,  
Inc., Skelly Oil Co., The Perfect Circle Corp.,  
Carolene Products Co., John Morrell & Co.,  
The Sherwin-Williams Co., Wonder Orange  
Co., Stewart-Warner, Kelling Nut Co.  
*Television Accounts*—Carolene Products  
Co., Bell & Howell Co.

**J. M. HICKERSON, INC.**

110 East 42nd St., New York 17, N. Y.  
Phone MU 6-3513

ABP—ANPA—PPA—APA  
V.P.....Edward H. Pearson  
Media Dir.....William S. Kelly  
*Branch Offices*

1510 19th St., N. W., Washington 6, D. C.  
Manager.....Day Thorpe  
*Radio Accounts*—2nd U. S. Army, Staminite  
Corp.

**HICKS & GREIST, INC.**

420 Lexington Ave., New York 17, N. Y.  
Phone MURray Hill 3-9135

ABP—ANPA—PPA—APA  
President.....H. L. Hicks  
V.P. & Treas.....E. H. Greist  
Acct. Executives.. J. A. Drake, S. R. Huntley,  
S. L. Hirschberg, K. H. Hamilton.  
Radio-TV Dir.....Peter A. Krug

**Advertising Agencies**

*Radio Accounts*—Lewyt Corp., Home Decorators, Inc., Casco Products Corp., Ben Mont Papers, Inc., Young Corp., Churchward & Co., Inc.  
*Television Account*—Churchward & Co., Inc.

**HIRSHON-GARFIELD, INC.**

580 Fifth Avenue, New York, N. Y.  
 Phone PLaza 7-6300  
 ANPA—APA—PPA

President ..... Sidney Garfield  
 Treasurer ..... Arthur Hirshon  
 Vice-President ..... Lewis Nemerson  
 Radio and Television Depts. . Stanley J. Wolf

*Branch Office*

Park Square Building, Boston, Mass.  
 Manager ..... Gabe Stern

*Radio Accounts*—Volupte, Inc., Prentiss Clothes, Dr. Posner's Shoes, Franklin Simon, Miles Shoes, Tanners' Council, Artistic Foundations, Inc., Moyer Manufacturing.

*Television Account*—Artistic Foundations, Inc.

**HIXSON-O'DONNELL ADV., INC.**

350 Fifth Ave., New York 1, N. Y.  
 BRyant 9-5950  
 ANPA—PPA—APA—ABP—NOAB

President ..... S. M. Morey  
 Vice-Presidents..... L. B. Van Doren,  
 A. W. Humm, J. P. Derunn, S. F. Ellsworth, Muriel Johnstone.

Sec'y-Treas..... W. G. Carmody  
 Radio Dir..... L. B. Van Doren

**W. F. HOLLAND AGENCY**

Hotel Sinton, Cincinnati 2, Ohio  
 Phone MAin 3450

Owner..... William F. Holland  
 Manager ..... Earl Holland  
 Production ..... Ed Haverfield  
 Research..... B. J. Tiemeyer  
 Copy Chief..... R. Bader  
 Program Prod..... Robert Bentley  
 Radio Dir..... Robert Koppes

**ROBERT HOLLEY AND COMPANY, INC.**

236 W. 55th St., New York 19, N. Y.  
 Phone CIrcle 7-3822  
 ABP—APA

Pres. & Treas..... Robert Holley  
 Copy Chief..... Stewart S. Jurist  
 V. P. & Art Dir..... Milton Rogin

**CHARLES W. HOYT COMPANY, INC.**

551 Fifth Ave., New York 17, N. Y.  
 Phone MURray Hill 2-0850  
 AAAA—ANPA—PPA—ABP

President and Treasurer.... Everett W. Hoyt  
 Secretary..... R. W. Mickam

Vice-Presidents..... F. A. Whipple,  
 W. K. Dingleline, C. B. Donovan, Jack Lucas,

Director of Radio..... W. P. Smith  
 Television Dir..... W. P. Smith

*Branch Office*

15 Lewis Street, Hartford, Conn.  
 Vice-President..... F. A. Whipple  
*Radio Accounts*—Charles Gulden, Inc., B. C. Remedy Co., Monticello Drug Co., James O. Welch Co., Parker Herbex Corp., Blueberry Cooperative Assn., Sulco Sales Corp., Merck & Co.

**H. B. HUMPHREY CO.**

1235 Staller Bldg., Boston 16, Mass.  
 Phone Liberty 4714

AAAA—ABP—ANPA—PPA—APA  
 President & Treasurer... Richard S. Humphrey  
 V.P. & Acct. Exec..... Herbert T. Hand, Jr.  
 V.P., Acct. Exec. & Copy Chief

Julian L. Watkius  
 V.P. & Acct. Exec..... John H. McCullough  
 V.P., Acct. Exec. & Market Director

Frank S. Christian  
 V.P., Acct. Exec. & Dir. of Pub.

Marjory Hall  
 Dir. of Radio & V.P. (N. Y.)... Wm. H. Eynon  
 V.P. & Asst. Dir. of Radio (Boston)

Sally Larkin  
 V.P. & Radio Prod. Mgr. (N. Y.)

Walter Butterfield  
 Dir. of TV. & Acct. Exec..... Robert W. Day

*Branch Offices*

595 Madison Ave., New York, N. Y.  
 V.P. & Mgr..... Ned Smith  
*Radio Accounts*—The First Church of Christ, Scientist, The Christian Science Monitor, National Council of The Protestant Episcopal Church.

**HUTCHINS ADVERTISING COMPANY, INC.**

42 East Ave., Rochester 4, N. Y.  
 Phone HAMilton 1160

APA—ANPA—PPA—ABP—NOAB  
 Chairman of Board.... Mosher S. Hutchins  
 President..... Frank A. Hutchins  
 Vice-Pres. & Gen. Mgr.... F. Irving Hutchins  
 Vice-President..... John P. McCarthy  
 Asst. to Pres..... Raymond P. Weis

*Branch Offices*

3701 N. Broad St., Philadelphia 40, Pa.  
 Vice-Presidents..... John R. Maxwell,  
 Max Enelow.

19 W. 44th St., New York 18, N. Y.  
 Vice-President..... H. Pierson Mapes  
 1244 Dufferin St., Toronto, Que., Canada  
 Res. Mgr..... Walter Engwer  
 8619 Sunset Blvd., Hollywood, Calif.  
 Manager..... James Burton

## Advertising Agencies

*Radio Accounts*—Philco Corp., American Brewing Co., Schuler Potato Chips Co., Lincoln Rochester Trust Co., McCurdy & Co., Serantom's.

*Television Account*—Philco Corp.

### INTERNATIONAL ADVERTISERS

740 Keeler Bldg., Grand Rapids 2, Mich.

Phone 9-4184-5

President ..... Roy C. Kelley  
 V.P. & Radio Dir. .... Lewis N. Steenwyk  
 Secretary-Treas. .... Jean Foster  
 Time Buyer. .... Abbie Seastrom  
 Account Execs. .... Harry P. Symes, C. William Bland.

*Radio Accounts*—Eherhard Food Stores, Byle Floor Covering, Grand Rapids Beauty College, Royal Jewelers, Brunger & John Hardware, Harold Brink, Kent Castings Company, Folger's Bottling Co., Colonial Custom Upholstering Co., Alpine Auto Parts, Leonard Auto Parts, Children's Bible Hour, Gospel of Calvary, Berean Baptist Church, Hebrew-Christian Mission, Hour of Praise, Independent Fundamental Baptist Church, Inter-Race Bible Class, Lutheran Gospel Hour, Reformed Witness Hour, Temple Time, Sunday School of the Air, Sunday School Hour, Word of Truth Ministry, Christian Brotherhood Hour, 7th Day Adventist Church, Message to Israel, Grand Rapids Craftsman, Youth for Christ, Adjustable Table Co., Arnold Health Baths, Audiphone, Beck Products, John K. Burch Co., Both Dairy, Capital Airlines, Continental Decal Co., C. B. DeKorne, DeKorne Furniture Co., Dun and Bradstreet, Dykstra Poultry House, Forsythe Products Co., Goller Upholstery Fabrics & Supply, Grand Rapids Bottling Co., Grand Rapids Chicks, Grand Rapids Industrial Electric, Grand Rapids Sample Case Co., Holland-American Wafer Co., Jack & Jill Bible Camp, La France Textile Industries, Lear Radio, Manufacturers Engineering Corp., Nchi Beverage Co., Park Furniture Co., Precision Bilt Corp., Spring Arbor College, Radio Station WFUR, Waltile Co., Wolverine Network, Muzak, Inc.

### ROCKLIN IRVING & ASSOC.

155 No. Clark St., Chicago 1, Ill.

Phone Randolph 6-2325

Acct. Exec. & Radio-TV Dir. .... Irving Rocklin  
 Continuity Dir. .... L. H. Goldman  
 Production. .... D. C. Cohen

*Radio Accounts*—Atlas Piano Co., Balaban Floor Covering Co., Clark Industries, Credit Loan Corp., Doin' the Town Enter., Electric Center, Fisherman's Club, Howard & Co., International Events, Interstate Distributing Co., LeNard Industries, Libby Furniture Stores, Lincoln Home Products, Linoleum City, Martin Fur Co., Martin Jewelers, May-

nard Co., Inc., North Town Currency Exchange, Pollack & Neelson, Real Shampoo, Sherwin Hosiery Co., Safeway Auto Repair System, Speedwriting Institute, Town House-Town Pump Restaurant Chain, Union Life Insurance Co., Walton Motors, Inc.

*Television Accounts*—Libby Furniture Stores, Walton Motors, Inc., North Town Currency Exchange.

### JACKSON & COMPANY

49 Worth Street, New York 13, N. Y.

Phone WOrth 4-7005

PPA

General Partner. .... Paul E. Jackson  
 General Manager. .... John Yeargain  
 Dir. of Radio-TV & Time Buyer

Wallace H. Lancton  
 Prod. Mgr. & Space Buyer. .... Louis Musto  
 Asst. Radio Dir. .... Alice Frey  
 Account Execs. .... Paul E. Jackson, John Yeargain.

*Radio Accounts*—Richard E. Thibaut, Inc., J. W. Valentine Co., Inc., Denninger Paint & Wallpaper Co., Donel, Inc., George Wood, Sons & Co.

*Television Accounts*—Richard E. Thibaut, Inc., United Wallpaper Co., Donel, Inc., Eisendrath Glove Co., Warner Wallpaper Co.

### JASPER, LYNCH & FISHEL, INC.

17 East 49th St., New York 17, N. Y.

Phone PLaza 5-1700

ABP—APA

President. .... Richard A. Jasper  
 Vice-Pres.-Treas. .... Stanley I. Fishel  
 Vice-Pres.-Radio Dir. .... Michael Gore  
 Vice-President-Media Dir. .... James W. Fishel  
 Vice Presidents. .... Alfred P. Zabin,  
 Herbert P. Field.

Vice-Pres.-Secy. .... Lee J. Jasper  
 Prod. Mgr. .... Sidney Gabelow  
 Copy Chief. .... V. Conrad Keyes  
 Art Dir. .... Winfield S. O'Connor  
 Account Executives. .... Richard A. Jasper,  
 Stanley I. Fishel, Michael Gore, Alfred  
 P. Zabin, Lee J. Jasper, Alan L. Rachleff,  
 Warren P. Duhin, James W. Fishel.

*Radio Accounts*—American Bedding Co., L. Blau & Sons, Inc., Fawcett Publications.

### JESSOP ADVERTISING CO.

1st Central Tower Bldg., Akron 8, Ohio

Phone Franklin 2169

APA—ABP

President. .... M. K. Jessop  
 Vice-President. .... Charles A. Jessop  
 Radio Director. .... R. Gilhart  
 Secretary. .... R. D. Moss



## . . . Advertising Agencies . . .

### DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.  
Phone PLaza 3-4848

ABP—NOAB—ANPA—PPA—APA  
ABC—BMB—SNPA

President..... Duane Jones  
Exec. V.P. & Gen. Mgr..... Ralph Smith  
Secretary..... Eugene Hulshizer  
Treasurer..... Lawrence Leaman  
Copy Chief..... Robert Hughes  
Space Buyer..... David Hogmer  
Vice-Presidents..... C. Frederic Bell,  
Robert Hayes, Joseph Scheideler.  
Television Director..... Walter Ware  
Production Manager..... Gerald O. DaCosta  
Art Directors..... Thomas McManus,  
Robert Young, Dick Beyer.  
Business Manager..... Richard A. Stevens  
Research & Mdse. Dir.... Lawrence Hubbard  
Premium Manager..... Margaret Harrison  
Radio Director..... Reggie Schuebel  
Production..... Chester Gierlach  
Head Time Buyer..... Vera Brennan  
Time Buyer..... Jeanne Sullivan  
Time Buyer..... Sally Reynolds  
Time Buyer..... Anne Small

#### Branch Office

Radio-Research & Accounting Depts.  
11 E. 52nd St., N. Y., N. Y.

*Radio Accounts*—B. T. Babbitt, Inc., Cur-  
tice Brothers Co., Hudson Pulp & Paper  
Corp., Manhattan Soap Co., Megowen-Educa-  
tor Food Co., The Mennen Co., C. F. Muel-  
ler Co., E. Myers Lye Corp., Pharmaco, Inc.,  
Pierce's Proprietaries, Inc., The Sweets Com-  
pany of America, Inc., Wesson Oil & Snow-  
drift Sales Co., Whitehall Pharmaceutical Com-  
pany (Hill's Cold Tablets).

*Television Accounts*—C. F. Mueller Co.,  
The Manhattan Soap Co., B. T. Babbitt, Inc.

### THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, Ohio  
Phone GARfield 2300

APA—NOAB—AAAA—ABP—ANPA  
PPA—BMB—ABC

President..... C. M. Robertson, Jr.  
Vice-Presidents..... Stanley A. Willer,  
James M. Nelson  
Secretary..... Elmer A. Vehr  
Radio Director..... C. M. Robertson, Jr.  
Asst. Radio Dir..... Kathryn M. Hardig

#### Branch Office

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

Manager..... Harry E. Warren  
*Radio Accounts*—Bavarian Brewing Co.,  
Cincinnati Steel Railroad Co., Kroger Co.,  
Cincy Products Co., Miami Margarine Co.,  
Netherland Plaza Hotel, Martin Rosenberger,  
Wall Paper Co., Ten-B-Low Co., Heckin Co.,  
M. Werk Co.

*Television Account*—Bavarian Brewing Co.

### KAL, EHRLICH & MERRICK ADV. INC.

314 Star Building, Washington, D. C.

Phone EXecutive 3700

ABP—ANPA—PPA

President..... Normal C. Kal  
1st V.P..... Harry L. Merrick  
2nd V.P..... Alvin Q. Ehrlich  
Secretary..... Bernard L. Linkins  
V.P. in Charge of Radio-TV,

Alvin Q. Ehrlich

Copy Chief..... Sol Panitz  
Time Buyer..... Marge Donnally

*Radio Accounts*—Alber Oldsmobile, Ar-  
cade Pontiac, Auto Credit Corp., Bamby  
Bread, Bethesda Motors, Boyce & Lewis,  
Brodt's, Inc., Major Radio & Appliance, Call  
Carl, Cannons, Capital Cadillac, Capitol Fur  
Shop, Capitol Tires, Caswell Clothes, Cherner  
Motors, Colony House, Congressional Hotel,  
National Laundry, D & H Distributing Co.,  
Eisemans, Electrical Center, Evening Star,  
George & Co., Glasser Antos, Goldenbergs,  
Grosners, Harrington Hotel, Si Hawkins, Hill  
& Tibbits, Home Builders Show, Bruce  
Hunt, Juvenile Shoes, A. Kahn, Inc., Kearney  
Oldsmobile, Lloyd's, Logan Motors, Lustine  
Motor Co., Macmannes, Mandell Chevrolet,  
Arthur Markel, Marvin's, Mayflower Hotel,  
Mayflower Motors, Miles Auto Glass, Henry  
Miller Motors, Mitchell Motors, Montgomery  
Ward, Moore-Day Motors, Morton's, McKee  
Pontiac, New England Restaurant, New York  
Jewelry, Ourisman Chevrolet, Pontiac Dealers  
Ass'n, Potomac Garage, Prince George's  
Bank & Trust Co., Leo Rocca, Roma Motors,  
Wm. Rosendorf, Eli Rubin, Schmid's, A. P.  
Woodson, The Jos. M. Zamoiski Co., Shirling-  
ton Corp., Sport Center, Star Radio, L. P.  
Steuart, Inc., Steuart Motors, Suburban Na-  
tional Bank, Harold A. Sugar, Sun Radio,  
Philip Sures, Thompson Bros., Times Herald,  
Try-Me Bottling Co., Washington Post, Joseph  
A. Wilner, Wilson Line, Winchester, Inc.,  
Hugo Worch.

*Television Accounts*—Fred Burka, Call  
Carl, Cherner Motor Co., The Jos. M. Zamo-  
iski Co., Evening Star, The Hecht Co., Bruce  
Hunt, New England Restaurant, Phillips  
Radio & App., L. P. Steuart, Inc., Ward  
Radio, Moore-Day Motors.

### H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.

Phone Central 5331

ABC—NOAB—ANPA—PPA—APA

President..... A. G. Kastor  
V.P. & Gen Mgr..... Marvin Harms  
Vice-Presidents..... Herman Kastor,  
John T. Urice, Ashley Belbin  
Manager of Media..... Walter Kniffen  
Radio Director..... James H. West

## • • • Advertising Agencies • • •

*Radio Accounts*—Procter & Gamble Co., (American Family Flakes), International Milling Co. (Robin Hood Flour), F. Ad. Richter Co. (Pain-Expeller).

### KASTOR, FARRELL, CHESLEY & CLIFFORD

274 Madison Ave., New York 16, N. Y.  
Phone ORegon 9-4440  
ANPA—PPA—NOAB

President.....H. Kastor Kahn  
Exec. Vice-Pres.....W. S. Chesley, Jr.  
Vice Pres.....C. E. J. Clifford  
Vice Pres.-Treas.....J. M. Van Horson  
Media Director.....J. B. Peters  
Radio Director.....T. R. Palmer

*Radio Accounts*—Blatz Beer, Hiccoek Belts, Laco Shampoo, Soapine, Waltham Watch.

*Television Account*—Waltham Watch.

### HENRY J. KAUFMAN & ASSOCIATES

Homer Bldg., Washington 5, D. C.  
Phone District 7400-13

ANPA—APA—ABP—NAAN—ABC—NOAP  
Managing Partner.....Henry J. Kaufman  
Partners.....Irma N. Kaufman, Jeffrey A. Abel,  
Wm. F. Sigmond.

Radio-TV Director.....Jeffrey A. Abel  
Program Director.....Robert S. Maurer  
Continuity Writers.....Betty Carroll,  
Jean McDonald.

Time Buyer.....Jeffrey A. Abel  
*Radio Accounts*—Potomac Electric Power Co., Columbia Federal Bldg. & Loan Assn., Trew Motor Co., Tom's Auto Service, Yellow Cab Co., Pepsi-Cola Bottling Co. of Wash., Regal Clothing Co., Lucy's Appliances, Saks Fur Co., Penn Daw Hotel & Cottages, Peake Motor Co.

*Television Accounts*—Tom's Auto Service, Peake Motor Co., Chas. Schwartz & Son, Lucy's Appliance, Wm. Hahn & Co., Manhattan Auto & Radio Co., Simon Distrib. Co., Raleigh Haberdasher.

### THE JOSEPH KATZ COMPANY

444 Madison Ave., New York 22, N. Y.  
Phone PLaza 5-2740

AAAA—ANPA—PPA—ABP—AAA—APA  
President.....Joseph Katz  
Vice-President In Chg.....Nat C. Wildman  
Treasurer.....Charles M. Harrison  
Dir. of Media.....Elizabeth Black  
Continuity Writers.....Nat C. Wildman, Margot Patterson, Louise Moyer, Phil Thompson, Roland Brave, Margaret Currens, Graydon Walker.

#### *Branch Office*

8 South St., Baltimore 2, Md.  
Manager.....C. M. Harrison  
Dir. of Radio & Tele.....Robert G. Swan

Media Dir.....J. T. McHugh  
*Radio Accounts*—American Oil Co., Globe Brewing Co., Baltimore Transit Co., Chunk-E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc., Laco Products, Inc., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Voneiff-Drayer Co.  
*Television Accounts*—American Oil Co., Globe Brewing Co., Maryland Pharmaceutical Co.

### KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.  
Phone LOnacre 5-5090  
ABP—ANPA—PPA

President.....G. B. Spiero  
Secretary-Treasurer.....Alvin J. Kayton  
Prod. Mgr.....Herman Jacobs

*Radio Accounts*—Twentieth Century-Fox Film Corp., Hurok Attractions, Inc., Michael Todd Productions.

### RAYMOND KEANE ADVERTISING AGENCY, INC.

707 S. Broadway, Los Angeles 14, Calif.  
Phone TR 2915

Pres. & Space Buyer.....Raymond Keane  
Vice-President.....H. B. Kortz  
Secy., Treas., Time Buyer.....Ethel N. Keane  
Radio Dir.....Wes Battersea

#### *Branch Office*

1441 Welton St., Denver 2, Colo.  
Manager.....Harold Neumann

*Radio Accounts*—American Natl. Bank, Kay's Better Jewelers, K & B Packing Co., Chez Marie Gowns, Kortz Jewelry Co., Waco Venetian Blind Co., The Pedigree Shops, Capitol Tire Company, Kliss Bakeries, Elwood Edwards Auto Co., Colo. Highways Imp. Ass'n., Bucklen's Restaurant, Balfour Jewelry Co., Republic Drug Co., Rainbow Ballroom, Ass'n. of Accredited Denver Nursing Schools, Purity Creameries, Garden Farms Dairy, Silver Wing Inn, Seven-Up Colorado Co., Reese Houses.

### KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,  
Indianapolis 4, Ind.

Phone Riley 1476

AAAA—ABP—NOAB—ANPA—PPA—APA  
ABC—CAN  
President & Treasurer.....Hal R. Keeling  
Exec. Vice-Pres. & Sec.....William M. Hutchison  
Vice-Presidents.....Ralph B. Roberts,  
Lowell H. Stormont, Victor G. Varmo.

Vice-Pres. & Art Dir.....Ernest R. Roose  
Asst. Sec. & Controller....Lenore R. Martin  
Vice-Pres. & Copy Chief.....Lawrence T. Sogard  
Media Manager.....Mary C. Dill  
Exec. Asst.....John R. Painter

*Radio Accounts*—Hastings Manufacturing Co., The Casite Corp., Walker Mfg. Co., Wilson Milk Co., Inc.

• • • **Advertising Agencies** • • •

**THE KEILSON CO.**

117 West 46th St., New York 19, N. Y.  
Phone PLaza 7-3560

Executive Dir.....Meyer Keilson  
Radio Dir.....Sholom Rubenstein  
Production.....J. F. Keilson  
Continuity Chief.....Jacob I. Freedman  
Scripts & Commercials.....Morris Rivlin  
Program Planning.....David M. Hausdorff

**KELLY, ZAHRNDT & KELLY, INC.**

3529 Franklin Ave., St. Louis 6, Mo.  
Phone JEFFerson 8337

PPA—APA—SNPA

President.....Virgil A. Kelly  
Vice-Pres. and Treasurer....W. W. Zahrndt  
Secretary.....E. M. Kelly  
Director of Radio.....David C. Chopin  
*Radio Account*—Visit St. Louis Committee.

**KENYON & ECKHARDT, INC.**

247 Park Ave., New York 17, N. Y.  
Phone PLaza 3-0700

AAAA—ABP—NOAB—ANPA—PPA  
APA—ABC

President.....Thomas D'A. Brophy  
Exec. Vice-Pres.....Dwight Mills  
Sr. Vice-Pres.....Edwin Cox  
Treasurer.....Charles H. Vasoll  
Secretary.....David C. Stewart  
V. P. in Chg. of Media.....Joseph Braun  
V. P. in Chg. of Research

Clement W. MacKay

V. P. & Copy Dir.....Gerald H. Carson  
V. P. & Art Dir.....Gerald Link  
Vice-Presidents.....Malcolm F. Smith,  
John Brew, George Chatfield, William B.  
Lewis, E. W. Newsom, Glenn Wiggins.

V. P. & Radio Dir.....Leonard F. Erikson  
Associate Radio Dir... Thomas K. Carpenter  
Talent Buyer.....Ben Bodec  
Production.....Leonard Carlton  
Dir. of Time Buying.....Philip C. Kenney  
Time Buyers.....Mary Dwyer,  
Lucy Kerwin, William Hinman.

Dir. of Radio Research.....Richard Dunne  
Television Director.....Garth Montgomery  
Publicity Director.....Hal Davis  
Radio Publicity Dir.....Herh Landon

*Branch Offices*

Equitable Building, Hollywood, Cal.

Associate Dir. of Radio in Chg. of  
Hollywood Office.....Robert D. Wolfe  
Penobscot Building, Detroit, Mich.

V. P. in Chg. of Detroit.....Neil Mulhern  
135 S. LaSalle St., Chicago, Ill.  
304 Bay St., Toronto, Canada

Manager.....William J. Frost  
*Other Offices* — San Francisco, Washington,  
D. C., Kansas City

*Radio Accounts* — The Borden Co., Ford  
Motor Co., Lincoln-Mercury Division, The  
Kellogg Co., Kellogg Company of Canada,

Ltd., Wesson Oil and Snowdrift Sales Co.,  
American Maize Products, White Rock Cor-  
poration, Stetson, The Gorham Company,  
Manhattan Shit Company, Pepperidge Farm,  
Inc.

*Television Accounts*—The Borden Co., The  
Kellogg Co.

**KIESEWETTER, WETTERAU &  
BAKER, INC.**

9 East 40th St., New York 16, N. Y.  
Phone Lexington 2-0025

ABP—ANPA—APA—PPA

President.....H. M. Kieseewetter  
Vice-Presidents.....Samm S. Baker,  
Rudolph Wetterau, Horace Hagedorn.

Acct. Execs.....Edward Chase,  
J. Fred Cross, Ormonde Russell.

Time Buyer (Radio Dept.)....E. Thompson  
Executive (Radio Dept.)....Samm S. Baker  
Exec. TV Dept.....Edward Chase

*Radio Accounts*—Bathasweet Corp., Royal  
Lace Paper Works, Fluxnit, V. La Rosa &  
Sons, Stern's Nurseries, Ludwig Baumann,  
Araham & Strans, Courtley Men's Toiletries,  
Sloan's Liniment & Balm.

*Television Account*—Royal Lace Paper  
Works, Inc.

**ABBOTT KIMBALL CO., INC.**

250 Park Ave., New York 17, N. Y.  
Phone PLaza 3-9600

AAAA—NOAB—ANPA—PPA

President.....Abbott Kimball  
Vice-Presidents.....Harry Muller,  
C. F. Riegel.

Controller.....Monica Riley  
Time Buyer.....Miriam Traeger

*Branch Offices*

333 N. Michigan Ave., Chicago, Ill.

Manager.....Howard Claypoole  
4015 Wilshire Blvd., Los Angeles, Calif.

Manager.....Howard Erlich  
155 Sansome St., San Francisco 4, Calif.

Manager.....Alfred Durato  
*Radio Account*—Artra Cosmetics, Inc.  
(Artra Cream Shampoo).

*Television Account*—Norcross, Inc. (Nor-  
cross Greeting Cards).

**KIRCHER, HELTON & COLLETT, INC.**

Mutual Home Bldg., Dayton 2, Ohio  
Phone FULton 5161

ABP—ANPA—AAAA—APA

President.....Ralf Kircher  
Treasurer.....Carter B. Helton  
Secretary.....Robert Collett

Art. Dir.....William Kinzer  
Prod. Mgr.....Hap Moon

Business Mgr.....R. C. Mills  
Account Execs.....Ed Clark, J. M. Hadley,  
W. B. Metcalfe, Robert Collett, R. C.  
Mills.

## . . . Advertising Agencies . . .

Radio-TV Dir. . . . . Chuck Gay  
*Radio Accounts*—August Wagner Breweries, Inc. (Gambrius Beer), Gem City Building & Loan Assn., Frederics-Helton (Travel Service), Otto Spaeth Enterprises (Howard Johnson Restaurants), Fan Tan Corp. (Chewing Gum).

*Television Account*—August Wagner Breweries, Inc. (Gambrius Beer).

### KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.  
 Phone Circle 6-3660

President-Radio Account Exec. . . . . A. A. Klinger  
*Radio Accounts* — Madison Long Island Personal Loan Co., Bill Williams, Embassy Motors, Walter Bart Inc., News Flash Photo Service, Copacabana.

### KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.  
 Phone SUtter 1-6110  
 AAAA—APA—ABP

President . . . . . James C. Knollin  
 Art Director . . . . . Norman Erickson  
 Space Buyer . . . . . H. W. Hansen

#### Branch Office

650 S. Grand Ave., Los Angeles 14, Cal.  
 Manager . . . . . John Hansen

### KOEHL, LANDIS & LANDAN, INC.

341 Madison Ave., New York 17, N. Y.  
 Phone. MUrray Hill 6-8860

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas. . . . . Albert E. Koehl  
 Vice-Pres. & Sec. . . . . A. A. Landis  
 Vice-President . . . . . John R. Landan

#### Branch Office

524 Guardian Bldg., Cleveland 14, Ohio  
 Vice-Pres. in Chg. . . . . A. A. Landis

### MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tennessee  
 Phone 5-4343

ANPA—SNPA—NOAB—APA—  
 NAAN—ABP

President . . . . . Ernest Lee  
 Vice-President . . . . . Marshall J. Smith  
 Secretary . . . . . Homer Gentry  
 Radio Dept. . . . . Homer Gentry,  
 J. P. Tucker, Edmunda McGeece, Andrew Kozik.

*Radio Accounts*—Dixie Margarine (Southern Div.), Goldcrest Beer, Mid-South Fair, Ozburn-Abston & Co., Inc.

### KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.  
 Phone Circle 6-3200

President . . . . . J. H. S. Ellis  
 Vice-Presidents . . . . . E. J. Owens,  
 Sam D. Fuson, Robert D. Stewart, Haywood Anderson, Schuyler Kudner.

Exec. Dir. TV & Radio . . . . . Myron P. Kirk  
 Radio-TV Dir. . . . . Edmund Cashan  
 Business Manager . . . . . Gordon H. Mills  
 Prod. Mgr. . . . . William Templeton  
 Asst. Dir. . . . . Hugh Brown  
 Asst. Copy Chief . . . . . Norman Nash

#### Branch Offices

215 Market St., San Francisco, Calif.

New Center Bldg., Detroit, Mich.

Albee Bldg., Washington, D. C.

215 W. Seventh St., Los Angeles, Calif.

*Radio Accounts*—The Texas Co., General Motors, Goodyear Tire & Rubber Co., U. S. Tobacco Co., Benson & Hedges, Collier's.

*Television Accounts*—The Texas Co., Admiral Corp., Swank, Inc., Buick Motors, U. S. Tobacco Co.

### J. B. KUPSICK ADV. AGENCY

122 East 42nd St., New York 17, N. Y.  
 Phone MUrray Hill 5-9143

ANPA—PPA—APA

President & Radio Dir. . . . . J. B. Kupsick  
 Vice-President . . . . . Saul Kampf  
 Sec. & Space Buyer . . . . . Harriet Kolchin  
*Radio Account*—Cascade Laundry.

### KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.  
 Phone SUPerior 7940

APA—PPA—ANPA

President . . . . . H. E. Kuttner  
 Vice-President . . . . . F. S. Kuttner  
 V. P., Sec. & Treas. . . . . C. D. Kuttner  
 Account Executives . . . . . S. C. Kuttner,  
 E. A. Grossfeld, Mae McCain, A. S. Heelt, Jr.

Radio Director . . . . . Larry Kurtze  
 Media Dir. & Time Buyer . . . . . Edward M. Stern  
 Promotional Director . . . . . Robert Schoenbrod

*Radio Accounts*—Baer Bros. & Prodie, Crest Specialty Co., Kent Products Co., Royal Metal Mfg. Co., Capitol Dairy Co., Finders Mfg. Co., National Superior Fur Dressing & Dyeing Corp., Shainberg Dry Goods Co., Chicago Terminal National Bank, Holleb & Co., Pacific Wine Co.

### LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3, Tenn.  
 Phone 5-1571

APA—ANPA—SNPA—PPA

President . . . . . Avron Spiro  
 Secretary-Treasurer . . . . . M. M. Shurman  
 Production Manager . . . . . M. Parker  
 Pub. & Public Relations . . . . . Al Capley  
*Radio Accounts*—Plough, Inc., The Piso Co., Pantaze Drug Stores.

### LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.  
 Phone COlumbus 5-3721

ANPA—PPA—APA

President . . . . . John L. Johnston  
 Executive V.P. . . . . Gordon Seagrove

## • • • Advertising Agencies • • •

V. P. General Manager.....Frank W. Mace  
 Radio Dir.....Ray H. Kremer  
*Radio Accounts Placed*—Lambert Pharmaceutical Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

### LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.  
 Phone MO 9500

ABP—NOAB—APA—PPA—ANPA—ABC  
 President.....A. Wm. Landsheft  
 Secretary-Treasurer.....Vera H. Landsheft  
 Acct. Execs.....Henry L. Barber,  
 A. Wm. Landsheft.  
 Production Manager.....E. T. Drullard  
 Radio Dir.....Henry L. Barber  
*Radio Accounts*—Fairmont Creamery Co., Kendall Refining Co., Liberty Bank of Buffalo, Lohlaw Groceries.

### LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio  
 Phone Main 6579

AAAA—ANPA—NOAB—APA—ABP  
 President.....H. Jack Lang  
 Vice-President-Secretary.....A. B. Fisher  
 Vice-President-Treasurer.....Fred P. Stashower  
 Vice-Presidents.....Richard P. Dodds,  
 Martin J. Cohn  
 Radio-TV Director.....A. B. Fisher  
 Asst. Radio-TV Directors.....Mary Jayne Haring, Robert Goldberger.

*Radio Accounts*—Cleveland Indians, Dowd-Feder, Inc., Lane Drug Co., Miller-Becker Co., Yellow Cab Co., World Publishing Co., Burrows.

*Television Accounts*—Babee-Tenda Corp., Miller-Becker Co., Cameron Corp., Burrows, Strong.

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

247 Park Ave., New York 17, N. Y.  
 Phone PLaza 5-7711

ANPA—PPA—APA—AAAA  
 Pres. & Treas.....C. J. LaRoche  
 Gen. Mgr. & V.P. Chg. Research

D. E. Robinson  
 Vice-Pres.....E. S. Pratt  
 Vice-Pres. Chg. Copy.....Crane Haussamen  
 Vice-Pres. Chg. Art.....Gene Davis  
 Vice-Pres. Chg. Radio-Tele.....W. R. Stuhler  
 V. P. in Chg. Copy-Research.....Crawford Paton  
 Secretary.....Edwin F. Blair  
 Production Manager.....A. G. Loomis  
 Media Director.....Sally Mansfield  
 Art Directors.....Caesar Ferri,  
 Folke B. Lidbeck.

Copy Supervisor.....John H. Baxter  
 Asst. Treas.....Barbara P. Fischer  
 Asst. Sec.....Regina E. Hands

#### Branch Office

141 W. Jackson Blvd., Chicago 4, Ill.  
 Sr. V. P. & Mgr.....John F. Price

*Radio Accounts*—Quaker Oats (Network & Spot), New England Confectionery Co., Olympic Radio, Zimba Kola.

### LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.

Phone Superior 0738

APA—ANPA—PPA

President.....A. M. Salomon  
 Account Executives.....Wendell Walker,  
 M. H. Sellhorn  
 Production Manager.....D. L. Cuttie  
*Radio Accounts*—Foley & Co., Imperial Credit Co.

### AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Philadelphia 3, Pa.  
 Phone RIttenhouse 6-1500

NOAB—ANPA—PPA—APA

President.....Al Paul Lefton  
 Vice-Pres. & Treas.....H. S. Louchheim  
 Vice-Presidents.....C. W. Wolfsten,  
 P. Brown.

Media Dir.....E. V. Righter  
 Radio Director.....Edwin S. Friendly, Jr.

#### Branch Offices

521 Fifth Ave., New York 17, N. Y.  
 Vice-President.....R. J. Herts  
 435 N. Michigan Ave., Chicago 11, Ill.  
 Vice-Pres. & Mgr.....E. G. Foreman, Jr.  
*Radio Accounts*—Lit Bros., Phila. Electric Co., Yellow Cab Co., Borden's Ice Cream, Red Arrow Lines, Crawford Clothes, Long Island Rail Road, Claridge Food Products, Winter & Co., Metropolitan Jockey Club, Empire Racing Assn., Cocilana Cough Drops, Goodman's Noodles.

### LEIGHTON & NELSON

619 State St., Schenectady 7, N. Y.

Phone 6-4202

ABP—PPA—ANPA

Partners.....Winslow P. Leighton  
 and George R. Nelson

Radio Director.....George R. Nelson  
 Copy Director.....Bob Cragin  
 Time Buyer.....Anne Pratt  
 Radio Producer.....R. S. Cragin  
 Television Producer.....G. R. Nelson

*Radio Accounts*—Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Rudolph Bros., D'Imas Furs, Colonial Ice Cream Co., Industrial Bank of Schenectady.

### LENNEN & MITCHELL, INC.

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

Phone MURray Hill 2-9170

ANPA—AAAA—PPA—NOAB—APA—ABC  
 Chairman of the Board.....Philip W. Lennen  
 President.....Ray Vir Den  
 V.P. & Secretary.....Reginald Townsend  
 V.P. ....Walter M. Swertfager  
 Treasurer & Controller....Barron R. Proctor

## . . . Advertising Agencies . . .

Exec. V.-P. Chg. Creative Prod.  
 Louis W. Thomas  
 V.-P. & Exec. Art Dir. . . . . Hans Sauer  
 V.-P.-Copy Director . . . . . John G. Schneider  
 V.-P. chg. Production . . . . . Michael J. Madar  
 V.-P. chg. Research . . . . . Todd B. Franklin  
 V.-P. chg. Media . . . . . Catherine V. Parker  
 Vice-Presidents . . . . . Gordon D. Cates,  
 Thomas P. Doughten, Daniel M. Daley, Jr.  
 Art Consultant . . . . . Clark Agnew  
 Art Directors . . . . . John DeNero,  
 Sanford Gerard, William H. Weber,  
 Robert Ridman, Lucille D. Lupke.  
 Mgr. Art Dept. . . . . Frank Farrell  
 V.-P.-Radio Copy Chief . . . . . Peter Keveson  
 Mgr. Radio Dept. N. Y. & Television  
 Nicholas Keesely  
 Mgr. Service Dept. . . . . Myles E. Baker  
 Space Buyer . . . . . Arthur H. Ude  
 Outdoor Space Buyer . . . . . Herbert S. Shinn  
 Time Buyer . . . . . Frank A. Daniel

### Branch Office

308 N. Rodeo Dr., Beverly Hills, Calif.  
 V.-P. chg. Branch Office . . . . . Alfred Rooney  
 Production Manager . . . . . William C. Gray  
 Art Director . . . . . Shepard B. Sheridan  
 Copy Mgr. . . . . Ben B. LaMaster  
 Time Buyer & Radio Production  
 Garrett Hollihan, Jr.

*Radio Accounts*—Cagney Productions, Inc.,  
 Calvert Distillers Corp., Colgate-Palmolive-  
 Peet Co., Gray, Dorothy Ltd., Heublein G. F.  
 & Bro., Inc., Kerr, Alexander H. & Co., Lehn  
 & Fink Products Corp., Lorillard, P. Co.,  
 Scripps-Howard Newspapers, Swedish American  
 Line, Tide Water Oil Company, Carstairs  
 Bros., Distilling Co., Kerr Glass Mfg. Corp.

### TED LEVY ADVERTISING AGENCY

515 Insurance Bldg., Denver 2, Colorado  
 Phone Main 7133  
 ABP—ANPA—APA—PPA

Time Buyers . . . Ted Levy, Gertrude B. Levy  
 Dir. Radio Dept. . . . . Del O'Neil  
 Asst. Dir. Radio Dept. . . . . Barbaca Aiton  
 Aeronaut Executives . . . . . Dorothy Downs,  
 Ted Levy, G. B. Levy

### A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.  
 ELdorado 5-3545

AAAA—ABP—ANPA—PPA—APA  
 Partners . . . . . A. W. Lewin,  
 S. M. Weiss  
 Vice-President . . . . . Max Green  
 Art Directors . . . . . Don Waterbury,  
 Leslie Kay.

Asst. Art Director . . . . . Ed Almgren  
 Space Buyer . . . . . H. H. Dyrsen, Jr.  
 Traffic Manager . . . . . S. Levin  
 Auditor . . . . . E. R. Bader  
 Radio-Tele Director . . . . . Dave Strauss  
 Account Executives . . . . . Archie Foster,  
 Maurice Marks, Ray Kennedy, Jim Ellers.

### Branch Office

11 Commerce Street, Newark 2, N. J.  
 Vice-President . . . . . Leonard Newsteder  
 Account Executives . . . . . Sheldon Burlow,  
 David Strauss, III.

*Radio Accounts* — National Spot: First  
 Army, Doggett Pfeil Co., Clearweave Stores,  
 True Tone Hosiery, Colonial House, Powers  
 Inc. (Candy), Gregor Chocolate Shops, Cook  
 & Dunn (Paints), Farber Bros., Fed-Flack  
 (Cameras).

*Television Account*—Norma Pencils.

### ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis 2, Minn.  
 Phone AT 6235

ABP—ANPA—PPA—NOAB—APA—ABC  
 Pres. & Acct. Exec. . . . . Addison Lewis  
 Prod. Mgr. . . . . Don H. Johnson  
 Comptroller . . . . . Margie Anderson  
 Account Executives . . . . . Edward Grubb,  
 Harry Kruse, J. A. Quint, Arthur Grove.  
*Radio Account*—Minneapolis-Honeywell.

### LILLER, NEAL & BATTLE

810 Wulton Bldg., Atlanta 3, Georgia  
 Phone Cypress 6521-2-3-4

AAAA—ABP—NOAB—ANPA—APA  
 ABC—BMB—SNPA—PPA  
 Partners . . . . . W. W. Neal,  
 C. K. Liller, J. L. Battle.

Time Buyer . . . . . Sarah Williams  
*Radio Accounts*—Brock Candy Company,  
 Colonial Stores, Inc., Ashley Automatic Wood  
 Stove Co., Blackman Stock Company, Bank  
 of Georgia (Bank), National NuGrape Com-  
 pany.

*Television Accounts*—Brock Candy Co., H.  
 W. Lay Co.

### LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.  
 Phone Circle 5-8800

ANPA—PPA—NOAB—ABP—APA—ABC  
 President . . . . . Laurence M. Lloyd  
 Vice-Pres. & Secty. . . . . Charles F. Pietsch  
 Vice-President . . . . . Harvey N. Volkmar  
 Treasurer . . . . . John J. Hagan  
 Art Director . . . . . M. H. Kates  
 Production Manager . . . . . William T. Kaleb  
 Time Buyer . . . . . John J. Hagan

### LOCKWOOD - SHACKLEFORD AD- VERTISING AGENCY

2002 Beverly Blvd., Los Angeles 4, Calif.  
 Phone DLankirk 8-3121

ANPA—NOAB—APA—ABP—PPA  
 President . . . . . M. W. Shackelford  
 Secretary-Treasurer . . . . . R. N. Lockwood  
 Vice-President . . . . . Louis Lombardi  
 Radio-TV Director . . . . . Lou Holzer

## . . . Advertising Agencies . . .

### Branch Offices

6233 Hollywood Blvd., Hollywood 28, Calif.  
 Radio Director.....Lou Holzer  
 75 East Wacker Drive, Chicago 1, Ill.  
 Manager.....R. B. Newell  
 420 Madison Ave., New York 17, N. Y.  
 Manager.....R. T. O'Connell  
*Radio Accounts*—Los Angeles Brewing Co.,  
 Breakfast Club Coffee.

### DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.  
 Phone Trinity 8194

ANPA—AAAA—PPA—APA—ABP

Owner.....Dudley L. Logan  
 Art Director.....Lloyd Morris  
 Space Buyer & Prod. Mgr.....K. Richardson

### THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.  
 Phone RANdolph 64606

ANPA—NOAB—ABP

Chairman of Board.....W. E. Long  
 Vice-Presidents.....L. W. Haas,  
 E. E. Hanson.  
 Treasurer.....A. Dawnie  
 Secretary.....H. Mergener  
 Radio Director.....Harold Gingrich

### EARLE LUDGIN & CO.

121 West Wacker Drive, Chicago 1, Ill.  
 Phone ANdover 3-1388

AAAA

President & Treasurer.....Earle Ludgin  
 Exec. Vice-Pres.....Vincent R. Bliss  
 Vice-Presidents.....J. H. Caro,  
 Montgomery N. McKinney, John H. Will-  
 morrh, Edward Chapman.  
 Time Buyer.....Jane Daly  
 TV Department.....Dale Fisher  
*Radio Accounts*—Rit Products Corp., W. F.  
 McLaughlin & Co., Chicago Title & Trust Co.,  
 Jules Montencaux, Inc., Thor Corp., Carson  
 Pirie Scott & Co., Encyclopedia Britannica,  
 Inc.

### LYNN-FIELDHOUSE

15 So. Franklin St., Wilkes-Barre, Pa.  
 Phone 2-7182

ABP—NOAB—ANPA

Partners.....S. C. B. Lynn  
 L. S. Fieldhouse  
 Radio & Media Dir.....W. B. Pritchard  
*Branch Office*  
 51 E. 42nd St., New York 17, N. Y.  
*Radio Accounts*—Carr-Consolidated Biscuit  
 Co., Wise Potato Chip Co., J. S. Ivins' Sons,  
 Inc.

### MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.  
 Phone 7197-8

ANPA—ABP—APA—NAAN—PPA—NOAB  
 President.....J. F. Fellay

Sec. Treas. & Gen. Mgr.....Jay J. Keith  
 V. P. Copy Dept.....Larry Harris  
*Radio Accounts*—Keystone Steel & Wire  
 Co., Schultz, Baujan & Co.

### MAKELIM ASSOCIATES

32 West Randolph St., Chicago 1, Ill.

Phone RANdolph 7081

ANPA—APA—ABP—PPA

Pres. & Treas.....Hal R. Makelim  
 V.P. & Chm. Plans Board...Edwin B. Self  
 Asst. Treas.....Lillian Nelson  
 Sec., Asst. Time & Space Buyer  
 M. C. Newman  
 V.P., Art Dir. & Prod Mgr...Edwin M. Duzan  
 Acct. Execs.....Hal R. Makelim,  
 Edwin B. Self, Robert McElwaine,  
 George H. Patton, B. Harold Miller.

### Branch Offices

20 Cortlandt St., New York 7, N. Y.

Pres. & Treas.....Hal R. Makelim  
 Vice-President.....B. Harold Miller  
 9176 Sunset Blvd., Hollywood 46, Calif.  
 Pres. & Treas.....Hal R. Makelim  
 Vice-President.....George H. Patton  
 V. P. Publicity.....Robert McElwaine  
 Art Dir. & Prod. Mgr.....Bernard Brody  
*Radio Accounts*—Andersen's Ready to  
 Serve Frozen Foods, Bev Company of Amer-  
 ica, The, Butcher Shop Foods, Conlon-Moore  
 Corp., Coomuni Sound, Inc., DeLuxe Record  
 Co., Fox De Luxe Brewing Co., Florsheim  
 Shoe Company, French Kitchen Foods Co.,  
 Gum Laboratories, Inc., Kannengesser & Co.,  
 Knott's Berry Place, Memo Products, Inc.,  
 Sutho Suds, Inc., Towsley Soap Corp., Walsh  
 Laboratories, Inc.

### MALCOLM - HOWARD

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

Phone RANdolph 6-7942

ABP—ANPA—PPA—APA

Radio Director.....Arthur M. Holland  
 Asst. Radio Dir.....Allan Sweeton  
 Account Executives.....Arthur M. Holland,  
 Hal Barkun, M. G. Holland, Robert Ze-  
 lens.  
 Television Director.....Norman Lindquist  
 Copy.....William Bent  
*Radio Accounts*—Dad's Root Beer, Mrs.  
 Klein's Potato Chips, Cimino Wines, Legion  
 Ice Cream, Chicago Sun-Times, Hollands  
 Jewelers, Rubin's Apparel, Joy Candies,  
 Roller Derby, Chicago Coliseum, Arcadia  
 Gardens, Armory, Harry Alter Co., Cook  
 County Motors, Passtime.  
*Television Accounts*—Passtime, Harry Al-  
 ter Co., Cook County Motors, Rubin's Ap-  
 parel.

### DAVID MALKIEL ADV. AGENCY

260 Tremont St., Boston 16, Mass.

Phone LIBery 2-1421

ANPA—ABP—PPA—APA

Prod. Chief & Owner.....David Malkiel

## . . . Advertising Agencies . . .

Space Buyer.....Martha Brest  
 Prod. Mgr.....Julian Malkiel  
 Script Writer.....Sophie Speier  
*Radio Accounts*—Bahi Juice Oranges, Baitel  
 Wallpaper, Presto Cookers, Canadian Ace Ale,  
 Gailing Enterprises, Kasanof-Paramount Bak-  
 eries, Lithuanian Society, Larga-Pic Co., Old  
 Monastery Wine, Chas. B. Perkins Co., Royal  
 Crown Cola of Boston, Serta Mattresses, Steu-  
 bens Restaurants.

### MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.  
 Phone GENEva 9619  
 APA

Pres. & Treas.....Meyer Gold  
 V. P. & Seey.....Robert P. Miller  
 Art Dir.....Edward Harris  
 Prod. Mgr.....D. Baker Anderson  
 Space Buyer.....Jean Hadley  
 Acct. Execs.....D. P. Nathanson,  
 Meyer Gold, Jean Hadley, Bruce Sielaff.  
*Branch Office*  
 1520 Cross Roads of the World, Hollywood 28,  
 Calif.

*Radio Accounts* — Snyder's Drug Stores,  
 Janney Best Paints, Pfunder's Tablets, Char-  
 Tex.

### MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.  
 Phone VANDerbilt 6-2022  
 ANPA—PPA—ABP—APA—  
 AAAA—NOAB—ABC

Partners.....Harry C. Marschalk,  
 G. A. Poetschke, S. H. Giellerup, S. L.  
 Meulendyke  
 Director of Radio.....Curt Peterson  
 Art Directors.....Ralph Mutter,  
 Walter Grotz.

*Radio Accounts*—Standard Oil Co. of N. J.,  
 The Esmond Mills, Inc., Metal Textile Corp.

### MASON-RELKIN CO.

20 East 35th St., New York 16, N. Y.  
 Phone MURray Hill 9-3891  
 ABP—ANPA—APA—PPA

President .....Roger B. Relkin  
 Acct. Exec.....Jules M. Greenstein  
 Art. Dir.....D. Massaria  
 Radio Dir.....Mary R. Miller  
*Radio Accounts*—M. Braverman & Sons,  
 Triebitz Shoes, Cuffanti, Hudson Canadian  
 Furs.

### J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.  
 Phone LEXington 2-7450  
 ABP—ANPA—PPA—SNPA

President .....J. M. Mathes  
 Treasurer.....A. E. Cox  
 Secretary .....Carle Rollins  
 Vice-Presidents & Directors.....Lester Loh,  
 Wilfred S. King, W. T. Okie.  
 Vice-Presidents.....D. R. Rathaway,

Dr. O. L. Tinklepaugh, Hurley G. Hurst,  
 Jan H. Meyers.

Director of Radio.....Reed H. Wight  
 Time Buyer.....Edna S. Cathcart  
 Television Director.....William H. Vilas  
 Assistant Television Director....Anne Moore

*Radio Accounts*—Air France, American Vis-  
 cose Corp., Callaway Mills, Inc., Canada Dry  
 Ginger Ale, Inc., Delaware Floor Products,  
 Judson Dunaway Corp., Fred Fear & Co., In-  
 ternational Salt Co., Luden's, Inc., The Pure  
 Food Co., Sylvania Division American Vis-  
 cose Corp.

*Television Account* — Canada Dry Ginger  
 Ale.

### MATHISSON & ASSOCIATES, INC.

411 Mason St., Milwaukee 2, Wis.  
 Phone DALy 4090

ABP—NOAB—PPA—APA—ANPA  
 President.....C. A. Mathisson  
 Vice-Pres. & Treas.....I. M. Harloff  
 Secretary.....Evelyn Heronymus  
 Copy Chief.....Edw. G. Ball

*Branch Office*

201 N. Wells St., Chicago, Ill.  
 Phone STATE 4199

*Radio Account*—Edwards Motor Co.

### JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 5, R. I.  
 Phone GASpee 4456  
 ABP—ANPA—APA

President.....Joseph M. Finkle  
 Vice-President.....Aaron M. Finkle  
 Treasurer.....Archie M. Finkle  
 Copy Chief.....Richard Brugman  
 Radio Director.....Mary M. Healy

*Radio Accounts*—Candy Mart Stores, Inc.,  
 Eclipse Food Products Corp., National Glass  
 Co., Shiloh Bottling Co., Apex Tire, Inc.,  
 Berry Clothing Co., Eastern Scientific Co.,  
 Low Supply Co., Progress Ice Cream Co.,  
 Continental Importing Co., Cranston Loan  
 Co., Charles T. Heilborn Shoe Co.

### MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.  
 Phone LORain 7-5710

ANPA—APA—PPA—ABC—NOAB  
 President.....Lou R. Maxon  
 Vice-President.....Searle Hendee  
 Treasurer.....W. I. O'Neil  
 Secretary.....G. Reginald McKiel  
 Radio-Television Dept.....Ed Wilhelm,

*Branch Offices*

12 E. 53rd St., New York 22, N. Y.  
 Vice-President.....W. Ray Baker  
 919 N. Michigan Ave., Chicago 11, Ill.  
 Manager.....L. J. Sholty  
*Radio Accounts*—Gillette Safety Razor Co.



## . . . Advertising Agencies . . .

### THE MAYERS COMPANY, INC.

1240 S. Main St., Los Angeles 15, Calif.  
Phone PRespect 0101

NOAB—ANPA—APA—ABP—PPA

President ..... Henry Mayer  
Vice-President..... Forest Dolan  
Gen. Mgr.-Sec.-Treas..... James P. Shelley  
Art & Prod. Dir..... Ted Gravenson  
Radio-TV Director..... Jim McCormick  
Writer-Producer..... Dal Williams

*Radio Accounts* — Brownstein Louis Co.,  
Clicquot Club Bottling Co., Dad's Root Beer  
Bottling Co., Grand Central Market, Hoffman  
Candy Co., Hudson's Jewelers, L. B. Labora-  
tories, L. A. Kennel Club, National Schools,  
The Pacific Telephone and Telegraph Co.,  
The Pennzoil Co., Sears, Roebuck & Co.,  
Sta-Neet Corp., Star Outfitting Co.

*Television Accounts* — Brownstein Louis  
Co., Caspar-Davis Co., Sears, Roebuck & Co.,  
Star Outfitting Co.

### MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.  
Phone Randolph 9360

ANPA—PPA—ABP—APA—NOAB

President..... Hays MacFarland  
V.P. & Gen. Mgr..... Allen B. Dicus  
Vice-President..... A. E. Aveyard  
Secty-Treas..... L. Peters  
Media Director..... Herb Shutts  
Time Buyer..... M. Rose Berry

### MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada  
Phone Elgin 0321

ANPA—ABC

President..... J. A. MacLaren  
Vice-Presidents..... E. V. Rechnitzer,  
James Ferres  
Vice-President-Treasurer..... I. E. Reynolds  
Director..... W. G. Abel  
Radio Dept..... C. M. Pasmore,  
M. Rosenfeld, F. H. Horler, V. D. L.  
Dyer, Gail Ferriss, Faye Morrison, Kay  
Dale, Allan J. Scott.

#### Branch Offices

410 Dominion Square Bldg.  
Montreal, Que., Canada

Manager..... E. P. Gill  
911 Electric Ry. Chambers,  
Winnipeg, Man., Canada

Manager..... E. P. Thomson  
305 Province Bldg., Vancouver, B. C., Can.  
Manager..... W. D. M. Patterson  
18 Rideau St., Ottawa, Ont., Can.

Manager..... W. F. Harrison  
*Radio Accounts* — Adam Hats (Canada)  
Ltd., Bulova Watch Co., Canadian General  
Electric, Canadian Shredded Wheat, Christie-  
Brown Ltd., Canada Dry Ginger Ale, Dal-  
glish Chemicals Ltd., Dalglish (Quebec) Ltd.,

H. J. Heinz Co. of Canada, Imperial Varnish  
& Color Co., Imperial Oil Ltd. (Hockey and  
Baseball), I. H. Lavery & Co., O' Cedar Co.  
of Canada, Ogilvie Flour Mills, Peoples  
Credit Jewelers, Peoples Credit Clothiers,  
Provincial Tire Company, Sutcliffe & Bing-  
ham of Canada, Tuckett Tobacco Co., Henry  
K. Wampole & Co., Ltd., Royal Puddings,  
Shefford-Ingersoll Cheese, Dow Brewery  
Ltd., Dominion Fur Auction Sales, Inter-  
continental Packers Ltd., Lake of Woods  
Milling Co., Stephen's Paints, Capilano Base-  
ball (Sicks' Capilano Brewery Ltd.), Home  
Oil Distributors, W. H. Malkin & Co. Ltd.,  
Nalley's Limited, Palmer's Ltd.

### McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 5-7000

AAAA—ANPA—PPA—ABP—NOAB  
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#### Officers

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V.-P. & Mgr. of Eastern Operations

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Hopppock, Daniel W. Keefe, Arthur J.  
Kemp, Alton Ketchum, Myron Leckner,  
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Wilson.

#### (Radio-TV Executives)

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Lloyd O. Coulter  
Executive Assistant to L. O. Coulter,  
Lawson Paynter  
Mgr. Radio Prod..... Alfred J. Scalpone  
Senior Producers..... Dorothy B. McCann,  
Neil Reagan, Glan Heisch  
Director of Time Buying and Station  
Relations..... William C. Dekker  
Director of Radio Copy..... Harold W. Steck  
Director of Tele..... Lee Cooley

#### Branch Offices

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Chicago Office  
318 South Michigan Ave., Chicago 4, Ill.  
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1300 Guardian Building, Cleveland 14, Ohio  
Vice-President-Manager..... A. A. Sommer  
Vice-President..... Ralph Koser

## . . . Advertising Agencies . . .

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3546 Penobscot Building, Detroit 26, Mich.  
 Vice-Presidents ..... Paul Holder,  
 Frank Townshend.

### Hollywood Office

6331 Hollywood Blvd., Hollywood 28, Calif.  
 Manager ..... Neil Reagan

### Los Angeles Office

448 South Hill Street, Los Angeles 13, Calif.  
 Vice-President-Manager ..... Burt Cochran

### Minneapolis Office

1100 Builders Exchange, Minn. 2, Minn.  
 Vice-President-Manager ..... Jackson Taylor  
 Vice-Presidents ..... Victor Lowrie,  
 John Pidgeon, George Sparling.

### Portland Office

1103 Public Service Bldg., Portland 4, Ore.  
 Manager ..... Harry Burton

### San Francisco Office

114 Sansome St., San Francisco 4, Calif.  
 Vice-President-Manager ..... H. Q. Hawes  
 Vice-Presidents ..... C. E. Persons,  
 Roswell Cochran, Clarence Hestorff, F.  
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 Ohliger.

*Radio Accounts* — New York: American Molasses Co., Beverwyck Breweries, Inc., Bosco Co., Chesebrough Mfg. Co., Columbia Records, Inc., Consolidated Edison Co., Cowles Magazine, Inc., Junket Brand Foods, Inc., Lehn & Fink Products, Inc., National Biscuit Co., Pacific Coast Borax Co., Westinghouse Electric Corp.; Boston: John Hancock Mutual Life Insurance Co.; Chicago: Chase Candy Co., International Harvester Co., Milk Foundation, Inc., Standard Oil Co. of Indiana, Swift & Co., Trans-Canada Air Lines, Inc.; Cleveland: Brush Development Co., Leisy Brewing Co., National City Bank of Cleveland, Ohio Bell Telephone, Perfection Stove Co., Richman Bros. Co., Standard Oil Co. of Ohio; Detroit: Altes Brewing Co., Briggs Mfg. Co., Chrysler Corporation, Petzold Motor Sales Co.; Los Angeles: Broadway Dept. Stores, Soil-Off Manufacturing Co., Southern California Gas Co., Southern Counties Gas Co.; Minneapolis: Gluek Brewing Co., Northland Milk & Ice Cream Co., Minneapolis Gas Light Co., Pillsbury Mills, Inc., Twin City Federal Savings & Loan Association; Portland: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.; San Francisco: Avoset Co., California Packing Corp., California Walnut Growers Assn., Coldstream Products Co., Dwight Edwards Co., W. P. Fuller & Co., General Brewing Corp., Macey's, San Francisco Baseball Club, Inc., The S.O.S. Co.

*Television Accounts* — Leisy Brewing Co., National Biscuit Co., Standard Oil Co. of Ohio, Swift & Co.

### R. E. McCARTHY ADV. AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.  
 Phone M-2323  
 SNPA—PPA

President & Space Buyer ..... R. E. McCarthy  
 Secretary ..... M. C. Benito  
 Treas & Prod. Mgr. .... Louis Benito  
 Art Director ..... E. C. Sandbeck  
*Radio Accounts*—Babcock Furniture, Borden's Dairy, Foley Lumber Company, Las Novedades Restaurant, Peninsular Telephone Co., Pioneer Tire Co., Southern Brewing Co.

### McCORMICK COMPANY

217 E. 7th Ave., Box 1931, Amarillo, Tex.  
 Phone 5333

### NOAB—ANPA—APA—SNPA

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 Account Exec. .... John R. Forkner  
 Account Exec. .... Alfred C. Kipp  
 Art Director ..... Alfred M. Gibbons  
 Production Mgr. .... Harry S. Klein  
 Media Dir., Space Buyer, Radio Dir.

John R. Forkner  
 Research Dir., Talent & Time Buyer

Alfred C. Kipp  
*Radio Accounts*—Shamrock Oil & Gas Corp., Consolidated Appliances, Inc., Amarillo Gas Co.

### McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.  
 Phone Locust 7-4737  
 ANPA—PPA—APA

President ..... Roy J. McKee  
 Vice-President-Treasurer ..... David R. Albright  
 V.-P.-Radio-TV Director ..... James A. McFadden  
 Time Buyer ..... Evelyn Walmsley  
 V.-P.-Mdse. .... Howard H. Yaw  
 Secretary ..... T. E. Libby

*Radio Accounts*—Southern Dairies, Breyer Ice Cream Co., Pratt Food Co.

*Television Account*—Breyer Ice Cream Co.

### McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.  
 Phone Lancaster 5192

### ANPA—ABC

President ..... James M. Baxter  
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320 Bay St., Toronto, Ont., Canada  
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 Paris Bldg., Winnipeg, Man., Canada

Manager ..... A. A. Brown  
 514 Province Bldg.,  
 Vancouver, B. C., Canada

Manager ..... H. S. Watson

### MELAMED-HOBBS, INC.

400 Second Ave. So., Minneapolis 1, Minn.  
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TNPA—PPA—NOAB—APA—SNPA  
 President-Treasurer ..... Louis Melamed

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 Lorne R. Moodie, E. T. Holmgren,  
 Newton Stein, Glenn Knoblauch, Wm. C. Dun-  
 can, Vern Sork.

Time Buyer.....Frank Johns

### Branch Offices

E-906 First National Bank Bldg., St. Paul 1,  
 Minn.

Manager.....E. T. Holmgren  
 333 N. Michigan Ave., Chicago 1, Ill.

Prod. Mgr.....Charles Rieklefs

*Radio Accounts*—Chocolate Products Co.,  
 Conrad Fur Company, Griggs Cooper & Co.,  
 Hilex Company, Kuehn-Hall Company, Lau-  
 O-Sheen, Inc., Minnesota Farm Bureau Fed-  
 eration, Minnesota Farm Bureau Service Co.,  
 Milk Foundation of Minnesota, Regan Bros.  
 Company, Sanitary Food Mfg. Co.

### ARTHUR MEYERHOFF & CO.

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

ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff  
 Financial Manager.....J. H. Hildebrandt  
 Director of Radio-Tele...Benjamin J. Green  
 Television Production.....George Rich III  
 Radio Time Buyer.....Carol Perel  
 Publication Space Buyer.....Mary Hauser  
 Copy Chief.....M. E. Chon  
 Account Executives.....John H. Lemmon,  
 A. E. Meyerhoff, Sid Cobabe, Marshall  
 Kissel, Benj. Green, George Taylor,  
 Henry Bartenstein.

### Branch Office

759 Milwaukee St., Milwaukee 2, Wis.

Manager.....George Grabin

*Radio Accounts*—Chicago National League  
 Ball Club, Consolidated Royal Corporation  
 (Krank's Shave Kreem), Illinois Meat Com-  
 pany, Milwaukee Elec. & Transport Co., Sil-  
 berman Fur Corporation, Wisconsin & Michi-  
 gan SS Co., Wm. Wrigley Jr. Company,  
 Patricia Stevens Models' Finishing School,  
 Coca-Cola Bottling Company of Chicago, Chi-  
 cago Transit Authority, Clark's Super Gas,  
 Continental Pharmaceutical Corporation (Ky-  
 ron), Bruce Pharmaceutical Company (Q.  
 R. D.).

### C. L. MILLER COMPANY, INC

521 Fifth Ave., New York 17, N. Y.  
 Phone MURray Hill 2-1010

ANPA—PPA—APA—NOAB—ABC

President.....C. L. Miller  
 Sec. & Treas.-Radio Dir.....George Carhart

### Branch Office

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

Manager.....I. M. Tateur

*Radio Accounts*—Corn Products Refining  
 Co., Curtis Candy Co., Gordon Baking Co.,  
 Dr. Swett's Root Beer Co.

### DAN B. MINER CO., INC.

756 S. Spring St., Los Angeles 14, Calif.

Phone TRinity 9711

AAAA — ANPA — ABP — NOAB

APA—PPA—ABC

President.....Dan B. Miner

Vice-Presidents.....John C. Morse,  
 I. M. Greer.

Secretary-Treasurer.....M. R. Sweeny

Account Executives.....I. M. Greer,  
 L. E. Kraft, H. S. McKay, J. C. Morse.

Radio Director.....Paul E. Forrest

Time Buyer.....Terry Brady

TV Dir.....Hildred Sanders

*Radio Accounts* — Weber's Bread, Dolly  
 Madison Cakes, Log Cabin Breads, Dr. Ross  
 Dog Food, Solar Aircraft Co., Storyafter's  
 Guild.

### EMIL MOGUL CO., INC.

250 West 57th St., New York 19, N. Y.

Phone, COlumbus 5-2482

ABP—ANPA—PPA

President, Radio-TV Dir.....Emil Mogul

Executive Vice-President.Charles Rothseild

General Manager.....Lester Loeb

Secretary-Treasurer.....Helene Mogul

Copy Chief.....Myron Mahler

Research Director.....Richard Liebman

Production Manager.....Fred Lerro

Art Director.....Ed Batt

Media Director.....Helen Munroe

*Radio Accounts*—Berolio Import Co., Inc.,  
 Barney's Clothes, Inc., Canadian Fur Corp.,  
 Gem Oil Co., Klein Bros., Knomark  
 Mfg. Co., Inc., Napa Valley Grape Prod.,  
 National Shoe Stores, Pauker Bros., Rock-  
 Flint, Ronzoni Macaroni Co., Stone-Tarlow  
 Co., M. Wile & Co., Stuarts Clothes.

### THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio  
 Parkway 1178

PPA — ABP — ANPA

President.....Chester C. Moreland

Secretary.....Walter H. Strauss

V. P. & Space Buyer.....B. L. Schurman

*Radio Accounts* — Rainbo Baking Co.,  
 Coney Island Amusement Co., Coca-Cola Bot-  
 tling Co., Cincinnati Times-Star.

### RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.  
 Phone HEMpstead 4194

ANPA—PPA—APA—NOAB

President.....Raymond R. Morgan

Exec. Vice-Pres.....Robert C. Temple

Vice-President.....Sydney B. Gaynor

## . . . Advertising Agencies . . .

Account Executives.....Jack Kerr,  
L. W. Hobson  
Radio-TV Director.....James C. Morgan  
Production.....John Burton  
Time Buyer.....Mary Ellen Ryan  
Copy Chief.....Audrey Sharpe

### Branch Offices

Raymond R. Morgan Co.  
San Francisco 5, Calif.  
Account Executive.....Porter F. Anderson  
*Affiliate*  
Goodkind, Joice & Morgan, Inc.  
Palmlive Bldg., Chicago 11, Ill.  
President.....Clyde M. Joice  
Raymond R. Morgan Co.  
1 Rue Faubourg St. Honore  
Paris, France

Chief Executive.....Raymond R. Morgan, Jr.  
*Radio Accounts*—Planters Nut & Choc. Co.,  
J. A. Folger & Co., Los Angeles Soap Co.,  
(White King Granulated Soap; Scotch Triple  
Action Cleanser; Sierra Pine Toilet Soap;  
Merrill's Rich Suds; Merrill's Pine Toilet  
Soap), Chapman Park Hotel, MacIntosh  
Studio Clothes, German's Seed and Plant  
Co., Institute of Religious Science, Desert  
Air Hotel.

### MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.  
Phone ORegon 9-4600  
PPA—APA

Chairman of the Board.....Allan T. Preyer  
President.....Mansfield F. House  
Treasurer.....Orin L. Lancaster  
Dir. of Media and Excc. Asst.....H. G. Selby  
Mgr. Radio-TV Dept.....C. C. Slaybaugh  
Export Media Mgr.....Aurora Blando  
Dir. of Prod and Exec Asst.....M. K. Burckett  
GP. Prod. Mgrs.....W. W. Williams,  
D. R. Quist.  
Sr. Art Director.....Claude Hurd  
Group Art Directors.....Elliot P. Ellis,  
Genard J. Andreozzi, Louis Szalay.  
Art Studio Manager.....John V. Ryden  
Account Executives.....Emory Ward,  
E. R. Korih, Constance Boland, H. G.  
Selby, M. K. Burckett

*Radio Accounts*—Vick Chemical Company,  
The Sofskin Company.

*Television Account*—Vick Chemical Com-  
pany.

### MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.  
Phone MUrray Hill 2-4939  
PPA—APA—ANPA

Partner.....Henry Eisen  
Partner.....Rose Moselle

Copy Chief.....Sara Lipsey  
Publicity.....Mildred May Barsky  
Acct. Exec.....Richard Moselle  
Art Dir., TV Prod.....Frederick H. Cassens  
Prod. Mgr.....Jack Feinberg  
Media Dir., Research, Time Buyer.Alice Ross

### MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.  
Phone Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

Pres. & Treas.....A. S. Cotins  
Vice-President.....James N. Brown  
Vice-Pres.-Art Director....A. M. Huntington  
V.-P., Secretary.....Lyle B. Reigler  
Asst. Treas.....C. O. Benson  
Media Director.....Miss L. B. Mang  
*Radio Accounts*—C. A. Durr Packing Co.,  
Inc., Hospital Plan, Inc., West End Brewing  
Co., Comstock Canning Corp.

### MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.  
Phone MUrray Hill 7-7377-8  
APA—ANPA

Partner.....Joseph H. Moss  
Copy Chief.....Charles D. Beckman  
Space Buyer.....Betty Math  
Art Director.....James Sullivan  
Radio-TV.....Ely A. Landau  
*Radio Accounts*—Ybry Perfumes, Madow's  
Jewelry Stores.

### C. WENDEL MUENCH & CO.

520 N. Michigan Ave., Chicago 11, Ill.  
Phone Whitehall 4-7717  
ABP—ANPA—PPA

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Account Executives.....C. T. Kerrigan,  
M. O. Yocum, C. W. Muench.  
Mgr. Client Service.....Robert Gingrich  
Media Director.....Vietnr Fabian  
Production Manager.....William G. Fisher  
Radio Dir.....Glenn E. Martin  
*Radio Accounts* — Dorkec Famous Foods,  
Pavelka Bros., Marhofer Packing Co., Tof-  
fenetti Restaurant.

*Television Account*—Triangle Restaurant  
Co.

### NATIONAL EXPORT ADVERTISING SERVICE

405 Lexington Ave., New York 17, N. Y.  
Phone MUrray Hill 9-6835

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Vice-President.....Thomas W. Hughes  
Media Dir.....Jack Donelson  
Secretary.....Joseph Madden

## Advertising Agencies

Account Execs.....Philip Gurvich,  
John Sweeney, Joseph Madden, Thomas  
N. Hughes, Paul R. Kruming.

Timebuyer .....Leonore Sanders  
Contract Manager.....Joseph Finale  
Radio & TV Dir.....James G. Zea

*Associate Offices In:*

Cuba, Mexico, Venezuela, Colombia,  
Brazil, Argentina, South Africa,  
*Radio Accounts*—Borden Co., Carter Prod-  
ucts, Electric Autolite, Esterbrook Pen Co.,  
H. J. Heinz Co., Lambert Pharmaceutical Co.,  
Lever Brothers, Richard Hudnut, Quaker  
Oats Co., Ruppert Brewery, William R. War-  
ner, National Carbon Co.

### NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.  
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AAAA—ANPA—PPA—NOAB—APA—  
ABC—ABP

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Vice-Presidents.....John J. Louis,  
Melvin Brorby, W. Raymond Fowler,  
Wm. D. Horne, Jr., Wm. P. Bager, Wm.  
H. Ohle, Wm. R. Kinnaird, Otto R. Stadel-  
man (Media Dir.), Keo Currie (Re-  
search Dir.), Alan Wallace (Radio Dir.),  
Alan Wallace (Radio Dir.), Leo Ken-  
nedy (Copy Dir.) John H. Kies (Art  
Dir.), Erwin A. Miessler (Production  
Dir.), Frank Pittman (Radio Manager-  
Producer, Hollywood Office).

Sec.-Treas.....Max D. Andyl  
*Branch Office*

1680 North Vine St., Hollywood 28, Calif.  
Manager.....Frank Pittman  
*Radio Accounts* — Kraft Food Co., S. C.  
Johnson & Son, Swift & Co., Wieboldt Stores,  
Inc., Derby Foods, Inc., Lever Bros. Co.

### NEFF-ROGOW, INC

30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 7-4230

Pres. & Acct. Exec.....William Rogow  
Acct. Exec., Copy Chief....Stewart P. Brown  
Personnel Director.....Harriet Barnett  
*Radio Accounts*—Melville Shoe Corp.,  
Joseph Martinson & Co., Bond Stores, Inc.

### NELMS & FULLINGTON, INC., ADV.

312½ W. Walnut, Springfield, Mo.  
Phone 3-4050

APA

Pres.-Time Buyer..M. Wayland Fullington  
V.P.-Time Buyer.....Ralph A. Nelms  
Prod. Mgr.....Robert McClancy  
Art Director.....George Janes  
MAOMI.....Phil Beck  
*Radio Accounts*—Assemblies of God, Faith  
of our Fathers, Inc., Old Nick's Seed Co.,  
Wilke Laboratories, Ozark Implement &  
Tractor, Pioneer Products Co., Inc., Wilson  
Bros. Mfg. Co.

### NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.  
Phone MUrray Hill 3-4900

AAAA—ANPA—PPA—ABP—NOAB—  
SNPA—ABC—APA—CAN—NAAN—  
TAAN—BMB

Partners.....Clarence D. Newell,  
William Reydel, John P. Cunningham,  
C. S. Walsh, R. L. Strobridge, F. H.  
Walsh, G. S. Fowler, T. J. Maloney.

Radio Director.....Blayne Butcher  
Time Buyers.....Gene Litt,  
Tom Lynch.

TV Dir.....George Foley  
Media Dir.....N. M. McEvoy

*Branch Offices*

8420 Sunset Blvd., Hollywood 46, Cal.  
Manager.....Martin Barrett  
1305 Terminal Tower Bldg., Cleveland 13,  
Ohio

Manager.....Robert Williams  
*Radio Accounts*—Liggett & Myers Tohaeco  
Co. (Chesterfields), Beech-Nut Packing Co.,  
Economics Laboratories, Kirkman Soap, Sher-  
win Williams, Electrical Auto-Lite Co., Sun-  
shine Biscuits, Inc., Northwest Airlines.

*Television Accounts* — Merrill Lynch,  
Squibb & Sons, International Silver Co., Syl-  
vania Electric Co., Liggett & Myers (Chester-  
field), Sunshine Biscuits, Inc., Sherwin-Wil-  
liams.

### THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.  
Phone Lexington 7155

AAAA—ANPA—ABP—NOAB—PPA  
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Vice-Presidents.....Marx S. Kaufman,  
Samuel S. Strouse

Secy.-Treas.....R. M. Newhoff

### NEWMAN, LYNDE & ASSOC., INC.

400 Florida National Bank Bldg.,  
Jacksonville 2, Fla.

Phone 3-1253

ABP—ANPA—SNPA—NOAB—FAAG—  
APA

President.....M. T. Newman  
Executive Vice-President....Hunter Lynde  
Vice-President.....Gordon Stewart  
Secretary.....Ron Sercombe  
*Radio Accounts*—Foremost Dairies, Inc.,  
JAX Brewing Co., Wood Chemical Co.

### NORTHWEST RADIO ADV. CO.

708 American Bank Bldg., Seattle 4, Wash.  
Phone Elliott 5488

Mgr. & Radio Dir.....Edwin A. Kraft  
Asst. Manager.....W. L. Paul  
*Radio Accounts*—Gardner Nursery Co.,  
Henry Lily Farm, Rhodius Perfumes, Uni-  
corn Press Alaska Life, Mothers Home Life,  
Frederick Herrschner, Music in Color, Pa-  
cific Alaska Salea Co., Home Art Studios.

## . . . Advertising Agencies . . .

### OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.  
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ANPA—PPA—NOAB—ABP—APA

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Vice-Presidents.....Harold A. Thomas,  
J. Walter Goldstein.

Copy Chief.....James Spencer  
Space Buyer & Res. Dir.....James O'Neal  
Art Director.....Harry Lindemann  
Prod. Mgr.....Evelyn Hester  
Radio Director.....Margaret Hart Nelson

#### Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.

Vice-Presidents.....I. J. Wagner,  
M. H. Bronner

38 Central Park South, New York 19, N. Y.  
V.P. & Radio Dir.....Harold Kaye

*Radio Accounts*—Atlas Brewing Company (Atlas-Prager Beer), Ayars, John G., Co. (Helen Ayars Hand Cream), Biscaglia Bros. Corp. (Paradise Wines), Columbia Brewing Company (Alpen Brau Beer, Courtney's Ale), Eagle Stamp Company (Eagle Stamps), F & F Laboratories, Inc. (F & F Cough Drops), General Grocer Company (American Lady-Topmost Foods, Big Fellow Peas, Cob-Cut Corn, Dining Car Coffee, Manhattan Coffee), International Laboratories, (Mylo Pharmaceuticals), Lewis-Howe Co. (Tums & Nature's Remedy), Milton Oil Company (Dixcel Gasoline), Missouri Brewers' Association, National Dairy Products Company, Inc. (Scaltest Products), National Waste Paper Campaign (Fifty Leading Paper-board Mills), Schoenhofen Edelweiss Co. (Edelweiss Beer), Vess Beverage Co. (Vess Cola), Wenzel H., Tent & Duck Co., (Water Bags & Tarps).

### ROBERT W. ORR & ASSOC., INC.

4 W. 58th St., New York 19, N. Y.  
Phone PLaza 9-8050

ANPA—NOAB—PPA—ABC

Vice-President.....Robert W. Orr  
Vice-Presidents.....Eldon Sullivan,  
Arkady Leokum, Arthur Livingston,  
Jacques Zuccaire

Secy.-Treas.....Chauncey C. Seedorf  
Radio-TV Director.....John C. Hoagland

#### Branch Office

8611 Sunset Blvd., Los Angeles 46, Calif.  
Manager.....Richard Digas  
123 New Bond St., London, England  
Manager.....F. A. Nicholson  
96 Rue de la Victoire, Paris, France  
Manager.....M. Renault  
*Radio Accounts*—Woodhury Co., The Andrew Jergens Co.

### OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.  
Phone PLaza 8-2400

ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen

Executive Vice-President...Charles Chappell  
V.P. Radio-TV Dir.....David Hale Halpern  
Vice-Pres. & Dir. of Media.....Marc Seixas  
Time Buyer.....Don Scandlin

*Radio Accounts* — National Brewing Co.  
Browne Vintners Co., Inc., AF of L.

*Television Account*—National Brewing Co.

### MERRITT OWENS ADV. AGENCY, INC.

301 Bennett Bldg., Kansas City 10, Kans.  
Phone Dr. 7250

ABP—ANPA—APA—PPA

Pres. & Acct. Exec.....Merritt Owens  
Vice-President.....John J. Goetz  
Prod. Mgr.....R. Grant Neds  
Art Director.....Irene Irvin

*Radio Accounts*—Feld Chevrolet Company, Inter-State Moving & Stor. Co., Meyer Sanitary Milk Co., Nourse Oil Company, Sun-Ra Frozen Foods, Inc., Joe M. O'hill Motor Co., Davidson Brothers Motor Co., Sutherland-Becker Laboratories.

### PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.  
Phone TEmplebar 2-2885

ABP—APA

Partners.....Helen A. Kennedy,  
Carl W. Sickler.

Assoc.....Harvey C. Scott  
Account Executive.....Walter Utterback  
Radio Production.....Helen A. Kennedy

*Radio Accounts* — Jackson Furniture Co., First Federal Savings & Loan Association, Chapel of Memories, Bananza Corp., Perfect Seal Jars.

### PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.  
Phone ELiot 1401

ANPA—AAAA—NOAB—CAN

President.....Wm. H. Horsley  
V.P., Radio-TV Dir.....Trevor Evans  
Secretary-Treas.....H. O. Stone  
Radio Time Buyer.....G. M. Nyman

#### Branch Office

715 Cascade Bldg., Portland 4, Ore.  
Co-Managers.....Mr. & Mrs. Milton Foland  
*Radio Accounts*—Fisher Flouring Mills Co., Washington Co-Op Farmers Assn., Lang & Co., Washington State Fruit Commission, Cowman & Campbell Co., William O. McKay Co.

*Television Accounts* — Fisher Flouring Mills Co., Montag, Seattle-First National Bank, Pacific Lincoln Mercury Co., William O. McKay Co., Pacific Nat. Advg Agency, Imperial Candy Co., Federal Old Line Insurance Co.

## . . . Advertising Agencies . . .

### PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.  
Vanderbilt 6-0029  
PPA

Pres. & Treas. . . . . C. H. Pearson  
Copy Chief, Editor. . . . . William R. Barker  
Radio Director. . . . . Hope M. Stewart  
*Radio Accounts*—Cooper Razor Blade Co.,  
Manufacturer's Trust Co.

### PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-0900

ABP—ANPA—PPA—NOAB—APA  
President. . . . . Harry Peck  
V. P. & Treas. . . . . Seynour Hesse  
V.P. & Secretary. . . . . Harry Krawit  
V.P. & Gen. Mgr. . . . . Walter Schwartz  
Vice-President. . . . . Bruno W. Randolph  
Director of Radio-Television

A. L. Lieberman

*Radio Accounts*—Beverwyck Breweries,  
Inc., Consolidated Tea Co., Old Dutch Mills,  
Inc., Pando & Co., Parker Watch Co., Temple-  
tone Radio Co., Inc., Fruit of the South, I. J.  
Fox.

*Television Account*—Churchwater & Co.

### PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.  
Phone PLaza 5-1500

AAAA—ABP—NOAB—ANPA—PPA  
APA—ABC—SNPA—BMB

President. . . . . Thomas L. L. Ryan  
Vice Presidents. . . . . E. G. Sisson, Jr.,  
G. Douglas Morris, T. C. Fisher.  
Secretary. . . . . H. C. Sutherland  
Media Director. . . . . T. C. Fisher  
Time Buyer. . . . . John J. McSweeney  
Dir. of Radio-TV. . . . . E. G. Sisson, Jr.  
Asst. Director. . . . . W. S. Roberts  
Program Supervisors. . . . . W. S. Roberts,  
Elizabeth C. Shay.

*Radio Accounts*—Centaur Caldwell Di-  
vision Co. of Sterling Drug, Procter &  
Gamble, North East Airlines.

### R. C. PHARES ADV. AGENCY

701 Lloyd Bldg., Seattle 1, Wash.  
Phone Seneca 4880

President. . . . . R. C. Phares  
Acct. Manager. . . . . J. A. Dusriy  
*Radio Accounts*—Playland, Jack Miller, S.  
Seattle Land, White Center Com. Western  
Wineries, Walters Studio, Viewlands Fuel,  
Center Jewelers, Owen-Hampson, Arthur A.  
Wright, Northwest League Casimir Cleansers.

### THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.  
Phone Franklin 2122

TAAN

Partners. . . . . William L. Phillips,  
Charles C. Ramsey  
Account Executive. . . . . Fred J. Volz

Radio Dir. . . . . Bill Mesmer  
Time Buyer. . . . . Ruth B. Hale

*Radio Accounts*—Arden Farms Company,  
Tufford Motor Company, Dr. G. W. Raichart,  
Home Federal Savings & Loan Association,  
Davidson Furniture Co., Swan Shop, Valle's  
Restaurant, Aristocrat Venetian Blinds, Mrs.  
Conklings Bakery, The Grable Company,  
Mexicali Brewing Co., First National Bank,  
Willis M. Allen Company, Dennstedt Electro-  
Mart, Stanley Andrews Sport Goods Store.

### PITLUK ADVERTISING CO.

2200 Alamo National Bank Bldg.  
San Antonio 5, Texas

Phone GRfield 7268

ABP—ANPA—PPA

SNPA—NOAB—APA—TAAN

Owner. . . . . Jack N. Pitluk  
Radio Director. . . . . Bob Holleron  
Asst. Director. . . . . Pat White  
TV Dir., Time Buyer. . . . . Jack N. Pitluk, Jr.  
Asst. TV Dir. . . . . Sam Riklin

### PORTER & ASSOCIATES

430 South Western Ave., Los Angeles, Cal.  
Phone DUnkirk 8-2972

Partner Owner, Time Buyer & Adv.  
Sales Mgr. . . . . Irwin T. Porter  
Partner Owner, Radio Dir.

Gertrude T. Porter

Copy Chief. . . . . Jean Norab

### R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.  
Phone Victor 2530

NOAB—ANPA—PPA—APA

President. . . . . R. J. Potts  
Vice-Presidents. . . . . J. B. Woodbury,  
C. C. Tucker, E. A. Warner, C. L. Rob-  
inson

Secretary-Treasurer. . . . . C. C. McMillan  
Radio Director. . . . . Gene Dennis

### POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.  
Phone Victor 9400

ANPA—APA—PPA—NAOB

President. . . . . W. J. Krebs  
V.P.—Production Mgr. . . . . D. E. Dexter  
Secretary. . . . . W. B. Stowe  
Treasurer. . . . . C. J. Effie  
V. P. & Radio Dir. . . . . N. P. Rowe

### PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.  
Phone GARfield 6490

ABP—ANPA—APA—SNPA

President. . . . . George L. Prater  
Vice-President. . . . . Harold R. Buschhorn

## . . . Advertising Agencies . . .

Secretary ..... Mary Peil  
 Art Dir. .... James W. Duke  
*Radio Accounts*—Claussner Hosiery Co.,  
 Falls City Brewing Co., Inc., Merit Clothing  
 Co., Moniteau Mills.

### PRATT AND BURK

223 Fourth Ave., Pittsburgh 22, Pa.  
 Phone ATlantic 1-4139

Partners.....Russell Pratt.  
 C. Norman Burk  
 Comptroller.....Robert W. Torrence  
 Media Dir. & Secy.....D. E. McCarthy  
 Radio Director.....Russell Pratt  
 Copy Writer.....Ann Carnahan  
*Radio Accounts* — American Cleaning &  
 Dyeing Co., The Boehm Co., Central Lincoln-  
 Mercury, Hutchinson Co., D. J. Kennedy Co.,  
 Liberty Baking Co., Lincoln-Mercury Dealers  
 of Allegheny County, Meadow Gold Dairies,  
 Inc., Meadow Gold Foods Co., Midtown  
 Motors, Inc., National Record Mart, Peerless  
 Wallpaper & Paint Co., Pittsburgh Home Sav-  
 ings & Loan, Roth Rug Cleaners, Inc., Stand-  
 ard Floor Co., Spix Prods. Co., Tucker and  
 Tucker, Voco Tele Music Corp., George M.  
 Wilson Co., Winston Chevrolet, Inc., Presby-  
 terian Book Store, Knights Life Ins. Co.

### PROGRESSIVE RADIO ADVERTISING CO., INC.

260 E. 161st St., New York 51, N. Y.  
 Phone MElrose 5-5522-3-4

Pres. & Radio Dir.....Lido Belli  
 Secretary & Time Buyer..Catherine Termini  
*Radio Accounts* — Adam Hats, Bendix  
 Washing Machine, Florsheim Shoes, Buitoni  
 Prods., White Sewing Machine, William Oil-  
 O-Matic Oil Burners, Chrysler Corporation,  
 Carter's Little Liver Pills, Conti Products,  
 Consolidated Edison Co. of N. Y., De Nobili  
 Cigar Co., Ford Motors, Floiill Products,  
 Gambarelli & Davitto, Inc., General Electric,  
 General Motors, Johnson & Johnson, Kel-  
 vinator Refrigerators, Manufacturers Trust  
 Co., Pepsi Cola, Philco Refrigerators and  
 Radio, Pinex, Southern Cotton Oil Co.,  
 United Security Associated Warehouses Assn.,  
 White Labs. Inc., Planters Edible Oil Co.,  
 Procter & Gamble, Public National Bank &  
 Trust Co., RCA Victor, Perugina, Inc.,  
 Quiet May Oil Burner Co., S. A. Shonbrunn  
 (Medaglia d'Oro Coffee); Warren Norge Co.,  
 Wrigley Chewing Gum, Suprcfilm Distrib-  
 uting Corp., St. Joseph's Aspirin, Atlantic  
 Macaroni, Co., Inc., Florence Gas Range,  
 Frank (Chicory & Spices), Hi-Jump Fruit  
 Co. of California; Maytag Washing Machine,  
 Ossola J. Co.; Pandora Cigar Co., Inc., RKO  
 Theater.

### QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.  
 Phone NE 7873  
 APA—PPA

General Manager.....R. J. Henderson  
 Director of Sales.....C. Fyten  
 Art Director.....Charles Ernst  
 Production Manager.....D. J. Holstad  
 Space Buyer.....E. J. Petersen  
 Radio Dir. & Time Buyer....J. H. Fischbein  
 Copy Chief.....John Reely  
*Radio Accounts*—Dairy Fresh Creameries,  
 Miss Morris Candies, Zip Co., Red Wagon  
 Pop Corn, Kennedy Products, Hilltop Feeds.

### THE L. W. RAMSEY ADV. AGENCY

111 E. Third St., Davenport, Iowa  
 Phone 3-1889

NOAB—ANPA—PPA—APA—ABP

Partners.....E. G. Naeckel,  
 A. C. Naeckel, W. J. Henderson, G. E.  
 Bischoff, A. M. Walgren.  
 Service Director.....A. M. Walgren  
 Production Manager.....D. Worden  
 Art Director.....P. Norton  
 Technical Consultant.....W. A. Giraldi

#### Branch Offices

1509 Cross Roads of the World,  
 Hollywood 28, Calif.

Manager.....Ruth Lambert  
 230 N. Michigan Av., Chicago, Ill.  
 Vice-Pres., Sec., & Gen. Mgr.....F. L. Eason  
 Vice-President.....L. H. Copeland  
 Art Director.....E. J. McCabe  
 Radio Director.....D. L. Parsons  
 Production Manager.....Vito M. Volino  
*Radio Accounts*—The F. W. Fitch Co.,  
 Blackhawk Brewing Co., Western Grocer Co.,  
 The Herman Nelson Corp., Illinois Commer-  
 cial Men's Assn., Berghoff Brewing Corp.,  
 Lite Soap Co., Michigan Mushroom Co.

### RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.  
 Phone Bergen 4-2332

President.....Michael A. Fiore  
 V.P. & Treas.....B. V. Fiore  
 Secretary.....Sol Chasnoff  
 Prod. Mgr. & Acct. Exec.....Paul Apello  
 Radio-TV Director.....Michael A. Fiore  
 Acct. Exec.....B. Wilman  
*Radio Accounts*—China Clipper, Non-Sec-  
 tarian Radio Church, Evangelistic Prophetic  
 Testimony of Phila., Watchung Lake, Casino  
 Beach & Pool, Freehold Raceways, Dover  
 Race Track, Post Auto Exchange, Airport  
 Motors, Alexander Beverages, D. Wolf &  
 Co., Circle Motor Sales, South Beach Busi-



## • • • Advertising Agencies • • •

ness Men's Assn., Village Business Men's Assn.

Television Accounts — Watchung Lake, Swimming & Bathing Resort.

### THE RANDALL COMPANY

75 Pearl St., Hartford 5, Conn.  
Phone 7-1179

ABP

Radio Director.....Florence F. Crady

Radio Accounts—Crown Petroleum Corp., Crosby Clothes, George E. Dewey Co., Ellin & Levin, Harry Glotzer, Hartford Gas Co., Hoffman Wallpaper Co., Musler's Wayne Apparel, Savitt Jewelers, Schulz Beauty Salons, Bacon Botling Co., Tuckey's Radio & Appliances, Wachtel's Dept. Store.

### THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.  
Phone Cadillac 4662

ABP—ANPA—APA—PPA—ABC—NOAB  
Pres. & Treas.....H. Ross Mack  
Vice-Presidents..Hal. G. Trump, Ralph W. Sharp

Secy. & Copy Chief.....George B. Dow  
Radio Dir.....R. D. Hughes  
Space & Radio Time Buyer.....Charles E. Foerster

Art Director.....L. F. Dechein  
Production Mgr.....George L. Husted  
Account Executives...H. Ross Mack, Hal C. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, J. W. Sweet, Lee E. Crooks

Radio Accounts—Board of State Fair Managers, Booth Newspapers, Bronte Champagne & Wines Co., Inc., Salutaris Mineral Springs.

### RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.  
Phone MA 2-6811

ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder  
Art Dir.....William Wilbur  
Production Mgr.....Nathan Chayette  
Tele & Radio Dir.....P. Rossano  
Publicity Dir.....Lillian Timoney  
Research Dir.....Eleanore Lambeck

Radio Accounts—K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Teldisco, Inc., Union National Bank.

### CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.  
Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

President-Director of Radio.

Chas. Dallas Reach  
V. P.'s.....F. R. Riszey,  
H. E. Sands.

Secretary.....Edward Sahrbeck

### Branch Office

416 W. 55th St., New York 19, N. Y.

Vice-President.....H. E. Sands  
Radio Accounts—Koppers Co., Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc., New Jersey Bell Telephone Co.

### REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-6130-1-2-3

ANPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield  
President.....E. F. Johnstone  
Buyer.....Mary Ripple

Radio Accounts—Colcombet Wines, Hall and Ruckel, Inc., Howard Clothes Co., Krashe Cosmetics, Pierce's Proprietaries, Inc., Block Drug Co., E. Fougera, Inc.

Television Account—Howard Clothes.

### REDMOND COMPANY

38 Newbury St., Boston 16, Mass.  
Phone KENmore 4545

ABP—ANPA—APA—PPA—NOAB

Pres., Treas., Radio Dir.....C. A. Dana  
Redmond

V. P., Art Dir., Space Buyer..D. L. Bassett  
Secretary.....E. E. Kolb

Radio Accounts—Charles B. Perkins Co., Salem Chemical & Supply Co., Savogran Co.

### THE BERT REESE SYNDICATE

1776 Broadway, New York 19, N. Y.  
Phone PLaza 9-6837

Exec. Dir.....Berthold J. Reese  
Art Dir.....Oscar Liehman  
Production Mgr.....B. C. Streib  
Space Buyer.....James L. Northrup  
Buyer of Radio Time....P. E. Cunningham

### KNOX REEVES ADVERTISING, INC.

600 First National—Soo Line Bldg.  
Minneapolis 2, Minn.

Phone BRidgeport 7701

AAAA—ABP—ANPA—APA—NOAB—  
PPA—ABC—BMB

President.....E. E. Sylvestre  
Executive Vice-President.....Wayne Hunt  
Vice-Presidents.....J. H. Sarles,  
Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle.

Secretary & Treasurer.....C. L. Greenwood  
Radio-TV Director.....Russell E. Neff

### Branch Office

625 Market St., San Francisco 5, Calif.  
Vice-Pres. & Mgr.....H. H. Strobusch

Radio Accounts — General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co.

Television Account—General Mills, Inc.

**Advertising Agencies**

**REINCKE, MEYER & FINN**

520 N. Michigan Ave., Chicago 11, Ill.  
 ABP—NOAB—ANPA—APA  
 ABC—BMB

President.....Wallace Meyer  
 Sec.-Treas.....C. A. Reincke  
 Vice-Presidents.....Gordon Taylor,  
 C. C. Stevens, J. J. Finn.

Radio-TV Dir.....Frank M. Baker  
*Radio Accounts*—Blue Moon Foods, Reed  
 Candy Co., Chicago, Burlington & Quincy  
 R.R., The Ball Co., Jan-Wil Corp.; Gulf, Mo-  
 bile & Ohio R.R., Anderson Co.

*Television Account*—Reed Candy Co.

**THE REINGOLD CO., INC.**

10 State St., Boston 9, Mass.  
 Phone Capital 7-7611  
 ANPA—PPA—ABP—AAAA

President.....Harry I. Reingold  
 Art Dir.....Harry Goodman  
 Assoc. Art Dir.....Laurence W. Hobbs  
 Production Mgr.....Francis R. O'Reilly  
 Asst. Prod. Mgr.....Fiore Rapa  
 Copy Chief.....Harry Dodsworth  
 Media Dir. & Radio Time Buyer

Thomas J. Rowen  
 Mgr. Outdoor Dept.....Burt C. Riley, Jr.  
 Radio-TV Dir.....Frederick W. Ayer

*Radio Accounts*—Hampton Brewing Co.

**EMIL REINHARDT  
 ADVERTISING AGENCY**

1736 Franklin St., Oakland 12, Calif.  
 Phone Templebar 2-2408  
 ABP — ANPA — APA

President.....Emil Reinhardt  
 Copy Chief.....Dave Lane  
 Space Buyer.....Dorothy Orrick  
 Radio Manager.....Joseph Connor  
 Copywriter.....James Prindiville  
 Production Mgr.....Edward O'Mara  
 Radio Time Buyer.....Eleanor Shea  
 Manager.....Joseph Connor

*Radio Accounts* — Kilpatrick's Bakeries,  
 Mary Ellen's, Inc., Standard Beverages, Cen-  
 tral Bank, San Francisco Brewing Co., Grocers  
 Milk Co., Tuttle Cheese Co.

**REISS ADVERTISING**

221 W. 57th St., New York 19, N. Y.  
 Phone Plaza 7-8030

ANPA—ABP—PPA—APA—SNPA—CAN

President.....Joseph Reiss  
 Vice-President.....Harold Reiss  
 Secretary-Treasurer.....B. M. Reiss  
 Comptroller & Office Mgr.....John T. Cisneros  
 Acct. Exces.....John L. Bricker,  
 Mike Beecher, Stanley Sussman.  
 Radio Dept.....Ed Rattner,

Marion Kushner, Rose Yergin.

*Radio Accounts*—Decorative Cabinet Corp.,  
 Lafayette-Concord Radio, S. Klein, McCrory  
 Stores, Princess House Closets, Rand Rubher.

*Television Accounts* — Lionel Corp., Toy  
 Guidance Council.

**E. W. REYNOLDS, LTD.**

145 Yonge Street, Toronto 1, Ont., Canada  
 Phone Waverly 6157  
 ABC

President.....Edward W. Reynolds  
 Secy. & Treas.....Fred Banks  
 Art Dept.....Garth Harber  
 Production Mgr.....John L. R. Russell  
 Copy Chief.....N. Stuart Walton  
 Radio Dir.....H. C. Caine  
 Asst. Radio Dir.....Shirley Oakes  
 Space Buyer.....Helen Anderson  
 Account Executives.....C. Warren Reynolds,  
 H. D. R. Newby, H. C. Caine.

*Radio Accounts*—The Ogilvie Flour Mills  
 Co. Ltd., Lantigen Laboratories Ltd., West  
 York Motors Ltd., Ontario Honey Producers  
 Co-operative Ltd., The T. Sisman Shoe Co.  
 Ltd.

**FLETCHER D. RICHARDS, INC.**

10 Rockefeller Plaza, New York 20, N. Y.  
 Phone Circle 7-6383

AAAA—ABC—ABP—ANPA—APA—  
 NOAB—PPA

President.....Fletcher D. Richards  
 Vice-Presidents.....Willis E. Blodgett,  
 Bradley A. Walker.

Secy.-Treas.....Duane W. Beurmann  
 V.-P. & Media Dir.....E. A. Elliott  
 Vice-Presidents.....W. A. McNabb,  
 Radcliffe Romeyn, John Davidson, Trell  
 Yocum, M. J. Casey.

Art Director.....John Sidebotham  
 Copy Chief.....Harry Barnhart  
 Mgr.-Market Analysis.....Herbert L. Baldwin  
 Time Buyer.....George Panental  
 Radio-TV Dir.....Kenneth Young  
 Program Director.....Tom Hicks, Jr.  
 Writer & Asst.....S. J. Frolick

*Branch Office*

Lincoln Tower, 75 E. Wacker Dr., Chicago 1,  
 Ill.

Manager.....French E. Eason

*Radio Accounts*—Eastern Air Lines, Inc.,  
 United States Rubber Co., Rockwood & Co.,  
 Durham-Enders Razor Corp., The Joseph  
 Dixon Crucible Co.

*Television Accounts* — United States Rub-  
 ber Co., Eastern Air Lines, Inc.

## . . . Advertising Agencies . . .

### M. EVANS RICHMOND ADV. AGENCY

1411 Walnut St., Philadelphia 2, Pa.  
Phone LOcust 7-3479

ABP

Pres. & Radio Time Buyer.....M. Evans  
Richmond

Art. Dir.....Mathew Lynch  
Production Mgr.....Claude Lathrop  
Account Executive.....Robert S. Hammond

*Branch Office*

80 Boylston St., Boston 16, Mass.

### R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.  
Phone WABash 6039-30

Owner.....R. C. Riebel  
Production Mgr.....Walter W. Werle  
Radio-TV Dir.....Sally V. Woleven

*Radio Accounts*—Bank of Louisville, Burdoff Furniture Co., Broadway Chevrolet Co., Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Yellow Cab Co., Paramount Foods, Inc., Hurry-Up-Broadway.

### LEE RINGER ADVERTISING

3923 West 6th St., Los Angeles 5, Calif.  
Phone DRexel 8131

AAAA—ABP—ANPA—APA—PPA

Owner.....Lee Ringer  
Art Dir.....Richard Pennington  
Production.....C. C. Wickstrom  
Copy Chief.....Mary Lou Gordon  
Time & Space Buyer.....Shirley Etkin

### JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.  
Phone MADison 6-2291

Owner.....John H. Riordan  
Art Dir.....Elsie Beck  
Space & Time Buyer.....Nancy Meyers  
Account Executives.....A. Culver Boyd, Jr.,  
C. R. Hawkins.

*Radio Accounts*—Calif. Flyers, Inc., Calif. Crowers Wineries, Doyle Packing Co.

### PHILIP RITTER CO., INC.

511 Fifth Ave., New York 17, N. Y.  
Phone MURray Hill 7-6574

ANPA—APA—PPA—AAAA—NOAB

Chairman & Treas.....Philip Ritter  
Vice Pres.....Walter J. McIndoe  
Secty.....Henry P. Bender

*Radio Accounts*—Bel Paese Sales Co., W. C. Horn Bros. & Co., Ryan Sales Co.

### RITTS ADVERTISING AGENCY

601-5 Gerke Bldg., Cincinnati 2, Ohio  
Phone DUNbar 0532

Owner.....Charles Rittenhouse

### DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.  
Phone PE 5-5766

Owner & Chief Executive.....Dan Rivkin

*Radio Accounts*—Spiro's Apparel, Moskin Clothes, Richards Clothes, John Kohler Clothes, Dunoff Shoes, Berg Bros. Clothes, Joe Krass Clothes, Royal Shoes, Ismak Rug Mills, I. Schabin Furniture.

### ELWOOD J. ROBINSON ADV. AGENCY

541 So. Spring St., Los Angeles 13, Calif.  
Phone MUTual 6293

ABP—ANPA—PPA—APA

President.....Elwood J. Robinson  
Vice-President.....Melvin A. Jensen  
Secretary.....Eola E. Gass  
Copy Chief.....B. E. Howard  
Production Mgr.....T.H. Tomlin  
Art Director.....Walton Titus  
Media Dir.-Time Buyer.....R. C. Neuman

*Branch Office*

801 Kohl Building, San Francisco, Calif.

*Radio Accounts*—Lond Linda Food Co., Pioneer Savings & Loan, Home Building & Loan Assn., Metropolitan Federal Savings and Loan Assn., Trailer Coach Assn. of California, Cinch Products, Inc., Pasadena Builders & Loan Assoc., California Fig Institute, Western Savings & Loan Assn., Federal Savings & Loan Institute, Lorenz Broom & Mop Co.

*Television Accounts*—Pasadena Building & Loan Assn., Cinch Products, Inc.

### ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago 3, Ill.  
Phone RANDolph 9760

ANPA—APA—PPA—NOAB—ABC

President.....J. P. Roche  
Treasurer.....D. J. Kelly  
Secretary.....M. F. Williamson  
Vice-Presidents.....J. M. Cleary, S. Weston,  
Guy C. Pierce, Lloyd Maxwell, R. A. Porter, J. V. Gilmour.

Director of Radio.....Phil Stewart

*Branch Offices*

225 S. 15th St., Philadelphia 4, Pa.

Vice-Pres.....Guy C. Pierce  
400 Madison Ave., New York 17, N. Y.  
V. P. & Gen. Mgr.....R. A. Porter  
Radio Director.....Harold F. Kemp

*Radio Accounts*—Network: Lewis-Howe Co., Sun Oil Co.; National Spot: Chicago, Milwaukee, Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmaceutical Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., The Studebaker Corp., Revere Camera Co.

## . . . Advertising Agencies . . .

### ROCK ADV. AGENCY

1165 Broadway, New York 1, N. Y.  
Phone MUrray Hill 9-3850

ABP

Partner & Copy Chief.....Allan Rock  
Partner & Prod. Mgr.....Robert Rock  
Art Dir.....Jo Bologna  
Radio Time Buyer.....Irwin Winehouse  
Space Buyer.....Sally Winston  
Account Executive.....Nat Wolle

### THE ROCKMORE CO.

37 West 57th St., New York 19, N. Y.  
Phone PLaza 8-2506

ABP—APA

President.....Milton M. Roekmore  
Exec. Vice-Pres.....J. Leonard Shaub  
Vice-Pres.....Erwin S. Franken  
Space Buyer.....A. T. Parker  
Art Dir.....Leo Waldman  
Prod. Mgr.....Richard Lippman  
*Radio Accounts*—Cafe St. Denis, Darling  
Shops, Fisher Bros. Specialty Store, Lane  
Bryant, Paradise Bootery.

### RODGERS & BROWN ADV.

131 West 52nd St., New York 19, N. Y.  
Phone PLaza 7-8040

NOAB—ABP—ANPA—APA

President.....Jerry Rodgers  
Vice-Pres. & Gen. Mgr.....Lloyd S. Howard  
V. P. & TV Dir.....J. Edward Boyle  
Secy. & Treas.....N. J. Rodgers  
Art Dir.....Harry E. Swenson  
Production Mgr.....A. Van Strander  
Copy Chief.....E. Richter  
Media Dir.....Anne Seltzer  
Consultant Art Dir.....Stanley Brown  
Account Executives.....Jerry Rodgers,  
N. J. Rodgers, Lloyd S. Howard, J. Ed-  
ward Boyle, Fred Salles, Celia Agress.

*Radio Accounts*—Babette Shop, Childhood  
Nursery Products, Guy Lombardo, Twin City  
Shellac Co.

### ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.  
Phone DEArborn 0020

ABP—ANPA—APA—PPA—SNPA

President.....Walter E. Smith  
Exec. V. P.....Ray H. Reynolds  
Vice-President.....Howard N. Smith  
Treasurer.....George C. Huppertz  
Secretary.....Olive A. Kinloch  
Art Dir.....H. A. Fronn  
Account Executives.....Howard N. Smith,  
Louise Wood Allen, Marie J. Callahan,  
Dave McConnell, James A. Greig.

*Branch Offices*

Irwin-Keasler Bldg., Dallas 1, Tex.  
President.....Walter E. Smith  
Exec. V. P. & Mgr.....Howard N. Smith  
Public Relations Dir.....John Olds

Art Dir. (Dallas).....Marvin Krieger  
Radio Dir.....Marie Callahan  
Copy Chief.....M. Stewart  
1004 Baltimore Ave., Kansas City 6, Mo.  
President.....Walter E. Smith  
Vice President.....Howard N. Smith  
Manager.....B. G. Wasser

### ROIZEN ADV. AGENCY, INC.

291 Delaware Ave., Buffalo 2, N. Y.  
Phone CLevland 5975

ABP—APA

Pres., Treas., Space Buyer....Manus Roizen  
Vice-Pres. ....Samuel Sapowitch  
Secty. ....Edith Roizen  
Art Dir., Prod. Mgr.....C. John Gunther  
Radio Dir., Time & Space Buyer

David I. Levy

Personnel Dir. & Librarian.....Mary Riley  
*Radio Accounts* — Sattler's Dept. Store,  
Pfeiffer's Food Products, Inc., Saul's Auto  
Sales, Inc., Yeostros Ice Cream Co.

*Television Accounts*—Bickford Bros. Co.,  
Sattler's Dept. Store.

### RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St., W., Montreal, Que.  
Phone PLateau 4803

ANPA—AAAA—PPA—CAN—ABC—  
BMB—NAAN

President.....Russell C. Ronalds  
Vice-President.....F. deB. Walker  
Vice-President (Toronto).....R. J. Avery  
Treas.....Angus Ahern  
Radio Dir.....Frank Starr  
Asst. to Radio Dir.....S. B. Hayward

*Branch Office*

133 Wellington St., W., Toronto, Ontario  
Vice-Pres. & Radio Dir.....R. J. Avery  
Asst. to Radio Dir.....D. R. Loney

*Radio Accounts* — Bristol-Myers Co. Of  
Canada Ltd., McColl-Frontenac Oil Co., Ltd.,  
Canadian Industries Ltd., Canada Packers  
Ltd., Heaters Ltd., Canadian Arena Co., Ltd.,  
Montreal Shoe Stores, Dominion Govt., Tin-  
tex.

### CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago 11, Ill.  
Phone Superior 3486

ANPA—PPA—ABP—APA

Owner.....Charles E. Rose  
Art Dir. & Prod. Mgr.....L. E. Manning  
Space & Radio Time Buyers..William Perry,  
M. B. Cooper.

*Radio Accounts*—Auto Accessory Co., John  
S. Budd, Charms & Cain, Chicago Interna-  
tional Co., H. C. Evans & Co., Lombardo  
Wine Co., Nu-Dell Mfg. Co., Winkenweder  
& Ladd, Inc.

## . . . Advertising Agencies . . .

### WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, Ohio  
 Phone PRespect 6171  
 Pres., Treas., Radio Dir....William Ganson  
 Rose  
 Vice-Presidents.....Frank Pelton,  
 L. C. Brown  
 Secty., Prod. Mgr.....Laura J. Ondrey  
*Branch Office*  
 3719 Reading Rd., Cincinnati 29, Ohio  
 Manager.....L. C. Brown  
*Radio Accounts*—Bailey Co., W. B. Burke  
 & Co., Cleveland Foundation, Cleveland Ses-  
 quicentennial Comm., Essex Trust Co., Hig-  
 hee Co., Mass. Mutual Life Insurance Co.,  
 Public Square Relations.

### ROSE, GARDNER & WHITE

2412 West 7th St., Los Angeles 5, Calif.  
 Phone DRexel 7211  
 APA—AMPA

Account Executives.....Edward B. Ross,  
 Harold M. Gardner, William W. Schweit,  
 Frank Ryhlick.  
 Radio TV Dir.....Frank Ryhlick  
 Radio Time Buyer.....Edward B. Ross  
*Radio Accounts*—General Electric, Given  
 Mfg. Co.  
*Television Accounts*—General Electric, Jac-  
 lane of Hollywood, Harbor Boat Company,  
 Silverwoods, Robert's Markets, Snowden  
 Chemical Co., Barker Bros., Bert D'Orsay  
 Television Co., Given Mfg. Co.

### ROSE-MARTIN, INC.

21 W. 46th St., New York 19, N. Y.  
 Phone LUXemburg 2-3550  
 ABP—ANPA—PPA—APA

President.....Irl W. Rose  
 Secretary-Treasurer.....John B. Martin  
 Vice-President.....Vaughn G. Hannington  
 Media Director.....C. M. Rundbaken  
 Production Manager.....John A. Boule  
 Art Director.....Andrew K. Nelsen  
 Comptroller.....H. J. Carmichael  
 Account Executive.....Irl W. Rose, 2nd  
*Radio Accounts*—Public National Bank &  
 Trust Co. of New York.

### IRVING ROSEN ADVERTISING

160 Fifth Ave., New York 10, N. Y.  
 Phone CHelsea 2-7930

Owner, Space & Radio Time Buyer...Irving  
 Rosen  
 Production Mgr.....E. Rose  
*Radio Accounts*—Style-Rite Footwear Corp.,  
 Ask Pharmacal Co.

### ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.  
 Phone CHickering 4-4420  
 ANPA—PPA—APA—ABP—NOAB  
 President, Dir. of Copy & Plans,  
 Arthur Rosenberg

Vice-President.....Samuel Rubenstein  
 Secretary.....A. A. Rosenberg  
 Treasurer.....Charles S. Silver  
 Production Manager.....H. B. Fleischman  
 Economist.....Walter Alwyn-Schmidt  
 Research Director.....Sam Haven  
 Copy & Plans.....H. B. Sadler,  
 Joseph Ellner  
 Radio Dept.....Arthur Rosenberg,  
 Samuel Rubenstein, Charles S. Silver  
*Radio Accounts*—Gleam Shampoo, Myer  
 1890 Beverages, Rigaud Perfumcs, Miner's  
 Inc.

### A. JAMES ROUSE CO.

521 N. LaCienega Blvd., Los Angeles 36,  
 Calif.  
 Phone BRadshaw 2-5608  
 ABP—APA

Owner.....Art Rouse  
 Art Director.....Robt. F. Hubbell  
 Production Mgr.....Paul Flynn  
 Space Buyer.....Eleanor Dorfman  
 Account Executives.....Bert Feinberg,  
 Anne Flynn, Art Rouse.  
 Radio-TV Director.....Bert Feinberg  
*Radio Accounts*—Original Barbecue, Lamb-  
 kin Products Co., Culver of Calif., Perma-  
 Nail Co., Harold's.  
*Television Account*—Harold's.

### JULIUS J. ROWEN CO., INC.

1050 Sixth Ave., New York 18, N. Y.  
 Phone LONgacre 4-6190  
 ABP

President.....Julius J. Rowen  
 Secretary.....M. G. Rosenberg  
 Treasurer.....Irving Weisfeld  
 Art Dir.....R. P. Rose  
 Prod. Mgr.....Bernard Derringer  
 Acct. Execs.....J. J. Rowen,  
 I. Weisfeld, H. Furber, C. A. Faudre.  
 Radio Dir. & Time Buyer.....J. J. Rowen  
*Radio Accounts*—House of Rothschild,  
 Peter Scott Fashions, Mor-Lac Products,  
 Rothschild Wine Cellars, Penn-5th Avenue.

### CHARLES L. RUMRILL & CO., INC.

311 Alexander St., Rochester 7, N. Y.  
 Phone BAKER 4340  
 AAAA—ABP—PPA—ANPA

President.....C. L. Rumrill  
 1st Vice-Pres.....J. L. Kennedy  
 2nd Vice-Pres.....S. H. Weinstein  
 Secretary.....H. R. Hanson  
 Treasurer.....G. G. Wallington  
 Prod. Mgr.....H. H. Thompson, Jr.  
 Time Buyers.....J. L. Kennedy,  
 R. C. Hobbs.  
*Radio Accounts*—Gold Tone Studios, The  
 Pleasant Valley Wine Co., Brighton Place  
 Dairy, J. B. Stickles Co.

• • • **Advertising Agencies** • • •

**LOWE RUNKLE COMPANY**

First National Bldg., Oklahoma City 2, Okla.  
Phone 3-5439

ABP—PPA—APA

President.....Lowe Runkle  
Vice-President.....Roger Pishny  
Secretary.....Irene Gammel  
Acct. Execs.....Harold Kranz,  
Lowe Runkle, Roger Pishny.  
Art Director.....Einar Lndquist  
Dir. of Radio.....Jack Leach

*Radio Accounts*—Borden Milk Co. (Oklahoma City plant), Cain's Coffe Co., Arkansas City Flour Mills, Local Federal Savings & Loan, Liberty National Bank, Dairy Council of Oklahoma City, Oklahoma Operating Co., Merit Mills, Inc.

**RUTHRAUFF & RYAN, INC.**

405 Lexington Ave., New York 17, N. Y.  
Phone Murray Hill 6-6400

AAAA—ANPA—PPA—NOAB—APA

Chairman of Board.....F. B. Ryan  
President.....F. B. Ryan, Jr.  
Sr. Vice-Pres. & Treas.....Cal J. McCarthy  
Exec. Vice-Pres.....E. J. Grady  
Media Dir. & Vice-Pres.....J. L. Ames

*Radio Department*

V.-P., Dir. of Radio-TV...Willson M. Tuttle  
Head Talent & Time Buyer...Thomas G. Slater  
Head of TV Dept. and Publicity Chief

Grant Y. Flynn  
Script Editor.....Sidney Slon  
Business Mgr.....Bernard Rasmussen  
Casting Dir.....Katherine McMahon  
Producer-Directors.....John Cole,  
Robert Steel, Sidney Slon.

Assistant Producer-Dir.....Stanley Wood  
Asst. Talent Buyer and Publicity Head

Bernard Zvirin  
Exec. TV Producer.....John R. Allen  
Asst. TV Dir.....Louis deMilhau

*Radio Continuity*

V.-P. in Chg. of Radio-TV Commercials  
Reggie Morgan  
Asst. Head.....Frank Dennis

*Branch Offices*

360 No. Michigan Ave., Chicago 1, Ill.  
Exec. Vice-Pres. & Western Mgr.

Paul E. Watson  
Chicago Manager.....William P. Littell  
Media Manager.....Albert R. Callies  
Director of Radio.....R. W. Metzger  
Chg. of Radio Production.....N. E. Heyne  
Bus. Mgr. & Time Buyer.....Holly Shively  
Charge of Television.....Fran Harris  
Charge of Commercials.....Irene Small  
Producer.....Warren Johnson

7430 Second Blvd., Detroit 2, Mich.  
Vice-Pres. & Manager.....Tod Reed  
812 Oliver St., St. Louis 1, Mo.

Vice-Pres. & Manager.....Oscar A. Zahner  
712 Main St., Houston 2, Texas

Manager.....H. Donald Hopton  
1630 No. Vine St., Hollywood 28, Calif.

V.-P. & Pacific Coast Mgr.....John H. Weiser  
Head of Radio Prod.....Glenn Middleton  
Business Mgr. & Head of TV...Marvin Young  
Mgr. of Media Dept.....R. K. Fredericks  
Art Director.....Charles Williams  
Production Mgr.....Donald Whittemore  
Copy Director.....Fred Jones  
Asst. Head of TV.....Stewart Garner  
Account Executives.....Charles Bowes,  
William Howard, Walter Neill, Arthur  
Trask.

235 Montgomery St., San Francisco 4, Calif.  
Manager.....Herbert O. Nelson  
1218 3rd Ave., Seattle 1, Wash.

Vice-Pres. & Manager.....F. C. Mullins  
Carew Tower, Cincinnati 2, Ohio

Manager.....John L. Magro  
80 Richmond St., W., Toronto, Ont., Canada  
Manager.....Gordon Ralston

*Radio Accounts* — Chrysler Corporation, Delaware, Lackawanna & Western Coal Co., Electric Auto-Lite Co., Garrett & Co., Lever Brothers Company, Lever Brothers Limited, H. C. Lytton Co., Squirt Co., Griesedieck Bros. Brewery, Pepsodent Co. of Canada, Wm. Wrigley Jr. Co., Bailey Schools, Savings Banks Assoc. of State of N. Y., Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, Binyon Optical Co., Kick-a-way Garments, Inc., Krey Parking Co., Martha Maid Mfg. Co., Thomas J. Lipton, Ltd., Mutual Insurance of Omaha.

**LEWIS EDWIN RYAN**

726 Jackson Place, N.W. Washington 6, D. C.  
Phone REpublic 7606-7-8

ABP—ANPA—PPA—AAAA—SNPA—  
ABC—NOAB

Owner.....Lewis Edwin Ryan  
Gen. Mgr. & Sr. Acct. Exec...J. Robert Corry  
Auditor.....Preston B. Coiner  
Art Dir.....William N. Clifford  
Prod. Mgr.....David F. DeYoung  
Copy Chief.....Harry A. Lyles  
Radio Dir.....J. G. Manchester  
Account Executives.....John F. Hardie,  
W. R. Doores

**BEN SACKHEIM, INC.**

29 West 57th St., New York 19, N. Y.  
Phone ELdorado 5-6025

ANPA—PPA—APA—ABP—NOAB

President.....Ben Sackheim  
Vice-Pres.....Lloyd G. Whitebrook  
Secty.....M. A. Aldridge  
Treas.....E. P. O'Shaughnessy  
Prod. Mgr.....Nathan Lebed  
Media Dir. & Time Buyer...Leonard H. Spring  
Publicity Dir.....Bette Benfield  
Research Dir.....Sylvia M. Sackheim  
Art Dir.....Lawrence K. Skora  
Fashion Prom. Dir.....Ruth Hammer  
Copy Chief.....John A. Mullen

## . . . Advertising Agencies . . .

### ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.  
Phone PLaza 5-1130

ABP—ANPA—PPA—ABC

President.....Maubert St. Georges  
Exec. V.-P., Radio Dir...Stanley J. Keyes, Jr.  
Treasurer.....John H. Vesely  
Vice-Pres.-Art Director...Alfred A. Anthony  
Production Manager.....William Korcak  
Asst. Media Dir.....John C. Lawton  
Publicity Director.....John C. Gourlie

#### Branch Offices

Post Road, Stamford, Conn.

Manager.....Cacl Speirs  
2112 N. Charles St., Baltimore 18, Md.  
Manager.....Arthur Booth

### SALESVERTISING ASSOCIATES, INC.

Board of Trade Bldg., Chicago 4, Ill.  
Phone Wabash 2-6245

President.....Douglass Doolittle  
Secy.-Treas.....G. S. Doolittle  
Art Dir.....Robert B. Sharp  
Mgr. Tele Dept.....Eddy Borgan

### RICHARD SALINGER

294 Washington St., Boston 8, Mass.  
Phone Liberty 2-5332

President.....Richard B. Salinger  
Art Dir.....Irving Saecks  
Prod. Mgr.....Joseph W. Bourke  
Copy Chief, Radio-Tele Dir.,  
Radio Time Buyer.....Phyllis Stoln  
*Radio Accounts*—Balch-Price Specialty  
Shop, Conrad & Co., Dinty-Moore (Boston),  
Kane Furniture Co., Lamson Hubbard, Se-  
lect Fashions.

### SALOW & RIEDL

82 Lexington Ave., Passaic, N. J.  
Phone Gregory 3-1414  
ABP

Art Dir.....Tom Cuffari  
Copy Chief.....Scot Forbes  
Media Dir. &  
Radio Time Buyer.....H. Harvey Salow  
Research Dir.....Lyn Murray  
Account Executives.....H. Harvey Salow,  
George Riedl.  
*Radio Accounts*—Franklin Trust Co., Mac  
Lane Mfg. Co.

### SAWDON ADV. COMPANY

480 Lexington Ave., New York 17, N. Y.  
Phone PLaza 5-2516

Owner.....Frank B. Sawdon  
Prod. Mgr.....Gus Havemeyer  
Copy Chief.....V. J. Bigliano  
Space Buyer.....Tom Tracy  
Radio Time Buyer.....Jerry Bess  
Account Executives.....Frank B. Sawdon,  
V. J. Sawdon, Jerry Bess.

#### Branch Office

737 N. Michigan Ave., Chicago 11, Ill.  
*Radio Accounts*—Case Clothes, Inc., Rob-  
ert Hall Clothes, Lewis Apparel Stores.

### SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.  
Phone Market 2-0480  
ANPA—APA—PPA

President.....Julius Scheck  
V. P. & Treas.....Morris Scheck  
Art Dir.....Ernest D. Barnham  
Prod. Mgr.....Louis E. Arrants  
Copy Chief.....Carlton Smith  
Space Buyer.....Frank M. Craumer  
Radio Dir.....E. Grant Scheck  
Account Executives...William H. Andrews,  
E. Grant Scheck, Morris Scheck, Julius  
Scheck

*Radio Accounts*—Allenhurst National  
Bank, Bender Corp., Chardavoynne Co., Ep-  
pens Smith Co. (Holland House Coffee),  
Federal Trust Co., Franklin-Washington  
Trust Co.

### HUGO SCHEIBNER, INC.

111 West 7th St., Los Angeles 14, Calif.  
Phone Michigan 6636  
ABC

Pres., Radio & Tele Dir.-  
Radio Time Buyer.....Hugo Scheibner  
Prod. Mgr.....Mar Frankel  
Secy. & Treas.....M. C. Scheibner  
Copy Chief.....J. T. Baldwin  
Media Dir.-Space Buyer  
& Pub. Dir.....Roseblanche Lowry  
Account Executives.....Irwin Salzman,  
Shirley Marsh, Roseblanche Lowry, Hugo  
Scheibner.

#### Branch Office

26 O'Farrell St., San Francisco 8, Calif.  
*Radio Accounts*—Bardon of Hollywood,  
Calif. Fashion Trends, Ciro's of Hollywood,  
Hfy-Act, Inc., Little Champ of Hollywood,  
S. R. L. Mfg. Co., Taylor-Berke.

### SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.  
Phone ARmitage 1600

Pres., Media Dir.,  
Space Buyer.....Sydney R. Raike  
Vice Pres.....J. E. Schenker  
Art Dir.....M. Riekabaugh  
Radio Time Buyer.....C. D. Domin  
Account Executives.....S. R. Raike,  
J. E. Schenker, C. D. Domin.

### SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.  
Phone Michigan 2396  
ABP—AMPA

Owner.....William G. Scholts  
Production Mgr.....L. G. Mhyro  
Radio Dir.....T. D. Scholts

. . . **Advertising Agencies** . . .

**GORDON SCHONFARBER & ASSOCIATES, INC.**

58 Weybosset St., Providence 3, R. I.  
Phone Gaspee 4813-45

ABP—ANPA—APA—PPA—NOAB

Pres. & Treas. . . . . Gordon Schonfarber  
Vice-President . . . . . Russell C. Edwards  
Secretary . . . . . Amanda C. J. Olsson  
Radio Dir. . . . . Claire R. Grenier  
Acct. Exec. . . . . Gordon Schoufarber  
*Radio Accounts*—California Artificial Flower Co., Comfi-Coil, Inc., Colonial Laundries, Gladding's, Inc., Old Colony Co-operative Bank, Tilden-Thurber, Inc.

**MARCEL SCHULHOFF & CO.**

10 E. 44th St., New York 17, N. Y.  
Phone Murray Hill 7-7317

PPA

Partners . . . . . Marcel Schulhoff,  
Miriam C. Schulhoff, Jerry Verlen.

**SCHWAB & BEATTY, INC.**

1230 Sixth Ave., New York 20, N. Y.  
Phone Circle 5-9090

AAAA—PPA—APA—ARP—ANPA

President . . . . . Victor O. Schwab  
Time Buyers . . . . . Robert W. Beatty,  
James E. Schwenck

*Radio Accounts Placed* — Book-of-the-Month Club, Wilfred Funk, Inc., Book Presentations.

**SCHWIMMER & SCOTT, INC.**

75 E. Wacker Drive, Chicago 1, Ill.  
Phone DEarborn 2-1815

AAAA—ABP—ANPA—PPA—APA

Pres. & Treas. . . . . R. J. Scott  
Vice-Pres. . . . . W. Schwimmer  
Copy Chief . . . . . L. Krakover  
Media Dir. . . . . E. Vanderploeg  
Art Dir. . . . . A. Thaler  
Secretary . . . . . H. Heilig  
Acct. Execs. . . . . E. Guy, C. H. Lillienfeld  
Fred Vosse, Gene Colin, Robert Knapp.

Radio Dir. . . . . Earl Bronson  
*Radio Accounts*—Chicago Stadium, Congress Cigar Co., Hirsch Clothing Co., Kitchen Arts Foods, Linco Products Co., National Small Business Men's Assn., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Hawthorn-Melody Farms Dairy, Keeley Brewing Co., Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Liquinet Corp. (Chicago).

**SCOTT'S AGENCY, INC.**

11 Pemberton Sq., Boston 8, Mass.  
Phone Capitol 7-2425

Pres., Treas., Space Buyer,  
Radio Dir. & Buyer  
Radio Time . . . . . George L. Stingel  
Secretary . . . . . Marie T. Linskey

**J. B. SEBRELL ADV. AGENCY**

300 So. Los Angeles St., Los Angeles 13, Calif.  
Phone MA 6-9397

ABP—APA

Owner & Research Dir. . . . . J. B. Sebrell  
Art Dir. . . . . Allen Todd  
Prod. Mgr. . . . . Harry Page  
Copy Chief . . . . . Herb Boothe  
Space Buyer . . . . . Peggy Thomas  
Publicity Dir. . . . . Harry Page  
Account Executives . . . . . J. B. Sebrell,  
Harry Page, Clifford Botway.  
Radio-TV Dir. . . . . Clifford Botway

**RUSSEL M. SEEDS CO.**

919 N. Michigan Ave., Chicago 11, Ill.  
Phone DELaware 7-1045

ABP—ANPA—PPA—APA

President . . . . . Freeman Keyes  
Executive Vice-President . . . . . George Bayard  
Vice-Presidents . . . . . A. D. Keyes,  
Paul Richey, Harry H. Maus, Harry B.  
Goldsmith, Jr., Hub Jackson.

Treasurer . . . . . Jack Harding  
Secretary . . . . . H. J. Jackson  
Director of Research . . . . . James Witherell  
Art Director . . . . . Jerry Bryant  
Radio-TV Director . . . . . Jack Simpson  
Time Buyer . . . . . Merle Myers

*Branch Offices*

Lemcke Bldg., Indianapolis 4, Ind.  
Vice-President . . . . . Paul Richey  
1469 N. Vine St., Hollywood 28, Calif.  
Resident Manager . . . . . Lou Place

*Radio Accounts*: Bowers Lighter Co., Bowers Mfg. Co., Brown & Williamson Tobacco Corp., Double Cola Ice & Bottling Co., Fitzpatrick Bros., Oxford Products Co., Rhodes Pharmaceutical Co., The Pinex Co., Procter & Gamble, W. A. Sheaffer Pen Co.

*Television Accounts*—Brown & Williamson Tobacco Corp., Double Cola Ice & Bottling Co.

**ROSCOE W. SEGAR ADV.**

2125 N. E. 48th Ave., Portland 13, Ore.  
Phone TRinity 3445

Owner-Manager . . . . . Roscoe W. Segar  
Sec.-Treas., Radio Dir. . . . . D. D. Segar  
*Radio Accounts*—Spot: Geo. B. Wallace Co., Niklas & Son, Tualatin Valley Nurseries.

**FREDERICK SEID ADV.**

127 Montgomery St., San Francisco 4, Calif.  
Phone GARfield 0360

ANPA—ABP

Owner . . . . . Frederick Seid  
Prod. Mgr. . . . . Nada Halse Banks  
Radio Dir. . . . . Sam P. Moore  
Account Executives . . . . . Norman L. Cotton,  
Frederick Seid.

*Radio Accounts*—The August E. Drucker Co., Gene Comptons Corp.



**Advertising Agencies**

**SEIDEL ADV. AGENCY, INC.**

1475 Broadway, Times Tower Bldg.,  
New York 18, N. Y.  
Phone LO 4-3780  
ABP—APA

Pres., Radio & TV Dir.....Robert Seidel  
Vice-Pres.....Arthur A. Judson  
Secretary.....Irma Lee  
Art Directors.....Oscar Harris,  
John T. Grubel.

Copy Chief.....J. Rose  
Media Director.....David Braun  
Traffic & Prod. Mgr.....Albert Harsnett

*Radio Accounts*—Ringling Bros. and Barnum & Bailey Circus, Imperial Pearl Syndicate, Melville Radio Institute, Henry Rosenfeld, Inc.

*Television Account*—Colonial Airlines, Inc.

**SEWELL ADV. AGENCY**

730 Gravier St., New Orleans 12, La.  
Phone Raymond 7114  
SNPA

President.....Granville Sewell  
Radio Dir.....K. B. Thompson  
Art Dir.....C. Earl  
Prod. Mgr.....Martin Burke  
Account Executives.....K. B. Thompson,  
Robert Claire.

*Radio Accounts*—Central Savings & Loan Assn., The Howell Co., Station WNOE, Union Savings & Loan Assn.

**SHAFFER, BRENNAN, MARGULIS  
ADV. CO.**

4 No. Eighth St., St. Louis 1, Mo.  
Phone MAin 2579  
ANPA—APA—PPA

Partner-Space Buyer.....S. I. Rosenfeld  
Partner-Space Buyer.....

Radio Dir.....Sam B. Margulis  
Account Execs.....Sam B. Margulis,  
S. I. Rosenfeld, R. W. Bickelhaupt, Sidney Nehmen.

**ED SHAPIRO ADVERTISING**

Fox Bldg., Philadelphia 3, Pa.  
Phone LO 4-2877  
ABC—ANPA—ABP—PPA

President.....Edward Shapiro  
Vice-Presidents.....Leon Cohann,  
Leonard Goldsmith.

Account Executive.....George Mallis  
Radio Dept.....Harriet Ullman  
TV Dept.....Donn Bennett

*Radio Accounts*—Central Oil Co., Lefkoe-Mortons, Pearson, M. J. Freed, Louis-Harold, The "Big Ten," Bartels.

*Television Accounts* — Bartels, Mort Fou, Guard Chevrolet, Servagen Products, The "Big Ten."

**SHAPPE-WILKES, INC.**

215 Fourth Ave., New York 3, N. Y.  
Phone GRamercy 5-5560  
ABP—PPA—APA

President-Radio Dir.....Louis Shappe  
V. P. & Gen. Mgr.....Samuel Groden  
Exec. Vice-Pres.....Milton M. Hermanson  
Secy. & Treas.....Jesse E. Wilkes  
Space Buyer.....Rose Madie Vitanza  
Production Mgr.....O. Weiner

**JOHN W. SHAW ADV., INC.**

228 N. LaSalle St., Chicago 1, Ill.  
Phone DEarborn 2-5082  
ANPA—PPA

President.....John W. Shaw  
Asst. to Pres.....Betsy Tyroler  
Vice-Pres. & A. E.....L. W. Scott  
Vice-Pres. & A. E.....Wm. J. Wilmont  
Treasurer.....Robert Jacoby  
Secretary.....Augusta Young  
Creative Dir. & TV Dir.....Frank Walsh  
Art Dir.....Clarence W. Sorenson  
Production Mgr.....Don H. Rutledge  
Media Dir. & A. E.....Paul Olafsson  
Research Consultant.....Dr. Chas. L. Allen  
Account Executive.....E. J. Conlon  
Time Buyer.....Mildred Dudley

*Radio Accounts* — Standard Milling Co., Headquarters Fifth Army, Beltone Hearing Servic.

**J. WILLIAM SHEETS**

Central Bldg., Seattle 4, Wash.  
Phone Main 2442  
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets  
*Radio Accounts*—Skinner & Eddy Corp.

**SHELDON, QUICK & McELROY, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-1670

AAAA—ANPA—PPA—APA—NOAB—ABP  
President.....George H. Sheldon  
Vice-President.....L. C. McElroy  
Vice-Pres.....P. Wesley Combs  
Time Buyer.....Catherine Wohlpart  
V. P. & Treas.....J. F. Quick

*Radio Account Placed*—Chas. E. Hires Co., Inc., Commercial Credit.

**K. E. SHEPARD ADV. AGENCY**

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

President.....Kenneth E. Shepard  
Vice-President.....Wayne G. Williams  
Radio-TV Dir.....Wayne G. Williams  
Time Buyer.....Frank McBride  
Acc. Exec.....Ben Homan

*Radio Accounts* — Wilson & Co., Acme Feeds, General Finance Corp., National Assn. of Homebuilders, Universal Records, Inc., Music of the Month Club.

**Advertising Agencies**

**SHERMAN & MARQUETTE**

919 N. Michigan Ave., Chicago 11, Ill.  
Phone Delaware 7-3000

ABP—ANPA—PPA—NOAB—APA—  
ABC—AAAA

Partners ..... Stuart Sherman,  
Arthur Marquette, Carl S. Brown.  
Radio Director..... Louis E. Tilden  
TV Dir..... L. D. Griffith

*Branch Office*

10 Rockefeller Plaza, New York 20, N. Y.  
Eastern Mgr..... Carl S. Brown

*Radio Accounts*—The Quaker Oats Company (Quaker Puffed Wheat & Puffed Rice Sparkies), Pack-O-Ten, Pettijohns, Ful-O-Pep Feeds), Quaker Oats and Mothers' Oats, Sterling Drug Inc., (Dr. W. B. Caldwell Co. Division, Dr. Caldwell's Luxative Campho-Phenique), Colgate-Palmolive Peet Co. (Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Talc, Cashmere Bouquet Face Powder, Cashmere Bouquet Bean Cake, Ajax Cleanser).

**HAROLD J. SIESEL CO.**

424 Madison Ave., New York 17, N. Y.  
Phone ELdorado 5-0138

ABP—PPA—ANPA—APA

Partners..... Harold J. Siesel,  
Frieda W. Siesel  
Art Dir..... Jerome S. Niblette  
Prod. Mgr..... David Karp  
Space Buyer &  
Buyer Radio Time..... Harold Schindler  
Account Executives..... Harold J. Siesel,  
Harold Schindler

**THE SIGNET CORP.**

188 W. Randolph St., Chicago 1, Ill.  
Phone State 2254

Pres., Treas., Space Buyer,  
Pub. Dir..... Karl A. Kopetzky  
V. P., Prod. Mgr.,  
Space Buyer..... Jacqueline J. Silver  
Sec'y..... Samuel G. Rautbord  
Dir. Radio-TV, Time Buyer..... Al Milton  
*Radio Accounts*—K & K Studios, Lukko Sales Corp., Powell Products.

**SIMMONDS & SIMMONDS, INC.**

210 No. Wells St., Chicago 6, Ill.  
Phone ANdover 3-6645

ABP—ANPA—APA—PPA—NOAB

President..... Phil W. Tobias, Sr.  
Vice-Pres..... Albert M. Wolf  
Exec. Vice-Pres..... F. M. Simmonds, Jr.  
Sec'y. & Treas..... Carmen Guyot  
Art Dir..... Edward Zubbrick  
Prod. Mgr..... Kenneth H. Willert  
Radio & Pub. Dir..... Phil W. Tobias, Sr.  
Radio Time Buyer..... Marion B. Azzarello  
Research Dir..... Phil W. Tobias, Jr.

Account Executives..... Phil W. Tobias, Jr.,  
F. M. Simmonds, Jr., Russell Mullins, Al-  
bert M. Wolf, Wilson, H. L. Lewis, M.  
M. Mendelsohn.

*Branch Office*

611 Olive St., St. Louis 1, Mo.

Vice-Pres..... Merle Fuller  
Asst. to V.-P..... Dorothy van Horn

*Radio Accounts*—Dr. LeGear Medicine Co.,  
Security Mills, Inc., Haynes Milling Co.,  
James H. Gray Milling Co., B-I Beverage Co.

**DOUGLAS D. SIMON ADV., INC.**

280 Madison Ave., New York 16, N. Y.  
Phone LEXington 2-7873

ANPA

President-Treasurer..... Douglas D. Simon  
Vice-Presidents ..... Carolyn Glass,  
Charles Sandak.  
Secretary-Space Buyer..... Anita Chinkel  
Account Executives..... Charles H. Sandak,  
Carolyn Glass, Edward LeVangie.  
Production Manager..... Sidney Jerome  
Art Director..... Doris Brinkerhoff

**SIMON & GWYNN**

624 Commerce Title Bldg., Memphis 3, Tenn.  
Phone 5-2404

SNPA—ANPA—APA—NOAB—ABP

Partners..... Milton Simon, H. N. Gwynn  
Copy Chief..... W. B. Campbell  
TV & Mds. Dir..... Ralph Budis

*Radio Accounts* — American Snuff Co.,  
Barton Chemical Co., Donald Furniture  
Co., Eagle Manufacturing Co., Farrell-Cal-  
houn, Inc., Graham Furniture Co., The  
HumKo Co., Robilio & Cuneo (Ronco  
Foods).

**SIMONS-MICHELSON CO.**

1126 LaFayette Bldg., Detroit 26, Mich.  
Phone CHerry 3000

AAAA—PPA—APA—ANPA

Pres. and Treas..... Leonard N. Simons  
Vice-Pres and Sec..... Lawrence J. Michelson  
Prod. Mgr..... Arthur H. Copland  
Space Buyer..... C. Allison Belcher  
Art Director..... Al Sielaff  
Radio-TV Dir., Time & Talent Buyer

Marian Sanders  
Asst. Dir..... Rudy Simons

*Radio Accounts*—Burts, Inc., King Fur Co.,  
Contract Purchase Corp., Campus Record  
Shop, Cunningham's Drug Stores, Dossin's  
Food Products, Furs by Robert, Greenwald  
Jewelers, Grinnell Brothers, Harper Berk-  
shire Sales, Aaron DeRoy Motor Car Co.,  
Koepplinger Bakery, Mac-O-Lac Paints, Na-  
tional Clothing Store, The Schmidt Brewing  
Co., Scotland Woolen Co., Simmonds & Clark,  
Taylor's, Inc., Velvet Peanut Products, Gruen

## . . . Advertising Agencies . . .

Watch Co., Detroit Free Press, Saks Fifth Avenue.

*Television Accounts*—Cunningham's Drug Stores, Saks Fifth Avenue, The Schmidt Brewing Co.

### SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.  
Phone Wisconsin 7-8765  
ANPA—PPA—APA

President.....Albert Seiffer  
Vice-President.....Milton M. Heymann  
Media Dir.....Samuel Leddy

### W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.  
Phone Jackson 2163  
APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith  
V. P. & Secty.....G. B. Smith  
Art Dir.....F. J. Thomas  
Prod. Mgr.....L. M. Fallon  
Media Dir. & Copy Chief. Robert E. Jackson  
Radio Dir.....M. Witherspoon  
Space Buyer.....H. D. Peltier  
Account Executives.....Robert E. Jackson,  
H. D. Peltier, W. J. Smith.

*Radio Accounts*—Peerless Mfg. Co., Stratton & Terstegge Co.

### R. C. SMITH & SON, LTD.

80 King St., West, Toronto 1, Ont.  
Phone Elgin 9396

President.....Robert C. Smith  
V. P. & Prod. Mgr.....Adam F. Smith  
Secty-Treas.....M. A. Stoakley  
Space Buyer.....M. E. Craven  
Radio Dir.....G. A. Phare  
Account Executives.....E. C. Bradly,  
W. B. Fraser.

### SMITH-BULL & McCREERY, INC.

6642 Sunset Blvd., Hollywood 28, Calif.  
Phone HEmpstead 5671  
ANPA—PPA—NOAB—SNPA

President.....Walter K. McCreery  
Vice-President.....V. R. Dick Smith  
Secty-Treas.....Frank Bull  
Exec. Asst.....Earle Dumont  
Time Buyers.....Georgina Small,  
Virginia White.

Acct. Execs.....Charles B. Ganz,  
Richard Berggren, James Lester.  
Radio-TV Dir. Prod.....Richard Garton  
Copy Chief.....Richard Parker  
Publicity.....Henry Konesky

#### Branch Offices

350 5th Ave., New York 1, N. Y.

Manager.....Mayfield Kuyler  
611 Locews-Warfield Bldg., San Francisco, Cal.  
Manager.....Robert Selby

*Radio Accounts*—Seaboard Finance Co., Pan Pacific Auditorium, J. E. Coberly, Inc.,

Marshall & Clappett, Western Harness Racing Assn., Ice Follies, Ice Capades, Gallenkamp Shoe Stores.

*Television Account*—Pan Pacific Auditorium, Transmivro Products Corp.

### SMITH-MANSFIELD ADV.

315 Royal Hawaiian Ave., Honolulu 20,  
Hawaii  
Phone 9-0952

Partners.....Norbourn E. Smith,  
George C. Mansfield, Jr.

Art Dir.....Gene Wilson  
Dir. Media & Research.....Mary C. Wilson  
Account Executive.....Harry F. Cooper  
*Radio Accounts*—Dr. Pepper Bottling Co. (Dr. Pepper), Elks Committee Against Un-Americanism, Hawaiian Athletic Corp., Honolulu Rapid Transit Co., La Hula Rhumba, Nesbitt's Bottling Co., Pacific Sales Co., Travel Air, Inc.

### SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Penna.  
Phone, AT 9312

ABP—ANPA—FAAG—APA—PPA

President.....Ronald P. Taylor  
Chairman of Board.....Robert M. Jenkins  
Vice-President.....Lee Dillon  
Radio-TV Dir.....Thomas J. MacWilliams  
Script & Production.....Lee Sterne  
Account Executives.....Vaughn R. King,  
R. P. Taylor, Cook Thompson.

Musical Dir.....Al Marisco

*Radio Accounts*—Pittsburgh Brewing Co., Spear & Company, Pittsburgh Provision & Packing, Dad's Old Fashioned Root Beer, Sealy Mattress Co., Dr. Ellis Sales Co., Franklin Furniture Co., Polar Water Co., Eberhard & Ober Brewing Co., Surface Chemicals, Inc., Otto Milk Co.

*Television Accounts*—Pittsburgh Brewing Co., Eberhard & Ober Brewing, Spear & Co., Dad's Old Fashioned Root Beer, Sealy Mattress Co.

### SON DE REGGER ADV. AGENCY, INC.

1020 Locust St., Des Moines, Ia.  
Phone 3-3185

ANPA—APA—FAAG

President.....Lee Son De Regger  
Vice-Pres.....O. D. McKasson, Jr.  
Bus. Mgr.....C. Hupp  
Art Dir.....D. D. Neal  
Prod. Mgr.....Joseph Daniels  
Acct. Execs.....Michael J. O'Connor,  
Fred Carl, Gus Strauss.

TV Dir.....James Hill

*Radio Accounts*—National Soap & Refining Co., Grocers Wholesale Co., Mid-Continent Dist. Co.

## Advertising Agencies

### SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.

Phone, Delaware 5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen  
 Account Executive.....Erik Isgrig  
*Radio Accounts*—Bowey's, Inc., Sunway  
 Vitamin Co., J. P. Harding Restaurants, Old  
 Heidelberg Corp.

### C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.

Phone: 3-4789

Pres. Treas. & Radio Time Buyer

C. Jerry Spaulding

Asst. Treasurer.....Florence Winslow  
 Secretary.....H. H. Hartwell  
 Art Director.....Harvey Ball  
 Prod. Mgr.....Robert F. Hayward  
 Acct. Exec.....Seth Martin  
*Radio Accounts*—Local Firms.

### SPITZ & WEBB ADV. AGENCY

206 E. Genesee St., Syracuse 2, N. Y.

Phone 2-7228

ABP—APA—ANPA

Acct. Executives.....William Spitz,  
 Stephen M. Webb  
 Prod. Mgr.....C. Stuart Sheffield  
 Space Buyer.....Elenor Bellinger  
*Radio Accounts*—Best Ice Cream Co., C.  
 E. Chappell & Sons, Inc., Grange Silo Co.,  
 Inc., People Ice Co., Nettleton Shops, Inc.,  
 Greenway Brewery Co., Inc., Reynolds Mo-  
 tors, Inc., Syracuse Glass Co., Renee Packing  
 Company, Bieber-Isaacs Co., Inc.

### SPITZER & MILLS, LTD.

50 King St., West Toronto 1, Ont.

Phone PLaza 2811

ABC—CAN

President.....G. F. Mills  
 Exec. Vice-President.....J. W. Spitzer  
 General Manager.....W. H. Reid  
 Radio Director.....T. R. Hart  
 Assistants.....R. A. McCreath,  
 P. N. Harricks, Miss M. E. McCullagh.  
 Account Executives.....F. J. Collins,  
 W. G. Wallace, E. W. Hudson, B. A.  
 Hall, P. R. Charles, D. L. Breithaupt,  
 John Bedford, H. R. Jarman, E. B. Hig-  
 gins, Eric Anderson, J. E. Colby.

*Branch Offices*

1010 St. Catherines St., W., Montreal, P. Q.  
 Co-Managers.....V. L. Hanna,  
 D. McCrimmon.

675 West Hatings St., Vancouver, B. C.

Manager.....T. G. Vatcher  
 Account Executive.....J. H. Randle  
*Radio Accounts*—Colgate-Palmolive-Peat  
 Company Limited, The Quaker Oats Company  
 of Canada Limited, R. C. A. Victor Company,  
 The Toni Company, Canadian Breweries  
 (Quebec) Limited, Bell Telephone, Fruita-

lives Products Limited, Monarch Overall  
 Mfg. Co., Ltd., Canadian Cancer Society,  
 Langley's Ltd.

### CHARLES N. STAHL ADV. AGENCY

509 Broadway Arcade Bldg.

Los Angeles 13, Calif.

Phone MADison 7844

ABP

Owner-Manager.....Charles N. Stahl  
 Account Executive.....Henry Heller  
 Radio Dir.....Tom Cafferty  
 Time Buyer.....Kay Huldermann

*Branch Office*

208 Sheldon Bldg., San Francisco, Calif.

Manager.....John J. Casey  
*Radio Accounts*—Southern California, Den-  
 tal offices of Dr. Beauchamp, Model Furni-  
 ture Mfg. Co., Victor Chemical Co., Murphy  
 Motors, Broadway-Spring Arcade, Yorktown  
 Shirt Shops, Union Roofing Contractors,  
 Lighthouse Cafe.

### BARTON A. STEBBINS ADV. AGENCY

1250 Wilshire Blvd., Los Angeles 14, Calif.

Phone TRinity 8821

AAAA—ANPA—NOAB—ABP—APA

Owner.....Barton A. Stebbins  
 Account Executive.....Nat Jeffras  
 Radio Dir.....Ed. Bloodworth  
*Radio Accounts*—Signal Oil Company,  
 Shontex Co., E. F. Hutton & Co.,

### STEELE ADV. AGENCY, INC.

1032 M & M Bldg., Houston 2, Tex.

Phone CHarter 4-6408

Pres. & Radio Time Buyer

John Paul Goodwin

Secty.-Treas.....Wallace W. Brown  
 Vice-President.....Samuel H. Peak  
 Radio Dir.....Jim Sanders  
 Publicity Dir.....Betty Cantrell  
*Radio Accounts*—Admiration Coffee, Bama  
 Food Products, Camellia Creameries, Crus-  
 tene Shortening, Interstate Theatres, O.J.'s  
 Beauty Lotion, Stewart & Stevenson Serv.,  
 Nathan's Clothiers.

### HOWARD D. STEERE, ADVERTISING

2812 Book Tower, Detroit 26, Mich.

Phone CHerry 5688

Owner.....Howard D. Steere  
 Account Exec.....Charles R. Stout  
 Office Manager.....Gene Macauley  
 Art Director.....Rudolph K. Nauss

### STERLING ADVERTISING AGENCY, INC.

70 West 40th St., New York 18, N. Y.

Phone LONGacre 5-4610

PPA

Chairman of Board.....S. M. Broun  
 President.....Joseph S. Edelman  
 Secretary.....William Forray

## . . . Advertising Agencies . . .

Treasurer .....Herbert Goldsmith  
Radio-TV Director.....Myron L. Broun

### FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.

Phone 4-9339

NOAB—NAAN

Partners.....Fred D. Stevens,  
Gerald S. Stevens  
*Radio Accounts*—Wicks & Greenman, Corn-  
hill Bldg. & Loan Ass'n.

### STOCKTON, WEST, BURKHART, INC.

First National Bank Bldg., Cincinnati 2, O.  
Phone DUNbar 5600

AAAA—ANPA—PPA—NOAB—BMB

President & Treas.....Wm. Z. Burkhart  
Vice-Pres.-Secy.....Ranald S. West  
Vice-President.....Eric W. Stockton  
Vice-Pres. & Art Dir.....C. Thomas Martin  
Research Director.....Robert McDowell  
Acct. Execs. ....H. S. Lenz,  
J. D. Nelson, Jr., E. P. Broome, H. L.  
Robinson.

Radio-TV Director.....R. S. West  
*Radio Accounts*—Ohio Oil Co., Cincinnati  
Gas & Elec. Co., Central Trust Co., Cincin-  
nati Enquirer, U. S. Shoe Corp.

### STORM & KLEIN, INC.

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

Phone: MURray Hill 6-2820

ANPA—PPA

President, Secretary.....Allston E. Storm  
Executive Vice-President....Edward Klein  
V.-Pres. & Research Dir....Harry Chapperon  
Time Buyer .....Arthur J. Klein  
Art Director .....Frederick Widlicka  
*Radio Accounts*—The Tintex Company,  
New York City, Tints and Dyes; Park &  
Tilford, New York City, Perfumes and Cos-  
metics.

### ARTHUR W. STOWE ADV.

672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.  
Phone DRExel 8138

ANPA

Owner.....Arthur W. Stowe  
Office Manager.....E. Scott Colby  
General Production.....George Graham  
Layout .....Donald Kellar  
Artist .....Dorothy Nolte  
*Radio Accounts*—Taylor Automobile Co.,  
Western Auto Supply Co., Wilder's, Inc.  
Furniture, Stout Motors Trailer Division,  
So. Figueroa, Automotive Business Associ-  
ation.

### STRAUCHEN & McKIM ADV.

6 East Fourth St., Cincinnati 2, Ohio

Phone MA 1618-9

AAAA—ABP—NOAB—PPA

Sr. Partner.....Edmund R. Strauchen  
Jr. Partner.....G. F. McKim, Jr.

Radio Time Buyer....Edmund R. Strauchen  
Radio Director.....John G. Maupin  
Research Dir.....M. Taylor  
*Radio Accounts*—The Geo. Wiedmann  
Brewing Co., Inc., Geo. H. Newstedt Co., Ar-  
gus Industries.

### STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.

Phone: BRyant 9-2400

ANPA—PPA—ABC—NOAB—APA

President.....H. K. Finney  
Vice-President.....John F. Mayer  
General Manager.....Robert Finney  
Assistant General Manager...Frank Finney  
Secretary.....F. S. Park  
Treasurer.....Fred Hellar  
Director of Radio.....Howard Miller  
*Radio Accounts*—Doan's Pills, Ice-Mint,  
Allen's Foot-Ease, Beecham's Pills, Esptabs,  
Dil-Kil, Baby's Own Tablets (Canada),  
Children's Own Tablets (Canada), Dr. Wil-  
liams Pink Pills (Canada).

### DANIEL F. SULLIVAN CO.

413 Statler Off. Bldg., Boston 16, Mass.

Phone HANcock 6-7643-4-5

ANPA—PPA—APA

President.....Daniel F. Sullivan  
Treasurer.....William H. Sullivan  
Copy Chief.....Walter K. Munroe  
Production Manager.....James J. McCabe  
Sales Director.....Robert N. Sullivan  
Radio-TV Director.....Eugene F. Stafford

#### *Branch Office*

22 Monument Sq., Portland, Me.

*Radio Accounts*—Eastern Mass. St. Ry. Co.,  
E. H. Snow Canning Co., Metro Distributors,  
R. S. Robie, Inc., Revere Racing Assn., Bay  
State Raceways, Plasticlear Products, Inc.,  
Davis Bros. Fisheries, David-Morton Circua,  
Carling's Red Cap Distributors, Kaler, Car-  
nney, Liffler & Co., Specialized Truck Sales,  
Hertz System of New England, The Windham  
Co., Middlesex County National Bank, Mutual  
Savings Banks of Lowell, Bay State Midge-  
t Auto Racing Assn.

*Television Account*—Metro Distributors.

### SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

437 5th Ave., New York 16, N. Y.

Phone OREGon 9-2500

ANPA—PPA—NOAB—ABC

President.....R. F. Sullivan  
Vice-President.....D. D. Stauffer  
Vice-President.....R. T. Colwell  
Vice-President.....S. H. Bayles  
V.-P. & Secy.....J. P. Cohane  
V.-P. & Treas.....T. N. Wcatherby  
Vice-Pres.....A. K. Spencer  
Vice-Pres.....W. M. Spire  
V.-P. & Media Dir.....Francis Minehan  
Head Art Dir.....Robert West

## . . . Advertising Agencies . . .

Production Head.....George Andrew  
 V.-P. & Copy Chief.....J. Clifford Dillon  
 V.-P. & Research Dir.....Luther H. Wood  
 Controller.....M. Herbert King  
 V.-P. Radio & TV Dir.....Philip H. Cohen  
 Producer.....Thomas Victor  
 Television.....Richard R. Uhl

### Branch Office

1607 Vista del Mar Ave., Hollywood 28, Calif.  
 Director.....John J. Van Nostrand  
*Radio Accounts*—Noxzema Chemical Co.,  
 Smith Bros., Whitehall Pharmaceutical Co., Lever  
 Bros. Co., American Cigarette & Cigar Co.

### SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland 15, Ohio

Phone Main 7142

ANPA—PPA—NOAB—ABP—APA  
 Partners...John F. Sweeney, Frank G. James  
 Space Buyer.....T. M. Gregory  
*Radio Account*—Network: Firestone Tire  
 & Rubber Co.

### SYLVESTER-MEEDER ADVERTISING CORP.

90 S. Oak Knoll Ave., Pasadena 5, Calif.

Phone Sycamore 6-7791, Ryan 1-6121

Pres.-Prod. Mgr. & Copy Chief...E. Sylvester  
 Treasurer.....A. A. Sylvester  
 Art Dir.....Leon Gilmour

### SAMUEL TAUBMAN & CO.

1541 Sanson St., Philadelphia 2, Pa.

Phone LOenst 4-0792

Space Buyer.....S. Taubman  
 Radio Director.....M. Taylor  
 Copy Chief.....Raymond H. Love  
 Art Director.....B. Kistner  
*Radio Accounts*—Feinstein Furniture Co.,  
 Lester Lee Laboratories, Harry Krouse, Inc.,  
 The Big Store.

*Television Account*—Harry Krouse, Inc.

### J. D. TARCHER & CO., INC.

630 Fifth Ave., New York 20, N. Y.

Phone Circle 6-2626

ANPA—AAAA—PPA—APA—NOAB—ABP  
 President.....Jack D. Tarcher  
 Vice-President.....George R. Marek  
 Vice-President.....E. C. Ridley  
 Space Buyer.....W. W. Kirchert  
 Production Manager.....Jay R. Wieder  
 Art Director.....Dave Block  
 Copy Chief.....Ben F. Laitin  
 Research Director.....Leonard Tarcher  
 Radio-TV Dir.....Robert Kelly  
 Acct. Exces.....Jack D. Tarcher, George R.  
 Marek, E. C. Ridley, K. N. Whatmore.

*Radio Accounts*—Bennus Watch Co., Mc-  
 Kesson & Robbins, Inc., Personna Blade Co.,  
 Seaman Bros., Inc.

*Television Accounts*—Bennus Watch, Pe-  
 quot Mills.

### J. WALTER THOMPSON CO.

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

Phone MUrray Hill 3-2000

AAAA—ANPA—ABP—PPA—NOAB—ABC  
 President.....Stanley Resor  
 Vice-Pres. in Charge of Radio & Tele

John U. Reber  
 Radio Tele Time Buyer.....Linnea Nelson  
 Radio Tele Talent Buyer....Virginia Spragle

### Branch Offices

1549 North Vine St., Hollywood 28, Calif.  
 V.P.-Manager.....Cornwell Jackson  
 Vice-President.....Cal Kuhl  
 410 N. Michigan Ave., Chicago 11, Ill.  
 Vice-President and General Manager,

Henry T. Stantoo  
 Radio Director.....Harold R. Rorke  
 Radio Tele Time Buyer.....E. R. Fitzgerald  
 320 Calif. St., San Francisco, Calif.

Manager.....Fred Fidler  
 Radio Director.....Henry M. Jackson  
 Radio Time Buyer.....Frances Young  
 645 South Flower St., Los Angeles 36, Calif.  
 General Manager.....Robert B. Shirey  
 Radio Time Buyer.....Jane Hubert

*Radio-TV Accounts*—Atlantis Sales Corp.,  
 P. Ballantine & Sons, F. W. Boltz Corp., El-  
 gin National Watch Co., Fanny Farmer  
 Candy Shops, Ford Dealer Advertising  
 Groups, Homestead Bakery, Indiana Bell  
 Telephone, Johns-Manville Corp., Kraft Foods  
 Co., Lamont-Corliss, Langendorf United Bak-  
 eries, Inc., Lever Brothers Co., Libby, Mc-  
 Neill & Libby, Mentholatum Co., Leo J. Mey-  
 berg Co., Northern Trst Co., Pan American  
 World Airways, Pharma-Craft Corp., Penick  
 & Ford, Ltd., RCA Victor-Division of Radio  
 Corporation of America, Safeway Stores, Inc.,  
 Shell Oil Company, Inc., Standard Brands  
 Inc., Swift & Co., Thompson Products, Times,  
 Mirror Co., Ward Baking Co., Washington  
 State Apple Commission.

### TIMELY ASSOCIATES, INC.

70 East 45th St., New York 17, N. Y.

Phone MU 4-0286

ABP

President.....Daniel R. Prosnit  
 Treas.....David J. Diamond  
*Radio Accounts*—Progressive Life Ins. Co.,  
 Coro, Inc., Jacques Kreisler Mfg. Corp.,  
 Solon Palmer, L. & H. Stern, Inc., Voco, Inc.

### ALFRED F. TOKAR ADV.

850 Broad St., Newark 2, N. J.

Phone Mitchell 2-2561

ANPA—PPA

Partner.....A. F. Tokar  
 Partner & Space Buyer.....M. E. Bach  
 Radio Dir. & Buyer Radio Time...N. Tokar

## Advertising Agencies

### TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.  
Phone ELdorado 5-4404

ABP—NOAB—ANPA—PPA—APA

Chairman.....Wm. Irwin Tracy  
President.....Frank S. Kent  
V.P. & Art Dir.....Hugh Donnell  
Sec. & Treas.....George M. Pease  
Asst. Sec. & Treas.....Philip A. Baecker  
Radio-TV Program Dir.....Alfred S. Moss  
*Radio Accounts*—John Opitz, Inc., Salad Products Corp., H. C. Brill Co., Inc., J. W. Beardsley's Sons, The Taylor-Reed Corp., J. Ossola Co., Inc., House Of Price, Minot Food Packers, Inc.

### TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Tex.  
Phone Riverside 8655

APA—ABC—BMB—SNPA

President.....Raymond P. Locke  
Vice-Presidents.....Morris Hite,  
Monty Mann, G. G. Addington, Scott Leonard, Ernest Lovan.

V.P. & Treas.....J. H. Wellenkamp  
Secy.....R. H. Robins  
Radio Dir. & Head Time Buyer.....Monty Mann  
Time Buyers.....E. Parker,  
Mary B. Randle.

Account Execs.....Raymond P. Locke,  
Morris Hite, Scott Leonard, Ernest Lovan,  
G. D. Addington, Jr., Stanley W. Foran, Lew Purnell.

Copy Chief.....Glen G. Addington  
Mrd. Baird's Bread Cos., Borden Co., Southern Div.

*Radio Accounts*—Dr. Pepper Co., Burrus Mill & Elev. Co., Imperial Sugar Co., Byer-Rolnick Co., Republic Nat'l Bank, Dallas, Mrs. Baird's Bread Co., Dallas, Borden Co., Southern Div.

### TUDOR ADVERTISING AGENCY

299 Madison Ave., New York 17, N. Y.  
Phone MURray Hill 2-6653

President & Prod. Mgr.....W. Scott  
Secretary.....H. J. Miller  
Treas. & Art Dir.....L. Silverman  
Radio Director.....L. Maris

### THE TULLIS-VICTOR CO., INC.

6000 Sunset Blvd., Hollywood 28, Calif.  
Phone HEMPstead 6831

President.....Howard Tullis  
Vice-President.....A. J. Vietor  
Secy.-Treas.....Lewis G. Parsons

### VALLEY ADVERTISING CO.

113 W. 4th St., Weslaco, Tex.  
Phone WEslaco 175

PPA  
Pres., Treas., Radio Dir., Radio Time  
Buyer & Space Buyer.....J. D. Grafton  
Vice-President.....E. S. Grafton  
Secretary.....R. B. Blancett

Art Director.....L. Blancett  
Production Manager.....F. Schultz  
*Radio Accounts* — Borderland Citrus Groves, Valley Grande Academy.

### VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.  
Phone ELdorado 5-5185

Partners.....Victor van der Linde,  
Charlotte Raius.

Media Dir.....Agnes Kingsley  
*Radio Accounts* — L. Bamberger & Co., Beam Products Co., Berex Pharmacal Co., Dolcin Corp., Dolcin Ltd., Jarmane, Inc., C. F. Matlage Sales Co., James McCrery & Co.

### JOHN B. VAN DOMELEN, AGENCY

322-326 Federal Square Bldg.,  
Grand Rapids 2, Mich.

Phone 9-3453-4

PPA—ABP

Owner & Space Buyer.....J. B. Van Domelen  
Radio Dir.....E. J. Logie  
Acct. Exec.....R. F. Doornink, J. Newberry  
Prod. Mgr.....Jack Newberry

### VANGUARD ADVERTISING

15 East 40th St., New York 16, N. Y.  
Phone MURray Hill 5-4686

ABP—PPA—APA

President.....J. M. Russakoff  
Art Director.....Frank Haase  
Media.....Ed Bimberg  
*Radio Account*—Reba Plastics.

### VAN HECKER, INC.

664 No. Michigan Ave., Chicago 11, Ill.  
Phone DElaware 3122-3-4

NOAB—PPA—APA

President & Treas.....C. E. Van Hecker  
Account Exec.....W. F. Barkow  
Account Exec. & Space Buyer.....F. J. Guzk  
*Radio Accounts*—Local Loan Co., Pyroil Co.

### VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.  
Phone, LExington 5400

AAAA—ABP—ANPA—PPA—NOAB  
APA—ABC

President.....Wilbur VanSant  
Vice-President.....Robert E. Daiger  
V.P. & Acct. Execs.....Robert E. Daiger,  
H. G. Erck, C. M. Buchanan, T. F. C. Quinn.

Media & Research.....U. H. Moss  
Acct. Exec.....Wm. Dugdale  
Radio Dir.....J. D. Loden  
*Radio Accounts*—Fram Corp. (Network), International Bedding, York Wallpaper, National Radio Institute, The Glenn L. Martin Co., Sherwood Brothers, The Crosse & Blackwell Co., Rice's Bakery, The Wm. Schluderberg Co.

## . . . Advertising Agencies . . .

### VENABLE-BROWN CO., INC.

211 E. Fourth St., Cincinnati 2, Ohio  
Phone Parkway 6078, 6784  
ABP—ANPA—APA

President & Space Buyer.....B. W. Brown  
Vice-Prcs. & Space Buyer.....B. Venable  
Vice-President.....G. L. Service  
Sec'y-Art Dir. & Prod. Mgr....P. R. Harrover  
Trcas. & Buyer Radio Time...D. B. Mescher  
Acct. Execs.....B. Venable, G. L. Service,  
B. W. Brown.

### J. FRANKLYN VIOLA

155 West 42nd St., New York 18, N. Y.  
Phone CHickering 4-3254

President-Owner.....J. Franklyn Viola  
*Radio Accounts*—WEVD, WHOM, WOV,  
N. Y.; WHAT, Philadelphia; WNHC, New  
Haven; WKNB, New Britain, WCNV, New-  
burgh.

### WADE ADVERTISING AGENCY

20 N. Wacker Dr., Chicago 6, Ill.  
Phone State 7369

ANPA—PPA—APA—NOAB

President.....Albert G. Wade  
Exec. V.P.-Radio Director.....W. A. Wade  
Radio Time Buyer.....W. B. Condon  
Secretary-Treasurer.....E. N. Nelson  
Art Mgr.....Kenneth Banas  
Account Executives.....Booth Luck,  
P. C. Lund.

*Radio Accounts*—Miles Laboratories, Inc.,  
Murphy Products Co., Morris B. Sachs, Wear  
Proof Mat Co., Hoover Liniment Co., Haske-  
lite Mfg. Corp., Wait-Cabill Co.

### HUGO WAGENSEIL & ASSOCIATES

Talbot Bldg., Dayton 2, Ohio  
Phone Hemlock 5542

ABP—APA—AAAA—PPA—ANPA

President.....H. Wagenseil  
Secretary-Treasurer.....G. Wagenseil  
Production Manager.....W. J. Staggs  
Art Director.....E. Hageman  
Radio Director.....F. R. Harwood  
Public Relations.....C. W. Young  
Account Executive.....W. H. Ford

### WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.  
Phone Grant 1900

ANPA—ABP—PPA—APA—CAN

President.....William S. Walker  
Vice-Presidents.....Benjamin I. Davis, Jr.,  
C. P. Richardson.  
V.P. & Radio-TV Director...R. C. Woodruff  
Director.....Vic Seydel  
Producers.....Victor Maitland,  
Robert Stevens, Fred L. Newmeyer.

*Branch Office*

Suite 833, Hotel St. Regis, New York, N. Y.  
Eastern Radio Supervisor.....Victor Seydel

*Radio Accounts*—Duquesne Brewing Com-  
pany, Chartiers Valley Brewing Co., Henry  
Lohrey Packing Co., Vimco Macaroni Com-  
pany, Clearfield Fur Company, Mail Pouch  
Tobacco Co., Colonial Biscuit Company,  
Sterling Oil Company.

### WALLACE-FERRY-HANLY CO., INC.

430 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 4462

ABP

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President.....L. T. Wallace  
Secy.-Treas.....H. E. Lehman  
Manager.....C. L. Collette  
Prod.....J. T. Shengda  
Art. Dir.....A. L. Schuknecht  
Space & Radio Time Buyer. Blanche J. Slivka  
Radio Dir.....J. T. Ainley  
Radio Prod.....James T. Bloodworth  
Acct. Execs.....L. T. Wallace,  
C. L. Collette, M. G. Pierce, Lester  
Ploetz.

*Radio Accounts*—Campana Sales Co., A. G.  
Spalding & Bros.

### WILLIAM WARREN AGENCY

122 E. 42nd St., New York 17, N. Y.  
Phone LEXington 2-1795-4379

Partners.....Harry Solow Jr.,  
William Warren Solow.  
Radio Director.....Harry Solow Jr.  
Copy Chief.....Marilyn Kean  
Account Executives.....W. W. Solow,  
Stevens P. Jackson, Fred Yurman, J. C.  
Silverman.

Television Director....Stevens P. Jackson  
Asst. Tel. Dir.....W. W. Solow

*Radio Accounts*—Alexanders Dept. Store,  
Flag Pet Food Corp., Cardinal Neckwear,  
Strauss Stores, Metropolitan Training Ctr.,  
Face Contour Cosmetics, Cambridge School,  
No. 50 New-Lac, Monick Silverware Co.,  
Williams Heating Engin., Sachs Quality  
Stores, Pierce School, Sofia Bros., Ivel Furs,  
Herberts Diamonds, Bonded Auto Sales, War-  
ren-Connelly, Lucele, Ltd.

### WARWICK & LEGLER, INC.

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Phone Murray Hill 6-8585

AAAA—ANPA—PPA—ABP—ABC  
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Vice-Presidents.....Henry Legler,  
S. O. Youngheart, J. R. Warwick, Lester  
M. Malitz, Arthur Deerson, C. E. Staudin-  
ger.  
Radio Director.....Tevis Huhn

*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Cal.  
Radio Director.....Cecil Underwood



**Advertising Agencies**

*Radio Accounts*—Pabst Sales Co., Equitable Life Assurance Society of the U. S., Farnsworth Television & Radio Corp.

**NORMAN D. WATERS & ASSOCIATES, INC.**

6 E. 39th St., New York 16, N. Y.  
Phone MU 5-8950

ABP—PPA—NOAB—ANPA

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Exec. Vice-Pres.....Charles H. Whitebrook  
Secretary.....E. L. Waters  
Treasurer.....H. L. Waters  
Gen. Mgr.....Louis Landesman  
Copy Chief.....Adrian Kuhn  
Media Dir.....Richard Werden  
Art Dir.....Irving Cohan  
*Radio & Television Accounts*—Jay Bucknell, Inc., Spencer Shoe Corp., Stardust, Inc.

**WATTS, PAYNE ADV., INC.**

205 S. Cheyenne Ave., Tulsa 3, Okla.  
Phone 3-8108

ABP—APA—SNPA

President.....Don Watts  
Vice-President.....Leslie S. Hauger  
Secretary-Treasurer.....Oscar E. Payne  
Account Executive.....Don Dyer  
Production Manager.....S. B. Snyder  
Art Director.....Harold Carlross  
Time Buyers....Don Watts, Leslie S. Hauger  
Continuity .....Don Mitchell

*Branch Offices*

316 Fidelity Bldg., Dallas, Tex.

Manager.....Burke Gilliam  
Account Executives.....R. S. Hauger,  
Todd Merrill.

*Radio Accounts*—Oklahoma Tire & Supply Co., Kidds Cola, Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Good Luck Oil Company.

**TUCKER WAYNE & CO.**

98 Mitchell St., S.W. Atlanta 3, Ga.  
Phone Walnut 6701-2

ANPA—PPA—APA—ABP—SNPA  
NOAB—AAAA

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Vice-Pres. & Radio Talent.....C. W. Burgess  
Vice-Pres. & Time Buyer.....C. C. Fuller  
Radio Director.....D. D. Connab  
*Radio Accounts*—Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwab Co., Scripto Mfg. Co.

**LUTHER WEAVER & ASSOCIATES**

200 Globe Bldg., St. Paul 1, Minn.  
Phone Cedar 3777

AAAA—APA—APP

Owner & Chief Radio Buyer..Luther Weaver

Director of Radio-TV.....Don Gardner  
*Radio Accounts* — Twin City Wholesale Grocer Co., Twin Ports Wholesale Grocer Co., Minnesota Federal Savings & Loan Assn., Stewart Paint Mfg. Co., Falcon & Pilgrim Cleaners.

**R. W. WEBSTER ADVERTISING**

816 West 5th St., Los Angeles 13, Calif.  
Phone MADison 9-2283

APA

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Treasurer.....Irene Boyle  
Space & Time Buyer & Prod. Mgr.  
Richard T. Cuppy  
Art Directors.....Robert Magee,  
James N. Hastings  
Account Executive...Joy Garrison Berghell

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26 N. 18th St., Harrisburg, Pa. (Box 1024)  
Phone 4-1808

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Pres. & Space Buyer.....J. P. Weidenhamer  
Sec'y-Radio Dir. & Buyer Radio Time  
N. H. Weidenhamer  
Treas. & Prod. Mgr.....F. F. Bratten  
Art Director.....D. H. Bates  
*Radio Accounts*—Hershey Chocolate Corp., Hershey Estates, Madrid Ballroom, Megs Macaroni Co., Ryder's Dairy, E. B. Skarie Co., Wyand Baking Co., York Fair Assn.

**ARMAND S. WEILL CO., INC.**

170 Franklin St., Buffalo 2, N. Y.  
Phone Washington 6250

ABP—ANPA—APA

President.....Armand S. Weill  
Exec. V. P.-Treas.....Harold C. Desbecker  
V.P. & Radio Dir.....Robert K. Weill  
*Radio Accounts*—Chalmers Gelatine Corp., John Wiley Jones Co., Maloney Bros. Nursery Co., Inc., Templetons, Inc., S. C. Wells & Co.

**MILTON WEINBERG ADV. CO.**

325 W. Eighth St., Los Angeles 14, Calif.  
Phone TUCKer 4111

ANPA—PPA—ABC—APA

President & Time Buyer..Bernard Weinberg  
Media Director.....E. Cousino  
Radio Director.....W. H. Krauch  
*Radio Accounts*—Capitol Milling Co., Hollywood Film Studios, Hollywood Pantages Theater Corp., Hollywood Turf Club, May Co., Midtown Catcring So., Pep Boys of Calif., Savenick Tires, Thrifty Cut-Rate Drug Stores.

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30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 7-4282

ANPA—PPA—NOAB

President.....William H. Weintraub

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 Television Dir. . . . . Noran Kersta  
 Radio Dir. . . . . Theo. Cannon  
 Time Buyer. . . . . Wm. H. Weintraub, Jr.  
 Bus. Mgr. Radio Dept. . . . . Gladys York  
 Research Director. . . . . Dr. Leon Arons  
 Media Director. . . . . Lee M. Rich

*Radio & Television Accounts* — Kaiser-Frazer Corp., Frank H. Lee Company, Secman Brothers, Inc., Helbros Watch Co., Trimount Clothing Co., Wings Shirt Co., Conmar Prod. Corp.

### WALTER WEIR, INC.

250 W. 57th St., New York 19, N. Y.  
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 Vice-President. . . . . G. Baird  
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 V.P. & Art Director. . . . . A. E. Macon  
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 Copy Chief. . . . . M. Peter Artzt  
 Art Dir. . . . . Arthur Gordon  
 Prod. Mgr. . . . . Sally Green  
 Office Mgr. . . . . Max Tendrich  
 Radio-TV Dir. . . . . Lester J. Mallett  
 Time Buyer. . . . . Max Tendrich

#### *Branch Office*

400 N. Michigan Ave., Chicago Ill.

*Radio Accounts*—Columbia Pictures Corp., Albert Ehlers, Inc., Rensie Watch Co., Inc., United Artists Corp., Truwall Mrs., Inc., Flagstaff Foods, New Haven Clock & Watch Co.  
*Television Account*—Albert Ehlers, Inc.

### JOSEPH R. WEISSER, CO., INC.

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 Phone Hancock 6-1214-5-6

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 Art Director. . . . . P. Iandoli  
 Production Manager. . . . . R. S. Lambert  
 Copy Chief & Radio Time Buyer  
 Space Buyer. . . . . Bernjee Resnick  
 M. Golden

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11 W. 42nd St., New York 18, N. Y.  
 Phone, Wisconsin 7-5978  
 ANPA—PPA

Owner, Radio Dir. . . . . Ed L. Wertheim  
 Manager. . . . . Ed T. Wertheim  
 Art Dir. . . . . Jose L. Ramos  
 Account Executives . . . . . M. George,  
 E. Taylor Wertheim, Madeline George.  
*Branch Office*  
 1031 Arch St., Philadelphia 7, Pa.  
 Manager. . . . . Jean H. Breig

### WESTHEIMER & CO.

315 North Seventh St., St. Louis 1, Mo.  
 Phone Garfield 4080  
 ABP—NOAB—ANPA—PPA—APA

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 Vice-Pres. & Copy Chief. Samuel Westheimer  
 Vice-President. . . . . Wm. H. Mullgardt,  
 Wm. M. Widler, Emma D. Brohr.  
 Prod. Mgr. . . . . Clarence Hughes  
 Time & Space Buyer. . . . Elizabeth Ehrlich  
 TV Dept. . . . . Barbara Block,  
 Walter Harris.

*Radio Accounts*—Schutter Candy Co. (Old Nick & Bit-O-Honey candy bars), Centlivre Brewing Corp., Sears, Roebuck & Co. Bettendorf's Super Market, Vatterott Realty Co., Staten Island Cleaners, St. Louis County Tile Co., Peter Eckrich & Sons (Packing), Tiptop, Inc. (Kiddie Cookies), Big 1 Chevrolet Co., Valley Farm Dairy Co., Mutual Bank & Trust Co., Disco Distributing Co. (Motorola).

*Television Accounts* — Disco Distributing Co. (Motorola Radio and Television Sets), Sears, Roebuck & Co. (St. Louis), Nite-Lite (driving glasses), Tucker Oldsmobile Co.

### WESTON-BARNETT, INC.

217 W. 5th St., Waterloo, Iowa  
 Phone 4677  
 ABP—ANPA—PPA—APA

President. . . . . Wells H. Barnett  
 Vice-President. . . . . Phillips Taylor

#### *Branch Office*

520 N. Michigan Ave., Chicago 11, Ill.  
 Vice-Presidents. . . . . A. C. Barnett,  
 M. C. Swartz  
*Radio Accounts*—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

### TOM WESTWOOD ADV. AGENCY

416 West 8th St., Los Angeles 14, Calif.  
 Phone TRinity 8496-7

Owner & President. . . . . Tom Westwood  
 Time Buyer & Traffic. . . . . Agnes Bennett  
*Radio Accounts*—Hebrew-Christian Hour, Wings of Healing, Voice of China, So. Calif. Lutheran Hour.

**Advertising Agencies**

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15 W. 10th St., Kansas City 6, Mo.

Phone, Victor 7200

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 Sec. & Treas.....J. W. Whalen  
 Account Executives.....L. P. Staples, W. F. Pralle, S. Williams.

**WARD WHELOCK CO.**

Lincoln-Liberty Bldg., Philadelphia 7, Pa.

Phone Rittenhouse 6-7500

ANPA—PPA—APA—NOAB—ABC

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 Vice-Pres.-General Mgr.....Arthur A. Bailey  
 Vice-Presidents.....Robert Y. Brown,  
 Walter L. Stocklin, Ralph K. Strassman,  
 William R. Farrell.

Secretary-Treasurer.....William A. Dunn  
 Dir. Radio Dept.....Diana Bourbon

*Branch Offices*

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

Vice-President.....R. K. Strassman  
 Guaranty Bldg., Hollywood 28, Calif.

Radio Director.....Diana Bourbon  
*Radio Account*—Campbell Soup Co.

*Television Account*—Stephen F. Whitman  
 & Son, Inc.

**WILKINSON-SCHIWETZ & TIPS, INC.**

455 Caroline St., Houston 2, Tex.

Phone B 3-9301

AAAA—ABP—ANPA—NOAB

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 Vice-Pres.....Kern Tips  
 Mgr. Radio Dept.....Gene Heard  
 Mgr. TV Dept.....Kern Tips

*Radio Accounts*—American General Ins. Co., Mr. Baird's Bread, Geo. H. Dentler & Sons, Foley's, Fruit Bowl, Associated General Contractors, Houston Natural Gas Co., Humble Oil & Refining Co., Kuhn Paint Co., Raymond Pearson, Inc., Rettigs, Texas Gulf Sulphur Co.

*Television Account*—Humble Oil & Refining Co.

**WILLIAMS & SAYLOR, INC.**

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

Phone, LExington 2-3493

ANPA—PPA—APA—ABP—NOAB

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 Vice-President.....Walter T. Pollack  
 Secretary.....Sylvia Elliot  
 Space Buyer.....Mrs. I. Randall  
 Production Manager.....M. J. Osias

**WINIUS-DRESCHER-BRANDON, INC.**

1706 Olive St., St. Louis 3, Mo.

Phone CHEstnut 6380

AAAA—ABP—ANPA—PPA—BMB—CAN

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Vice-Presidents.....W. L. Sanborn,  
 W. J. Fuchs, C. A. Brandon, V. L. Morelock, J. M. Drescher.

Radio-TV Director.....Vernon L. Morelock  
 Asst. Radio-TV Director...Shirley M. Crespi  
 Traffic.....Betty R. Landau

*Branch Office*

1050 Canal Bldg., New Orleans 12, La.

Manager.....Walter Winius

*Radio Accounts*—American Packing Co., Boatmen's National Bank, F. Burkart Mfg. Co., Jackson Brewing Co., Endicott Johnson Corp., Emerson Electric Mfg. Co., Jax Beer Co., Missouri-Kansas-Texas Railroad, Mexican American Hat Co., Senoret Chemical Co.

*Television Accounts*—American Packing Co., Missouri-Kansas-Texas Railroad, Jackson Brewing Co.

**N. A. WINTER ADV. AGENCY**

11th Fl., Paramount Bldg., Des Moines 9, Ia.

Phone 4-9154

ABP—NOAB—APA—NAAN

Pres., Service Dir., Acct Ex.....N. A. Winter  
 Acct. Execs.....N. A. Winter, Jr.,  
 T. Bryce Spruill, Robert C. Lochrie.

Art Director.....Fred Stewart

**WOLFE-JICKLING-DOW & CONKEY, INC.**

76 West Adams, Detroit 26, Mich.

Phone Woodward 1-1865

AAAA—ABP—NOAB—ANPA—

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 Vice-President.....A. D. Conkey

Secy.-Treas.....C. M. Jickling  
 Acct. Exec.....R. E. Mulvogue

Art Director.....C. S. Brown  
 Radio-Television Director...J. A. Christensen

Asst. Radio-TV Dir.....Cyrilla Anderson,  
 J. E. Sherman.

Women's Features.....Patricia Tobin  
 Radio-TV Continuity Supervisor...Ruth Rice

Radio-TV Sales Contact...Florentine Urban

*Radio Accounts*—The J. L. Hudson Co., Schaefer Bakeries, Detroit Employers Assn.

*Television Account*—The J. L. Hudson Co.

**LESTER "L" WOLFF, INC.**

14 E. 39th St., New York 16, N. Y.

Phone MU 9-1440

ANPA—ABP—PPA

President.....Lester "L" Wolff  
 Exec. V. P.-Radio Dir.....Harry Carter

Vice-Presidents.....Frederick Roselius,  
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24 James St., Albany 7, New York  
Phone 4-5007; 4-7081

President.....Tedford L. Woodard  
Secretary-Treasurer.....R. David Fris  
Radio Director.....Mary Elizabeth Gaynor  
*Radio Accounts* — Old Capital Motors,  
McManus & Riley, Inc., Pen Crafts, The First  
Trust Co. of Albany, Albany Savings Bank,  
Albany Public Market.

### THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.  
Phone Wisconsin 7-0380

ABP—ANPA—PPA

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Vice-President.....Louis De Carmo  
Space Buyer.....Edith M. Knott  
*Radio Account*—New Haven Savings Bank.

### WORLD WIDE ADV. CORP.

11 W. 42nd St., New York 18, N. Y.  
Phone LO 5-4500

ANPA—APA—PPA

President.....N. T. Scholz  
Secretary.....Helen Karrow  
Treasurer.....Suzanne Carlin  
*Radio Accounts*—Parmelee Transp. Co.,  
National Transp. Co.

### WORTMAN, BARTON & GOOLD, INC.

345 Madison Ave., New York 17, N. Y.  
Phone MUrray Hill 4-2756

NOAB—ANPA—PPA

President-Treasurer.....E. B. M. Wortman  
V.P.-Sec.....D. N. Wortman  
Radio Time Buyer.....Hortense Essler  
Radio Director.....E. B. M. Wortman  
*Radio Accounts*—Book-of-the-Month Club,  
Inc., Parents Institute, Inc.

### ROBERT B. YOUNG, ADV. AGENCY

625 Market St., San Francisco 5, Calif.  
Phone SU 1-5411

AAAN—APA—PPA—ABP

President & Space Buyer.....R. B. Young  
Secretary.....D. Bucek  
Copy Chief & Pub. Dir.....M. J. Hickman  
Radio Dir. & Time Buyer.....W. O'Neill  
*Radio Accounts*—Northern Calif. Floral  
Industry, Sierra Candy Co.

### YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.  
Phone MUrray Hill 9-5000

ANPA — PPA — APA — AAAA —  
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Executive V. P.....Louis N. Brockway  
V. P., Chairman Plans Board

Charles L. Whittier

Vice-President.....Frank Fagan  
V. P., Director of Media and General

Production.....A. V. B. Geoghegan

Vice-Presidents.....Harry Harding,  
Edward Barnes, Harry B. Carpenter, J.  
Brooks Emory, Jr., John E. Grimm, Jr.,  
Garrit Lydecker, Donald Payne, Curtis  
G. Pratt, Albert Tilt, Jr., Walter B. C.  
Washburn, James D. Webb.

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V. P., Copy Director.....H. S. Ward

Director of Research.....Dr. P. Langhoff  
V. P., Art Director.....Walter K. Nield

V. P., Personnel Dir.  
Walter M. E. Sullivan

V. P., Dir. of International Div.  
Lorimer B. Stocum

Director of Publicity and Public  
Relations.....Harold Smith

Treasurer.....J. H. Geise  
Secretary and Assistant Treasurer

H. H. Enders

V. V., Dir. of Radio-TV.....S. L. Weaver, Jr.  
V. P. & Mgr. of Radio-TV.....Everard W. Meed

V. P., Associate Dir. of Radio & TV  
Joseph A. Moran

Supervisor of Radio Operations  
Frederic W. Wile, Jr.

Supervisor of Television Operations  
William E. Forbes

Associate Director of Radio, Manager of  
Radio-TV Time Buying...Carlos Franco

Manager, Radio & TV Commercial Copy  
John L. Swayze

Radio & TV Bus. Mgr.....Frederick A. Zaghi  
Radio & TV Publicity Director...Harry Rauch

#### Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.  
V. P. Radio & TV.....Walter Bunker

Vice-Pres. Adv. Service.....Don Barr  
333 North Michigan Ave., Chicago 1, Ill.

Vice-President-Manager.....John F. Whedon  
V. P., & Mdse. Dir.....D. G. Schneider

Vice-Pres.....Robert K. Edmonds  
Vice-Pres. & Art Dir.....Wm. W. Johnston

V. P., & Copy Dir.....Draper Daniels  
1866 Penobscot Bldg., Detroit 2, Mich.

Vice-President & Manager...Elliot E. Potter  
235 Montgomery St., San Francisco 4, Calif.

Manager.....Edward A. Merrill, Jr.  
1128 University Tower Bldg., Montreal, Que.

V. P., Mgr. Dir. of Canadian Offices  
A. R. McGill

Manager.....L. C. Arbuthnot  
80 King St., West, Toronto, Ont.

Mgr.....George T. Berthou  
24 St. James St., London, S.W.1, England

Managing Director.....George D. Bryson  
Edijo 7, Sexto Piso 711, Mexico City, Mex.

Managing Dir.....Dean Avery

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Taylor, Pearson & Carson Bldg.  
Calgary, Alberta  
Phone: M-7591

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Secretary-Treasurer.....E. M. Williams

### Branch Offices

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305 Victory Bldg., Toronto, Ont.  
Executive-in-charge.....G. F. Herbert  
911 Childs Bldg., Winnipeg, Man.  
Executive-in-charge.....P. H. Gayner  
198 West Hastings St., Vancouver, B. C.  
Executive-in-charge.....J. E. Baldwin  
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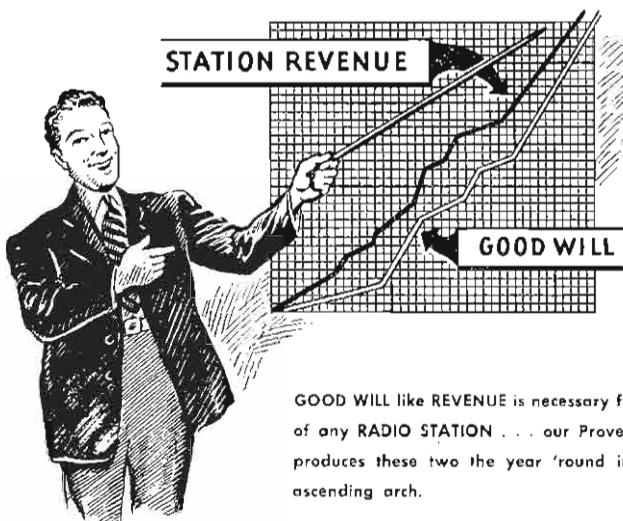
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Boise, Idaho; WBZ-WBZA, Boston-Springfield, Mass.; WGR, Buffalo, N. Y.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KRIS, Corpus Christi, Tex.; WOC, Davenport, Ia.; WHO, Des Moines, Ia.; KVOD, Denver, Colo.; WDMS, Duluth, Minn.; WDAY, Fargo, N. Dak.; WOWO, Ft. Wayne, Ind.; WBAP, Ft. Worth-Dallas, Tex.; KGMB-KHBC, Honolulu-Hilo, Hawaii; KXYZ, Houston, Tex.; WISH, Indianapolis, Ind.; KMBC-KFRM, Kansas City, Mo.; WAVE, Louisville, Ky.; WMAW, Milwaukee, Wis.; WTCN, Minneapolis-St. Paul, Minn.; WMCA, New York, N. Y.; WGH, Norfolk, Va.; KFAB, Omaha, Neb.; WMBD-WDZ, Peoria-Tuscola, Ill.; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.; KEX, Portland, Ore.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, Va.; KSDJ, San Diego, Calif.; KSD, St. Louis, Mo.; KIRO, Seattle, Wash.; WFBL, Syracuse, N. Y.; WTHI, Terre Haute, Ind.; WAAM, Baltimore, Md.; WOC-TV, Davenport, Ia.; WBAP-TV, Ft. Worth-Dallas, Tex.; WAVE-TV, Louisville, Ky.; WTCN-TV, Minneapolis-St. Paul, Minn.; WPIX, New York, N. Y.; WMBT, Peoria, Ill.; KSD-TV, St. Louis, Mo.

### THE FRIEDENBERG AGENCY, INC.

165 W. 46th St., New York 18, N. Y.

Phone: PL 7-7655

President.....H. A. Friedenber  
Treasurer.....L. P. Randell  
Vice-Pres.....Alvin Eicoff  
Vice-Pres.....Barney Friedenber

#### Branch Offices

333 N. Michigan, Chicago, Ill.

Executive-in-charge.....Alvin Eicoff  
6912 Hollywood Blvd., Hollywood, Cal.

Executive-in-charge.....Homer Griffith  
681 Market St., San Francisco, Cal.

Executive-in-charge.....Homer Griffith

*Stations Represented*—WJEL, Springfield, O.; WANO, Canton, O.; KOJM, Havre, Mont.; WLOA, Pittsburgh, Pa.; ALABAMA STATE GROUP: WOBB, Anniston, WVOK, Birmingham, WEBJ, Brearton, WKUL, Cullman, WXAL, Demopolis, WKIG, Dothan, WMFT, Florence, WCAD, Gadsden, WFUN, Huntsville, WWWW, Jasper, WKAB, Mobile, WMGY, Montgomery, WJHO, Opelika, WBTF, Troy, WTBC, Tuscaloosa, Ala.

### HOMER GRIFFITH COMPANY, INC.

6912 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLLYWOOD 6281

President.....Homer Griffith  
Treasurer.....Jerie Griffith

#### Branch Office

681 Market St., San Francisco, Cal.

Executive-in-charge.....Ruth Brooks

*Stations Represented* — WHTB, Talladega, Ala.; KPHO, Phoenix, Ariz.; KOPO, Tucson, Ariz.; KWSO, Mt. Shasta, Calif.; KLV, Oak-

## Radio-TV Station Representatives

land, Calif.; KSGN, Sanger, Calif.; KTKR, Taft, Calif.; KUBA, Yuba City, Calif.; KRDO, Colo. Springs, Colo.; KFXJ, Grand Junction, Colo.; WMVG, Milledgeville, Ga.; WROM, Rome, Ga.; WWGS, Tifton, Ga.; KCIL, Houma, La.; KWHK, Hutchinson, Kans.; WMIQ, Iron Mt., Mich.; KOJM, Havre, Mont.; KPRK, Livingston, Mont.; WHNC, Henderson, N. C.; KWON, Bartlesville, Okla.; KVLH, Paul's Valley, Okla.; KWIN, Ashland, Ore.; KORE, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KRNR, Roseburg, Ore.; KODL, The Dalles, Ore.; KMED, Medford, Ore.; WPAM, Pottsville, Pa.; KIOX, Bay City, Tex.; KDLK, Del Rio, Tex.; KSAM, Huntsville, Tex.; KRIO, McAllen, Tex.; KPDN, Pampa, Tex.; KVOP, Plainview, Tex.; KTFS, Texarkana, Tex.; KVOU, Uvalde, Tex.; KVIC, Victoria, Tex.; KWTX, Waco, Tex.; KOPP, Ogden, Utah; KPKW, Pasco, Wash.; WHBY, Appleton, Wis.

### MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza, New York 20, N. Y.  
Phone: CLeve 7-0644

President ..... Melchor Guzman  
Vice-President ..... A. M. Martinez  
*Stations Represented in—*Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, El Salvador, Uruguay and Venezuela.

### HEADLEY-REED COMPANY

405 Lexington Ave., New York 17, N. Y.  
Phone: MUrcuy Hill 3-5467

President ..... Frank M. Headley  
Vice-President ..... Dwight S. Reed  
Chairman of Board ..... Frank W. Miller, Sr.

#### Branch Offices

180 N. Michigan Ave., Chicago 1, Ill.  
Executive-in-charge ..... Dwight S. Reed  
2019 Penobscot Bldg., Detroit 26, Mich.  
Executive-in-charge ..... Harold V. Barrett  
Palmer Bldg., Atlanta 3, Ga.  
Executive-in-charge ..... Eli W. Sweatman  
300 Montgomery St., San Francisco 4, Cal.  
Executive-in-charge ..... Ralph W. Mitchell  
Taft Bldg., Hollywood, Cal.  
Executive-in-charge ..... Harold Lindley  
*Stations Represented —* WSGN, Birmingham, Ala.; WHBS, Huntsville, Ala.; WALA, Mobile, Ala.; WSFA, Montgomery, Ala.; KJBS, San Francisco, Calif.; WELI, New Haven, Conn.; WINX, Washington, D. C.; WCON, Atlanta, Ga.; WDAK, Columbus, Ga.; WROK, Rockford, Ill.; WCL, Ft. Wayne, Ind.; KSO, Des Moines, Ia.; WITH, Baltimore, Md.; WSAR, Fall River, Mass.; WSAM, Saginaw, Mich.; WTOK, Meridian, Miss.; KFEQ, St. Joseph, Mo.; KMMJ, Grand

Island, Neb.; WBAB, Atlantic City, N. J.; WHLD, Niagara Falls, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WFAS, White Plains, N. Y.; WWNC, Asheville, N. C.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; WJW, Cleveland, O.; WCOL, Columbus, O.; WFMJ, Youngstown, O.; WSAN, Allentown, Pa.; WFBC, Altoona, Pa.; WICU (Television), Erie, Pa.; WIAC, Johnstown, Pa.; WAPO, Chattanooga, Tenn.; KOI, Seattle, Wash.; WKOW, Madison, Wis.

### GEORGE P. HOLLINGBERRY CO.

307 N. Michigan Ave., Chicago 1, N. Y.  
Phone: ANdover 3-2636

President ..... George P. Hollingbery  
Gen. Mgr. (N. Y.) ..... F. E. Spencer, Jr.  
Sales Mgr. (N. Y.) ..... Frederiek F. Hague  
Sales Mgr. (Chi.) ..... Frank McCarthy  
Manager (L. A.) ..... Harry H. Wise, Jr.  
Manager (S. F.) ..... Knox LaRue  
Prom. Mgr. (N. Y.) ..... Ray Trotter  
Manager (Atl.) ..... Dan Schmidt, III

#### Branch Offices

420 Lexington Ave., New York 17, N. Y.  
Executive-in-charge ..... F. E. Spencer, Jr.  
411 W. 5th St., Los Angeles, 13, Cal.  
Executive-in-charge ..... Harry H. Wise, Jr.  
235 Montgomery St., San Francisco 4, Cal.  
Executive-in-charge ..... Knox LaRue  
223 Peachtree St., Atlanta 3, Ga.  
Executive-in-charge ..... Dan Schmidt, III  
*Stations Represented—* WADC, Akron, O.; WGST, Atlanta, Ga.; WRDW, Augusta, Ga.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WINR, Binghamton, N. Y.; Gem Network, Idaho; KOPR, Butte, Mont.; WTMA, Charleston, S. C.; WAAF, Chicago, Ill.; WRBL, Columbus, Ga.; WBTM, Danville, Va.; WHIO, Dayton, O.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WFAU, Eau Claire, Wis.; KTSM, El Paso, Tex.; WBIG, Greensboro, N. C.; WJDJ, Jackson, Miss.; KSJB, Jamestown, N. D.; KGHJ, Little Rock, Ark.; WLVA, Lynchburg, Va.; WISC, Madison, Wis.; WFOD, Miami, Fla.; KGVO, Missoula, Mont.; WVEZ, New Orleans, La.; KOWH, Omaha, Neb.; WHOO, Orlando, Fla.; KOOL, Phoenix, Ariz.; WMAK, Nashville, Tenn.; KOLO, Reno, Nev.; WIJAM, Rochester, N. Y.; KITO, San Bernardino, Cal.; KIST, Santa Barbara, Cal.; WSAV, Savannah, Ga.; WARM, Seranton, Pa.; KVI, Seattle, Wash.; KSCJ, Sioux City, Ia.; KNEW, Spokane, Wash.; WSPR, Springfield, Mass.; KGRX, Springfield, Mo.; WREN, Topeka, Kan.; KCNA, Tucson, Ariz.

### HAL HOLMAN COMPANY

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: FRanklin 2-0016

Owner ..... Hal Holman

## Radio-TV Station Representatives

### Branch Offices

4 E. 41st St., New York 17, N. Y.  
 Executive-in-charge.....Gerald T. Stanley  
 6381 Hollywood Blvd., Los Angeles, Cal.  
 Executive-in-charge.....Tracy Moore  
 79 Post St., San Francisco, Cal.  
 Executive-in-charge.....Tracy Moore

**Stations Represented** — WTCM, Traverse City, Mich.; WATZ, Alpena, Mich.; WIBM\*, Jackson, Mich.; WHFB, Benton Harbor, Mich.; WKNX, Saginaw, Mich.; WHLS, Port Huron, Mich.; WCAZ, Carthage, Ill.; WKAN, Kankakee, Ill.; WLDS, Jacksonville, Ill.; WEXT, Milwaukee, Wis.; WCBC, Anderson, Ind.; WCRK, Morristown, Tenn.; WHIR, Danville, Ky.; WCLE, Clearwater, Fla.; KWBM, Williston, N. D.; KCAF, Gainesville, Tex.; WATT, Cadillac, Mich.; WMBN, Petoskey, Mich.; WPAG, Ann Arbor, Mich.; WILS, Lansing, Mich.; WMUS, Muskegon, Mich.; WSIV, Pekin, Ill.; WCRA, Effingham, Ill.; WIBV, Belleville, Ill.; WVLN, Olney, Ill.; WTWT, Stevens Point, Wis.; WLBC\*, Muncie, Ind.; WGNB, Murfreesboro, Tenn.; WAYX, Waycross, Ga.; KNEB, Scottsbluff, Neb.; KSEL, Lubbock, Tex.; KFXJ, Grand Junction, Col.

\* Represented in the Western territory only.

### THE KATZ AGENCY, INC.

500 Fifth Ave., New York 18, N. Y.  
 Phone: Wisconsin 7-8620

President.....George R. Katz  
 Exec. V. P. & Gen. Mgr.....Eugene Katz  
 V. P. & Sales Mgr.....George W. Brett  
 Treasurer.....Morris J. Beck  
 Secretary.....Theodore E. Kruglak  
 Chg. or Research & Pro. Daniel H. Denenholz  
 TV Dept. Head.....Edward Codel

### Branch Offices

307 N. Michigan Ave., Chicago 1, Ill.  
 Executive-in-charge.....Gerald H. Gunst  
 General Motors Bldg., Detroit 2, Mich.  
 Executive-in-charge.....Ralph Bateman  
 Bryant Bldg., Kansas City 6, Mo.  
 Executive-in-charge.....Thomas J. Flanagan, Jr.  
 22 Marietta St. Bldg., Atlanta 3, Ga.  
 Executive-in-charge.....Fred Bell  
 Republic Bank Bldg., Dallas 5, Tex.  
 Executive-in-charge.....Frank Brimm  
 Monadhock Bldg., San Francisco 5, Cal.  
 Executive-in-charge.....Donald C. Staley  
 530 W. Sixth St., Los Angeles 14, Cal.  
 Executive-in-charge.....Stanley J. Reulman

**Stations Represented** — KXKW, Albany, N. Y.; WAGA\*, Atlanta, Ga.; KGHL, Billings, Mont.; WCOP, Boston, Mass.; WMT, Cedar Rapids, Ia.; WIND, Chicago, Ill.; WKRC, Cincinnati, O.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; KRNT,

Des Moines, Ia.; WJBK, Detroit, Mich.; WEOA, Evansville, Ind.; WMMN, Fairmont, W. Va.; WFDF, Flint, Mich.; WOOD, Grand Rapids, Mich.; KGU, Honolulu, T. H.; WFBM, Indianapolis, Ind.; WPDQ, Jacksonville, Fla.; WMAZ\*, Macon, Ga.; WREC, Memphis, Tenn.; WGBS, Miami, Fla.; WISN, Milwaukee, Wis.; WSIX, Nashville, Tenn.; WKST, New Castle, Pa.; WWL, New Orleans, La.; WKY, Oklahoma City, Okla.; WEEK, Peoria, Ill.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WARC, Rochester, N. Y.; KUTA, Salt Lake City, Utah; WTOC\*, Savannah, Ga.; KHQ, Spokane, Wash.; WDAE, Tampa, Fla.; WSPD, Toledo, O.; WOL, Washington, D. C.; WNAX, Yankton, S. D.; Sioux City, Iowa.

**TV Stations** — WAGA-TV, Atlanta, Ga.; WMAR-TV, Baltimore, Md.; WJBK-TV, Detroit, Mich.; WFIL-TV, Philadelphia, Pa.; WSPD-TV, Toledo, O.

\* The Georgia Trio.

### JOHN KEATING

414 Alderway Building, Portland 5, Ore.  
 Phone: Beacon 4107

7—Sta. Reps.—Radio Annual .....  
 Manager.....John D. Keating

### Branch Office

408 Second & Pine Bldg., Seattle 1, Wash.  
 Executive-in-charge.....James A. McLoughlin  
**Stations Represented** — OREGON: KAST, Astoria; KBKR, Baker; KBNB, Bend; KFJL, Klamath Falls; KLBW, La Grande; KMED, Medford; KNPT, Newport; KODL, The Dalles; KOOS, Coos Bay; KORE, Eugene; KRNR, Roseburg; KRUL, Corvallis; KSLM, Salem; KSRV, Ontario; KTIL, Tillamook; KUIN, Grants Pass; KWIL, Albany; KWIN, Ashland; KWRC, Pendleton; WASHINGTON: KBRC, Mt. Vernon; KBRO, Bremerton; KELA, Centralia; KGA, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KOMW, Omak; KONP, Port Angeles; KPKW, Pasco; KPQ, Wenatchee; KRKO, Everett; KUJ, Walla Walla; KVAN, Vancouver; KVOS, Bellingham; KWLK, Longview; KXRO, Aberdeen; IDAHO: KBIO, Burley; KFXO, Nampa; KRLC, Lewiston; KTFI, Twin Falls; KWAL, Wallace; KIEM, Eureka, Cal.

### KEENAN & EICKELBERG

2978 Wilshire Blvd., Los Angeles 5, Cal.  
 Phone: FAirfax 8458

Resident Partner.....Wilbur Eickelberg  
 TV Dept. Head.....Franklin Dougherty

### Branch Office

235 Montgomery St., San Francisco 4, Cal.  
 Executive-in-charge.....W. Hubbard Keenan  
**Stations Represented**—WOIC, Washington, D. C.; WOR-TV, New York, N. Y.; WGN-TV, Chicago, Ill.

## Radio-TV Station Representatives

### KETTELL-CARTER

Park Square Building, Boston 16, Mass.  
Phone: Liberty 2-5799

Partner ..... Elmer Kettell  
Partner ..... Marjorie Carter  
Stations Represented—WOR\*, New York, N. Y.; WSYR, Syracuse, N. Y.; WHCU, Ithaca, N. Y.; WNEB, Worcester, Mass.; WACE, Chicopee-Springfield, Mass.; WMNB, North Adams, Mass.; WBEC, Pittsfield, Mass.; WALE, Fall River, Mass.; WHIM, Providence, R. I.; WSKI, Montpelier, Vt.; Pine Tree Group of Maine (WABI-WLAM-WPOR-WTVL); New Hampshire Group (WFEA-WKNE-WLNH-WMOU); Boston Supplement Group (WBKA-WHAV-WKOX).

\* New England Only.

### JOSEPH HERSHEY MCGILLVRA, INC.

366 Madison Ave., New York 17, N. Y.  
Phone: MURRAY Hill 2-8755

President..... Joseph H. McGillvra  
Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.  
684 S. Lafayette Pk. Pl., Los Angeles 5, Calif.  
68 Post St., San Francisco 4, Calif.  
294½ Peachtree St., Atlanta 1, Ga.

Stations Represented—WKAX, Birmingham, Ala.; WAGF, Dothan, Ala.; WGAD, Gadsden, Ala.; KGER, Long Beach-Los Angeles, Calif.; KGHF, Pueblo, Colo.; WBAY, Coral Gables-Miami, Fla.; WMFJ, Daytona Beach, Fla.; KIRK, West Palm Beach, Fla.; WTAN, Clearwater, Fla.; WIVY, Jacksonville, Fla.; WERD, Atlanta, Ga.; WLAQ, Rome, Ga.; WLAG, LaGrange, Ga.; WJOL, Joliet, Ill.; WJOB, Hammond, Ind.; WASK, Lafayette, Ind.; KSMN, Mason City, Ia.; KSIG, Crowley, La.; WBMD, Baltimore, Md.; WFMD, Frederick, Md.; WKOJ, North Adams, Mass.; WGRD, Grand Rapids, Mich.; WOAP, Owosso, Mich.; WFPG, Atlantic City, N. J.; WKRT, Cortland, N. Y.; WKNY, Kingston, N. Y.; WMFF, Plattsburg, N. Y.; WJLL, Niagara Falls, N. Y.; WALL, Middletown, N. Y.; WBBB, Burlington, N. C.; KGIV, Charlotte, N. C.; WKNS, Kinston, N. C.; WGNL, Wilmington, N. C.; WMBL, Morehead City, N. C.; WNCA, Asheville, N. C.; WSTV, Steubenville, O.; WRRN, Warren-Youngstown, O.; WCED, DuBois, Pa.; WDAD, Indiana, Pa.; WKRZ, Oil City, Pa.; WPIT, Pittsburgh, Pa.; WJPA, Washington, Pa.; WJMJ, Philadelphia, Pa.; WBPZ, Lock Haven, Pa.; WLAT, Conway, S. C.; WDSC, Dillon, S. C.; WESC, Greenville, S. C.; WCRS, Greenwood, S. C.; WFIG, Sumter, S. C.; WOLS, Florence, S. C.; WBSC, Bennettsville, S. C.; WMRA, Myrtle Beach, S. C.; KRCT, Baytown, Houston, Texas; WSYB, Rutland, Vt.; WFHG, Bristol, Va.; WCHV, Charlottesville, Va.; WDVA, Danville, Va.; KVOS, Bellingham, Wash.; KFIQ,

Spokane, Wash.; KMO, Tacoma, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; KRKO, Everett, Wash.; WWNR, Beckley, W. Va.; WGKV, Charleston, W. Va.; WHAR, Clarksburg, W. Va.; WPLH, Huntington, W. Va.; WRON, Ronceverte, W. Va.; WCOM, Parkersburg, W. Va.; CJCJ, Calgary, Alberta; CKCW, Moncton, New Brunswick; CFCO, Chatham, Ontario; CKSF, Cornwall, Ontario; CKTB, St. Catharines, Ontario; CHUM, Toronto, Ontario; CKCO, Ottawa, Ontario; CJIC, Sault Ste. Marie, Ontario; CHLP, Montreal, Quebec; CHGB, Ste. Anne de La Pocatiere, Quebec.

### FRANK J. McHUGH, JR.

333 SW Oak, Lewis Bldg., Portland 4, Oregon  
Phone: Broadway 3210

Stations Represented—KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KUGN, Eugene, Ore.; ABC, Pacific Coast Network.

### ROBERT MEEKER ASSOCIATES, INC.

521 Fifth Ave., New York 17, N. Y.  
Phone: MURRAY Hill 2-2170-1

Gen. Mgr. TV Dept. Head. Robert D. C. Meeker  
Eastern Manager..... Louis J. F. Moore  
Robert L. Dreher

#### Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.  
Midwest Manager..... E. Eugene Eshleman  
Executive-in-Charge..... Lois Thompson  
6381 Hollywood Blvd., Los Angeles 28, Calif.  
West Coast Manager..... Tracy Moore  
79 Post St., San Francisco, Calif.

Executive-in-Charge..... Frances Donahue

Stations Represented—WHOL, Allentown, Pa.; WRTA, Altoona, Pa.; WDWS, Champaign, Ill.; WKBB, Duquesne, Ia.; WEST, Easton, Pa.; WJPS, Evansville, Ind.; WARK, Hagerstown, Md.; WKBO, Harrisburg, Pa.; WAZL, Hazleton, Pa.; WCFC, Kalamazoo, Mich.; WKMO, Kokomo, Ind.; WCAL, Lancaster, Pa.; WJIM, Lansing, Mich.; WMAM, Marinette, Wis.; WMGY, Montgomery, Ala.; WBSR, Pensacola, Fla.; WRAW, Reading, Pa.; WKBV, Richmond, Ind.; WHBL, Sheboygan, Wis.; WMBS, Uniontown, Pa.; WGAT, Utica, N. Y.; WJNO, West Palm Beach, Fla.; WDEL, Wilmington, Del.; WORK, York, Pa.

### NATIONAL BROADCAST SALES

2320 Bank of Commerce Bldg.,  
25 King St. West, Toronto, Ont., Canada  
President..... Roy H. Thomson  
Manager..... Jack M. Davidson  
Branch Office  
Medical Arts Bldg., Montreal, Quebec  
Manager..... R. A. Lesiel



## Radio-TV Station Representatives

*Stations Represented* — CJCH, Halifax, N. S.; CJAD, Montreal, Que.; CHAD, Amos, Que.; CKVD, Val d'Or, Que.; CKRN, Rouyn, Que.; CKWS, Kingston, Ont.; CJFX, Antigonish, N. S.; CHEX, Peterborough, Ont.; CKTB, St. Catharines, Ont.; CHOK, Sarnia, Ont.; CFPA, Port Arthur, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; ZFY, Georgetown, British Guiana; CKMO, Vancouver, B. C.; \*CKEY, Toronto, Ont.; \*CHML, Hamilton, Ont.

\*Represented by Montreal office only.

### NATIONAL BROADCASTING COMPANY

*National Spot and Local Sales Division*  
30 Rockefeller Plaza, New York 20, N. Y.  
Phone: Circle 7-8300

Director.....James V. McConnell  
Manager.....John S. deRussy  
Advertising & Prom. Mgr.....Jacob A. Evans  
Representative.....Frank R. Bowes  
Representative.....William Buschgen  
Representative.....Robert E. Button  
Representative.....Richard H. Close  
Representative.....John Dodge  
Representative.....James P. Gillis  
Representative.....Charles Philips  
Sales Service Manager.....Caroline Herbert

#### *Branch Offices*

Merchandise Mart, Chicago 54, Ill.  
Executive-in-Charge.....Oliver Morton  
NBC Building, Cleveland 4, Ohio  
Sunset & Vine, Hollywood 28, Calif.  
Executive-in-Charge.....Robert Howard  
NBC Building, San Francisco 2, Calif.  
Executive-in-Charge.....Carl A. Nielsen  
*Stations Represented—(Radio Stations)—*  
WNBC, New York, N. Y.; WMAQ, Chicago, Ill.; WTAM, Cleveland, O.; WRC, Washington, D. C.; KNBC, San Francisco, Calif.; KOA, Denver, Col.; WGY, Schenectady, N. Y.; *(Television Stations):* WNBT, New York, N. Y.; WNBO, Chicago, Ill.; WPTZ, Philadelphia, Pa.; KNBH, Hollywood, Calif.; WNBK, Cleveland, O.; WNBW, Washington, D. C.; WBZ-TV, Boston, Mass.; WRGB, Schenectady, N. Y.; WTVR, Richmond, Va.

### PAN AMERICAN BROADCASTING COMPANY

330 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-0810

Vice President.....Eugene Bernald  
Manager.....Arthur Gordon  
Asst. Manager.....Martin L. Nierman

#### *Branch Offices*

228 No. LaSalle St., Chicago 1, Ill.  
Executive-in-Charge.....Fred R. Jones  
6912 Hollywood Blvd., Hollywood 28, Calif.  
Executive-in-Charge.....Homer Griffith  
Mills Bldg., San Francisco, Calif.

Executive-in-Charge.....Duncan Scott  
2979 Wilshire Blvd., Los Angeles, Calif.  
Executive-in-Charge.....A. O. Dillenbeck  
*Stations Represented—Five Stations of Alaskan Broadcasting System—*Alaska, Barbados, Bolivia, Chile, Colombia, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, British Guiana, Dutch Guiana, Haiti, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Trinidad, Venezuela, France, Portugal, North Africa, South Africa, Fiji Islands, China.

### JOHN E. PEARSON COMPANY

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: Franklin 2-2359

Owner.....John E. Pearson  
Account Executive.....Kay Fisher  
Midwest Sales Mgr.....Frank T. Breslin  
*Branch Offices*

250 Park Ave., New York 17, N. Y.

Executive-in-Charge.....Hines Hatchett  
Dierks Bldg., Kausas City, Mo.

Executives-in-Charge.....Owen Balch,  
Chris Mitchell

684 S. Lafayette Pl. Pl., Los Angeles, Calif.  
Executives-in-Charge.....R. W. Walker,  
Lee O'Connell

68 Post St., San Francisco, Calif.

Executive-in-Charge.....Roger Parratt

*Stations Represented—*KCMO, Kansas City, Mo.; KOAM, Pittsburgh, Kan.; KELO, Sioux Falls, S. D.; KVGB, Great Bend, Kan.; WEW, St. Louis, Mo.; KRRV, Sherman, Tex.; *Oscar Hirsch Stations* — WHIZ, Zanesville, O.; WAOV, Vincennes, Ind.; WJPF, Herrin, Ill.; WIRE, Indianapolis, Ind.; WMMJ Peoria, Ill.; KHMO, Hannibal, Mo.; *Gleeson (Calif.) Stations West Texas Group—*KMAC, San Antonio, Tex.; WJHL, Johnson City, Tenn.; *S. Minnesota Group—*WDIA, Memphis, Tenn.; KGKB, Tyler, Tex.; KWTO, Springfield, Mo.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KSAL, Salina, Kan.; *Florida Group—*KXOL, Fort Worth, Tex.; *Niann Stations—*(WLAP, WBIR, WCML, KFDD); WDUK, Durham, N. C.; WMLX, Mt. Vernon, Ill.; KWOC, Poplar Bluff, Mo.; KPAB, Laredo, Tex.; *Central Valley Group of California—*WLAU, Grand Rapids, Mich.; KTRN, Wichita Falls, Tex.; WGOV, Valdosta, Ga.

### JOHN H. PERRY ASSOCIATES

310 East 45th St., New York 17, N. Y.  
Phone: MUrray Hill 7-1647

Gen. Manager.....William K. Dorman  
Salesman.....R. S. Mandeville  
Salesman.....W. T. Kelly

#### *Branch Offices*

122 S. Michigan Ave., Chicago 3, Ill.

Executive-in-Charge.....F. W. Thurneau  
12 South 12th St., Philadelphia 7, Pa.

Executive-in-Charge.....Robert Hitchings  
General Motors Bldg., Detroit 2, Mich.

Executive-in-Charge.....John Cole

## Radio-TV Station Representatives

1220 Rhodes-Haverty Bldg., Atlanta 3, Ga.  
Executive-in-Charge.....Mrs. Alice S. Grant

*Stations Represented*—WJHP, Jacksonville, Fla.; WCOA, Pensacola, Fla.; WDLP, Panama City, Fla.; WTMC, Ocala, Fla.; WTAL, Tallahassee, Fla.; WWPG, Palm Beach, Fla.; WALT, Tampa, Fla.; WINZ, Miami Beach, Fla.

### EDWARD PETRY & CO., INC.

17 East 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-4400

President.....Edward Petry  
Secretary-Treasurer.....Henry I. Christal  
Vice-President.....Edward E. Voynow  
Television Dept. Head.....J. E. diDonato

#### Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.  
Executive-in-Charge.....Edward E. Voynow

General Motors Bldg., Detroit 2, Mich.  
Executive-in-Charge.....William Cartwright

Ross Bldg., San Francisco 4, Calif.  
Executive-in-Charge.....Earle H. Smith

601 West Fifth St., Los Angeles 13, Calif.  
Executive-in-Charge.....Chester G. Matson

Shell Bldg., St. Louis 3, Mo.  
Executive-in-Charge.....George A. Kercher

New Palmer Bldg., Atlanta 3, Ga.  
Executive-in-Charge.....Charles F. Grisham

Statler Bldg., Boston 16, Mass.  
Executive-in-Charge.....Arthur C. Smith

*Stations Represented*—WSB, Atlanta, Ga.; WBAL, Baltimore, Md.; WNBC, Boston, Mass.; WICC, Bridgeport, Conn.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, O.; WFAA, Dallas-Ft. Worth, Tex.; WJR, Detroit, Mich.; KARM, Fresno, Calif.; WONS, Hartford, Conn.; KPRC, Houston, Tex.; WDAF, Kansas City, Mo.; KFOR, Lincoln, Neb.; KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; WFIAS, Louisville, Ky.; WLLH, Lowell-Lawrence, Mass.; WTMJ, Milwaukee, Wis.; KSTP, Minneapolis-St. Paul, Minn.; WSM, Nashville, Tenn.; WSMB, New Orleans, La.; WTAR, Norfolk, Va.; KOIL, Omaha, Neb.; WIP, Philadelphia, Pa.; WMTW, Portland, Me.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WRNL, Richmond, Va.; WOAI, San Antonio, Tex.; KQW, San Francisco, Calif.; KOMO, Seattle, Wash.; KTBS, Shreveport, La.; KGA, Spokane, Wash.; WMAS, Springfield, Mass.; WAGE, Syracuse, N. Y.; KVOO, Tulsa, Okla.; WSAU, Wausau, Wis.; WWVA, Wheeling, W. Va.; KFII, Wichita, Kans.; WAAB, Worcester, Mass.; The Yankee Network. The Texas Quality Network. *Television Stations*—WBAL-TV, Baltimore, Md.; WNBC-TV, Boston, Mass.; WBEN-TV, Buffalo, N. Y.; KFI-TV, Los Angeles, Calif.; WTMJ-TV, Milwaukee, Wis.; KSTP-TV, Minneapolis, St. Paul, Minn.

### RA-TEL REPRESENTATIVES, INC.

420 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 4-2549

President.....C. A. G. Kuipers  
Treasurer.....S. P. Mahoney  
Secretary.....C. W. Beller  
Vice-President.....A. W. Howe  
Executive-in-Charge.....Martin McGeehan  
General Manager.....James W. LeBaron

#### Branch Offices

203 N. Wabash Ave., Chicago, Ill.  
Executive-in-Charge.....Martin McGeehan  
420 Lexington Ave., New York 17, N. Y.

Executive-in-Charge.....James W. LeBaron  
807 Southwestern Life Bldg., Dallas, Texas

Executive-in-Charge.....A. W. Howe  
558 First National Bldg., Okla. City, Okla.

Executive-in-Charge.....C. M. Lintecum  
1220 Rhodes-Haverty Bldg., Atlanta, Ga.

Executive-in-Charge.....Mrs. A. S. Grant  
300 Montgomery St., San Francisco, Calif.

Executive-in-Charge.....R. J. Birch  
607 S. Hill St., Los Angeles, Calif.

Executive-in-Charge.....J. V. Fisler

*Stations Represented*—WNOE, New Orleans, La.; KNOE, Monroe, La.; WSAP, Norfolk, Va.; WFPG, Atlantic City, N. J.; WFOX, Milwaukee, Wis.; WLCS, Baton Rouge, La.; KLIE, Dallas, Tex.; WEDO, Pittsburgh, Pa.; KSYL, Alexandria, La.; KBON, Omaha, Neb.; WKYB, Paducah, Ky.; WHBU, Anderson, Ind.; WACE, Springfield, Mass.; KOLN, Lincoln, Neb.; KORN, Fremont, Neb.; WBMB, Miami, Fla.; KGBS, Harlingen, Tex.; KXLR, Little Rock, Ark.; WLEX, Lexington, Ky.; KRES, St. Joseph, Mo.; WHOO, Orlando, Fla.

### RADIO REPRESENTATIVES, INC.

480 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 8-43423

President.....Harry S. Goodman  
Vice-President.....Peggy Stone  
Secretary-Treasurer.....Stanley Wessel  
Vice-President.....John E. North

#### Branch Offices

737 N. Michigan Ave., Chicago 11, Ill.  
Executive-in-Charge.....John E. North

672 S. Lafayette Park, Los Angeles 5, Calif.  
Executive-in-Charge.....Harlan G. Oakes

1085 Monadnock Bldg., San Francisco 4, Calif.  
Executive-in-Charge.....Lcs Meek

*Stations Represented*—WMPS, Memphis, Tenn.; WAIT, Chicago, Ill.; WMIN, St. Paul, Minn.; WHAY, New Britain, Conn.

### RADIO REPRESENTATIVES LIMITED

4 Albert St., Toronto 1, Ontario, Canada  
Phone: WAverley 6151

President.....J. Slater  
Sales Manager.....S. Lancaster  
Sales.....J. Scott  
Secretary-Treasurer.....V. Murphy

#### Branch Offices

337 Dominion Sq. Bldg., Montreal, Quebec

## Radio-TV Station Representatives

Executive-in-Charge.....W. C. Dippie  
Lindsay Bldg., Winnipeg, Manitoba  
Executive-in-Charge.....A. J. Messner  
505 Dunsmuir St., Vancouver, B. C.  
Executive-in-Charge.....J. N. Hunt  
*Stations Represented*—CJAV, Port Alberni,  
B. C.; CKNW, New Westminster, B. C.;  
CJDC, Dawson Creek, B. C.; CJIB, Vernon,  
B. C.; CFCN, Calgary, Alta.; CFRN, Edmon-  
ton, Alta.; CFQC, Saskatoon, Sask.; CKX,  
Brandon, Man.; CJOB, Winnipeg, Man.;  
CKPR, Fort William, Ont.; CHLO, St.  
Thomas, Ont.; CJOY, Guelph, Ont.; CKTS,  
Sherbrooke, Que.; CKBW, Bridgewater, N.S.;  
CJRW, Summerside, P. E. I.

### RADIO SALES

(A Division of CBS)

485 Madison Ave., New York 21, N. Y.  
Phone: PLaza 5-2000

Vice-Pres. in Charge.....J. Kelly Smith  
General Sales Mgr.....Carl J. Burkland  
Eastern Sales Mgr.....H. A. Carlborg  
Research Mgr.....F. Mahlsiedt  
Sales Promotion Mgr.....T. B. Ellsworth  
Eastern Sales Mgr.-TV...George R. Dunham  
Western Sales Mgr.-TV...J. Soulard Johnson

#### Branch Offices

410 N. Michigan Ave., Chicago 11, Ill.  
Executive-in-Charge.....Gordon F. Hayes  
Columbia Square, Los Angeles, 28, Calif.  
Executive-in-Charge.....Henry R. Flynn  
Palace Hotel, San Francisco 5, Calif.  
Executive-in-Charge.....Jack L. Brumback  
Fisher Bldg., Detroit 2, Mich.  
Executive-in-Charge.....William B. Ogden  
63 S. Main St., Memphis, Tenn.  
Executive-in-Charge.....H. H. Holtsbouser  
*Stations Represented*—KMOX, St. Louis,  
Mo.; WBBM, Chicago, Ill.; WBT, Charlotte,  
N. C.; KNX, Los Angeles, Calif.; WAPI-  
WAFM, Birmingham, Ala.; WCAU-WCAU-  
TV, Philadelphia, Pa.; WCCO, Minneapolis,  
Minn.; WEEI, Boston, Mass.; WRVA, Rich-  
mond, Va.; WTOP, Washington, D. C.; KSL,  
Salt Lake City, Utah.; WCBS-WCBS-TV, New  
York, N. Y.

### WILLIAM G. RAMBEAU COMPANY

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: ANdover 5566

Manager.....William G. Rambeau  
*Branch Offices*

Chanuin Bldg., New York 17, N. Y.

Manager.....William M. Wilson  
672 S. Lafayette Park Pl., Los Angeles 5, Calif.  
Manager.....Dama Porter  
605 Market St., San Francisco 5, Calif.

Executive-in-Charge.....Gaylord C. Harding

*Stations Represented*—WMEX, Boston,  
Mass.; WNAB, Bridgeport, Conn.; WJOY,  
Burlington, Vt.; WJLB, Detroit, Mich.;  
WHOB, Gardner, Mass.; WHJB, Greensburg,  
Pa.; WJTN, Jamestown, N. Y.; WLBR, Leba-  
non, Pa.; WNHC, New Haven, Conn.;

WNHC-TV, New Haven, Conn.; WPEN,  
Philadelphia, Pa.; WJAS, Pittsburgh, Pa.;  
WQQW, Washington, D. C.; WPTR, Albany,  
N. Y.; WATR, Waterbury, Conn.; WAGC,  
Chattanooga, Tenn.; KWBC, Fort Worth,  
Tex.; WLUF, Galveston, Tex.; WJBW, New  
Orleans, La.; WVJS, Owensboro, Ky.; KITE,  
San Antonio, Tex.; WGEZ, Beloit, Wisc.;  
WCLO, Janesville, Wisc.; KSWM, Joplin,  
Mo.; WNAM, Neenah, Wisc.; WIL, St. Louis,  
Mo.; KAKE, Wichita, Kans.; KMYR, Den-  
ver, Colo.; KFVB, Los Angeles, Calif.;  
KRUX, Phoenix, Ariz.; KSAN, San Francisco,  
Calif.; WHN, New York, N. Y.

### PAUL H. RAYMER COMPANY, INC.

366 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-6540

Paul H. Raymer, Fred C. Brokaw, Pierce L.  
Romaine, Paul Tiemer, Charles A. Hammar-  
strom, Peter M. Soutter, Lawrence Van Dolen,  
Jr.

#### Branch Offices

435 N. Michigan Ave., Chicago, 11, Ill.  
G. C. Packard, M. R. Tennerstedt, Don T.

#### Harding

507 Statler Office Bldg., Boston 16, Mass  
Executive-in-Charge.....Robert C. Foster  
28 West Adams Ave., Detroit 26, Mich.

Executive-in-Charge.....Robert B. Rains  
804 Candler Bldg., Atlanta 3, Ga.

Executive-in-Charge.....Royal E. Penny  
1617 Russ Bldg., San Francisco 4, Calif.

Executive-in-Charge.....Ray Rhodes  
1680 Vine St., Los Angeles 14, Calif.

John D. Gale, J. Leslie Fox

*Stations Represented*—WBRC\*, Birming-  
ham, Ala.; KTAR, Phoenix, Ariz.; KVOA,  
Tucson, Ariz.; KERN\*, Bakersfield, Calif.;

KXO, El Centro, Calif.; KMJ, Fresno, Calif.;

KMPC\*, Los Angeles, Calif.; KFBK\*, Sacra-  
mento, Calif.; KFSD, San Diego, Calif.;

KTMS, Santa Barbara, Calif.; KCOY, Santa  
Maria, Calif.; KWG, Stockton, Calif.; KOH,  
Reno, Nev.; KFCO, Fargo, N. D.; WSBT\*,

South Bend, Ind.; WKJC\*, Fort Wayne, Ind.;

KIHO, Sioux Falls, S. D.; KIOA, Des Moines,  
Ia.; WOOD, Grand Rapids, Mich.; WTAC,  
Flint, Mich.; KWK\*, St. Louis, Mo.; KWFT,  
Wichita Falls, Tex.; KEPO, El Paso, Tex.;

KLEE, Houston, Tex.; WHK\*, Cleveland,  
O.; WLAW\*, Lawrence, Mass.; WHKC, Col-  
umbus, O.; WHKK, Akron, O.; WTOL, To-  
ledo, O.; WKBN\*, Youngstown, O.; WTAG\*,  
Worcester, Mass.; WDRC\*, Hartford, Conn.;

WGAN\*, Portland, Me.; WGUY\*, Bangor,  
Me.; WPRO\*, Providence, R. I.; WNDR,  
Syracuse, N. Y.; WQXR\*, New York, N. Y.;

WCAO\*, Baltimore, Md.; WDNC\*, Durham,  
N. C.; WLOF, Orlando, Fla.; WDOD, Chatta-  
nooga, Tenn.; WLAC, Nashville, Tenn.;

WAPA, San Juan, P. R.; Arizona Broadcast-  
ing System; McClatchy Beeline.

\*Also FM.

## Radio-TV Station Representatives

### SEARS & AYER, INC.

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

Phone: Superior 7-8177-8

President.....B. H. Sears  
Sec'y-Treas.....A. T. Sears

#### Branch Offices

295 Madison Ave., New York, N. Y.  
Executive-in-Charge.....P. Joseph Bogner  
15 W. 10th St., Kansas City, Mo.  
Executive-in-Charge.....William Temple  
5225 Wilshire Blvd., Los Angeles 36, Calif.  
Executive-in-Charge.....Gene Grant  
681 Market St., San Francisco, Calif.

*Stations Represented* — WRFS, Alexander City, Ala.; WHMA, Anniston, Ala.; WJLD, Bessemer, Ala.; WOOF, Dothan, Ala.; WJOI, Florence, Ala.; WFUN, Huntsville, Ala.; WJBY, Gasden, Ala.; WHBB, Selma, Ala.; WTBC, Tuscaloosa, Ala.; KWFC, Hot Springs, Ark.; WLCR, Torrington, Conn.; WKEU, Griffin, Ga.; WOKZ, Alton, Ill.; WCNT, Centralia, Ill.; WQDI, Quincy, Ill.; WCVS, Springfield, Ill.; WTOM, Bloomington, Ind.; KSTT, Davenport, La.; KXGI, Ft. Madison, Ia.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WCIF, Madisonville, Ky.; WKTU, Mayfield, Ky.; WPAD, Paducah, Ky.; KSLQ, Opelousas, La.; WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WGCM, Biloxi-Gulfport, Miss.; WMOX, Meridian, Miss.; WJPR, Greenville, Miss.; WELO, Tupelo, Miss.; WQBC, Vicksburg, Miss.; WROB, West Point, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; KTTS, Springfield, Mo.; KSDN, Aberdeen, S. D.; WLPK, Suffolk, Va.; WPUV, Pulaski, Va.; KSPR, Casper, Wyo.; *Mid-South Network*—WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WMOX, Meridian, Miss.; WELO, Tupelo, Miss.; WROB, West Point, Miss.

### HORACE N. STOVIN & COMPANY

80 Richmond St. West, Toronto, Ontario

Phone: AD. 9184

President.....H. N. Stovin  
Sales Manager.....A. A. McDermott

#### Branch Offices

Keefer Bldg., Montreal, Quebec  
Executive-in-Charge.....R. J. Judge  
Manitoba Telephone System Bldg., Winnipeg, Manitoba  
Executive-in-Charge.....Miss F. E. Ward  
846 Howe St., Vancouver, B. C.  
Executive-in-Charge.....J. W. Stovin  
*Stations Represented* — CFPR, Prince Rupert, B. C.; CJNB, N. Battleford, Sask.; CBW, Winnipeg, Man.; CFOR, Orillia, Ont.; CJBQ, Belleville, Ont.; CKVL, Verdun, Que.; CKCW, Moncton, N. B.; CJOR, Vancouver, B. C.; CHAB, Moose Jaw, Sask.; CKLW, Windsor, Ont.; CJBC, Toronto, Ont.; CFJM, Brockville, Ont.; CJBR, Rimouski, Que.; CHSJ, Saint John, N. B.; CKLN, Nelson, B. C.; CFAR, Flin Flon, Man.; CFS, Owen

Sound, Ont.; CHOV, Pembroke, Ont.; CKSF, Cornwall, Ont.; CJEM, Edmundston, N. B.; \*CJGX, Yorkton, Sask.; \*CJRL, Kenora, Ont.

\*Except in Winnipeg.

### TAYLOR-BORROFF & COMPANY, INC.

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

Phone: State 2-5260

President.....E. R. Borroff  
Vice President.....O. L. Ted Taylor  
Secretary-Treasurer.....Era Lewis

#### Branch Offices

404 Palmer Bldg., Atlanta 3, Ga.  
Manager.....James S. Ayers  
360 N. Michigan Ave., Chicago 1, Ill.  
Manager.....Tom Peterson  
318 Construction Bldg., Dallas 1, Tex.  
Manager.....Alex Keese, Clyde Melville  
2978 Wilshire Blvd., Los Angeles 13, Calif.  
Manager.....Wilhur Eickelberg  
500 Fifth Ave., New York 18, N. Y.  
Manager.....John D. Allison  
710 Lewis Bldg., 4th & Oak Sts., Portland, Ore.  
Manager.....Frank J. McHugh, Jr.  
235 Montgomery St., San Francisco, Calif.  
Manager.....Hubbard Keenan  
*Stations Represented* — KANS, Wichita, Kans.; KBUR, Burlington, Ia.; KCMC, Texarkana, Tex.; KCSJ, Pueblo, Colo.; KEYS, Corpus Christi, Tex.; KFDX, Wichita Falls, Tex.; KFNE, Shenendoah, Ia.; KFSA, Fort Smith, Ark.; KGGM, Albuquerque, N. Mex.; KGNC, Amarillo, Tex.; KLRK, Little Rock, Ark.; KMLB, Monroe, La.; KOMA, Tulsa, Okla.; KPHO, Phoenix, Ariz.; KPLC, Lake Charles, La.; KRGV, Weslaco, Tex.; KRMD, Shreveport, La.; KROD, El Paso, Tex.; KTBC, Austin, Tex.; KTBI, Tacoma, Wash.; KTOK, Oklahoma City, Okla.; KTRE, Lufkin, Tex.; KTPI, Sioux City, Ia.; KTSA, San Antonio, Tex.; KVSE, Santa Fe, N. Mex.; KWKC, Abilene, Tex.; WABB, Mobile, Ala.; WBML, Macon, Ga.; WCOS, Columbia, S. C.; WCOV, Montgomery, Ala.; WDUZ, Green Bay, Wis.; WHBC, Canton, O.; WIKK, Erie, Pa.; WINN, Louisville, Ky.; WKBH, La Crosse, Wis.; WLIZ, Bridgeport, Conn.; WLOS, Asheville, N. C.; WMAN, Mansfield, O.; WORD, Spartanburg, S. Car.; WPAY, Portsmouth, O.; WTNB, Birmingham, Ala.; WTNT, Augusta, Ga.; WTOB, Winston-Salem, N. C.; WVLC, Versailles, Ky.; Lone Star Chain, Texas-Oklahoma Network, Oklahoma Southwest Network, Texas and New Mexico.

### TRANSIT RADIO, INC.

1109 Union Trust Bldg., Cincinnati 2, Ohio

Phone: Dunbar 7775

President.....Hulbert Taft, Jr.  
Exec. Vice Pres.....Richard C. Crisler

## Radio-TV Station Representatives

Assistant.....Louis E. Schaefer

### Branch Offices

35 East Wacker Drive, Chicago 1, Ill.

Executive-in-Charge.....Frank E. Pellegrin  
250 Park Ave., New York 17, N. Y.

Executive-in-Charge.....William H. Ensign  
Alden Park Manor, Philadelphia 44, Pa.

Executive-in-Charge.....Arnold C. Nygren  
*Stations Represented*—KPRC-FM, Houston, Tex.; KXOK-FM, St. Louis, Mo.; WCTS, Cincinnati, O.; WAAB-FM, Worcester, Mass.; WIZZ, Wilkes-Barre, Pa.; WPLH-FM, Huntington, W. Va.; WWDC-FM, Washington, D. C.

### THE WALKER COMPANY

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

Phone: MURray Hill 7-8288

Managers.....Wythe Walker,  
C. Otis Rawalt, Frederic E. Lake.

### Branch Offices

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

Managers.....Wythe Walker, J. R. Fishburn  
15 W. 10th St., Kansas City 6, Mo.

Manager.....William Temple  
672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.

Manager.....Harlan Oakes  
681 Market St., San Francisco 4, Calif.

Manager.....Leslie Meek  
Little Bldg., Boston, Mass.

Manager.....Bertha Bannon  
333 Candler Bldg., Atlanta, Ga.

Manager.....Royal Penny

*Stations Represented*—WOLF, Syracuse, N. Y.; WSLB, Ogdensburg, N. Y.; WELM, Elmira, N. Y.; WENE, Binghamton-Endicott, N. Y.; WSAY, Rochester, N. Y.; WDOO, Oneonta, N. Y.; WBRK, Pittsfield, Mass.; WHYN, Holyoke, Mass.; WNBH, New Bedford, Mass.; WLBC, Muncie, Ind.; WJAG, Norfolk, Neb.; KLPN, Minot, N. D.; WRJN, Racine, Wis.; WATW, Ashland, Wis.; WGRC, Louisville, Ky.; WKLL, Lexington, Ky.; WDEV, Waterbury, Vt.; WSCR, Scranton, Pa.; WGAY, Washington, D. C.; WKXL, Concord, N. H.; WHEB, Portsmouth, N. H.; WOTW, Nashua, N. H.; KOCY, Oklahoma City, Okla.; KAKC, Tulsa, Okla.; KAKE, Wichita, Kan.; KLEE, Houston, Tex.; KSEI, Pocatello, Idaho; KFPW, Ft. Smith, Ark.; WJMS, Ironwood, Mich.; WIKB, Iron Mountain, Mich.; WDMJ, Marquette, Mich.; WDBC, Escanaba, Mich.; WHDF, Calumet, Mich.; WWOD, Lynchburg, Va.; KENT, Shreveport, La.; KLOU, Lake Charles, La.; WTPS, New Orleans, La.; WHBQ, Memphis, Tenn.; WTRF, Bellaire-Wheeling, W. Va.; WAPX, Montgomery, Ala.; WJRD, Tuscaloosa, Ala.; KCNC, Fort Worth, Tex.; KVAL, Amarillo, Tex.; KBWD, Brownwood, Tex.; KSET, El Paso, Tex.; KRIG, Odessa, Tex.; KWRN, Reno, Nevada; WPJB-FM, Providence, R. I.; KXLY, Spokane, Wash.; KING,

Seattle, Wash.; KXL, Portland, Ore.; KXLF, Butte, Mont.; Great Northern Broadcasting System; Upper Minnesota Broadcasting System; Pacific Northwest Broadcasters; Z Network; Georgia Economy Group; Oklahoma Group Broadcasters.

### GEORGE W. WEBBER

407 Fifth Ave., Des Moines 9, Ia.

Phone: 2-0225

President.....George W. Webber

*Stations Represented*—Iowa: KCRI, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KSTT, Davenport; KICD, Spencer; KDEC, Decorah; KWIM, Des Moines; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KTRI, Sioux City; KAYX, Waterloo.

### WEED AND COMPANY

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

Phone: MURray Hill 7-7772

Partner.....Joseph J. Weed

Partner.....C. C. Weed

Partner.....Ruth P. Weed

Television Dept. Head.....Peter B. James

### Branch Offices

203 N. Wabash Ave., Chicago, Ill.

Executive-in-Charge.....C. C. Weed

Book Bldg., Detroit, Mich.

Executive-in-Charge.....Bernard Pearse

6253 Hollywood Blvd., Hollywood, Calif.

Executive-in-charge.....Lincoln P. Simonds

68 Post St., San Francisco, Calif.

Palmer Bldg., Atlanta, Ga.

Executive-in-Charge.....B. W. Randa

Stattler Bldg., Boston, Mass.

Executive-in-Charge.....Dana Baird

*Stations Represented*—WJJJ, Montgomery, Ala.; KCRA, Sacramento, Cal.; WTIC, Hartford, Conn.; WAMS, Wilmington, Del.; WKAT, Miami Beach, Fla.; WORZ, Orlando, Fla.; WSUN, St. Petersburg, Fla.; KTFI, Twin Falls, Idaho; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WTMV, E. St. Louis, Ill.; WTAD, Quincy, Ill.; WIOU, Kokomo, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; KCBC, Des Moines, Ia.; KCCF, Coffeyville, Kans.; KALB, Alexandria, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WCBM, Baltimore, Md.; WORC, Worcester, Mass.; WKMH, Detroit, Mich.; WREX, Duluth, Minn.; WSUJ, Jackson, Miss.; KFBB, Great Falls, Mont.; WMUR, Manchester, N. H.; WAAT, Newark, N. J.; WEBR, Buffalo, N. Y.; WVET, Rochester, N. Y.; WWNY, Watertown, N. Y.; WMSA, Massena, N. Y.; WRAL, Raleigh, N. C.;

## Radio-TV Station Representatives

WGTM, Wilson, N. C.; WIMA, Lima, O.; WIZE, Springfield, O.; WAKR, Akron, O.; WING, Dayton, O.; WERC, Eric, Pa.; KQV, Pittsburgh, Pa.; WHGB, Harrisburg, Pa.; WARD, Johnstown, Pa.; WVAM, Altoona, Pa.; WJAR, Providence, R. I.; WACO, Waco, Tex.; KNOW, Austin, Tex.; KATL, Houston, Tex.; WCAX, Burlington, Vt.; WSLS, Roanoke, Va.; KJMA, Yakima, Wash.; WTAQ, Green Bay, Wisc.; TV-KTLA, Los Angeles, Calif.; TV-WKBK, Chicago, Ill.; TV-WATV, Newark, N. J.; CFAC, Calgary, Alberta; CFBC, St. John. N. B.; CFCF, Montreal, Que.; CFCY, Charlottetown, P. E. I.; CFCP, Grand Prairie, Alb.; CFJC, Kamloops, B. C.; CFNB, Fredericton, N. B.; CFPA, Port Arthur, Ont.; CFPL, London, Ont.; CFRA, Ottawa, Ont.; CHAB, Moose Jaw, Sask.; CHAT, Medicine Hat, Alb.; CHNS, Halifax, Nova Scotia; CHWK, Chilliwack, B. C.; CJAT, Trail, B. C.; CJCA, Edmonton, Alb.; CJCJ, Sydney, N. S.; CJCS, Stratford, Ont.; CJLS, Yarmouth, N. S.; CJOC, Lethbridge, Alb.; CJVI, Victoria, B. C.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CKCV, Quebec City, Que.; CKNB, Campbellton, N. B.; CKOC, Hamilton, Ont.; CKOV, Kelowna, B. C.; CKPG, Prince George, B. C.; CKRC, Winnipeg, Man.; CKRM, Regina, Sask.; CKSO, Sudbury, Ont.; CKWX, Vancouver, B. C.; Radio Nord, Rouyn, Que.; CKDO, Oshawa, Ont.; Marjorie Mills Hour; New England Regional Network; Texas State Network.

### WESTERN RADIO ADVERTISING INC.

68 Post St., San Francisco, Calif.  
Phone: Yukon 6-4112

President.....Lincoln Dellar  
Vice-Pres. and San Francisco Mgr.  
Jack Q. Hall  
Vice-Pres.....Morton Sidley  
Manager Los Angeles.....Benton Paschall

#### Branch Office

1213 N. Highland Ave., Los Angeles, Calif.  
Executive-in-Charge.....Benton Paschall  
*Stations Represented*—KXOA, Sacramento, Calif.; KXOB, Stockton, Calif.; KXOC, Chico, Calif.; KYNO, Fresno, Calif.; KCOK, Tulare, Calif.; KAFY, Bakersfield, Calif.; KSBW, Salinas, Calif.; KATO, Reno, Nev.; KSRO, Santa Rosa, Calif.; KHUM, Eureka, Calif.; KPHO, Phoenix, Ariz.

### HELEN WOOD & COLTON

551 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 7-5341

Manager.....Helen Wood  
Account Executive.....Lionel Colton  
*Stations Represented*—WIBX, Utica, N. Y.;

WATN, Watertown, N. Y.; WBTA, Batavia, N. Y.; WHAT, Philadelphia, Pa.; WFKY, Frankfort, Ky.; Connecticut State Network; WFTB, Johnson City, Tenn.; WSFC, Somerset, Ky.

### ADAM J. YOUNG JR., INC.

22 East 40th St., New York 16, N. Y.  
Phone: MURray Hill 9-0006

President.....Adam J. Young, Jr.  
Vice President-Sales Mgr.....Paul S. Wilson  
In charge of Canadian Dept.

Thomas F. Malone  
Television Station Adviser...Samuel H. Cuff  
Charge of Television Sales

Stephen A. Machcinski, Jr.  
John J. Carter, Robert P. Murray

#### Branch Offices

55 East Washington St., Chicago 2, Ill.  
Executives-in-Charge.....William J. Reilly,  
Harold Froelich  
2978 Wilshire Blvd., Los Angeles 5, Calif.  
Executive-in-Charge....A. O. Dillenbeck, Jr.  
Suite 2 Penthouse, Mills Bldg., San Francisco  
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*Radio Annual—1949*

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Hugh B. Terry KLZ, Denver, Colo.	14	Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Glenn Shaw KLX, Oakland, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii.
Calvin J. Smith KFAC, Los Angeles	16	Arizona; California, including the counties excepted in District 15; New Mexico.
Harry R. Spence KXRO, Aberdeen, Wash.	17	Alaska, Oregon, Washington.

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**FM Stations**

Class A	Class-B
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# NAB BOARD SUB-COMMITTEES

## 1948-1949

### Standing Committees



*FOLLOWING* committees and sub-committees were appointed by the NAB President. To facilitate the important business of the committees, liaison groups have also been appointed geographically, with a Board member as one of the personnel on each committee.

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Richard P. Doherty, Director, Employee-Employer Relations.

Don Petty, General Counsel.

Robert K. Richards, Director, Public Relations.

# NAB STANDARDS OF PRACTICE

Effective January 1, 1949

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

## PROGRAM STANDARDS

### News

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

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

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

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

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

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

### Political Broadcast\*

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

\* 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.

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.

### **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.

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• • •      **NAB Standards of Practice**      • • •

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### 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 climactic incidents likely to terrify or excite unduly.

Episodes involving the kidnaping 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.

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**NAB Standards of Practice**

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

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

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

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

**Time Standards for Advertising Copy**

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

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

**Between 6:00 p.m. and 11:00 p.m.**

<i>5 minute programs</i> .....	<i>1:00</i>
<i>10 minute programs</i> .....	<i>2:00</i>
<i>15 minute programs</i> .....	<i>2:30</i>
<i>25 minute programs</i> .....	<i>2:50</i>
<i>30 minute programs</i> .....	<i>3:00</i>
<i>45 minute programs</i> .....	<i>4:30</i>
<i>60 minute programs</i> .....	<i>6:00</i>

**All Other Hours**

<i>5 minute programs</i> .....	<i>1:15</i>
<i>10 minute programs</i> .....	<i>2:10</i>
<i>15 minute programs</i> .....	<i>3:00</i>
<i>25 minute programs</i> .....	<i>4:00</i>
<i>30 minute programs</i> .....	<i>4:15</i>
<i>45 minute programs</i> .....	<i>5:45</i>
<i>60 minute programs</i> .....	<i>7:00</i>

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

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

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

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

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

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

#### Contests

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

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

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

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

#### Premiums and Offers

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

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

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

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

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# PUBLICATIONS

**Covering The Field Of Radio—Television—FM**

**TRADE — FAN — TECHNICAL — GENERAL**

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## **The Advertiser**

MONTHLY. 11 W. 42nd St., New York 18, N. Y. Phone, LO. 5-2125. Manuel Rosenberg, Publisher and Editor; Col. Don R. Jason, Managing Editor; Lydie Bloch, Tom Patterson, Arthur Coles, Associate Editors; Manuel Rosenberg, Art Editor; L. B. Rosenberg, Business Manager.

## **Advertising Age**

WEEKLY. 100 E. Ohio St., Chicago, 11, Ill. Phone, Del. 7-1336. S. R. Bernstein, Editor; Lawrence M. Hughes (N. Y.), Exec. Editor; Robert Murray & John B. Miller (Chicago), Managing Editors; G. D. Crain, Jr., Publisher; J. C. Gafford, Adv. Dir. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y. Phone, LO. 4-2737; 995 Nat. Press Bldg., Washington 4, D. C. Phone, RE 7650, Stanley E. Cohen.

## **Advertising & Selling**

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, MURray Hill 5-9770. J. H. Moore, President; F. C. Kendall, Publisher; Roger Barton, Editor; E. Lucian Neff, Advertising Director. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago 3, Ill., Phone, HARRison 7272, J. L. Clark, Western Manager; 714 West Olympic Blvd., Los Angeles 15, Calif., Phone, RICHmond 9327, Ned Brydone-Jack, Pacific Coast Representative; also 1085 Monadnock Building, San Francisco 5; Phone DOUGlas 4475; 131 Fleet Street, E. C. 4, London, England; Central 1060, 3754, and 3133. Will Kitchen, Jr. (Magazines) Ltd. Mgrs. for Great Britain and Eire.

## **The Billboard**

WEEKLY. 1564 Broadway, N. Y. C. (For Radio). Phone PL. 7-2800. W. D. Littleford, R. S. Littleford, Jr., Co-Publishers; Joseph Csida, Editor in Chief; Jerry Franken, Radio-TV Editor. BRANCH OFFICES: 155 N. Clark St., Chicago, Ill. Phone, Central 8761, M. Reuter, Manager; 3000 Sunset Blvd., Hollywood, Calif., Phone, HOLlywood 5831, Sam Abbott, Manager; 2160 Patterson St., Cincinnati, O. Phone, Dunbar 6450, E. W. Evans, President; 390 Arcade

Bldg., 8th and Olive Sts., St. Louis, Mo., Frank Joerling.

## **Broadcasting—Telecasting**

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, Metropolitan 1022. Sol Taishoff, Editor & Publisher; Art King, Managing Editor; Maury Long, Business Manager; Bernard Platt, Director Special Publications; Winfield R. Levi, Mgr. Circulation & Readers' Service. BRANCH OFFICES: 250 Park Ave., New York 17, N. Y. Phone, PL 5-8355, Edwin H. James, New York Editor, Bruce Robertson, Senior Assoc. Editor; S. J. Paul, Adv. Dir. 360 N. Michigan Ave., Chicago 1, Ill. Phone, CENTral 4115, Bill Thompson, Manager; Taft Bldg., Hollywood & Vine, Hollywood 28, Calif., Phone, HEMPstead 8181, David Glickman, West Coast Manager; William C. Tuchman, Hollywood News Editor; 417 Harbour Commission Bldg., Toronto, Canada. Phone, ELgin 0775, James Montagnes.

## **Communications**

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. MURray Hill 4-0170, Bryan S. Davis, Pres. & Business Mgr.; Paul S. Weil, Vice-Pres. & Adv. Dir.; Lewis Winner, Editor; F. Walen, Secretary & Ass't Editor; A. Goebel, Circulation Mgr. REPRESENTATIVES: Brand and Brand, Los Angeles 14, Calif. Phone, Michigan 1732, Edward I. Brand. Brand and Brand, San Francisco 4, Calif. Phone, SUTter 1-2251, E. I. Brand. James C. Munn, Cleveland 6, Ohio. Phone, ERview 1726.

## **Daily Variety**

DAILY. 6311 Yucca St., Hollywood 28, Calif. Phone, HOLlywood 1141. Arthur Ungar, Editor and Publisher; Roscoe Cornell, Managing Editor; Al Scharper, City Editor; Jack Hellman, Radio Editor; William Brogdon, Labor Editor; Mike Kaplan, Amusement Editor. BRANCH OFFICES: See listing under Variety Weekly.

## **Down Beat**

BI-WEEKLY. 203 North Wabash Ave., Chicago 1, Illinois. Phone, ANDover 3-1612. Glenn Burrs, Publisher; Ned E. Williams, Editor, Managing Editor; E. W. Pavo, Advertising Manager. BRANCH

*in radio and in business papers*

# effective programming

*rates top audience attention . . .*

*that's why — each month —*

**ADVERTISING & SELLING** with *The Advertising Agency*  
*consistently rates highest with agency people!*

*June, 1948, A.B.C. reports show . . .*

- ★ A & S is the only advertising publication to show an increase in both agency and manufacturer circulation.
- ★ only A & S has doubled its paid agency subscribers in the past three years.

. . . and this was *before* publication of *The Advertising Agency* as an integral part of **ADVERTISING & SELLING**. *Now* advertising agency executives have endorsed this new section with over 700 paid subscriptions in only seven months!

*. . . obviously*

*A & S reaches your most important audience—the men who influence millions of dollars worth of radio time.*

A magazine-within-a-magazine. *The Advertising Agency* is published each month as an integral part of **ADVERTISING & SELLING** . . .



it is the *only* magazine devoted exclusively to the professional operation and management of the advertising agency.

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Member ABC, ABP



OFFICES: 2415 RKO Bldg., New York 20, N. Y. Phone, CI 7-4131, Jack Egan, Mgr.; 1222 N. Wilcox, Hollywood 38, Calif. Phone, Hillside 0677, Eddie Ronan, Mgr.

### **Editor and Publisher**

WEEKLY. 1700 Times Tower, New York 18, N. Y. Phone BRyant 9-3052. Charles T. Stuart, Publisher; James Wright Brown, President; Robert U. Brown, Editor; Jerome H. Walker, Managing Editor; Leach Laney, Advertising Manager; Betty Lou Hicks, Classified Manager; Robert P. Joy, Director of Circulation. BRANCH OFFICES: 360 No. Michigan Ave., Chicago 1, Ill., George A. Brandenburg, Editor; Mills Bldg., San Francisco 4, Calif., Duncan A. Scott, Adv. Representative; 2978 Wilshire Blvd., Los Angeles 5, Calif., Duncan A. Scott & Co., Adv. Representatives.

### **Electronics**

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, LO 4-3000. Donald G. Fink, Editor; Keith Henney, Consulting Editor; W. W. MacDonald, Managing Editor. BRANCH OFFICES: 1427 Statler Bldg., Boston 16, Mass. Wm. S. Hodgkinson; Architects Bldg., 17th & Sansom Sts., Philadelphia 3, Penna., Warren W. Shew; 1311 Rhodes-Haverty Bldg., Atlanta 3, Ga., Ralph C. Maultsby; 1510 Hanna Bldg., Cleveland 15, O., James L. Phillips; 520 N. Michigan Ave., Chicago, Ill., Charles D. Wardner; 621 So. Hope St., Los Angeles 14, Calif., Karl W. Dysinger; 68 Post St., San Francisco 4, Calif., J. W. Ottirson.

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Boulevard, Hollywood 28, Calif. Phone, Hillside 7411. W. R. Wilkinson, Editor & Publisher; Thomas F. Scward, General Manager; Lou Greenspan, Managing Editor; A. J. Oliver, Advertising Manager; BRANCH OFFICE: 229 W. 42nd Street, New York 18, N. Y. Phone, Wisconsin 7-2470, Jack Harrison, Manager; 6417 Dahlonga Road, Washington, D. C.

### **Industrial Marketing**

MONTHLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 7-1337. G. D. Crain, Jr., Publisher; Hal Burnett, Editor; Tom Raki, Art Director; M. E. Crain, Editor, Market Data Book Number; C. B. Groomes, Business Manager; Jack Gafford, Advertising Director; Gordon D. Lewis, Manager Sales and Service; Curran De Bruler, Manager, Research Promotion; Myron A. Hartenfeld, Circulation Director. BRANCH OFFICES, 330 West 42nd Street, New York 18, N. Y. Phone, LOngacre 4-2757. Jack Gafford, Advertising Manager; Russ Bldg., San Francisco 4, Cal. Phone, Douglas 4994. Simpson-Reilly, Ltd.; Garfield, Los Angeles 14, Cal. Phone, Michigan 7421. Simpson-Reilly, Ltd.

### **International Lyric Courier**

SEMI-MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, CIrcle 7-3206. Alfredo Salmaggi, Editor and Publisher; Felix Deyo, Associate Editor; Felix W. Salmaggi, Managing Editor; Edward Salmaggi, Art Editor. BRANCH OFFICES: 1515 No. El Molino Ave., Pasadena 6, Calif., Jean Cort Sickler, Correspondent.

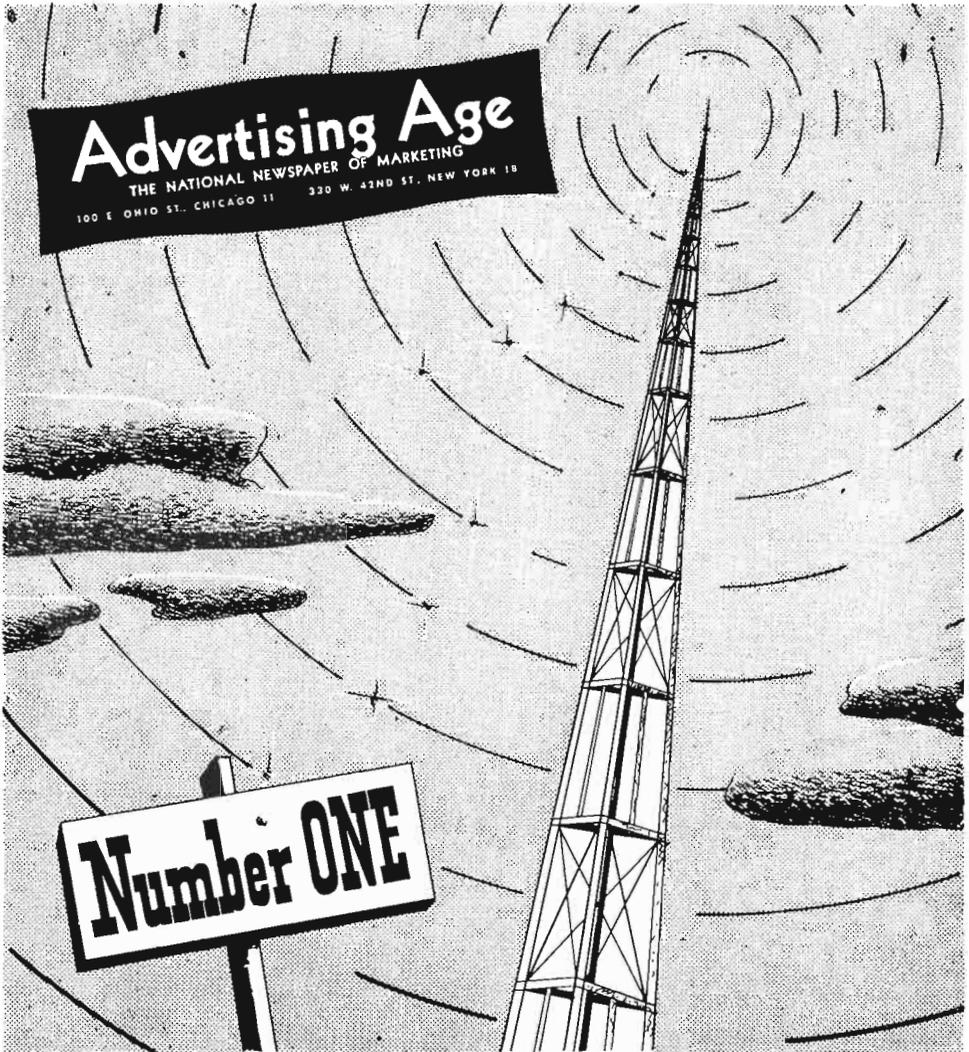
### **Markets of America**

ANNUAL. 11 West 42nd St., New York 18, N. Y. Phone, LO 5-2125. Manuel Rosenberg, Publisher & Editor; Col. Don R. Jason, Managing Editor; Lydie Bloch, Camera Editor; A. Maxwell Hage, Associate Editor; Arthur E. Jones, London Correspondent; Marion Wheeler, Washington Correspondent; Aaron M. Rothenberg, Los Angeles Correspondent; Arthur Coles, Associate Editor; Tom Patterson, Associate Editor; L. B. Rosenberg, Business Manager; Albert Ashcroft, Advertising Director. BRANCH OFFICES: 2412 W. 7th St., Los Angeles 5, Calif. A. M. Rothenberg, Gen. Mgr.; 3557 Bogaart Avenue, Cincinnati, Ohio, Simon Rosenberg.

### **Metronome**

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### **Musical Advance**

MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Spencer B. Driggs, Editor-Publisher; Lucille Barber, Business Manager; Clarence E. Le Massena, Feature Writer; William E. Bradell, Concert-Opera Coverage; Charles E. Bayha, Radio Editor. BRANCH OFFICES: in all principal cities throughout the U. S.

### **Musical America**

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TWENTY TIMES YEARLY. 119 West 57th Street, New York 19, N. Y. Phone, Circle 7-4500. Publisher, Musical Periodicals Corp.; Grace Nylen, Pres. & General Manager; Russell Kerr, Editor; William A. Taylor, Radio Editor. BRANCH OFFICES. 220 S. Michigan Ave., Chicago 4, Ill. Rene Devries and Dosha Dowdy, Midwestern representatives; 35-10 Adelaide St., E., Toronto 1, Ont., Canada, Joseph A. Whitmore, Canadian representative; 197 Commonwealth Ave., Boston 16, Mass., Harriette Wolfers, New England Rep.; 701 Ocean Ave., Santa Monica, Calif., C. Sharpless Hickman, West Coast Representative.

### **Printers' Ink**

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MUrray Hill 3-6500. C. B. Larrabee, President & Publisher; Henry W. Marks, Advertising Director; Eldridge Peterson, Editor; Frank LaClave, Managing Editor; Thomas M. Jones, News Editor; Dick Bruner-Victor Dallaire, Radio; J. C. Chasin, Circulation Manager. BRANCH OFFICES. 208 S. LaSalle St., Chicago 4, Ill., Harold E. Green, Assoc. Ed.; Statler Bldg., Boston 16, Mass., E. P. Meade, Mgr.; 6743 Fifth Ave., Los Angeles 43, Cal., Louis F. Thomann, Western Editor; Rhodes-Haverty Bldg., Atlanta 3, Ga., H. F. Cogill; 1175 Woodbury Road, Pasadena 6, Calif., J. W. Conrow.

### **Proceedings of the I.R.E.**

MONTHLY. 1 East 79th St., New York, N. Y. Phone, REgent 7-9600. Dr. Alfred N. Goldsmith, Editor; Clinton B. DeSoto, Technical Editor; George W. Bailey, Executive Secretary; L. G. Cumming, Technical Secretary; William C. Copp, Advertising Manager. BRANCH OFFICE. Advertising Department, 303 West 42nd St., New York 18, N. Y. Phone REgent 7-9600, William C. Copp, Adv. Mgr.

### **Radio & Appliance Journal**

MONTHLY. 1270 - 6th Ave., New York 20, N. Y. Phone, Circle 7-5842. Alex H. Kolbe, Publisher & Business Dir; Nat Boolhack, Editor. BRANCH OFFICE: A. M. Rothenberg Assoc., 2412 W. Seventh St., Los Angeles 5, Calif. Phone, FAirfax 6255. A. M. Rothenberg.

### **Radio-Electronics**

MONTHLY. 25 W. Broadway, New York 7, N. Y. Phone, REctor 2-9690-1-2. Hugo Gernsback, Editor-in-Chief; Fred Shunaman, Managing Editor; M. Harvey Gernsback, Consulting Editor; Robert F. Scott, Technical Editor; Angie Pascale, Production Mgr.; I. Queen, Editorial Associate; Elmer Fuller, Shortwave Editor; C. Aliquo, Circulation Manager; John J. Lamson, Advertising Director; Alfred Stern, Promotion Manager; R. H. Dorf, Associate Editor; William Lyon McLoughlin, Tech. Illus. Dir. BRANCH OFFICES: 308 W. Washington St., Chicago 6, Ill. Phone, Randolph 6-7363. Sidney Gernsback, Mgr.; 2970 West Grand Blvd., Detroit 2, Mich. Phone, TRinity 5-7026, Frank Holstein, Mgr.; 582 Market St., San Francisco 4, Calif. Phone, Garfield 1-2481, Ralph W. Harker, Mgr.

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### **Radio & Television Life**

WEEKLY. 6361 Selma Avenue, Hollywood 28, Calif. Phone, Hillside 9275. Carl M. Bigsby, Publisher; Evelyn A. Bigsby, Editor; B. W. Lewis, General Manager; David J. Manning, Advertising Manager; Joan Buchanan, Asst. Editor; Jane Pelgram, Television Editor. ADVERTISING REPRESENTATIVES: 6381 Hollywood Blvd., Los Angeles, Calif. Phone, Hempstead 8171, John A. Nelson; Robert W. Walker Co., 68 Post St., San Francisco 4, Calif. Phone, SUTter 1-5568, Rogers Parratt, Mgr.; E. J. Powers Co., 75 E. Wacker Dr., Chicago 1, Ill. Phone, Central 5142, E. J. Powers, Mgr.

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MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Fred R. Sammis, Editorial Director; Doris McFerran, Editor; Evelyn Fiore, Managing Editor; Joan Pollock, Associate Editor. BRANCH OFFICES: 221 N. La Salle St., Chicago, Ill., L. R. Gage; 321 S. Beverly Drive, Beverly Hills, Calif., Lee Andrews.

### **Radio News**

MONTHLY. 185 No. Wabash Ave., Chicago 1, Ill. Phone, Andover 3-5200. Published by Ziff-Davis Publishing Co. Ch. of Bd. & Publisher, William B. Ziff; President, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, Wisconsin 7-0400, V.P., Dir. Eastern Div.,

M. H. Froelich; 9th & Hill St. Bldg., Los Angeles 14, Calif., Phone, TUCKer 9213, Wm. L. Pinney, Western Advt. Manager.

### **Radio Showmanship**

MONTHLY. N.E. corner, 16th & Conlyn Sts., Phila. 41, Pa. Phone, HA 4-9345-54, 9056. Leonard Martin Fox, Publisher; Sol Shulman, Editor.

### **Radio & Television Retailing**

MONTHLY. 480 Lexington Ave., New York 17, N. Y. Phone, PLaza 3-1340. O. H. Caldwell, Editorial Director, M. Clements, Publisher; J. L. Stoutenburgh, Executive Editor. BRANCH OFFICE: 201 N. Wells St., Chicago 6, Ill. Phone, Randolph 9225, R. Y. Fitzpatrick, Western Manager.

### **Radio and Television Weekly**

WEEKLY. 99 Hudson St., New York 13, N. Y. Phone, WALKer 5-2576. Edward H. Davis, Publisher; Cy Kneller, Editor; Sidney E. Davis, Gen. Manager. News representatives located in principal cities throughout the country.

### **Sales Management**

SEMI-MONTHLY, with two special issues, Survey of Buying Power, May 10 and Special Market Data Number, November 10. 386 Fourth Ave., New York 16, N. Y. Phone, LEXington 2-1760. Raymond Bill, Publisher; Philip Salisbury, Editor; A. R. Hahn, Managing Editor; R. E. Smallwood, Advertising Service Manager. BRANCH OFFICES: 333 N. Michigan Ave., Chicago 1, Ill., C. E. Lovejoy, Jr, Mgr.; 15 East de la Guerra, Santa Barbara, Cal., Warwick S. Carpenter, Mgr.

### **Service Magazine**

(Radio-TV-Electronics)  
MONTHLY. 52 Vanderbilt Avenue, New York 17, N. Y. Phone, MURray Hill 4-0170. Bryan S. Davis, Pres. and Business Manager; Paul S. Weil, Vice-Pres. and Advertising Director; Lewis Winner, Editorial Director; F. Walen, Secretary and Managing Editor; A. G. Goebel, Circulation Manager. REPRESENTATIVES: Brand & Brand, Los Angeles 14, Cal. Phone, Michigan 1732, Edward I. Brand; Brand & Brand, San Francisco 4, Cal. Phone, SUTter 1-2251, E. I. Brand; James C. Munn, Cleveland 6, Ohio. Phone, Erievew 1726.

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### **Standard Rate and Data Service**

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 6-5616. Walter E. Botthof, Publisher; R. A. Trenkman, Asst. Publisher; C. Laury Botthof, President & Treas.; Albert W. Moss, Executive V.-P.; Elsa Laury Botthof, Secretary. BRANCH OFFICES: 420 Lexington Ave., New York 17, N. Y. Phone, LExington 2-6611, Albert W. Moss, V.-P.; 1709 W. 8th St., Los Angeles 14, Calif. Phone, Fairfax 8576, Don Harway; 68 Post St., San Francisco 4, Calif. Phone, Yukon 6-1069, Roger A. Johnstone.

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MONTHLY. 480 Lexington Ave., New York 17, N. Y. Phone, PLaza 3-1340. O. H. Caldwell, Editorial Director; M. Clements, Publisher; M. H. Newton, Business Mgr. BRANCH OFFICES: 201 N. Wells St., Chicago 6, Ill. Phone, Randolph 9225, R. Y. Fitzpatrick, Western Manager.

### **Televiser Monthly**

MONTHLY. 1780 Broadway, New York 19, N. Y. Phone, PLaza 7-3721. Irwin A. Shane, Editor & Publisher; Malcolm McGlasson, Mgr. Editor; Robert Harris, Assoc. Editor & Research Editor; Arthur Brodshatzer, Business Mgr.; John Balkin, Circulation Mgr.; Charles A. Tepper, Advertising Mgr. BRANCH OFFICES: 101 McKinley Bldg., 3757 Wilshire Blvd., Los Angeles, Calif., John A. Basset, West Coast Representative.

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WEEKLY. 1519 Connecticut Ave., Washington 6, D. C. Phone, Michigan 2020. Martin Codel, Publisher; Earl Abrams, Associate Editor; Albert Weinstein, Associate Editor; Robert Cadel, Director of Service; E. April, Circulation Manager.

## **Television Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President & Publisher; Donald M. Mersereau, Treasurer and General Mgr.; Frank Burke, Editor; Marvin Kirsch, Vice-Pres. and Manager; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; West Coast Offices, 6425 Hollywood Blvd., Phone, Gladstone 8436, Al Steen, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonga Road, Phone, Wisconsin 3271; Chicago Bureau, Nat Green, 1417 Ashland Bldg., 155 N. Clark St., Phone State 2332. Published daily as a feature of Radio Daily, and periodically as a special edition.

### **Television Magazine**

MONTHLY. 600 Madison Ave., New York 28, N. Y. Phone, PLaza 3-3671. Frederick A. Kugel, Editor & Publisher; Jim Owens, Managing Editor; Dr. Thomas Coffin, Director of Research; Norman Markwell, Business Manager; Alma L. Carlson, Circulation Manager.

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WEEKLY. 232 Madison Ave., New York 16, N. Y. Phone, MURray Hill 3-7700. Edwin F. Thayer, President & Publisher; Reginald Clough, Editor; Jacob F. Weimtz, Vice-President & Adv. Dir.; Leo P. Haggerty, Secretary-Treasurer; Doris Doland, Mg. Editor; John A. Conway, News Editor. BRANCH OFFICES: 360 No. Michigan Ave., Chicago 1, Ill. Phone, Franklin 2-5764, Elinor Zeigler, Senior Associate Editor; Crosby Vining, National Press Bldg., Washington, D. C. Phone, Executive 4674, Bainbridge Crist, Sr. Assoc. Editor.

### **Variety**

WEEKLY. 154 W. 46th St., New York 19, N. Y. Phone, LUXemburg 2-2700. Sid Silverman, Publisher; Abel Green, Editor. BRANCH OFFICES: 360 N. Michigan Ave., Chicago 1, Ill., Jerry Baxter, Mgr.; 6311 Yucca St., Hollywood 28, Calif., Arthur Ungar, Editor.

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NEW YORK

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*Radio Annual—1949*

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In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network

covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

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The logo for WLW, consisting of the letters "WLW" in a bold, white, sans-serif font, centered within a solid black oval.

THE NATION'S MOST MERCHANDISE-ABLE STATION

*Crosley Broadcasting Corporation*



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President

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IN large measure, so far as the American Broadcasting Company is concerned, 1948 can be summed up in one word—television.

For within the space of six months during the year ABC inaugurated regular TV service over three owned and operated stations, in New York, Chicago and Detroit; began regular program service to an Eastern and a Midwestern television network; acquired exceptional sites in New York and Hollywood as foci for its television activities on both seaboard; rounded out the basic pattern of its TV programming; set up, within the framework of its AM operations, a comprehensive, hard-hitting television personnel organization; and entered into affiliation agreements with a score of independently operated television outlets in as many of the nation's major markets.

About the time that this sees print, we will also have in operation ABC owned and operated TV stations in Los Angeles and San Francisco, putting our network in an unexcelled position to serve the current TV audience.

We are proud of the strides forward ABC has taken in the television field in such a comparatively short time. We are particularly proud that such progress has been achieved with no diminution of our steadily advancing efforts in the field of AM broadcasting.

During the year we extended and improved our theory of "planned programming"—the presentation in prime listening time of broadcasts calculated to obtain and hold large, continuing audiences thus giving the advertiser the benefit of a cumulative audience interest and response.

Prime example of this theory of programming is our Sunday night schedule, leading off with Drew Pearson, continuing with *Monday Morning Headlines*; *The Greatest Story Ever Told*; *Go for the House*; *Carnegie Hall*; *Stop the Music*; Walter Winchell, Louella Parsons, *Theater Guild on the Air* and Jimmie Fidler. The success of *Stop the Music* in one of the toughest

time segments in radio, has already become industry history.

Tuesday night is another exemplification of this theory with such programs as Elmer Davis' news commentaries, Edwin C. Hill's *Human Side of the News*, *Youth Asks the Government*, *America's Town Meeting*, Erwin Canham, the Detroit Symphony Orchestra and the public service programs offered on behalf of both labor and management in equal and "frozen" time segments. Wednesday night on ABC has become established as "must" listening with such attractions as the *Original Amateur Hour*, the Milton Berle show, the Groucho Marx program, the one and only Bing Crosby in his Philco program and the Meredith Willson show.

We have strengthened substantially our Monday and Thursday evening program schedules and our strong daytime lineup has been augmented by such features as Eleanor and Anna Roosevelt, Maggi McNellis and Herb Sheldon, Galen Drake and Kay Kyser's *College of Fun and Knowledge*.

During the Year ABC also achieved substantial improvement in facilities available to its advertisers, concentrated in the nation's top two hundred markets. At the year's close our affiliates totalled 270, carefully selected to give the advertiser the greatest listener coverage rather than mere coverage of territory. Our owned and operated stations and many of our affiliated stations also made their debut into the FM field during the year with a program structure based on our AM program lineup.

The year saw a substantial number of new advertisers using ABC facilities, among them General Motors, the Association of American Railroads, P. Lorillard Co., Kelvinator, Sealtest, Pillsbury Mills and the Chesebrough Manufacturing Company. I feel confident that the progress we have achieved during 1948 will be enhanced in the coming year, despite the continuing tense international situation and its effect on our domestic economy. And while operating costs are steadily rising, particularly with the entrance of ABC into the television field on such a broad front, we feel that our network has no reason to look forward to a new year with anything but an optimistic view toward greater progress.







# A M E R I C A N

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Thomas Velotta..... Vice President  
John Madigan..... Director of News  
Michael Roshkind..... Manager of Special Events  
Paul Sheffels..... Assistant to Vice President

#### Operations, Personnel, Recording, Sales Service

Frederick Lynch, Jr..... Personnel Director  
Thomas F. Robinson..... Sales Service Manager  
Lawrence Ruddell..... Recording Director  
D. B. Van Houten..... Office & Studio Services Dir.

#### Owned & Operated Stations, Co-operative Programs Local & Spot Sales, Station WJZ

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Harold B. Day..... Co-operative Program Sales &  
Promotion Manager  
Ralph Dennis..... National Spot Sales Manager  
Clarence L. Doty..... Local Sales Manager  
Earl Salmon..... Eastern Spot Sales Manager  
Ludwig Simmel..... Co-operative Program Bus. Mgr.

#### Program—AM & Television

J. Donald Wilson..... Vice President  
Paul Whiteman..... V. P. in Charge of Music  
James Bixler..... Supervisor of Announcing &  
Night Program  
Henry Cox..... Eastern AM Production Manager  
Burke Crotty..... Dir. of Television Special Features  
Helen Guy..... Mgr. of the Program Department  
Morgan Ryan..... Eastern AM Program Director  
Helen Hedeman..... Supervisor of Casting  
Charles F. Holden..... Television Production Mgr.  
Richard Moore..... Admin. Asst. & Att. (TV)  
Florence Morris..... Manager of Central Booking  
Paul Mowrey..... National Dir. of Television  
Sally O'Neill..... Program Co-ordinator (TV)  
Richard Rawls..... Mgr. of Television Operations  
Alexander Stronach..... Eastern TV Prog. Mgr.  
John C. Turner..... Mgr. of Script & Prog. Prom.  
Frank Vagnoni..... Manager of Music Division

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Arthur B. Donegan ..... Assistant Publicity Manager  
Grace Johnson ..... Continuity Acceptance Manager  
Earl Mullin ..... Publicity Manager  
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Slocum Chapin ..... Eastern Television Sales Mgr.  
Maurice Gaffney ..... Director of Presentations  
John Donahue ..... Mgr. of Network Sales (Detroit)

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Robert L. Anderson ..... Research Supervisor  
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Robert Brethauer ..... Sales Service Manager  
Francis J. Coveny ..... Auditor  
Frances Dixon ..... Program Booking Supervisor  
Walter L. Emerson ..... Legal Counsel  
Monte Fassnacht ..... Television Production Mgr.  
Elliott Henry, Jr. .... Publicity Manager  
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Anthony Koelker ..... Stations Relations Manager

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Clifford Anderson ..... Program Business Manager  
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Technical Operations  
Francis Conrad ..... Western Div. Sta. Relations Mgr.  
R. G. Denechaud ..... Engineering Operations Sup.  
John J. Edwards ..... Production Manager  
Ernest Felix ..... Personnel Director, Controller  
and Office Manager

## Western Division—San Francisco

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A. E. Evans ..... Engineering Manager  
Edith Kirby ..... Traffic Manager  
Maurice Baker ..... Promotion and Publicity Mgr.

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1703 K Street  
Washington, D. C.

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Burr E. Lee ..... Production Manager  
James L. Stirton ..... General Manager  
Harold Stokes ..... Program Manager  
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Gerald R. Vernon ..... Coordinator of Television Sales  
Robert White ..... Public Service Supervisor  
William W. Wilson ..... Dir. of TV Special Events

Richard Goggin ..... Television Program Manager  
Robert Z. Hall ..... Publicity Manager  
Frances LaTourette ..... Western Div. News Editor  
Adolph Lefler ..... Recording & Sales Service Mgr.  
Walter W. Lonner ..... Traffic Supervisor  
John J. O'Mara ..... Sales Promotion Manager  
Norman Ostby ..... Asst. to V. P. in Charge  
Clyde Scott ..... General Manager KECA

Victor Reed ..... News Editor  
Kenneth Stedman ..... Auditor  
Kirkham Torney ..... Local Sales Manager  
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NOW, MORE THAN EVER,  
YOUR BEST BUY IS  
*The large  
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**WHAS  
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(Country with 50% in  
100% Daytime BMB coverage)

NOW

**689,580**

RADIO FAMILIES

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100% Daytime BMB coverage)

NOW

**207,630**

RADIO FAMILIES

**AND COMPARING 1946 TO 1948**

**WHAS**

**Up 17.1%**

**LOUISVILLE  
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**Down 3%**

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

*The only radio station serving and selling  
all of the rich Kentuckiana Market*

Victor A. Sholis, Director

J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.





FRANK STANTON  
President

# Columbia Broadcasting System

PERHAPS the outstanding characteristic of the year ahead will be the way it will look ahead. Only a few months after this is published we will be setting out on the second half of the 20th Century. 1949 will therefore be peculiarly a year of prophecy and predictions of a new half-

century open up.

Quite aside from the influence of the calendar, however, both the continuing upsurge of television, and the expansion of radio programming, will fix our attention on developments ahead for both these great media. 1949 will be, I think, the year in which radio and television will really begin to learn to live together in the homes of America.

At CBS we are carrying into our planning for this exciting future the experience we have had over the last two decades as broadcasters. "Good programming" will, we believe, continue to be the indispensable key to successful operation in radio-television in the future just as it has been in the past. We will be looking for new ideas, new formats and new trends which will give the American listener and viewer such an ever-better programming product.

The CBS Package Program operation has been one means we have adopted of creating and controlling a substantial portion of our programs so that we can build the most effective entertainment and informational sequences. As I write, 21 CBS Package Programs are now serving 18 different sponsors. These CBS-owned shows have been the subject of increasing industry comment because of the place they have made for themselves with the audience, reflected in both Nielsen and Hooper reports, and because of the effective sales performances they have turned in for CBS sponsors.

We are applying the same general programming philosophy as we develop the CBS-TV network. "The show's the thing!" Within the last year we have made rapid strides in TV programming in all the varied fields in which (as in AM-FM) a balanced program schedule requires us to build good features. For example, *Toast of the Town* in enter-

tainment; our TV version of *People's Platform* in public affairs, offering both studio and on-the-street interviews; *Lucky Pup* in children's programs, and many others.

We are producing and selling TV shows, as we have done with AM shows for so many years. We have assembled the staff to create TV shows of interest and distinction, and our sponsor lists are growing with just such programs. We believe the first business of broadcasters—whether in AM, FM or TV—is programs, and we want an increasingly active part in that business.

One area of expansion in programming—both for radio and for television—is that of sports. While we have always provided extensive coverage of leading sporting events throughout the country, our plans for the future contemplate an even greater activity in this area which is attracting the leisure-time interest and participation of more and more Americans and making this another "golden age" of sports. Through our ownership interest in the *Tournament of Champions* we will bring to our audiences leading boxing events; and through our arrangement with Madison Square Garden we will continue to offer many of the great sporting spectacles which occur in the Garden. In the coverage of football games we successfully pioneered in the 1948 season a new technique of simultaneous multi-game coverage, which we anticipate continuing when the 1949 season starts.

There are many other areas of Columbia's operation where productive and promising plans are in progress. One of the most interesting is the new Long-Playing Record which was placed on the market in 1948 by Columbia Records Inc.

Another area of promise for 1949 is that of station operations. This is the year when we will begin our management of KQW in San Francisco as a Columbia-owned station, the second key outlet for CBS on the West Coast, supplementing our great program center at Los Angeles. We will expect to extend our television programs to many additional cities as new facilities in 1949 make possible the further spread of the CBS-TV network—looking to the same, vigorous pattern of CBS expansion in the future as has marked CBS history from the beginning.

# COLUMBIA BROADCAST





# C O L U M B I A

## Broadcasting System, Inc.

### Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

### BOARD OF DIRECTORS

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 James C. Shattuck.....Asst. Director of Editing

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 Henry Grossman. Director of Broadcast Operations  
 Roland J. Young. Acting Director of Construction  
 R. G. Thompson  
 Manager of Network Technical Operations  
 and Chief Engineer of WCBS  
 Walter R. Pierson  
 Manager of Building Operations  
 Paul Wittlig  
 Manager of Technical Operations, Television  
 John D. Gilbert  
 Asst. Mgr. of Network Technical Operations



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A. B. Chamberlain... Chief Engineer  
H. A. Chinn... Chief Audio-Video Engineer  
J. W. Wright... Chief Radio Engineer

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Director of Engineering Research and Development  
John W. Christensen... Chief Engineer  
John Martin... Executive Assistant

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Secretary and General Attorney  
Kenneth L. Yourd... Senior Attorney

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Albert H. Bryant... Manager

## Music Copyright Department

W. Clark Harrington... Director

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Allyn Jay Marsh... Assistant Sales Manager  
Thomas D. Connolly... Manager Program Sales  
Charles E. Midgley, Jr... Sales Service Manager  
T. P. Maguire... Assistant Sales Service Mgr.  
Chicago Office Network Sales,  
410 North Michigan Avenue  
W. Donald Roberts... Western Manager  
Dudley Faust... Assistant Manager  
Detroit Office Network Sales  
Fisher Building  
Joseph Spadea... Manager

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Howard L. Hausman... V.P. Chg. Personnel Relations  
Joseph H. Jackson... Personnel Manager  
James M. Connors... Manager Salary Division  
Robert Kalaidjian... Employment Manager  
Dr. Jack Nelson... Director Medical Office

## Program Department

Hubbell Robinson, Jr.  
Vice President and Director of Programs  
William Fineshrber  
General Manager of Program Department  
Harry Ackerman  
Dir. of Network Programs, Hollywood

Robert Heller... Executive Producer  
Guy Della Cioppa  
Associate Dir. of Network Programs, Hollywood  
Lester Gottlieb  
Director of Popular Music and Talent Scout  
James H. Fassett... Director of Serious Music  
Julius Mattfeld... Director Music Library  
Lucile Singleton  
Dir. of Vocal Auditions and Mgr. of Script and Record Library  
Marjorie Morrow... Casting Director  
Elwood Hoffman... Script Editor

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Vice President and Director of Public Affairs  
Gerald F. Maulsby... Asst. Dir. of Public Affairs  
Lyman Bryson... Counselor on Public Affairs  
Edward R. Murrow... Counselor on Public Affairs  
Werner Michel... Dir. of Production, Public Affairs  
Robert Hudson  
Director of Education and Opinion Broadcasts  
George Crothers  
Asst. to the Dir. of Education and Opinion Broadcasts  
Helen Sioussat... Director of Talks  
Leon Levine... Director of Discussion Broadcasts  
Edward Scovill  
Dir. of Talks and Special Events, Wash. D. C.  
Elinor Inman... Director of Religious Broadcasts  
Sam Abelow... Assistant, Documentary Unit  
Philip Eisenberg... Producer  
Wells Church... Director of News Broadcasts  
Theodore F. Koop  
Dir. of News and Public Affairs, Washington  
Henry Wefing... Asst. Dir. of News Broadcasts  
Lee Bland... Director of Special Events  
Walter L. Barber... Director of Sports Division  
John Derr... Assistant to the Director of Sports

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I. S. Becker... Director Program Operations  
R. R. Ray... Assistant to Director  
Will Bratter... Assistant to Director  
Martin Leeds... Business Manager, Hollywood  
James Fonda  
Manager of "Amos 'n' Andy" Property

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Horace Guillotte... Mgr. of Network Operations

## Sound Effects Division

Davidson Vorhes... Mgr. of Sound Effects Division

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A. H. Petersen... Traffic Manager  
C. J. McCarthy... Assistant Traffic Manager

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Michael J. Foster... Executive Assistant  
Michael Boscia... Mgr. of WCBS Press Information  
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Walter Seigal... Mgr. of Photographic Division  
Anne Harding... Manager of Service Division  
Dorothy Leffler... Manager of Magazine Division  
Harry Feeney... Trade News Editor  
Joseph Sage... Photo Editor

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John E. Forsander... Purchasing Agent

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H. A. Carlborg... Eastern Sales Manager, New York  
George Dunham... Eastern Television Sales Manager  
Fred Mahlstedt... Mgr. of Research for Radio Sales  
James F. Burke... Supervisor of Program Service  
Thomas Ellsworth

Director of Promotion for Radio Sales  
Benjamin Margolis... Sales Service Manager  
Alice Santti... Manager of Time Clearance  
Gordon F. Hayes... Western Sales Manager  
H. H. Holtshouser... Southern Sales Manager  
Jack L. Brumback... Office Manager, San Francisco  
Henry Flynn... Office Manager, Los Angeles  
William Ogden... Office Manager, Detroit

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Harper Carraine... Asst. Dir. Research  
Edward Reeve... Research Projects Manager  
Richard Hess... Supr. Ratings Services Division  
Howard Miller... Sup. Mkts. and Records Div.  
Tore Hallonquist... Supr. of Program Analysis Div.  
Gerhart Wiebe... Supr. Promotion Research Div.

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Director of Reference Department  
May Dowell... Mgr. Central Information Div.  
Stanford Mirkin  
Manager of Program Research Division  
Agnes Law... Librarian  
Dorothy Boyle... Mgr. of Program Statistics Div.  
Esther Dobbins... Mgr. of Program Information Div.

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V.P. in Chg. of Sales Promotion & Advertising

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William Golden... Associate Director  
Neal Hathaway... Manager of Program Promotion  
Charles Oppenheim

Asst. Manager of Program Promotion  
John Fox... Business Manager  
John P. Cowden  
Dir. of Promotion Service for Columbia-Owned Stations

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V.P. in Charge of Station Administration  
Edward DeGray... Asst. to the Vice President  
James V. Melick... Executive Assistant

## Station Relations Department

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Vice President in Charge of Station Relations  
William A. Schudt, Jr.  
Director of Station Relations  
Edward E. Hall... Eastern Division Mgr., Hollywood  
Edwin Buckalew... Western Div. Mgr., Hollywood

## Housewives' Protective League Productions

Fletcher Wiley... General Manager  
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Charles M. Underhill... Director of TV Programs  
Jerome Danzig... Associate Dir. of Programs  
Worthington C. Miner  
Mgr. of Television Program Development  
David Sutton... Television Sales Manager  
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Manager of Television Sales Development  
Edmund Chester  
Dir. of News, Special Events and Sports  
Robert Bendick  
Asst. Director of News and Special Events  
Lawrence S. Haas... Coordinator of News  
Richard Edwards... News Broadcaster  
Eleanor Kilgallen... Casting Director  
Merritt H. Coleman... Director of Operations  
Jackson Green... Dir. Prod. Actvt.  
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# COLUMBIA BROADCASTING SYSTEM

Standard Stations:  
KMOX, St. Louis  
KNX, Los Angeles  
WBBM, Chicago  
WCBS, New York

WCCO, Minneapolis  
WEEI, Boston  
WTOP, Washington  
FM Stations:  
KNX-FM, Los Angeles

WBBM-FM, Chicago  
WCBS-FM, New York  
WEEI-FM, Boston  
TV Station:  
CBS-TV, New York



EDGAR KOBAK  
President

# Mutual Broadcasting System

IT seems that no matter what other gyrations we go through in broadcasting—ratings, research, coverage, hearings, conventions—we always fetch up against the one all-important fundamental of programming. Nobody has yet figured how to get

around Shakespeare's "the play's the thing" and stay a success in radio.

Some of the more recent evidence of this is contained in surveys of television viewing habits, conducted both by Hooper and Pulse, Inc.

People in television (station owners, producers, engineers) have long gone on the assumption that once a family bought a television set, all its members could have but little time to devote to any other form of entertainment—broadcasting, movies, books or what-have-you. They have gone on the assumption that the "novelty" of this great new medium is a long, long time wearing out.

The survey figures seem to contradict these beliefs. According to Pulse there is considerable falling off in the number of people who have their televisions turned on *regardless of what the program may be*; according to Pulse, this falling off amounts to about 30 per cent. Hooper confirms the falling off but gives the figure as 10 per cent. Some place between the two, will probably be found the actual facts but the point we want to make is that it seems clear that the novelty wears off much more quickly than anyone has allowed for.

The focus even this early in television is shifting to *program quality*.

And if this is true in such a new, dramatic and exciting medium as television, how true it must be in the case of sound broadcasting?

We think the statistical gentleman of radio will support the statement that total listening to radio has remained at about the same level for the past four years; and we don't think there is any doubt that the principal reason for this is the quality of a major portion of programming—which has been static and none too inspiring for a long time.

The fact is that there have been no

really new program ideas in years—that all the so-called "new" things which we serve up, are really old things in a new collar and cuffs. If we were called upon to prove this, we would do it by reminding the reader of what has happened in recent months: no sooner had one station and one network scored a success with a "giveaway," when all other networks and most stations jumped on the bandwagon, demonstrating thereby the dearth of ideas and the eagerness with which everybody pounces on a half-way new idea.

(So far, in fact, did this giveaway fever go, that it got the industry into considerable hot water—and in November as this is written, we are not yet out of it.)

If we may be permitted a short commercial: Mutual has tried, and we think with some success, to develop and put on the air programs having something new and different in the way of a basic idea or a twist on some established format. For example—"Twenty Questions" and "Juvenile Jury" introduced fresh elements into programming; "Newsreel" and "Meet the Press" are new twists on the presentation of news and discussion; our series of documentaries on Atomic Energy introduced popular quiz and audience participation techniques into serious radio. We will continue experimenting—and expect to make still further contributions to better programming.

It could be that one explanation for poor quality and lack of progress in programming may be found in the fact that we have failed to attract top writers into radio and television—the writers whose work is produced on Broadway stages and published between covers and in magazines.

It is clear, we think, that broadcasting has devoted a lot of time to a lot of things, but not enough time to the important things: programming which will appeal to and hold and even increase audiences—programming that will meet the needs of that disturbingly large segment of people so laconically defined by Hooper as "at home but not listening."

In 1949, I think of no better goal for broadcasting than more attention to programming and less emphasis on secondary matters—more focus on programs and less hocus-pocus.





# MUTUAL Broadcasting System

*Executives and Staff*  
1440 Broadway, New York 18, N. Y.  
Phone, Pennsylvania 6-9600

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Theodore C. Streibert  
WOR, New York, Vice-Chairman  
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Willet H. Brown, Don Lee ..... Hollywood  
Chesser Campbell ..... WGN, Chicago

J. E. Campeau ..... CKLW, Detroit  
H. K. Carpenter ..... WHK, Cleveland  
Benedict Gimbel, Jr. .... WIP, Philadelphia  
Edgar Kobak ..... MBS, New York  
Thomas O'Neil ..... Yankee Network, Boston  
J. R. Poppele ..... WOR, New York  
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Phillips Carlin ..... N. Y., V. P. in Ch. of Progs.  
Z. C. Barnes ..... N. Y., V. P. in Ch. of Sales  
Robert A. Schmid ..... N. Y., V. P. in Ch. of Prog. Sls.  
A. A. Schechter  
V. P. in Ch. of News, Sp. Events and Pub.  
E. P. H. James  
N. Y., V. P. in Ch. of Adv., Prom. and Research  
A. N. Hult ..... Chicago, V. P. in Ch. of Mid-W. Oper.  
E. M. Johnson ..... V. P. in Chg. of Engr'g & Sta. Rel.

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Leo Lauterstein and David Brown  
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Elisha Goldfarb ..... MBS Counsel  
Esterly Chase Page ..... Wash., Eng. Consultant

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Richard Groome ..... Auditor  
George Westby ..... Budget Director

#### **Office Management**

James E. Wallen ..... Office Manager  
Beatrice M. Marschner ..... Personnel Director  
Ruth Hendler ..... Purchasing Agent  
Margaret Maloney ..... Telephone Supervisor

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Leslie Learned ..... Manager of Engineering Traffic  
James Chapman ..... Supervisor of Engineering Traffic  
Lewis R. Tower ..... Chief Facilities Engineer

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Adolph Opfinger...Assistant to Vice President  
Jack Paige.....Manager of Program Operations  
B. J. Hauser....Director of Cooperative Programs  
Walter Lurie....Dir. of New Prog. Development  
Herbert Rice.....Director of Production  
Dorothy Ann Kemble....Dir. of Con. Acceptance  
Edwin Otis...Supervisor of Commercial Programs  
Hal Wagner.....Manager of Operations  
Floyd Mack.....Day Supervisor  
Idella Grindlay.....Studio Arrangements  
John Newhouse.....Night Supervisor  
Hugo Seiler.....Night Supervisor  
Elsie Dick...Dir. of Edu. Women's and Rel. Activ.  
Ada Lusardi.....Program Traffic Manager

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Arthur Feldman.....Director of Special Events  
John Bosman.....News Editor  
Paul Jonas.....Director of Sports  
James E. O'Bryon.....Director of Press  
Francis X. Zuzulo

Asst. Dir. of Press, Trade News Editor  
Robert Wilson.....Mgr. of Exploitation  
Hal Gold.....Press Editor  
Maria Caterine.....Photo Editor  
John Skinner.....Special Service Editor  
Elaine Brown.....Magazine Ed.  
Win Goulden.....Feature Ed.

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George Benson.....Eastern Sales Manager  
Alma Graef.....Manager of Sales Service  
T. E. Danley.....Manager of Sales Traffic

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Richard J. Puff.....Director of Research  
Paul Benson.....Asst. Dir. of Research  
F. Carleton McVarish...Mgr. of Audience Prom.  
Winifred Hall.....Production Supervisor

## **Station Relations**

Earl M. Johnson.....Vice President in Charge  
Robert Carpenter.....Field Representative  
Norman Knight.....Field Representative  
James Mahoney.....Field Representative  
Roy Danish.....Manager, Station Information  
Paul Hancock.....Field Representative

## **Washington Staff**

Hollis Seavey...News & Spec. Evs. Coordinator  
William Hillman...Presidential Correspondent  
Albert L. Warner.....Chief Correspondent

## **Chicago Staff**

Adolf N. Hult.....V. P. in Ch. of Midwest Oper.  
MacKenzie Ward...Midwestern Sales Manager  
James Mahoney...Mgr. of Western Div. (Sta. Rel.)  
Dorothy Reynolds  
Mgr. of Sales Serv. and Office Mgr.  
Myrtle Goulet.....Mgr. of Sales Traffic  
Gilbert McClelland.....Dir. of Sales Promotion  
George Herro.....Publicity Director

## **Atlanta Staff**

Charles Godwin.....Manager

## **Philadelphia and Pittsburgh Staff**

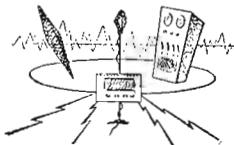
Howard Cann.....Sales Representative

## **Hollywood Staff**

Ned Tollinger.....Program Manager  
Harriet Crouse.....Publicity Director

Detroit  is not only the world's  greatest automotive  center, it is also one of the nation's most important radio production centers.  And the center of Detroit's radio production is . . . . .

## TRENDLE-CAMPBELL ENTERPRISES, INC.



Because Trendle-Campbell originates eight (8) half hours of live programs for ABC. These are the nationally famous LONE RANGER  (Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m.) the CHALLENGE  of the YUKON (Monday-Wednesday-Friday, 5 to 5:30 p.m.) and the GREEN HORNET  (Tuesday-Thursday, 5:00 to 5:30 p.m.)

## TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Strob Building

Detroit 26, Michigan





NILES TRAMMELL  
President

# National Broadcasting Company

NEVER before has it been so difficult to predict what a new year will hold for broadcasting. Radio has just completed one of its most prosperous years. Television at the end of 1948 began fulfilling its promise. Television program fare finally began keeping pace with its technical achievements. Radio should prosper again in 1949 and television—with such technical advances as the interconnection of the east and midwest by coaxial cable and the arrival on the air of many more stations—will become a much greater force for selling and entertaining.

But the promise of video has been, and will, for the most part be at the cost of expending some of the profits of radio. Many radio station operators have poured immense sums of money into building their sister television stations with little return. And much more of radio's money must yet be spent for the development of this competing medium. With these elements in mind, the National Broadcasting Company has set a two-fold goal for 1949: (1) To hold the 1948 increase in revenues for sound broadcasting, and to develop new money for television. (2) To improve programming on both radio and television, particularly programs in video which have not kept pace with outstanding technical advances.

Sound broadcasting today enjoys the greatest circulation of any medium. More people are now listening to sound radio than ever before, and sets are in use more hours per day than at any time in radio history. This makes radio too good a buy for advertisers to defect in droves to other media, including television.

So the challenge is to develop new advertising money for video by increasing the total advertising dollar. Radio did this. And television is doing it, too.

Of the twenty-seven commercial programs being seen on the NBC East-coast television network near the end of 1948, twelve were sponsored by clients who were not buying time in radio. The other fifteen shows were being presented by clients who were

spending additional money for these programs. In other words they were not reducing their AM budgets to buy video. This 100% pace certainly will not last but it should be our purpose to keep the new money percentage at the very highest possible level.

As for our other goal, programming, there are some definite new trends in television. The first of these had to do with sports. A year ago, on the three major New York stations then in existence, 53% of the broadcast schedule was devoted to sports. At the end of 1948, on these same three stations, sports accounted for only 27% of the schedule.

Another trend seems to be developing in relation to film programs. While feature films and film shorts are being used even more extensively than they were a year ago, audience acceptance of such films is declining. The reason is rather obvious. In the early days of television, many older films were used as fillers and the audience because of the novelty and lack of competition would watch them.

In the fields of drama and variety, television, has perhaps made its greatest program advances. Such programs as the *Texaco Star Theatre*, *Philco Television Playhouse* and the *Kraft Theatre* demonstrate fine production and direction technique and attract large audiences. But in the field of news programs there is much to be done. New and imaginative techniques for the presentation of current events are sorely needed.

In my opinion there are many program formats used in radio which could be exploited for television. The five-times-a-week continued story should be effective and economical on video.

So here is the challenge. Faced with the decline in the novelty of television and with his audience becoming more and more selective, the video programmer must call on his imagination for new techniques and original ideas to please and entertain his public.

And in both radio and television, he must call upon that same imagination to educate and inform. In 1949 public service programs should be a prime concern to both the AM and video broadcaster. For television, the public service type of program hasn't yet been fully explored; for radio, it hasn't yet been fully exploited.





# NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City  
(Telephone number, Circle 7-8300)

Registered Telegraphic Address  
NATBROADCAST NEW YORK

## BOARD OF DIRECTORS

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John H. MacDonald, Adm. V. P. in Chrg. Finance  
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Adm. V. P. in Chrg. of TV & Wstrn. Div.  
Charles P. Hammond, V. P. & Asst. to President  
William S. Hedges . . . . . V. P. in Ch. of Plan. & Dev.  
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Dir. of Spec. Serv. & G. R.  
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### Advertising and Promotion Department

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Roy C. Porteous . . . . . Manager  
Allen Hurlburt . . . . . Art Director  
George W. Wallace . . . . . Net. Sales Pro. Mgr.  
Richard Blake . . . . . Copy Director  
William E. Webb . . . . . Net. Aud. Prom. Mgr.

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John Tiedeman . . . . . Budget Officer

### Continuity Acceptance Department

Stockton Helffrich . . . . . Manager

## Controllers Department

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Harold M. Kelly ..... Assistant Controller  
Hugh R. McGeachie ..... Assistant Controller

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R. E. Shelby ..... Dir. of Tele. Engr. Operations  
William A. Clarke ..... Administrative Assistant  
E. R. Cullen ..... Operations Assistant  
J. D'Agostino ..... Liaison Engineer  
Raymond F. Guy ..... Mgr. of Radio & Alloc. Engr.  
George M. Nixon ..... Manager, Engineering Devp.  
C. A. Rackey ..... Mgr. of Audio & Video Engr.  
T. H. Phelan ..... New York Division Engineer  
J. Wood, Jr. .... Manager of Technical Svcs.

## General Service Department

Edward M. Lowell ..... Director  
Walter E. Giebelhouse ..... Mgr. of Bldg. Main. Div.  
Helen Davis ..... Mgr. of Office Svcs. Div.

## Guest Relations Department

Paul Rittenhouse ..... Manager  
William Ervin ..... Executive Assistant Manager  
Jacques Biraben ..... Asst. Mgr. in Chrg. of Reception  
Peter Tintlo ..... Asst. Mgr. in Chrg. of Tours

## Information Department

Horton Heath ..... Director  
Irene Kuhn ..... Assistant Director  
Anita Barnard ..... Mgr. of Corres. Division

## Legal Department

Gustav B. Margraf ..... V. P. & General Att.  
Robert P. Myers ..... Assistant General Attorney  
Thomas E. Irvin ..... Senior Attorney  
Edmund Souhami ..... Senior Attorney  
John P. King ..... Attorney  
Paul B. Lynch ..... Attorney  
Richard H. Graham ..... Attorney (Hollywood)  
Thomas H. Compere ..... Attorney (Chicago)  
Willson J. Hurt ..... Attorney (Denver)  
Cahill, Gordon, Zachry & Reindel  
Counsel (New York & Washington)

## National Spot Sales Dept.

James V. McConnell ..... Director  
John de Russy ..... Manager  
Jacob Evans ..... Promotion Manager

## Network Sales Department

George H. Frey ..... Director  
Edward R. Hitz ..... Assistant Director  
Reynold R. Kraft ..... Assistant Director

## News and Special Events and International Relations Department

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Francis C. McCall ..... Dir. of News & Spec. Ev.  
Adolph J. Schneider ..... Dir. of TV News & Spec. Ev.  
Joseph O. Meyers ..... Mgr. of Operations  
Jeanette Kriendler ..... Office Manager

## International Division

Frederick B. Bate ..... Assistant to the Vice President  
Cal Abraham ..... Station Liaison & Pub. Rel. Dir.

## Personnel Department

Ernest de la Ossa ..... Director  
Theodore Thompson ..... Manager  
Doris Ann ..... Employment Manager  
William M. Roden ..... Records & Research Mgr.  
Donald C. Bogert ..... Employee Services Mgr.

## Press Department

Sydney H. Eiges ..... Vice President in Charge  
Jo Dine ..... Director  
Allan Kalmus ..... Television Manager  
Sam Kaufman ..... Spec. Services Mgr.  
Leo Hershdofer ..... Feature and Copy Editor  
John Slocum ..... Magazine Editor  
James Miller ..... Column Editor  
Leonard Meyers ..... Music Editor  
Sidney Desfor ..... Photo Editor

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Arch Robb ..... Asst. Prog. Dir. in Chrg. of Prog. Opr.  
Robert K. Adams ..... Production Manager  
Thomas H. Belviso ..... Manager of the Music Library  
Samuel Chotzinoff ..... General Music Director  
Patrick J. Kelly ..... Manager of Announcers  
Allin Robinson ..... Night Program Manager  
Frederick Knopfke ..... Sound Effects Manager  
William Stern ..... Director of Sports  
Richard P. McDonagh ..... Manager, Script Division  
Grace H. Sniffin ..... Supervisor Business Office

## Public Affairs and Education Department

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Margaret Cuthbert ..... Dir. of Public Affairs  
Doris Carwith ..... Dir. of Talks & Religious Bcsts.  
Jane T. Wagner ..... Dir. of Education

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Robert W. Friedheim ..... Director

George C. Stevens..... Business Manager  
 Charles G. Hicks, Jr..... Recording Sales Manager  
 Donald J. Mercer..... Thesaurus & Synd. Sales Mgr.  
 H. H. Wood..... Program Director  
 Frank McMahon..... Promotion Manager

### Research Department

Hugh M. Beville, Jr..... Director  
 Barry T. Rumble..... Manager

### Stations Departments

Easton C. Woolley..... Director  
 Burton Adams..... Mgr.—Coop. Programs Division

### Stations Relations Dept.

Sheldon B. Hickox, Jr..... Manager

### Traffic Department

Harry A. Woodman..... Manager

## Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KNBC	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC
WNBC-FM	New York	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WNBW	Washington (Television)	Owned and operated by NBC
WNBK	Cleveland (Television)	Owned and operated by NBC
KNBH	Hollywood (Television)	Owned and operated by NBC
WNBQ	Chicago (Television)	Owned and operated by NBC

### Central Division—Chicago

*Merchandise Mart, Chicago 54, Ill.*

*Tel.—Superior 8300*

I. E. Showerman..... Vice President in Charge  
 Thomas H. Compere..... Attorney  
 William Drips..... Director of Agriculture  
 Robert Guilbert..... Continuity Acceptance Manager  
 Jules Herbuveaux..... Television Manager

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 Thomas E. Knode..... Adm. Asst. to Dir. TV Ops.  
 J. Robert Myers..... Adm. Asst. to Dir. of TV Oper.  
 Norman Blackburn..... Nat. Dir.—Tele. Prog.  
 Warren Wade..... Production Manager  
 Russ Johnston..... Director of Film Division  
 Robert Wade..... Mgr. of Prod. Facilities  
 R. R. Davis..... TV Operations Supervisor  
 Albert Reibling..... Business Manager  
 Robert E. Shelby..... Dir. of TV Engr. Operations  
 F. A. Wankel..... Asst. Dir. of TV Engr. Operations  
 Helen M. Korday..... Personnel Supervisor

### Transportation Department

Marie F. Dolan..... Manager

### Treasurers Department

Rudolph J. Teichner..... Treasurer  
 William A. Williams..... Assistant to Treasurer  
 William D. Bloxham..... Purchasing Agent

A. W. Kaney..... Station Relations Manager  
 David Lasley..... Promotion Manager  
 Howard C. Luttgens..... Division Engineer  
 Paul McCluer..... Network Sales Manager  
 Oliver Morton..... National Spot Sales Manager  
 William B. Ray..... News & Special Events Manager  
 Jack Ryan..... Press Manager  
 Judith Waller..... Public Affairs Director  
 John Whalley..... Business Manager

**Western Division—  
Hollywood**

*Sunset Blvd. and Vine St. Hollywood 28, Calif.*

*Tel.—Hollywood 6161*

Sidney N. Strotz.....Adm. V. Pres. in Charge  
Lewis S. Frost.....Assistant to the Vice President  
Frank Berend.....Western Div. Network Sales Mgr.  
Harold Bock.....Television Manager  
Robert V. Brown.....Western Network Prog. Mgr.  
Frank Dellett.....Auditor  
Paul Gale.....Traffic Manager  
Donald Honrath.....Continuity Acceptance Manager  
Robert E. Howard.....Wstrn. Div. Nat. Spot Sales Mgr.  
Henry Maas.....Sales and Program Traffic Manager  
Helen M. Hall Act. Mgr. Wstrn. Net Prom. & Adv.  
Jennings Pierce.....Pub. Int. Sta. & Guest Rela. Mgr.  
Leslie Raddatz.....Net. Press Mgr.—Wstrn. Div.  
Alfred Saxton.....Division Engineer  
Roger Sprague.....Net. News Mgr.—Wstrn. Div.

**Washington, D. C.**

*724 14th Street N. W., Washington 5, D. C.*

*Tel.—Republic 4000*

Frank M. Russell.....Vice President in Charge  
William R. McAndrew.....Asst. to V. Pres.  
R. G. Coldenstroth.....Auditor  
Mahlon Glascock.....Director of Sales  
Donald Cooper.....Chief Engineer  
Walter Royen.....Press Manager  
James Seiler.....Personnel & Research Mgr.  
George Wheeler.....Director of Programs

**NBC Stations Planning &  
Advisory Committee**

Martin B. Campbell.....WFAA, Dallas, Tex.  
Harold Essex.....WSJS, Winston-Salem, N. C.  
Harry Bannister.....WJW, Detroit  
Walter J. Damm.....WTMJ, Milwaukee  
Ed Yocum.....KCHL, Billings, Mont.  
Harold C. Burke.....WBAL, Baltimore  
John M. Outler, Jr.....WSB, Atlanta  
Claire R. McCullough.....WGAL, Lancaster, Pa.  
Wiley P. Harris.....WJDX, Jackson, Miss.  
Ewing C. Kelly.....KCRA, Sacramento, Calif.

**FOR COMPLETE LIST OF  
ALL COMMERCIAL PROGRAMS  
ON MAJOR NETWORKS  
PLEASE TURN TO PAGE 961**



# KEYSTONE



## Broadcasting System, Inc.

### Headquarters

580 Fifth Avenue, New York 19, N. Y.  
Phone, PLaza 7-1460

### Officers & Directors

Exec. Vice-President ..... Naylor Rogers  
Vice-President ..... Arthur Wolf  
Vice-President ..... Joseph Bayer  
Secretary-Treasurer ..... Sidney J. Wolf  
Assistant Secretary..... William Bayer

### Offices

#### New York

580 Fifth Avenue  
Phone, PLaza 7-1460

Pres. & General Manager. Michael M. Sillerman  
Office Manager..... Eve Bannier  
Research Director..... James A. Yergin  
Account Executive ..... Noel A. Rhys

#### Chicago

134 North La Salle St., Chicago 2, Ill.  
Phone, State 2-4590

Secretary-Treasurer..... Sidney J. Wolf  
Director of Station Relations..... E. R. Rogers

#### Accountant & Office Manager

Elizabeth M. Mueller

Western Sales Manager..... Naylor Rogers

#### Hollywood

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone, Hollywood 5338

Program Director ..... Elaine N. Gonda

#### Cleveland

310 Citizens Bldg. Cleveland 14, Ohio  
Phone, Cherry 4050

Mid-Western Sales..... Lucis M. Bloch, Jr.

**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 includes 375 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week filling 1 hour per day, seven days each week, to a total of 7 hours per week. This is the only national, full-sized 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 group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length.



# REGIONAL NETWORKS

## Alabama State Group

Bankhead-Long Building, Jasper, Ala.  
Phone: 100-200

### PERSONNEL

Director of Operations.....James E. Reese  
STATIONS

ALABAMA: WOOB, Anniston; WEBJ, Brew-  
ton; WKUL, Cullman; WDIG, Dothan; WXAL,  
Demopolis; WMFT, Florence; WGAD, Gads-  
den; WWWB, Jaseph; WMCY, Montgomery;  
WJHO, Opelika; WKAB, Mobile; WTBF, Troy;  
WTBC, Tuscaloosa.

### NATIONAL REPRESENTATIVE

Harry A. Friedenberg

## The Aloha Network

P. O. Box 1380, Honolulu, T. H.  
Phone: 95295

### PERSONNEL

President .....(Open)  
Vice-Presidents.....R. M. Fitkin,  
J. E. Jaeger, C. J. Fern, E. Crane  
Sales Manager.....L. R. Turner

### STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI,  
Wailuku; KTOH, Lihue.

## Alaska Broadcasting System

### CBS

830 Securities Bldg., Seattle 1, Wash.  
Phone: Seneca 6333

### PERSONNEL

General Manager.....William J. Wagner  
Secretary & Treasurer.....I. F. Wagner  
Washington Attorney.....Philip M. Baker  
Seattle Manager.....Ernest Spink  
Attorney.....Warren Cuddy

### BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska.  
Kenneth Laughlin, Station Mgr.; Station KTKN,  
Ketchikan, Alaska, James Fletcher, Station  
Mgr.; Station KINY, Juneau, Alaska, John  
Ashbaugh, Station Mgr.; Station KFRB, Box  
950, Fairbanks, Alaska, Claude Ratliff, Jr.,  
Station Mgr.; Station KIBH, Box 250, Seward,  
Alaska, Bruce Cruikshank, Station Mgr.

### STATIONS

KFQD, Anchorage, Alaska; KTKN, Ketchi-  
kan, Alaska; KINY, Juneau, Alaska; KFRB,  
Fairbanks, Alaska; KIBH, Seward, Alaska;  
KOQL, Anchorage, Alaska.

## Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.  
Phone 4-4161

### PERSONNEL

Manager.....Richard O. Lewis  
Commercial Manager.....Bill Harvey  
Promotion Manager.....Fred Gerletti

### STATIONS

KTAR: Phoenix; KVOA, Tucson; KYUM,  
Yuma; KGLU, Safford; KWJB, Globe-Miami;  
KYCA, Prescott; KAWT, Douglas-Bisbee.

### NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.

## The Arizona Network

Radio Station KOY

836-838 N. Central Ave., Phoenix, Ariz.  
Phone: 4-4144

### PERSONNEL

Manager.....Albert D. Johnson  
Program Manager.....John R. Williams  
Commercial Manager.....John L. Hogg  
KTUC Manager.....Lee Little  
KSUN Owner.....Carlton W. Morris

### STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.

### NATIONAL REPRESENTATIVE

John Blair & Company

## Arrowhead Network

WEBC Bldg., Duluth 2, Minn.  
Phone: Melrose 2873

### PERSONNEL

General Manager.....W. C. Bridges  
Director of Operations.....H. E. Westmoreland  
Dir. of News & Sp. Events.....Earl Henton  
Director of Engineering.....Charles B. Persons  
Promotion Manager.....L. G. Anderson  
WMFG Resident Manager.....Oscar Peterson  
WHLB Resident Manager.....Arthur Nelson  
WEAU Resident Manager.....Harry Hyett  
WJMC Resident Manager.....Greg Rouleau  
WISC Resident Manager.....Ralph O'Connor  
WEBC.....Arrowhead Network Personnel

### STATIONS

WMFG, Hibbing, Minn.; WHLB, Virginia,  
Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice  
Lake, Wis.; WISC, Madison, Wis.; WEBC,  
Duluth, Minn.; WEBC-FM, Duluth, Minn.;  
WEAU-FM, Eau Claire, Wis.; WJMC-FM, Rice  
Lake, Wis.; WISC-FM, Madison, Wis.

## Regional Networks

### Connecticut State Network

WTHT, 555 Asylum St., Hartford 4, Conn.  
Phone: HARTford 2-0237

#### PERSONNEL

President.....C. Glover DeLaney

#### STATIONS

WNAB, Bridgeport; WATR, Waterbury;  
WNLC, New London; WNHC, New Haven;  
WTHT, Hartford; WSTC, Stamford; WTOR,  
Torrington.

★

### Dixie Network

410 Main St., Houston 2, Tex.  
Phone: P-3108

#### PERSONNEL

President.....Socs Vratls  
Vice-President.....Robert Bush  
Secretary-Treasurer.....King H. Robinson  
Director.....E. C. Davis  
Director.....Arthur Kay  
General Manager.....Phil Dusenbury

#### STATIONS

KATL, Houston, Texas; KOGT, Orange,  
Texas; KRIC, Beaumont, Texas; KRFL, Bay-  
town, Texas; KOLE, Port Arthur, Texas.

★

### Don Lee Broadcasting System

1313 N. Vine St., Hollywood, Calif.  
Phone: HUDson 2-2133

#### PERSONNEL

President & Gen. Mgr.....Lewis Allen Weiss  
Exec. Vice-President.....Willet H. Brown  
Secretary-Treasurer.....A. M. Quinn  
Dir. of Station Relations.....Patrick Campbell  
General Sales Manager.....Ward Ingram  
Asst. Gen. Sales Manager..Henry Gerstenkorn  
Program Director.....Charles Bulotti, Jr.  
Continuity Acceptance Dir. William Williams  
News & Special Features Dir. Les Mawhinney  
Chief Supervisor.....Tony La Frano  
Public Relations Director.....Mark Finley  
Publicity Director.....James Patsons, Jr.  
Program Promotion Dir.....Robert Stock

#### STATIONS

CALIFORNIA: KHJ, Los Angeles; KFRC, San  
Francisco; KAFY, Bakersfield; KHSL, Chico;  
KXO, El Centro; KIEM, Eureka; KYNO, Fresno;  
KMYC, Marysville; KYOS, Merced; KPRL, Paso  
Robles; KVCV, Redding; KXOA, Sacramento;  
KSBW, Salinas; KFXM, San Bernardino; KGB,  
San Diego; KVEC, San Luis Obispo; KVOE,  
Santa Ana; KDB, Santa Barbara; KXOB,  
Stockton; KCOK, Tulare.

OREGON: KALE, Portland; KWIL, Albany;  
KAST, Astoria; KBND, Bend; KOOS, Coos Bay;  
KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath  
Falls; KRNR, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spo-  
kane; KXRO, Aberdeen; KPUG, Bellingham;  
KELA, Centralia; KRKO, Everett; KWLK, Long-  
view; KGY, Olympia; KUJ, Walla Walla;  
KWNW, Wenatchee; KYAK, Yakima.

IDAHO: KVNI, Coeur d'Alene; KRLC, Lewis-  
ton; KWAL, Wallace.

NEVADA: KATO, Reno.

ARIZONA: KOOL, Phoenix; KCNA, Tucson;  
KCKY, Coolidge; KNOE, Nogales.

HAWAII: KHON, Honolulu; KIPA, Hilo;

KTOH, Lihue; KMVI, Wailuku.

ALASKA: KENI, Anchorage; KFAR, Fair-  
banks.

#### NATIONAL REPRESENTATIVES

John Blair & Co.

★

### Georgia Association of Local Stations

P. O. Box 403, Decatur, Ga.  
Phone: CRescent 7066

#### PERSONNEL

Sales Director.....Tom Carr

#### STATIONS

WDEC, Americus; WGAU, Athens; WLBB,  
Carrollton; WBHF, Cartersville; WGAA, Cedar-  
town; WJM, Cordele; WMOC, Covington;  
WBLJ, Dalton; WDWD, Dawson; WMLT, Dub-  
lin; WBHB, Fitzgerald; WDUN, Gainesville;  
WKEU, Griffin; WFOM, Marietta; WIBB,  
Macon; WMVG, Milledgeville; WMGA, Moul-  
trie; WROM, Rome; WFRP, Savannah; WWNS,  
Statesboro; WSTF, Thomaston; WKTG, Thom-  
asville; WWGS, Tifton; WLET, Toccoa; WRQN,  
Vidalia; WAYX, Waycross; WRLD, West  
Point; \*WGLS, Atlanta-Decatur.

\* Key Station.

★

### Georgia Major Market Trio

(Address Any Station or The Katz Agency)

#### PERSONNEL

General Manager (WAGA)...James E. Bailey  
General Manager (WTOC)...W. T. Knight  
General Manager (WMAZ)...Wilton E. Cobb

#### STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOC,  
Savannah.

#### REPRESENTATIVE

The Katz Agency

★

### Georgia Quartet

c/o George P. Hollingbery Co.

307 N. Michigan Ave., Chicago, Ill.

Phone: ANdover 3-2636

#### BRANCH OFFICES

Whitehead Building, Atlanta, Ga., Dan  
Schmidt, Ill. Manager; 420 Lexington Ave.,  
New York, N. Y., F. E. Spencer, Jr., Manager;  
411 W. 5th St., Los Angeles, Calif., Harry H.  
Wise, Jr., Manager; 235 Montgomery St., San  
Francisco, Calif., Knox La Rue, Manager.

#### STATIONS

WGST, Atlanta; WRBL, Columbus; WRDW,  
Augusta; WSAV, Savannah.

## Regional Networks

### Great Northern Broadcasting System, Inc.

814 National Bldg., Minneapolis, Minn.  
Phone: GENEVA 9631

#### PERSONNEL

President.....A. A. Fahy  
Vice-President.....John B. Cooley  
Treasurer.....E. E. Krebsbach  
Secretary.....M. M. Marget  
Assistant Treasurer.....A. A. Fahy  
Assistant Secretary.....W. S. Russell

#### BRANCH OFFICES

117½ S. Main St., Aberdeen, S. Dak., A. A. Fahy, President and General Manager.

#### STATIONS

WLOL, Minneapolis, Minn.; KMHL, Marshall, Minn.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. Dak.; KLPM, Minot, N. Dak.; KGCU, Mandan, N. Dak.; KABR, Aberdeen, S. Dak.; KDHL, Fairbault, Minn.; KWLM, Wilmar, Minn.; KVOX, Moorhead, Minn.; KDLR, Devils Lake, N. Dak.; KGCX, Sidney, Mont.; KOVC, Valley City, N. Dak.



### Great West Network

317 North Broadway, Box 1388, Albuquerque, N. M.

Phone: 3-1744

#### PERSONNEL

General Manager.....William T. Kemp  
Sales Manager.....Paul Kehle  
Program Director.....Ralph Henry  
Chief Engineer.....John Morrison  
Assistant Manager.....Minnie K. Jones  
Dir. Spanish Language Pro...Raquel Marzuez  
Dir. Womens Programs.....Betty Kehle

#### BRANCH OFFICE

Artesia, New Mexico, Burney Jones, Mgr.



### The Intermountain Network

248 S. Main St., Salt Lake City 1, Utah

Phone: 4-3561, 4-1843

#### PERSONNEL

President.....George C. Hatch  
Executive Vice-President.....Alvin G. Pack  
Vice-Pres. in charge of Sales...Lynn L. Meyer  
Program Director.....Craig Rogers  
Dir. Engineering.....W. D'Orr Cozzens  
Studio Control Sup.....Nephi Sorenson  
Transmitters Sup.....Cloyde Anderton  
Maintenance Engineer.....Rex L. Vance  
Production Directors.....Vern Bruggeman,  
John Woolf, Jon Duffy, Nelson Hall,  
William Post  
Music Director.....Earl Donaldson  
Sports Director.....Mal Wyman  
News Director.....Jack Goodman  
Promotion Director.....Mrs. Alma L. Clark  
Continuity Director.....Nat Berlin

#### STATIONS

UTAH: KALL (Key Station), Salt Lake City; KLO, Ogden; KOVO, Provo; KOAL, Price; KVNU, Logan; K SVC, Richfield.

IDAHO: KEYY, Pocatello; KVMV, Twin Falls; KFXD, Boise-Nampa; KFXD-FM, Boise-Nampa and KID, Idaho Falls.

WYOMING: KVRs, Rock Springs; KDFN, Casper; KPOW, Powell; KWYO, Sheridan; KOWB, Laramie.

MONTANA: KMON, Great Falls; KBMY, Billings; KRIF, Miles City; \*Butte.

NEVADA: KRAM, Los Vegas.

\*Under Construction.

#### REPRESENTATIVE

Lewis H. Avery, Inc.



### Iowa Tall Corn Network

407 5th Ave., Des Moines 9, Iowa

Phone: 2-0225

#### PERSONNEL

General Manager.....George W. Webber  
President.....Edward Breen  
V-P in Chg. of Sta. Relations...Morgan Sexton  
V-P in Chg. of Pro.....Ben Sanders  
V-P in Chg. of Eng'ing.....Ken Gordon  
Secretary.....George Volger

#### STATIONS

KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KCRL, Cedar Rapids; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KAYX, Waterloo; KSTT, Davenport; KICM, Mason City.



### Lone Star Chain, Inc.

315 Construction Bldg., Dallas 1, Tex.

Phone: RIVERSIDE 5663

#### PERSONNEL

President.....Harold V. Hough  
Vice-President.....Fred J. Nahas  
Secretary & Treasurer.....O. L. Taylor  
Manager.....Clyde B. Melville

#### STATIONS

WBAPP-820, Fort Worth; WBAP-570, Fort Worth; KTBC, Austin; KTSA, San Antonio; KXYZ, Houston; KROD, El Paso; KTXL, San Angelo; KWKC, Abilene; KOSA, Odessa; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTBB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.



### Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

#### PERSONNEL

Manager.....William H. Rines  
Sales Director.....Rudolph O. Marcoux

#### BRANCH OFFICES

100 Main St., Bangor, Me., Edward E. Guernsey; 175 Water St., Augusta, Me., Jack S. Atwood.

## Regional Networks

### The Michigan FM Network

Hutzel Bldg., Ann Arbor, Mich.

#### PERSONNEL

Executive ..... Edward F. Baughn

#### STATIONS

WELL-FM, Battle Creek; WHFB-FM, Benton Harbor; WMUS-FM, Muskegon; WGRD, Grand Rapids; WMLN-FM, Mt. Clemens; WAJL-FM, Flint; WOAP-FM, Owosso; WFFW, Wyandotte; WTHH-FM, Port Huron; WKNX, Saginaw; WBCK, Battle Creek; WLS, Lansing.

★

### Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.

Phone: CHerry 8321

#### PERSONNEL

General Manager..... James G. Riddell  
Sales Manager..... H. S. Christian  
Dir. Adv. & Sales Prom... William J. Hendricks

#### STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKEZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

★

### New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 2-3181

#### PERSONNEL

Chairman..... Paul W. Morency  
Directors: J. B. Conley, John J. Boyle, William H. Rines.

#### STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLZB, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

#### REPRESENTATIVE

Weed & Company

★

### Northern Broadcasting Co., Ltd.

25 King St. W., Toronto, Ont., Canada

Phone: ADElcide 8895

#### PERSONNEL

President..... Roy H. Thomson  
General Manager..... Jack M. Davidson  
Secretary-Treasurer..... S. F. Chapman

#### BRANCH OFFICE

Medical Arts Bldg., Montreal, Quebec

Manager..... R. A. Leslie

#### STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.

### Northwest Network

3415 University Ave., St. Paul W4, Minn.

3415 University Ave., S.E., Minneapolis, Minn.

Phone: PRior 2717

#### PERSONNEL

General Manager..... Stanley E. Hubbard  
Treasurer..... Kenneth M. Hance  
Sales Manager..... Miller C. Robertson

#### STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

#### NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

### The Oklahoma Network

2004 Apco Tower, Oklahoma City 2, Okla.

Phone 3-8352

#### PERSONNEL

Managing Director..... Robert D. Enoch

#### STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSQ, Ardmore; KTMK, McAlester; KSWO, Lawton.

#### NATIONAL REPRESENTATIVE

Taylor-Boroff & Co.

★

### The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.

Phone: Locust 7-7700

#### PERSONNEL

General Manager..... Dr. Leon Levy  
Asst. Manager..... J. L. Tinney  
Technical Director..... George Lewis

#### STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAL, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

### Quaker Network

WFIL, Widener Bldg., Philadelphia 7, Pa.

Phone: RITTenhouse 6-6900

#### PERSONNEL

General Manager..... Roger W. Clipp  
Sales Manager..... John E. Surrick

#### STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster;

## Regional Networks

WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

### ★ Radio Network of Arizona

Station KOOL, Adams Hotel, Phoenix, Ariz.

Phone: 2-1748

#### PERSONNEL

General Manager..... Charles H. Garland  
Commercial Manager..... Miles Reed

#### STATIONS

KCNA, Tucson; KCKY, Coolidge; KNOG, Nogales; KOOL, Phoenix.

### ★ Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737, 9-4322

#### PERSONNEL

General Manager..... Frank C. Casman  
Sales Manager..... Allan Thomas  
KUTA, Salt Lake, Utah; KVOG, Ogden, Utah; KCSU, Provo, Utah; KIFI,\* Idaho Falls, Idaho; KEIO,\* Pocatello, Idaho; KBIO, Burley, Idaho; KLIX,\* Twin Falls, Idaho; KGEM,\* Boise, Idaho; KOPR, Butte, Mon.

\* Comprise a Network within a Network—sold as a group nationally and regionally as "The Gem State Network."

### ★ Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.

Phone: 3341

#### PERSONNEL

General Manager..... R. B. Gervan  
Chief Eng. & Adm. Ass't..... D. K. deNuef  
Sales Manager..... H. S. Brown  
Promotion Dir. and Pub. Rel..... Lou Frankel  
Program Director..... R. B. Child

#### BRANCH OFFICE

330 W. 42nd St., New York 18, N. Y., Miller McClintock, Senior Consultant.

#### STATIONS

\* WVFC, Ithaca, N. Y.; \*WFNF, Wethersfield, N. Y.; \*WVBT, Bristol Center, N. Y.; \*WVCN, DeRuyler, N. Y.; \*WVCV, Cherry Valley, N. Y.; \*WVBN, Turin, N. Y.; \*\*WSLB-FM, Ogdensburg, N. Y.; \*\*WGHF, New York, N. Y.; \*\*WHFA (WFHA), Hartford, Conn.; \*\*WACE-FM, Springfield, Mass.

\* Owned and operated by RRN.

\*\* Affiliated stations.

### ★ Steinman Stations

8 W. King St., Lancaster, Pa.

Phone 5251

#### PERSONNEL

Mgr. Dir..... Clair R. McCollough  
Sales Manager..... J. Robert Gulick  
Program Manager..... J. Gorman Walsh

Promotion Manager..... Paul C. Rodenhauser  
Technical Director..... J. E. Mathiol

#### STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO-AM-FM, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

#### NATIONAL REPRESENTATIVE

Radio Advertising Company

★

### Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.

Phone: 2-7111

#### PERSONNEL

Business Manager (WROL)..... C. H. Frazier

#### STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

#### REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)

Burn-Smith Co. (New York-Chicago)

★

### The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

#### PERSONNEL

Manager (KTBS)..... C. K. Beaver  
Manager (WFAA)..... Martin Campbell  
Manager (WOAI)..... Hugh A. L. Half  
Manager (KPRC)..... Jack Harris  
Manager (KGNC)..... Aubrey Jackson  
Manager (KRIS)..... T. Frank Smith  
Manager (KRGV)..... Byron W. Ogle

#### STATIONS

KTBS, Shreveport, La.; WFAA, Dallas; WOAI, San Antonio; KPRC, Houston; KGNC, Amarillo; KRIS, Corpus Christi; KRGV, Weslaco.

#### NATIONAL REPRESENTATIVES

KRIS—Free and Peters, Inc.

WFAA, KPRC, KTBS, WOAI—Edward

Petry and Co., Inc.

KGNC, KRGV—Taylor-Borloff

#### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

### Texas State Network, Inc.

1201 West Lancaster Ave., Fort Worth 1, Texas

Phone 3-3473

#### PERSONNEL

President..... Gene L. Cagle  
Vice-President..... Charles B. Jordan  
Secretary-Treasurer..... D. C. Hornburg  
Sales & Pro. Mgr..... Clyde D. Pemberton  
Traffic Manager..... Forrest W. Clough  
Program Director..... Wally Blanton  
Chief Engineer..... James T. Peterson

#### STATIONS

KFIZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland;

## Regional Networks

KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGV, Greenville; KMHT, Marshall.

### NATIONAL REPRESENTATIVE

Weed & Co.  
(See Page 627)

★

### The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,  
Raleigh, North Carolina  
Phone 8885-6

#### PERSONNEL

President.....Louis N. Howard, WHIT  
Vice-President.....Victor W. Dawson, WFNC  
Secy and Treas.....Fred Fletcher, WRAL  
Gen. Sales Manager.....R. K. Scott

#### STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTC, Greenville, N. C.; WHIT, New Bern, N. C.; WINC, Jacksonville, N. C.; WTK, Durham, N. C.; WGNI, Wilmington, N. C.

#### NATIONAL REPRESENTATIVES

The Walker Company

★

### The Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.  
Phone: 90

#### PERSONNEL

President.....William F. Huffman  
Secretary.....George T. Frechette  
Sales Manager.....J. E. Van Ness

#### STATIONS

WISCONSIN: WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Madison-Poynette; KFIZ, Fond du Lac; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wis. Rapids.

★

### The Wolverine Network

740 Keeler Building, Grand Rapids 2, Mich.  
Phone: Glendale 4-5062

#### PERSONNEL

President & Gen. Mgr.....Roy C. Kelley  
Vice-President.....George S. Norcross  
Bus. Mgr., Asst. Sec. Treas.....J. S. Foster

#### STATIONS

MICHIGAN: WFUR, Grand Rapids; WKBZ, Muskegon; WKLA, Ludington, etc.; WATT, Cadillac; WTCM, Traverse City; WATZ, Alpena; WMBN, Petoskey; WDBC, Escanaba; WDMJ, Marquette; WMAM, Menominee-Marquette; WJMS, Ironwood; WIKB, Iron Mountain; WHDF, Calumet; WJPD, Ishpeming; WELL, Battle Creek; WKNX, Saginaw; WWOK, Flint; WJBK, Detroit; WILS, Lansing; WIBM, Jackson; WHLS, Port Huron. WAIT, Chicago, Ill.

### The Yankee Network

21 Brookline Ave., Boston 15, Mass.  
Phone: Commonwealth 6-0800

#### PERSONNEL

Chairman of Board.....John Shepard 3rd  
President.....William O'Neil  
Executive Vice-President and Gen. Mgr.

Linus Travers

Vice-President.....George W. Steffy

Vice-President.....Tom O'Neil

Controller.....Robert F. Ide

Assistant Controller.....Howard F. Wright

Editor, Yankee Network News Service,  
Leland Bickford

Director of Promotion.....Charles Curtin

Dir. of Stations Relations.....David Shurtleff

Continuity Director.....Paul Keyes

#### BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen;

Samuel Smith Poor; James W. Haggerty; John

Shepard 3rd; Henry Linus Travers; Frank

Knowlton; Tom O'Neil; George W. Steffy.

#### STATIONS

WNAC, Boston; WFAU, Augusta; WJOR,

Bangor; WICC, Bridgeport; WTSV, Claremont;

WXLY, Concord; WSAR, Fall River; WEIM,

Fitchburg; WHAL, Greenfield; WONS, Hart-

ford; WHYN, Holyoke; WLNH, Laconia;

WCOU, Lewiston-Auburn; WLLH, Lowell-

Lawrence; WKBR, Manchester; WNLC, New

London; WBRK, Pittsfield; WMTW, Portland;

WHEB, Portsmouth-Dover; WEAN, Providence;

WSYB, Rutland; WWCO, Waterbury, Conn.;

WDEV, Waterbury, Vt.; WAAB, Worcester.

#### BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.

WAAB Supervisor.....Richard A. Cobb

Crown Hotel, Providence 2, R. I.

WEAN Supervisor.....Joseph Lopez

54 Pratt Street, Hartford 4, Conn.

WONS Supervisor.....Robert Manby

Falmouth Hotel, 212 Middle St., Portland 3, Me.

WMTW Supervisor.....William Brown

Hotel Stratfield, Bridgeport 1, Conn.

WICC Supervisor.....Dickens J. Wright

#### NATIONAL REPRESENTATIVE

Edward Peiry & Co., Inc.

★

### Z Net

P. O. Box 1956, Butte, Montana  
Phone: 2-2344

#### PERSONNEL

Managing Director.....E. B. Cramey

Manager.....Arne E. Anzjon

Eastern Sales Manager.....Wythe Walker

Western Sales Manager.....Tracy Moore

#### STATIONS

KXLF, Butte; KXLK, Great Falls; KXLJ,

Helena; KXLQ, Bozeman; KXLL, Missoula.

#### NATIONAL REPRESENTATIVE

The Walker Company

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# STATIONS

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*Alphabetical Listing*

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*U. S. Standard Stations  
Indexed by Call Letters—  
Location*

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*Stations Alphabetically  
Listed by States—Cities*

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*Personnel*

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*Other Detailed Information*



## FOR ADVERTISERS WITH A GOOD EAR FOR PROFITS

People love good music. Not all people... but enough with good taste and fine buying habits to put a profitable crescendo into any sales campaign. To reach these music lovers in 550,000 WQXR homes... the choicest part of the world's biggest and richest market... advertisers are learning to rely on WQXR and WQXR-FM, the stations that beam more good music every day than any other radio station in New York. Is *your* ear for profits ringing? Leave it open to our overtures...they're most attractive! Today, write or wire... or telephone Circle 5-5566.

**WQXR AND WQXR-FM**

*The radio stations of The New York Times*

*730 Fifth Avenue, New York 19, N.Y.*



# Index Of The Standard Stations Of The United States

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KADA	Ada, Okla.	571	KBMY	Billings, Mont.	490
KAFY	Bakersfield, Calif.	327	KBND	Bend, Ore.	577
KAGH	Pasadena, Calif.	339	KBNO	Fresno, Calif.	330
KAKC	Tulsa, Okla.	576	KBOA	Kennett, Mo.	485
KAKE	Wichita, Kans.	426	KBOL	Boulder, Colo.	350
KALB	Alexandria, La.	435	KBON	Omaha, Nebr.	495
KALL	Salt Lake City, Utah	655	KBOW	Butte, Mont.	491
KAMD	Camden, Ark.	321	KBRC	Mt. Vernon, Wash.	666
KAMQ	Amarillo, Tex.	628	KBRL	McCook, Nebr.	495
KANA	Anaconda, Mont.	490	KBRO	Bremerton, Wash.	665
KAND	Corsicana, Tex.	633	KBST	Big Springs, Tex.	631
KANE	New Iberia, La.	438	KBTM	Jonesboro, Ark.	323
KANS	Wichita, Kans.	426	KBUC	Corona, Calif.	328
KARK	Little Rock, Ark.	323	KBUD	Athens, Tex.	628
KARM	Fresno, Calif.	330	KBUH	Brigham, Utah	653
KASA	Elk City, Okla.	572	KBUN	Bemidji, Minn.	471
KASH	Eugene, Ore.	578	KBUR	Burlington, Ia.	414
KASI	Ames, Ia.	414	KBWD	Brownwood, Tex.	632
KAST	Astoria, Ore.	577	KBYE	Oklahoma City, Okla.	573
KATE	Albert Lea, Minn.	471	KBYR	Anchorage, Alaska	687
KATL	Houston, Tex.	640	KBZY	Grand Rapids, Minn.	473
KATO	Reno, Nev.	497			
KAUS	Austin, Minn.	471	KCBC	Des Moines, Ia.	416
KAVE	Carlsbad, N. Mex.	505	KCBD	Lubbock, Tex.	643
KAVR	Havre, Mont.	492	KCBQ	San Diego, Calif.	342
KAWT	Douglas, Ariz.	317	KCHE	El Reno, Okla.	572
KAYL	Storm Lake, Ia.	420	KCHS	Hot Springs, N. Mex.	506
KAYS	Hays, Kans.	424	KCID	Caldwell, Ida.	392
KAYX	Waterloo, Ia.	421	KCIL	Houma, La.	436
			KCKN	Kansas City, Kans.	425
KBIO	Burley, Ida.	391	KCKY	Coolidge, Ariz.	317
KBIX	Muskogee, Okla.	573	KCLA	Pine Bluff, Ark.	325
KBIZ	Ottumwa, Ia.	419	KCLE	Cleburne, Tex.	632
KBKI	Alice, Tex.	626	KCLO	Leavenworth, Kans.	425
KBKO	Portland, Ore.	580	KCLW	Hamilton, Tex.	640
KBKR	Baker, Ore.	577	KCMC	Texarkana, Tex.	650

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KCMJ	Palm Springs, Calif.	338	KELK	Elko, Nev.	497
KCMO	Kansas City, Mo.	484	KELO	Sioux Falls, S. Dak.	616
KCNA	Tucson, Ariz.	319	KELP	El Paso, Tex.	636
KCNC	Fort Worth, Tex.	637	KENI	Anchorage, Alaska	687
KCNY	San Marcos, Tex.	649	KENO	Las Vegas, Nev.	497
KCOH	Houston, Tex.	641	KENT	Shreveport, La.	440
KCOK	Tulare, Calif.	348	KEPO	El Paso, Tex.	636
KCOL	Fort Collins, Colo.	353	KERN	Bakersfield, Calif.	327
KCOR	San Antonio, Tex.	648	KERO	Bakersfield, Calif.	327
KCOY	Santa Maria, Calif.	347	KEX	Portland, Ore.	580
KCRA	Sacramento, Calif.	340	KEXO	Grand Junction, Colo.	353
KCRC	Enid, Okla.	572	KEYD	St. Paul-Minneapolis, Minn.	475
KCRG	Cedar Rapids, Ia.	414	KEYE	Perrytown, Tex.	647
KCRS	Midland, Tex.	645	KEYS	Corpus Christi, Tex.	633
KCRT	Trinidad, Colo.	355	KEYY	Pocatello, Ida.	393
KCSB	San Bernardino, Calif.	341	KFAB	Omaha, Nebr.	495
KCSJ	Pueblo, Colo.	354	KFAC	Los Angeles, Calif.	332
KCSU	Provo, Utah	654	KFAM	St. Cloud, Minn.	474
KCTI	Gonzales, Tex.	639	KFAR	Fairbanks, Alaska	687
KCTX	Childress, Tex.	632	KFBB	Great Falls, Mont.	491
KCVR	Lodi, Calif.	331	KFBC	Cheyenne, Wya.	685
KDAC	Fort Bragg, Calif.	329	KFBI	Wichita, Kans.	426
KDAL	Duluth, Minn.	472	KFBK	Sacramento, Calif.	340
KDAN	Oroville, Calif.	338	KFDA	Amarillo, Tex.	628
KDB	Santa Barbara, Calif.	346	KFDM	Beaumont, Tex.	630
KDDD	Dumas, Tex.	636	KFDX	Wichita Falls, Tex.	652
KDEC	Decorah, Ia.	416	KFEL	Denver, Colo.	352
KDHL	Fairbault, Minn.	472	KFEQ	St. Joseph, Mo.	487
KDIX	Dickinson, N. Dak.	557	KFFA	Helena, Ark.	323
KDKA	Pittsburgh, Pa.	599	KFGO	Fargo, N. Dak.	557
KDLK	Del Rio, Tex.	636	KFH	Wichita, Kans.	427
KDLR	Devils Lake, N. Dak.	557	KFI	Los Angeles, Calif.	332
KDMO	Carthage, Mo.	483	KFIO	Spokane, Wash.	668
KDNT	Denton, Tex.	636	KFIZ	Fond du Lac, Wisc.	677
KDON	Monterey, Calif.	335	KFJB	Marshalltown, Ia.	418
KDRO	Sedalia, Mo.	489	KFJI	Klamath Falls, Ore.	579
KDRS	Paragould, Ark.	324	KFJZ	Fort Worth, Tex.	637
KDSH	Boise, Ida.	391	KFKA	Greeley, Colo.	353
KDSJ	Deadwood, S. Dak.	615	KFLW	Klamath Falls, Ore.	578
KDSX	Denison, Tex.	636	KFMB	San Diego, Calif.	342
KDTH	Dubuque, Ia.	417	KFMJ	Tulsa, Okla.	576
KDWT	Stamford, Tex.	650	KFMO	Flat River, Mo.	483
KDYL	Salt Lake City, Utah	655	KFNF	Shenandoah, Ia.	419
KDZA	Pueblo, Colo.	354	KFOR	Lincoln, Nebr.	494
KEBE	Jacksonville, Tex.	642	KFOX	Long Beach, Calif.	331
KECA	Los Angeles, Calif.	332	KFPW	Ft. Smith, Ark.	322
KECK	Odessa, Tex.	645	KFQD	Anchorage, Alaska	687
KEEN	San Jose, Calif.	344	KFRB	Fairbanks, Alaska	687
KEIO	Pocatello, Ida.	393	KFRC	San Francisco, Calif.	343
KELA	Centralia-Chehalis, Wash.	665	KFRD	Rosenberg, Tex.	647
KELD	El Dorado, Ark.	321	KFRE	Fresno, Calif.	330
			KFRM	Kansas City, Kans.	485

Call Letters	City—State	See Page
KFRU	Longview, Tex.	643
KFRU	Columbia, Mo.	483
KFSA	Ft. Smith, Ark.	321
KFSB	Joplin, Mo.	484
KFSD	San Diego, Calif.	342
KFUN	Las Vegas, N. Mex.	506
KFVD	Los Angeles, Calif.	332
KFVS	Cape Girardeau, Mo.	483
KFWB	Hollywood, Calif.	331
KFXD	Nampa, Ida.	393
KFXJ	Grand Junction, Colo.	353
KFXM	San Bernardino, Calif.	341
KFYU	Bonham, Tex.	631
KFYO	Lubbock, Tex.	643
KFYR	Bismarck, N. Dak.	557
KGA	Spokane, Wash.	668
KGAF	Gainesville, Tex.	639
KGAK	Gallup, N. Mex.	508
KGAR	Garden City, Kans.	424
KGB	San Diego, Calif.	342
KGBC	Galveston, Tex.	639
KGBS	Harlingen, Tex.	640
KGBX	Springfield, Mo.	489
KGCU	Mandan, N. Dak.	559
KGCX	Sidney, Mont.	493
KGDE	Fergus Falls, Minn.	473
KGDM	Stockton, Calif.	348
KGEK	Sterling, Colo.	355
KGEM	Boise, Ida.	391
KGER	Long Beach, Calif.	332
XGEZ	Kalispell, Mont.	492
KGFF	Shawnee, Okla.	575
KGFI	Hollywood, Calif.	331
KGFL	Roswell, N. Mex.	506
KGFN	Grass Valley, Calif.	330
KGFW	Kearney, Nebr.	494
KGFX	Pierre, S. Dak.	616
KGGF	Colleyville, Kans.	423
KGGM	Albuquerque, N. Mex.	505
KGHF	Pueblo, Colo.	354
KGHI	Little Rock, Ark.	324
KGHL	Billings, Mont.	490
KGIL	Sherman Oaks, Calif.	348
KGIW	Alamosa, Colo.	350
KGK3	Tyler, Tex.	651
KGKL	San Angelo, Tex.	647
KGLC	Miami, Okla.	573
KGLO	Mason City, Ia.	418
KGLU	Safford, Ariz.	319
KGMB	Honolulu, T. H.	688
KGNC	Amarillo, Tex.	628
KGNO	Dodge City, Kans.	423
KGO	San Francisco, Calif.	343
KGON	Oregon City, Ore.	580
KGRH	Fayetteville, Ark.	321
KGRI	Henderson, Tex.	640
KGU	Honolulu, T. H.	689
KGVL	Greenville, Tex.	640
KGVO	Missoula, Mont.	493
KGW	Portland, Ore.	580
KGY	Olympia, Wash.	666
KGYN	Guymon, Okla.	572
KGYW	Vallejo, Calif.	349
KHAS	Hastings, Nebr.	494

Call Letters	City—State	See Page
KHBC	Hilo, T. H.	688
KHBG	Oklmulgee, Okla.	575
KHBR	Hillsboro, Tex.	640
KHIT	Lampasas, Tex.	643
KHJ	Los Angeles, Calif.	332
KHMO	Hannibal, Mo.	483
KHON	Honolulu, T. H.	689
KHOZ	Harrison, Ark.	322
KHQ	Spokane, Wash.	668
KHSL	Chico, Calif.	328
KHUB	Watsonville, Calif.	349
KHUM	Eureka, Calif.	329
KHUZ	Borger, Tex.	631
KIBH	Seward, Alaska	688
KICA	Clovis, N. Mex.	506
KICD	Spencer, Ia.	420
KICN	Mason City, Ia.	418
KICO	Calexico, Calif.	328
KID	Idaho Falls, Ida.	392
KIDO	Boise, Ida.	391
KIEM	Eureka, Calif.	329
KIEV	Glendale, Calif.	330
KIFI	Idaho Falls, Ida.	392
KIHN	Hugo, Okla.	573
KIHO	Sioux Falls, S. Dak.	616
KIJV	Huron, S. Dak.	615
KILO	Grand Forks, N. Dak.	557
KIMA	Yakima, Wash.	670
KIMO	Independence, Mo.	484
KIMP	Mount Pleasant, Tex.	645
KIND	Independence, Kans.	425
KING	Seattle, Wash.	667
KINY	Juneau, Alaska	688
KIOA	Des Moines, Ia.	416
KIOX	Bay City, Tex.	629
KIPA	Hilo, T. H.	688
KIRO	Seattle, Wash.	667
KIRX	Kirksville, Mo.	485
KISD	Sioux Falls, S. Dak.	616
KIST	Santa Barbara, Calif.	346
KIT	Yakima, Wash.	671
KITE	San Antonio, Tex.	648
KITO	San Bernardino, Calif.	341
KIUL	Garden City, Kans.	424
KIUN	Pecos, Tex.	646
KIUP	Durango, Colo.	353
KIXL	Dallas, Tex.	633
KIYI	Shelby, Mont.	493
KJAM	Vernal Utah	656
KJBS	San Francisco, Calif.	343
KJR	Seattle, Wash.	667
KJSK	Columbus, Nebr.	494
KKIN	Visalia, Calif.	349
KLAC	Los Angeles, Calif.	333
KLAS	Las Vegas, Nev.	497
KLBM	La Grande, Ore.	579
KLCN	Blytheville, Ark.	321
KLEE	Houston, Tex.	641
KLER	Rochester, Minn.	474
KLIF	Dallas, Tex.	635
KLIX	Twin Falls, Ida.	393
KLIZ	Brainerd, Minn.	471

Call Letters	City—State	See Page
KLKC	Parsons, Kans.	425
KLMR	Lamar, Colo.	354
KLO	Ogden, Utah	653
KLOK	San Jose, Calif.	344
KLOU	Lake Charles, La.	437
KLPM	Minot, N. Dak.	559
KLPR	Oklahoma City, Okla.	574
KLRA	Little Rock, Ark.	324
KLTI	Longview, Tex.	643
KLUF	Galveston, Tex.	639
KLWT	Lebanon, Mo.	487
KLX	Oakland, Calif.	338
KLZ	Denver, Colo.	351
KMA	Shenandoah, Ia.	419
KMAC	San Antonio, Tex.	648
KMAE	McKinney, Tex.	644
KMBC	Kansas City, Mo.	485
KMED	Medford, Ore.	579
KMHK	Mitchell, S. Dak.	616
KMHL	Marshall, Minn.	473
KMHT	Marshall, Tex.	644
KMJ	Fresno, Calif.	330
KMLB	Monroe, La.	437
KMMJ	Grand Island, Nebr.	494
KMO	Tacoma, Wash.	669
KMON	Great Falls, Mont.	491
KMOX	St. Louis, Mo.	488
KMPC	Los Angeles, Calif.	333
KMSU	Missoula, Mont.	493
KMUR	Murray, Utah	653
KMUS	Muskogee, Okla.	573
KMVI	Wailuku, T. H.	689
KMYC	Marysville, Calif.	334
KMYR	Denver, Colo.	351
KNAF	Fredericksburg, Tex.	639
KNAK	Salt Lake City, Utah	655
KNBC	San Francisco, Calif.	343
KNEB	Scottsbluff, Nebr.	496
KNEL	Brady, Tex.	631
KNET	Palestine, Tex.	646
KNEW	Spokane, Wash.	668
KNGS	Hanford, Calif.	331
KNOE	Monroe, La.	437
KNOG	Nogales, Ariz.	318
KNOW	Austin, Tex.	628
KNOX	Grand Forks, N. Dak.	559
KNPT	Newport, Ore.	580
KNUZ	Houston, Tex.	641
KNX	Los Angeles, Calif.	334
KOA	Denver, Colo.	351
KOAL	Price, Utah	654
KOAM	Pittsburgh, Kans.	425
KOAT	Albuquerque, N. Mex.	505
KOB	Albuquerque, N. Mex.	505
KOBE	Las Cruces, N. Mex.	506
KOCA	Kilgore, Tex.	642
KOCO	Salem, Ore.	581
KOCS	Ontario, Calif.	338
KOCY	Oklahoma City, Okla.	574
KODI	Cody, Wyo.	685
KODL	The Dalles, Ore.	578
KODY	N. Platte, Nebr.	495
KOGT	Orange, Tex.	646

Call Letters	City—State	See Page
KOH	Reno, Nev.	497
KOIL	Omaha, Nebr.	496
KOIN	Portland, Ore.	581
KOJM	Havre, Mont.	492
KOKO	La Junta, Colo.	354
KOKX	Keokuk, Ia.	418
KOL	Seattle, Wash.	667
KOLE	Port Arthur, Tex.	647
KOLN	Lincoln, Nebr.	495
KOLO	Reno, Nev.	497
KOLT	Scottsbluff, Nebr.	496
KOMA	Oklahoma City, Okla.	574
KOME	Tulsa, Okla.	576
KOMO	Seattle, Wash.	667
KOMW	Omak, Wash.	666
KONO	San Antonio, Tex.	649
KONP	Port Angeles, Wash.	666
KOOL	Phoenix, Ariz.	318
KOOS	Ccos Bay, Ore.	577
KOPO	Tucson, Ariz.	320
KOPP	Ogden, Utah	654
KOPR	Butte, Mont.	491
KORA	Bryan, Tex.	632
KOMW	Omak, Wash.	666
KORC	Mineral Wells, Tex.	645
KORE	Eugene, Ore.	578
KORN	Fremont, Nebr.	494
KOSA	Odessa, Tex.	645
KOSF	Nacogdoches, Tex.	645
KOTA	Rapid City, S. Dak.	616
KOTN	Pine Bluff, Ark.	325
KOVC	Valley City, N. Dak.	559
KOVE	Lander, Wyo.	685
KOVO	Provo, Utah	654
KOWB	Laramie, Wyo.	685
KOWL	Santa Monica, Calif.	347
KOWH	Omaha, Nebr.	496
KOY	Phoenix, Ariz.	318
KPAB	Laredo, Tex.	643
KPAC	Port Arthur, Tex.	647
KPAN	Hereford, Tex.	640
KPAS	Banning, Calif.	327
KPBX	Beaumont, Tex.	630
KPDN	Pampa, Tex.	646
KPDQ	Portland, Ore.	581
KPET	Lamesa, Tex.	642
KPHC	Walsenburg, Colo.	355
KPHO	Phoenix, Ariz.	319
KPIK	San Luis Obispo, Calif.	345
KPKW	Pasco, Wash.	666
KPLC	Lake Charles, La.	437
KPLT	Paris, Tex.	646
KPMC	Bakersfield, Calif.	327
KPMO	Pomona, Calif.	339
KPOA	Honolulu, T. H.	689
KPOJ	Portland, Ore.	581
KPOW	Powell, Wyo.	685
KPQ	Wenatchee, Wash.	670
KPRC	Houston, Tex.	641
KPRK	Livingston, Mont.	492
KPRL	Paso Robles, Calif.	339
KPRO	Riverside, San Bernardino, Calif.	340
KPUG	Bellingham, Wash.	664

Call Letters	City—State	See Page
KQV	Pittsburgh, Pa.	599
KQW	San Jose, Calif.	345
KRAI	Craig, Colo.	351
KRAL	Rawlins, Wyo.	685
KRAM	Las Vegas, Nev.	497
KRBA	Lufkin, Tex.	644
KRBC	Abilene, Tex.	626
KRCT	Baytown, Tex.	630
KRDO	Colorado Springs, Colo.	351
KRDU	Dinuba, Calif.	329
KRE	Berkeley, Calif.	328
KREI	Farmington, Mo.	483
KREL	Bayton, Tex.	630
KREM	Spokane, Wash.	669
KREO	Ind'co, Calif.	331
KRES	St. Joseph, Mo.	487
KRGV	Weslaco, Tex.	652
KRHD	Duncan, Okla.	571
KRIC	Beaumont, Tex.	630
KRIG	Odesso, Tex.	646
KRIO	McAllen, Tex.	644
KRIS	Corpus Christi, Tex.	633
KRIF	Miles City, Mont.	492
KRKD	Los Angeles, Calif.	334
KRKL	Kirkland, Wash.	665
KRKO	Everett, Wash.	665
KRLC	Lewiston, Ida.	392
KRLD	Dallas, Tex.	635
KRLN	Cannon City, Colo.	350
KRMD	Shreveport, La.	440
KRNO	San Bernardino, Calif.	341
KRNR	Roseburg, Ore.	581
KRNT	Des Moines, Ia.	416
KROC	Rochester, Minn.	474
KROD	El Paso, Tex.	637
KROF	Abbeville, La.	435
KROP	Brawley, Calif.	328
KROS	Clinton, Ia.	414
KROW	Oakland, Calif.	338
KROX	Crookston, Minn.	471
KROY	Sacramento, Calif.	340
KRPL	Moscow, Ida.	392
KRRV	Sherman-Denison, Tex.	649
KRSC	Seattle, Wash.	668
KRST	Tyler, Tex.	651
KRTN	Raton, N. Mex.	506
KRUL	Corvallis, Ore.	578
KRUN	Ballinger, Tex.	629
KRUS	Ruslan, La.	440
KRUX	Glendote-Phoenix, Ariz.	318
KRUZ	Santa Cruz, Calif.	347
KSAL	Salina, Kans.	425
KSAM	Huntsville, Tex.	642
KSAN	San Francisco, Calif.	344
KSBW	Salinas, Calif.	341
KSCB	Liberal, Kans.	425
KSCI	Sioux City, Ia.	419
KSCO	Santa Cruz, Calif.	347
KSD	St. Louis, Mo.	487
KSDN	Aberdeen, S. Dak.	615
KSEI	Pocatello, Ida.	393
KSEK	Pittsburgh, Kans.	425
KSEL	Lubbock, Tex.	644
KSEM	Moses Lake, Wash.	666

Call Letters	City—State	See Page
KSEO	Durant, Okla.	572
KSET	El Paso, Tex.	637
KSFA	Nacogdoches, Tex.	645
KSFE	Needles, Calif.	335
KSFO	San Francisco, Calif.	343
KSFT	Trinidad, Colo.	355
KSGM	Ste. Genevieve, Mo.	489
KSGN	Sanger, Calif.	344
KSIB	Creston, Ia.	415
KSIG	Crowley, La.	436
KSIL	Silver City, N. Mex.	507
KSIM	Sikeston, Mo.	489
KSIW	Woodward, Okla.	576
KSIX	Corpus Christi, Tex.	633
KSJB	Jamestown, N. Dak.	559
KSJO	San Jose, Calif.	345
KSKY	Dallas, Tex.	635
KSL	Salt Lake City, Utah	655
KSLM	Salem, Ore.	582
KSLO	Opelousas, La.	440
KSMA	Santa Maria, Calif.	347
KSMI	Seminole, Okla.	575
KSMN	Mason City, Ia.	418
KSMO	San Mateo, Calif.	345
KSO	Des Moines, Ia.	416
KSOK	Arkansas City, Kans.	423
KSON	San Diego, Calif.	342
KSOO	Sioux Falls, S. Dak.	616
KSPA	Santa Paula, Calif.	347
KSPI	Stillwater, Okla.	575
KSPR	Casper, Wyo.	684
KSPT	Preston, Ida.	393
KSRO	Santa Rosa, Calif.	347
KSRV	Ontario, Ore.	580
KSST	Sulphur Springs, Tex.	650
KSTA	Coleman, Tex.	632
KSTB	Breckenridge, Tex.	631
KSTL	St. Louis, Mo.	488
KSTP	St. Paul-Minneapolis, Minn.	475
KSTT	Davenport, Ia.	415
KSTV	Stephenville, Tex.	650
KSUB	Cedar City, Utah	653
KSUE	Susonville, Calif.	348
KSUN	Bisbee, Ariz.	317
KSVC	Richfield, Utah	654
KSVP	Artesia, N. Mex.	505
KSWA	Graham, Tex.	640
KSWI	Council Bluffs, Io.	414
KSWM	Joplin, Mo.	484
KSWO	Lawton, Okla.	573
KSWs	Roswell, N. Mex.	507
KSYC	Yreka, Calif.	350
KSYL	Alexandria, La.	435
KTAE	Taylor, Tex.	650
KTAN	Sherman, Tex.	649
KTAR	Phoenix, Ariz.	319
KTAT	Frederick, Okla.	572
KTBB	Tyler, Tex.	651
KTBC	Austin, Tex.	629
KTBI	Tacoma, Wash.	669
KTBS	Shreveport, La.	440
KTEM	Temple, Tex.	650
KTFI	Twin Falls, Ida.	394
KTFs	Texarkana, Tex.	651
KTHS	Hot Springs, Ark.	323

Call Letters	City—State	See Page
KTHT	Houston, Tex.	641
KTIL	Tillamook, Ore.	582
KTIM	San Rafael, Calif.	346
KTIP	Porterville, Calif.	339
KTJS	Hobart, Okla.	572
KTEC	Visalia, Calif.	349
KTKN	Ketchikan, Alaska	688
KTKR	Taft, Calif.	348
KTLN	Denver, Colo.	352
KT LW	Texas City, Tex.	651
KTMC	McAlester, Okla.	573
KTMS	Santa Barbara, Calif.	346
KTNM	Tucumcari, N. Mex.	507
KTOH	Lihue, Kauai, T. H.	689
KTOK	Oklahoma City, Okla.	574
KTOP	Topeka, Kans.	426
KTOW	Oklahoma City, Okla.	574
KTRB	Modesto, Calif.	335
KTRC	Santa Fe, N. Mex.	507
KTRE	Lutkin, Tex.	644
KTRF	Thief River Falls, Minn.	475
KTRH	Houston, Tex.	641
KTRI	Sioux City, Ia.	419
KTRM	Beaumont, Tex.	631
KTRN	Wichita Falls, Tex.	653
KTRY	Bastrop, La.	435
KTSA	San Antonio, Tex.	649
KTSM	El Paso, Tex.	637
KTSW	Emporia, Kans.	423
KTRR	Rolla, Mo.	487
KTTS	Springfield, Mo.	489
KTUC	Tucson, Ariz.	320
KTUL	Tulsa, Okla.	576
KTW	Seattle, Wash.	668
KTXJ	Jasper, Tex.	642
KTXL	San Angelo, Tex.	640
KTXN	Austin, Tex.	629
KTYL	Mesa, Ariz.	318
KUBA	Yuba City, Calif.	350
KUBC	Montrose, Calif.	354
KUCB	Blythe, Calif.	328
KUGN	Eugene, Ore.	578
KUIN	Grants Pass, Ore.	579
KUJ	Walla Walla, Wash.	670
KULA	Honolulu, T. H.	689
KULP	El Campo, Tex.	636
KUOA	Siloam Springs, Ark.	325
KURV	Edinburg, Tex.	636
KUSN	San Diego, Calif.	342
KUTA	Salt Lake City, Utah.	656
KVAI	Amarillo, Tex.	628
KVAK	Atchinson, Kans.	423
KVAL	Brownsville, Tex.	632
KVAN	Vancouver, Wash.	669
KVCV	Redding, Calif.	340
KVEC	San Luis Obispo, Calif.	345
KVEN	Ventura, Calif.	349
KVER	Albuquerque, N. Mex.	505
KVET	Austin, Tex.	629
KVFD	Ft. Dodge, Ia.	417
KVGB	Great Bend, Kans.	424
KVI	Tacoma-Seattle, Wash.	669
KVIC	Victoria, Tex.	652
KVKM	Monahans, Tex.	645
KVLC	Little Rock, Ark.	324

Call Letters	City—State	See Page
KVLF	Alpine, Tex.	628
KVLH	Pauls Valley, Okla.	575
KVMA	Magnolia, Ark.	324
KVMV	Twin Falls, Ida.	394
KVNI	Coeur d'Alene, Ida.	392
KVNJ	Fargo, N. Dak.	557
KVNU	Logan, Utah	653
KVOA	Tucson, Ariz.	320
KVOB	Alexandria, La.	435
KVOC	Casper, Wyo.	684
KVOD	Denver, Colo.	352
KVOE	Santa Ana, Calif.	346
KVOG	Ogden, Utah	654
KVOL	Lafayette, La.	437
KVON	Napa, Calif.	335
KVOO	Tulsa, Okla.	576
KVOP	Plainview, Tex.	647
KVOR	Colorado Springs, Colo.	351
KVOS	Bellingham, Wash.	665
KVOU	Uvalde, Tex.	651
KVOW	Littlefield, Tex.	643
KVOX	Moorhead, Minn.	474
KVRC	Arkadelphia, Ark.	321
KVRH	Salida, Colo.	355
KVRS	Rock Springs, Wyo.	685
KVSF	Santa Fe, N. Mex.	507
KVSM	San Mateo, Calif.	346
KVSO	Ardmore, Okla.	571
KVVC	Ventura, Calif.	349
KVWC	Vernon, Tex.	651
KWAD	Wadena, Minn.	475
KWAK	Stuttgart, Ark.	325
KWAL	Wallace, Ida.	394
KWAT	Watertown, S. Dak.	817
KWBC	Ft. Worth, Tex.	637
KWBM	Williston, N. Dak.	559
KWBR	Oakland, Calif.	338
KWBU	Corpus Christi, Tex.	633
KWBW	Hutchinson, Kans.	424
KWCJ	Natchitoches, La.	438
KWCO	Chickasha, Okla.	571
KWDM	Des Moines, Ia.	416
KWED	Sequin, Tex.	649
KWEI	Weiser, Ida.	391
KWEM	West Memphis, Ark.	325
KWEW	Hohbs, N. Mex.	506
KWFC	Hot Springs, Ark.	323
KWFT	Wichita Falls, Tex.	653
KWG	Stockton, Calif.	348
KWGB	Goodland, Kans.	424
KWHI	Brenham, Tex.	631
KWHK	Hutchinson, Kans.	424
KWHN	Ft. Smith, Ark.	322
KWHW	Altus, Okla.	571
KWIK	Burbank, Calif.	328
KWIL	Albany, Ore.	577
KWIN	Ashland, Ore.	577
KWJB	Globe, Ariz.	318
KWJJ	Portland, Ore.	581
KWK	St. Louis, Mo.	488
KWKC	Abilene, Tex.	626
KWKH	Shreveport, La.	440
KWKW	Pasadena, Calif.	339
KWLK	Longview, Wash.	665
KWLM	Willmar, Minn.	476

Call Letters	City—State	See Page
KWNO	Winona, Minn.	476
KWNW	Wenatchee, Wash.	670
KWOA	Worthington, Minn.	476
KWOC	Poplar Bluff, Mo.	487
KWON	Bartlesville, Okla.	571
KWOR	Worland, Wyo.	686
KWOS	Jefferson City, Mo.	484
KWPC	Muscataine, Ia.	419
KWPM	West Plains, Mo.	490
KWRC	Pendleton, Ore.	580
KWRL	Riverton, Wyo.	685
KWRN	Reno, Nev.	498
KWRO	Coquille, Ore.	577
KWRZ	Flagstaff, Ariz.	318
KWSD	Mt. Shasta, Calif.	335
KWSL	Lake Charles, La.	437
KWTC	Barstow, Calif.	327
KWTO	Springfield, Mo.	489
KWTX	Waco, Tex.	652
KWWB	Walla Walla, Wash.	670
KWWL	Waterloo, Ia.	421
KWYO	Sheridan, Wyo.	686
KXA	Seattle, Wash.	668
KXAR	Hope, Ark.	323
KXEL	Waterloo, Ia.	421
KXEO	Mexico, Mo.	487
KXGI	Fort Madison, Ia.	417
KXGN	Glendive, Mont.	491
KXIC	Iowa City, Ia.	418
KXIT	Dalhart, Tex.	633
KXL	Portland, Ore.	581
KXLA	Pasadena, Calif.	339
KXLE	Ellensburg, Wash.	665
KXLF	Butte, Mont.	491
KXLJ	Helena, Mont.	492
KXLK	Great Falls, Mont.	491
KXLL	Missoula, Mont.	493
KXLO	Lewistown, Mont.	492
KXLQ	Bozeman, Mont.	490
KXLR	N. Little Rock, Ark.	324
KXLW	St. Louis, Mo.	488
KXLY	Spokane, Wash.	669
KXO	El Centro, Calif.	329
KXOA	Sacramento, Calif.	341
KXOB	Stockton, Calif.	348
KXOK	St. Louis, Mo.	488
KXOL	Ft. Worth, Tex.	639
KXOX	Sweetwater, Tex.	650
KXRJ	Russellville, Ark.	325
KXRN	Renton, Wash.	667
KXRO	Aberdeen, Wash.	664
KXRX	San Jose, Calif.	345
KXXL	Reno, Nev.	498
KXXX	Colby, Kans.	423
KXYZ	Houston, Tex.	642
KYA	San Francisco, Calif.	344
KYAK	Yakima, Wash.	671
KYCA	Prescott, Ariz.	319
KYJC	Medford, Ore.	579
KYNO	Fresno, Calif.	330
KYOR	San Diego, Calif.	343
KYOS	Merced, Calif.	335
KYOU	Greeley, Colo.	353
KYSC	Yuma, Ariz.	320
KYSM	Mankato, Minn.	473

Call Letters	City—State	See Page
KYUM	Yuma, Ariz.	320
KYW	Philadelphia, Pa.	595
WAAB	Worcester, Mass.	457
WAAP	Chicago, Ill.	396
WAAT	Newark, N. J.	503
WABB	Mobile, Ala.	314
WABI	Bangor, Me.	441
WABJ	Adrian, Mich.	459
WABY	Albany, N. Y.	509
WABZ	Albemarle, N. C.	543
WACA	Camden, S. C.	610
WACB	Kittanning, Pa.	590
WACE	Chicopee, Mass.	453
WACO	Waco, Tex.	652
WACR	Starkville, Miss.	480
WADC	Akron, O.	561
WADE	Wadesboro, N. C.	554
WAEB	Allentown, Pa.	582
WAEL	Mayaguez, P. R.	690
WAFB	Baton Rouge, La.	435
WAGA	Atlanta, Ga.	377
WAGC	Chattanooga, Tenn.	617
WAGE	Syracuse, N. Y.	538
WAGF	Dothan, Ala.	312
WAGM	Presque Isle, Me.	443
WAIM	Anderson, S. C.	609
WAIR	Winston-Salem, N. C.	556
WAIT	Chicago, Ill.	396
WAJR	Morgantown, W. Va.	674
WAKR	Akron, O.	561
WALA	Mobile, Ala.	314
WALB	Albany, Ga.	377
WALD	Waterboro, S. C.	615
WALE	Fall River, Mass.	453
WALL	Middletown, N. Y.	517
WALT	Tampa, Fla.	374
WAML	Laurel, Miss.	479
WAMS	Wilmington, Del.	361
WAND	Canton, O.	562
WANE	Ft. Wayne, Ind.	408
WANN	Annapolis, Md.	445
WAOV	Vincennes, Ind.	413
WAPA	San Juan, P. R.	691
WAPF	McComb, Miss.	479
WAPI	Birmingham, Ala.	310
WAPO	Chattanooga, Tenn.	618
WAPX	Montgomery, Ala.	315
WARC	Rochester, N. Y.	535
WARD	Johnstown, Pa.	590
WARK	Hagerstown, Md.	449
WARL	Arlington, Va.	657
WARM	Scranton, Pa.	602
WASA	Havre De Grace, Md.	449
WASK	Lafayette, Ind.	412
WASL	Annapolis, Md.	445
WATK	Antigo, Wisc.	676
WATL	Allanta, Ga.	379
WAIN	Watertown, N. Y.	540
WATO	Oak Ridge, Tenn.	625
WATR	Waterbury, Conn.	359
WATT	Cadillac, Mich.	461
WATW	Ashland, Wisc.	676
WATZ	Alpena, Mich.	459
WAUD	Auburn, Ala.	309
WAUX	Waukesha, Wis.	684

Call Letters	City—State	See Page	Call Letters	City—State	See Page
WAVE	Louisville, Ky.	430	WBTH	Williamson, W. Va.	676
WAVL	Apollo, Pa.	583	WBTM	Danville, Va.	659
WAVU	Albertville, Ala.	309	WBUD	Morrisville, Pa.	593
WAVZ	New Haven, Conn.	358	WBUX	Doylestown, Pa.	586
WAYB	Waynesboro, Va.	664	WBUY	Lexington, N. C.	550
WAYN	Rockingham, N. C.	553	WBVP	Beaver Falls, Pa.	583
WAYS	Charlotte, N. C.	544	WBYS	Canton, Ill.	395
WAYX	Waycross, Ga.	390	WBZ	Boston, Mass.	451
WAZF	Yazoo City, Miss.	481	WBZA	Springfield, Mass.	451
WAZL	Hazleton, Pa.	589			
WBAB	Atlantic City, N. J.	501	WCAE	Pittsburgh, Pa.	599
WBAC	Cleveland, Tenn.	618	WCAM	Camden, N. J.	501
WBAL	Baltimore, Md.	445	WCAO	Baltimore, Md.	445
WBAP	Fl. Worth, Tex.	639	WCAP	Asbury Park, N. J.	501
WBAT	Marion, Ind.	412	WCAR	Pontiac, Mich.	468
WBAX	Wilkes-Barre, Pa.	605	WCAU	Philadelphia, Pa.	595
WBAY	Coral Gables, Fla.	364	WCAV	Norfolk, Va.	661
WBBB	Burlington, N. C.	544	WCAW	Charleston, W. Va.	672
WBBC	Flint, Mich.	463	WCAX	Burlington, Vt.	656
WBBL	Richmond, Va.	662	WCAZ	Carthage, Ill.	396
WBBM	Chicago, Ill.	396	WCBC	Anderson, Ind.	407
WBBO	Forest City, N. C.	547	WCBD	Chicago, Ill.	397
WBBQ	Augusta, Ga.	381	WCBI	Columbus, Miss.	477
WBBZ	Ponca City, Okla.	575	WCBM	Baltimore, Md.	447
WBCC	Beltsda, Md.	448	WCBS	New York, N. Y.	519
WBCK	Battle Creek, Mich.	459	WCBT	Roanoke Rapids, N. C.	552
WBCM	Jay City, Mich.	461	WCCC	Hartford, Conn.	356
WBEC	Pittsfield, Mass.	456	WCCM	Lawrence-Well, Mass.	454
WBEJ	Elizabethan-Johnson City, Tenn.	619	WCCO	Minneapolis, Minn.	473
WBEL	Belait, Wis.	677	WCCP	Savannah, Ga.	387
WBEN	Buffalo, N. Y.	511	WCDT	Winchester, Tenn.	626
WBET	Brockton, Mass.	452	WCEC	Rocky Mount, N. C.	553
WBEX	Chillicothe, O.	562	WCED	Du Bois, Pa.	586
WBGE	Atlanta, Ga.	379	WCFL	Chicago, Ill.	397
WBHH	Fitzgerald, Ga.	384	WCHA	Chambersburg, Pa.	585
WBHF	Cartersville, Ga.	382	WCHS	Charleston, W. Va.	672
WBHP	Huntsville, Ala.	313	WCHV	Charlottesville, Va.	658
WBIG	Greensboro, N. C.	547	WCIF	Madisonville, Ky.	431
WBIR	Knoxville, Tenn.	620	WCIL	Carbondale, Ill.	396
WBIS	Bristol, Conn.	356	WCJU	Columbia, Miss.	477
WBIW	Bedford, Ind.	407	WCKB	Dunn, N. C.	545
WBIZ	Eau Claire, Wis.	677	WCKY	Cincinnati, O.	562
WBKA	Brockton, Mass.	452	WCLA	Baton Rouge, La.	436
WBLJ	Dalton, Ga.	383	WCLE	Clearwater, Fla.	364
WBLK	Clarksburg, W. Va.	672	WCLO	Janesville, Wis.	678
WBMD	Baltimore, Md.	445	WCMA	Corinth, Miss.	477
WBML	Mocon, Ga.	385	WCMB	Lemoine, Pa.	592
WBMS	Boston, Mass.	451	WCMD	Cambridge, Md.	448
WBNS	Columbus, O.	565	WCMI	Ashland, Ky.	427
WBNX	New York, N. Y.	519	WCMN	Aecibo, P. R.	690
WBNY	Buffalo, N. Y.	511	WCMW	Canton, O.	562
WBOB	Golax, Va.	659	WCNB	Connersville, Ind.	407
WBOC	Salisbury, Md.	449	WCNC	Elizabeth City, N. C.	546
WBOW	Terre Haute, Ind.	413	WCNH	Quincy, Fla.	373
WBPF	Lock Haven, Pa.	382	WCNR	Bloomsburg, Pa.	584
WBRC	Birmingham, Ala.	310	WCNT	Centralia, Ill.	396
WBRE	Wilkes-Barre, Pa.	603	WCNU	Crestview, Fla.	365
WBRK	Pittsfield, Mass.	456	WCNX	Middletown, Conn.	358
WBRW	Welch, W. Va.	675	WCOA	Pensacola, Fla.	373
WBRY	Waterbury, Conn.	360	WCOC	Meridan, Miss.	480
WBSC	Bennettsville, S. C.	609	WCOG	Greensboro, N. C.	548
WBSR	Pensacola, Fla.	373	WCOH	Newnan, Ga.	387
WBT	Charlotte, N. C.	544	WCOL	Columbus, O.	565
WBTA	Batavia, N. Y.	510	WCOM	Parkersburg, W. Va.	675
			WCOP	Atlanta, Ga.	479
				Boston, Mass.	451



Call Letters	City—State	See Page
WCOS	Columbia, S. C.	611
WCOU	Lewiston, Me.	442
WCOV	Montgomery, Ala.	315
WCPA	Clearfield, Pa.	585
WCPO	Cincinnati, O.	562
WCPS	Tarboro, N. C.	554
WCRA	Effingham, Ill.	402
WCRB	Waltham, Mass.	457
WCRK	Morristown, Tenn.	624
WCRO	Johnstown, Pa.	590
WCRS	Greenwood, S. C.	613
WCRW	Chicago, Ill.	397
WCSC	Charleston, S. C.	610
WCSH	Portland, Me.	442
WCSS	Amsterdam, N. Y.	510
WCTA	Andalusia, Ala.	309
WCTC	New Brunswick, N. J.	503
WCTT	Corbin, Ky.	428
WCUM	Cumberland, Md.	448
WCVI	Connellsville, Pa.	586
WCYS	Springfield, Ill.	406
WCYB	Bristol, Va.	658
WDAD	Indiana, Pa.	590
WDAE	Tampa, Fla.	375
WDAF	Kansas City, Mo.	485
WDAK	Columbus, Ga.	382
WDAN	Danville, Ill.	401
WDAR	Savannah, Ga.	388
WDAS	Philadelphia, Pa.	595
WDAY	Fargo, N. Dak.	557
WDBC	Escanaba, Mich.	462
WDBJ	Roanoke, Va.	663
WDBO	Orlando, Fla.	371
WDEC	Americus, Ga.	377
WDEF	Chattanooga, Tenn.	618
WDEL	Wilmington, Del.	361
WDEV	Waterbury, Vt.	657
WDGY	Minneapolis, Minn.	473
WDHL	Bradenton, Fla.	364
WDIA	Memphis, Tenn.	623
WDIG	Dothan, Ala.	312
WDLB	Marshfield, Wis.	680
WDLF	De Land, Fla.	366
WDLP	Panama City, Fla.	372
WDMG	Douglas, Ga.	384
WDMJ	Marquette, Mich.	467
WDNC	Durham, N. C.	545
WDNE	Eikins, W. Va.	673
WDOD	Chattanooga, Tenn.	618
WDOS	Oneonta, N. Y.	533
WDOV	Dover, Del.	361
WDRC	Hartford, Conn.	357
WDSC	Dillon, S. C.	611
WDSG	Dyersburg, Tenn.	619
WDSM	Superior, Wis.	683
WDSR	Lake City, Fla.	368
WDSU	New Orleans, La.	438
WDUK	Durham, N. C.	545
WDUN	Gainesville, Ga.	385
WDUZ	Green Bay, Wis.	678
WDVA	Danville, Va.	659
WDWD	Dawson, Ga.	384
WDWS	Champaign, Ill.	396
WDXB	Chattanooga, Tenn.	618

Call Letters	City—State	See Page
WDXI	Jackson, Tenn.	620
WDZ	Tuscola, Ill.	406
WEAM	Arlington, Va.	657
WEAN	Providence, R. I.	607
WEAR	Pensacola, Fla.	373
WEAS	Decatur, Ga.	384
WEAT	Lake Worth, Fla.	369
WEAU	Eau Claire, Wis.	677
WEAV	Plattsburg, N. Y.	535
WEBC	Duluth, Minn.	472
WEBJ	Brewton, Ala.	311
WEBQ	Harrisburg, Ill.	402
WEBR	Buffalo, N. Y.	511
WECW	Mayaguez, P. R.	691
WEDC	Chicago, Ill.	397
WEEB	Southern Pines, N. C.	554
WEDO	McKeesport, Pa.	592
WEED	Rocky Mount, N. C.	553
WEEI	Boston, Mass.	451
WEEK	Peoria, Ill.	404
WEEU	Reading, Pa.	600
WEGO	Concord, N. C.	545
WEIM	Fitchburg, Mass.	453
WEKR	Fayetteville, Tenn.	619
WELI	New Haven, Conn.	358
WELL	Battle Creek, Mich.	459
WELM	Elmira, N. Y.	513
WELO	Tupeho, Miss.	480
WEMB	San Juan, P. R.	695
WEMP	Milwaukee, Wis.	680
WENA	Bayamon, P. R.	690
WENC	Whiteville, N. C.	555
WENE	Endicott, N. Y.	513
WENK	Union City, Tenn.	626
WENR	Chicago, Ill.	397
WENT	Gloversville, N. Y.	515
WENY	Elmira, N. Y.	513
WEOA	Evansville, Ind.	408
WEOL	Elyria, O.	566
WEPM	Martinsburg, W. Va.	674
WERC	Erie, Pa.	587
WERD	Atlanta, Ga.	379
WESA	Charleroi, Pa.	585
WESB	Bradford, Pa.	584
WESC	Greenville, S. C.	612
WEST	Easton, Pa.	586
WESX	Salem, Mass.	456
WETB	Johnson City, Tenn.	620
WEUS	Eustis, Fla.	366
WEVD	New York, N. Y.	519
WEVE	Eveleth, Minn.	472
WEW	St. Louis, Mo.	488
WEWO	Laurinburg, N. C.	550
WEXL	Royal Oak, Mich.	468
WEXT	Milwaukee, Wis.	680
WFAA	Dallas, Tex.	635
WFAK	Charleston, S. C.	610
WFAS	White Plains, N. Y.	541
WFAU	Augusta, Me.	441
WFAX	Falls Church, Va.	659
WFBC	Greenville, S. C.	612
WFBG	Altoona, Pa.	583
WFBL	Syracuse, N. Y.	539
WFBM	Indianapolis, Ind.	409

Call Letters	City—State	See Page	Call Letters	City—State	See Page
WFBR	Baltimore, Md.	445	WGKV	Charleston, W. Va.	672
WFCI	Pawtucket, R. I.	607	WGL	Ft. Wayne, Ind.	409
WFDF	Flint, Mich.	463	WGLN	Glens Falls, N. Y.	515
WFEA	Manchester, N. H.	500	WGLS	Decatur, Ga.	384
WFEF	Sylacauga, Ala.	316	WGN	Chicago, Ill.	399
WFGN	Gaffney, S. C.	612	WGNB	Gastonia, N. C.	547
WFHG	Bristol, Va.	658	WGNH	Gadsden, Ala.	313
WFHR	Wisconsin Rapids, Wis.	684	WGNJ	Wilmington, N. C.	555
WFIG	Sumter, S. C.	614	WGNS	Murfreesboro, Tenn.	624
WFIL	Philadelphia, Pa.	597	WGNV	Newburgh, N. Y.	517
WFIN	Findlay, O.	566	WGOV	Valdosta, Ga.	390
WFKY	Frankfort, Ky.	428	WGPA	Bethlehem, Pa.	584
WFLA	Tampa, Fla.	375	WGPC	Albany, Ga.	377
WFLB	Fayetteville, N. C.	546	WGR	Buffalo, N. Y.	511
WFO	Farmville, Va.	659	WGRC	Louisville, Ky.	430
WFMD	Frederick, Md.	449	WGRD	Grand Rapids, Mich.	464
WFMJ	Youngstown, O.	570	WGRM	Greenwood, Miss.	477
WFNC	Fayetteville, N. C.	546	WGRV	Greenville, Tenn.	619
WFNS	Burlington, N. C.	544	WGST	Atlanta, Ga.	380
WFOM	Marietta, Ga.	386	WGTC	Greenville, N. C.	548
WFOR	Hattiesburg, Miss.	478	WGTL	Kannapolis, N. C.	549
WFOX	Milwaukee, Wis.	681	WGTM	Wilson, N. C.	556
WFOY	St. Augustine, Fla.	373	WGUY	Bangor, Me.	441
WFPG	Atlantic City, N. J.	501	WGVA	Geneva, N. Y.	515
WFRC	Reidsville, N. C.	552	WGVN	Greenville, Miss.	477
WFRL	Freeport, Ill.	402	WGW	Selma, Ala.	316
WFRP	Savannah, Ga.	388	WGD	Gadsden, Ala.	313
WFTC	Kingston, N. C.	550	WGW	Asheboro, N. C.	543
WFTL	Fl. Lauderdale, Fla.	366	WGY	Schenectady, N. Y.	537
WFTM	Maysville, Ky.	431	WGYV	Greenville, Ala.	313
WFTR	Front Royal, Va.	659	WHAI	Greenfield, Mass.	454
WFTW	Fort Wayne, Ind.	408	WHAL	Shelbyville, Tenn.	625
WFUN	Huntsville, Ala.	313	WHAM	Rochester, N. Y.	535
WFUR	Grand Rapids, Mich.	463	WHAN	Charleston, S. C.	610
WFVA	Fredericksburg, Va.	659	WHAP	Hopewell, Va.	660
WFYC	Alma, Mich.	459	WHAR	Clarkburg, W. Va.	673
WGAA	Cedartown, Ga.	382	WHAS	Louisville, Ky.	430
WGAC	Augusta, Ga.	381	WHAT	Philadelphia, Pa.	595
WGAD	Gadsden, Ala.	313	WHAV	Haverhill, Mass.	454
WGAI	Elizabeth City, N. C.	546	WHAW	Weston, W. Va.	675
WGAL	Lancaster, Pa.	591	WHAZ	Troy, N. Y.	539
WGAN	Portland, Me.	442	WHB	Kansas City, Mo.	485
WGAP	Maryville, Tenn.	621	WHBB	Selma, Ala.	318
WGAR	Cleveland, O.	563	WHBC	Canton, O.	562
WGAT	Utica, N. Y.	540	WHBF	Rock Island, Ill.	405
WGAU	Athens, Ga.	377	WHBI	Newark, N. J.	503
WGAY	Silver Spring, Md.	449	WHBL	Sheboygan, Wis.	883
WGBA	Columbus, Ga.	383	WHBO	Tampa, Fla.	375
WGBB	Freeport, N. Y.	515	WHBQ	Memphis, Tenn.	623
WGBF	Evansville, Ind.	408	WHBS	Huntsville, Ala.	314
WGBG	Greensboro, N. C.	548	WHBT	Harriman, Tenn.	619
WGBI	Scranton, Pa.	802	WHBU	Anderson, Ind.	407
WGBR	Goldsboro, N. C.	547	WHBY	Appleton, Wis.	676
WGBS	Miami, Fla.	369	WHCC	Waynesville, N. C.	555
WGCD	Chester, S. C.	610	WHCU	Ithaca, N. Y.	516
WGCM	Gulfport, Miss.	478	WHDF	Houghton-Calumet, Mich.	464
WGEM	Quincy, Ill.	405	WHDH	Boston, Mass.	451
WGES	Chicago, Ill.	397	WHDL	Olean, N. Y.	533
WGEZ	Beloit, Wisc.	677	WHEB	Portsmouth, N. H.	500
WGFG	Kalamazoo, Mich.	466	WHEC	Rochester, N. Y.	537
WGGA	Gainesville, Ga.	385	WHED	Washington, N. C.	555
WGGG	Gainesville, Fla.	367	WHFB	Benton Harbor, Mich.	461
WGH	Newport News, Va.	660	WHFC	Cicero, Ill.	401
WGIL	Galesburg, Ill.	402	WHGB	Harrisburg, Pa.	587
WGIW	Charlotte, N. C.	544	WHHM	Memphis, Tenn.	623

Call Letters	City—State	See Page
WHHT	Durham, N. C.	546
WHIM	Providence, R. I.	607
WHIN	Gallatin, Tenn.	619
WHIO	Dayton, O.	566
WHIR	Danville, Ky.	428
WHIS	Bluefield, W. Va.	671
WHIT	New Bern, N. C.	551
WHIZ	Zanesville, O.	570
WHJB	Greensburg, Pa.	587
WHK	Cleveland, O.	563
WHKC	Columbus, O.	566
WHKK	Akron, O.	581
WHKP	Hendersonville, N. C.	548
WHKY	Hickory, N. C.	548
WHLB	Virginia, Minn.	475
WHLD	Niagara Falls, N. Y.	533
WHLF	South Boston, Va.	663
WHLI	Hempstead, N. Y.	515
WHLN	Harlan, Ky.	428
WHLS	Port Huron, Mich.	468
WHLW	Rutland, Vt.	656
WHMA	Anniston, Ala.	309
WHNC	Henderson, N. C.	548
WHO	Des Moines, Ia.	417
WHOB	Gardner, Mass.	453
WHOC	Philadelphia, Miss.	480
WHOD	Homestead, Pa.	589
WHOK	Lancaster, O.	567
WHOL	Allentown, Pa.	582
WHOM	New York, N. Y.	521
WHOO	Orlando, Fla.	372
WHOP	Hopkinsville, Ky.	429
WHOS	Decatur, Ala.	311
WHOT	South Bend, Ind.	412
WHOW	Clinton, Ill.	401
WHP	Harrisburg, Pa.	587
WHPE	High Point, N. C.	549
WHRV	Ann Arbor, Mich.	459
WHSC	Hartsville, S. C.	613
WHSY	Hattiesburg, Miss.	478
WHTB	Talladega, Ala.	316
WHTC	Holland, Mich.	464
WHTN	Huntington, W. Va.	673
WHUB	Cookeville, Tenn.	619
WHUC	Hudson, N. Y.	516
WHUM	Reading, Pa.	801
WHUN	Huntingdon, Pa.	590
WHWL	Nanticoke, Pa.	593
WHYN	Holyoke, Mass.	454
WHYU	Newport News, Va.	661
WIAC	San Juan, P. R.	695
WIBA	Madison, Wis.	679
WIBB	Macon, Ga.	386
WIBC	Indianapolis, Ind.	409
WIBG	Philadelphia, Pa.	597
WIBK	Knoxville, Ten.	621
WIBM	Jackson, Miss.	466
WIBS	Santurce, P. R.	695
WIBU	Poynette, Wis.	682
WIBV	Belleville, Ill.	395
WIBW	Topeka, Kans.	426
WIBX	Utica, N. Y.	540
WICA	Ashtabula, O.	581
WICC	Bridgeport, Conn.	356
WICY	Malone, N. Y.	517

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WIDE	Biddeford, Me.	442
WIGM	Medford, Wis.	680
WIHL	Hammond, La.	436
WIKB	Iron Mountain, Mich.	464
WIKC	Bogalusa, La.	436
WIKK	Erie, Pa.	587
WIKY	Evansville, Ind.	408
WIL	St. Louis, Mo.	489
WILE	Cambridge, O.	561
WILK	Wilkes-Barre, Pa.	605
WILM	Wilmington, Del.	362
WILS	Lansing, Mich.	466
WIMA	Lima, O.	567
WIMS	Michigan City, Ind.	412
WINC	Winchester, Va.	664
WIND	Chicago, Ill.	399
WING	Dayton, O.	566
WINK	Ft. Myers, Fla.	366
WINN	Louisville, Ky.	430
WINR	Binghamton, N. Y.	510
WINS	New York, N. Y.	521
WINX	Washington, D. C.	362
WINZ	Hollywood, Fla.	370
WIOD	Miami, Fla.	370
WIOU	Kokomo, Ind.	411
WIP	Philadelphia, Pa.	597
WIRA	Fort Pierce, Fla.	366
WIRB	Enterprise, Ala.	312
WIRC	Hickory, N. C.	549
WIRE	Indianapolis, Ind.	411
WIRK	West Palm Beach, Fla.	375
WIRL	Peoria, Ill.	404
WIS	Columbia, S. C.	611
WISC	Madison, Wis.	679
WISE	Asheville, N. C.	543
WISH	Indianapolis, Ind.	411
WISL	Shamokin, Pa.	802
WISN	Milwaukee, Wis.	681
WISR	Butler, Pa.	584
WITA	San Juan, P. R.	695
WITH	Baltimore, Md.	447
WITZ	Jasper, Ind.	411
WIVY	Jacksonville, Fla.	367
WIZE	Springfield, O.	568
WJAC	Johnstown, Pa.	590
WJAG	Norfolk, Neb.	495
WJAR	Providence, R. I.	607
WJAS	Pittsburgh, Pa.	599
WJAX	Jacksonville, Fla.	367
WJBC	Bloomington, Ill.	395
WJBK	Detroit, Mich.	461
WJBO	Baton Rouge, La.	436
WIBW	New Orleans, La.	439
WJBY	Gadsden, Ala.	313
WJDA	Quincy, Mass.	456
WJDX	Jackson, Miss.	478
WJEF	Grand Rapids, Mich.	464
WJEJ	Hagerstown, Md.	449
WJEL	Springfield, O.	569
WJHL	Johnson City, Tenn.	620
WJHO	Opelika, Ala.	316
WJHP	Jacksonville, Fla.	367
WJIG	Tullahoma, Tenn.	625
WJIM	Lansing, Mich.	468
WJJD	Chicago, Ill.	399

Call Letters	City—State	See Page	Call Letters	City—State	See Page
WJJI	Montgomery, Ala.	315	WKGK	Knoxville, Tenn.	621
WJIL	Niagara Falls, N. Y.	533	WKIC	Hazard, Ky.	429
WJIM	Lewisburg, Tenn.	621	WKID	Urbana, Ill.	406
WJLB	Detroit, Mich.	462	WKIN	Kittanning, Pa.	591
WJLD	Bessemer, Ala.	310	WKIP	Poughkeepsie, N. Y.	535
WJLS	Beckley, W. Va.	671	WKIX	Columbia, S. C.	611
WJMB	Brookhaven, Miss.	476	WKJB	Mayaguez, P. R.	691
WJMC	Rice Lake, Wis.	683	WKJG	Fort Wayne, Ind.	409
WJMJ	Philadelphia, Pa.	597	WKLA	Ludington, Mich.	466
WJMO	Cleveland, O.	565	WKLF	Clanton, Ala.	311
WJMR	New Orleans, La.	439	WKLO	Louisville, Ky.	430
WJMS	Ironwood, Mich.	465	WKLX	Blackstone, Va.	658
WJMW	Athens, Ala.	309	WKLX	Lexington, Ky.	429
WJMX	Florence, S. C.	612	WKLY	Hartwell, Ga.	385
WJNC	Jacksonville, N. C.	549	WKMA	Quitman, Ga.	387
WJNO	West Palm Beach, Fla.	375	WKMH	Dearborn, Mich.	461
WJOB	Hammond, Ind.	409	WKMO	Kokomo, Ind.	411
WJOC	Jamestown, N. Y.	516	WKNA	Charleston, W. Va.	672
WJOI	Florence, Ala.	312	WKNB	New Britain, Conn.	358
WJOL	Joliet, Ill.	403	WKNE	Keene, N. H.	498
WJOR	Bangor, Me.	441	WKNS	Kinston, N. C.	550
WJOY	Burlington, Vt.	656	WKNX	Saginaw, Mich.	469
WJPA	Washington, Pa.	603	WKNY	Kingston, N. Y.	517
WJPD	Ishpeming, Mich.	465	WKOB	North Adams, Mass.	455
WJPF	Herrin, Ill.	402	WKOK	Sunbury, Pa.	603
WJPG	Green Bay, Wis.	678	WKOP	Binghamton, N. Y.	510
WJPR	Greenville, Miss.	477	WKOW	Madison, Wis.	679
WJPS	Evansville, Ind.	408	WKOX	Framingham, Mass.	453
WJQS	Jackson, Miss.	478	WKOZ	Kosciusko, Miss.	479
WJR	Detroit, Mich.	462	WKPA	New Kensington, Pa.	593
WJRD	Tuscaloosa, Ala.	317	WKPT	Kingsport, Tenn.	620
WJRI	Lenoir, N. C.	510	WKRC	Cincinnati, O.	563
WJSW	Altoona, Pa.	583	WKRK	Mobile, Ala.	315
WJTN	Jamestown, N. Y.	516	WKRQ	Columbia, Tenn.	618
WJVA	South Bend, Ind.	413	WKRO	Cairo, Ill.	395
WJVB	Jacksonville Beach, Fla.	368	WKRT	Cothland, N. Y.	513
WJW	Cleveland, O.	565	WKRZ	Oil City, Pa.	595
WJXN	Jackson, Miss.	478	WKSR	Pulaski, Tenn.	625
WJZ	New York, N. Y.	523	WKST	New Casle, Pa.	593
WJZM	Clarksville, Tenn.	618	WKTG	Thomasville, Ga.	388
WKAB	Mobile, Ala.	314	WKTU	Mayfield, Ky.	431
WKAI	Macomb, Ill.	403	WXTY	La Crosse, Wis.	679
WKAL	Rome, N. Y.	537	WKUL	Cullman, Ala.	311
WKAN	Kankakee, Ill.	403	WKVM	Arecibo, P. R.	690
WKAP	Allentown, Pa.	582	WKWF	Key West, Fla.	368
WKAQ	San Juan, P. R.	695	WKWK	Wheeling, W. Va.	676
WKAT	Miami Beach, Fla.	371	WKXL	Concord, N. H.	498
WKAX	Birmingham, Ala.	310	WKY	Oklahoma City, Okla.	574
WKAY	Glasgow, Ky.	428	WKYB	Paducah, Ky.	432
WKBB	Dubuque, Ia.	417	WKYW	Louisville, Ky.	430
WKBC	N. Wilkesboro, N. C.	552	WKZO	Kalamazoo, Mich.	466
WKBH	LaCrosse, Wis.	678	WLAC	Nashville, Tenn.	624
WKBK	Youngstown, O.	570	WLAD	Danbury, Conn.	356
WEBO	Harrisburg, Pa.	589	WLAG	LaGrange, Ga.	385
WKBR	Manchester, N. H.	500	WLAK	Lakeland, Fla.	368
WKBS	Oyster Bay, N. Y.	535	WLAM	Lewiston, Me.	442
WKBV	Richmond, Ind.	412	WLAN	Lancaster, Pa.	591
WKBW	Buffalo, N. Y.	513	WLAP	Lexington, Ky.	429
WKBZ	Muskegon, Mich.	467	WLAQ	Rome, Ga.	387
WKCT	Bowling Green, Ky.	427	WLAR	Athens, Tenn.	617
WKDA	Nashville, Tenn.	624	WLAT	Conway, S. C.	611
WKDK	Newberry, S. C.	613	WLAU	Laurel, Miss.	479
WKDN	Camden, N. J.	501	WLAV	Grand Rapids, Mich.	464
WKEU	Griffin, Ga.	385	WLAW	Lawrence, Mass.	454
WKEY	Covington, Va.	658	WLAY	Muscle Shoals City, Ala.	314

Call Letters	City—State	See Page
WLBB	Carrollton, Ga.	382
WLBC	Muncie, Ind.	412
WLBF	Leesburg, Fla.	369
WLBG	Laurens, S. C.	613
WLBH	Mattoon, Ill.	403
WLBI	Bowling Green, Ky.	427
WLBK	De Kalb, Ill.	401
WLBR	Lebanon, Po.	592
WLBZ	Bangor, Me.	441
WLCR	Torrington, Conn.	359
WLCS	Baton Rouge, La.	436
WLCS	La Crosse, Wis.	679
WLDS	Jacksonville, Ill.	402
WLDY	Ladysmith, Wis.	679
WLEA	Hornell, N. Y.	515
WLEC	Sandusky, O.	568
WLEE	Richmond, Va.	662
WLET	Toccoa, Ga.	389
WLEU	Erie, Pa.	587
WLEX	Lexington, Ky.	428
WLIB	New York, N. Y.	523
WLIN	Merrill, Wis.	680
WLIO	East Liverpool, O.	566
WLIP	Kenosha, Wis.	678
WLIZ	Bridgeport, Conn.	356
WLLH	Lowell-Lawrence, Mass.	454
WLNA	Peekskill, N. Y.	535
WLNH	Laconia, N. H.	500
WLOA	Braddock, Pa.	584
WLOE	Leaksville, N. C.	550
WLOF	Orlando, Fla.	372
WLOG	Logan, W. Va.	674
WLOH	Princeton, W. Va.	675
WLOI	La Porte, Ind.	412
WLOK	Lima, O.	567
WLOL	Minneapolis, Minn.	474
WLOS	Asheville, N. C.	543
WLOU	Louisville, Ky.	431
WLOW	Norfolk, Va.	661
WLOX	Biloxi, Miss.	476
WLPM	Suffolk, Va.	664
WLPO	LaSalle, Ill.	403
WLS	Chicago, Ill.	399
WLTC	Gastonia, N. C.	547
WLTR	Bloomsburg, Pa.	584
WLVA	Lynchburg, Va.	660
WLW	Cincinnati, O.	583
WLXW	Carlisle, Pa.	585
WLYN	Lynn, Mass.	455
WMAJ	State College, Pa.	602
WMAK	Nashville, Tenn.	624
WMAL	Washington, D. C.	362
WMAM	Marinette, Wis.	680
WMAN	Mansfield, O.	587
WMAF	Monroe, N. C.	551
WMAQ	Chicago, Ill.	399
WMAS	Springfield, Mass.	456
WMAW	Milwaukee, Wis.	681
WMAZ	Macon, Ga.	386
WMBC	Macon, Miss.	479
WMBD	Peoria, Ill.	405
WMBG	Richmond, Va.	662
WMBH	Joplin, Mo.	484
WMBL	Morehead City, N. C.	551
WMBM	Miami Beach, Fla.	371

Call Letters	City—State	See Page
WMBN	Petoskey, Mich.	468
WMBO	Auburn, N. Y.	510
WMBR	Jacksonville, Fla.	367
WMBS	Uniontown, Pa.	603
WMC	Memphis, Tenn.	623
WMCA	New York, N. Y.	525
WMCK	McKeesport, Pa.	592
WMDD	Fajardo, P. R.	690
WMDN	Midland, Mich.	467
WMEX	Boston, Mass.	452
WMFD	Wilmington, N. C.	555
WMFG	Hibbing, Minn.	473
WMFJ	Daytona Beach, Fla.	365
WMFR	High Point, N. C.	549
WMFT	Florence, Ala.	312
WMGA	Moultrie, Ga.	386
WMGM	New York, N. Y.	525
WMGR	Bainbridge, Ga.	382
WMGW	Meadville, Pa.	593
WMGY	Montgomery, Ala.	315
WMID	Atlantic City, N. J.	501
WMIE	Miami, Fla.	369
WMIK	Middlesboro, Ky.	431
WMIN	St. Paul, Minn.	475
WMIQ	Iron Mountain, Mich.	465
WMIS	Natchez, Miss.	480
WMIX	Mount Vernon, Ill.	404
WMJM	Cordele, Ga.	383
WMLO	Milwaukee, Wis.	681
WMLS	Sylacauga, Ala.	316
WMLT	Dublin, Ga.	384
WMMB	Melbourne, Fla.	369
WMMJ	Peoria, Ill.	405
WMMN	Fairmont, W. Va.	673
WMMT	McMinnville, Tenn.	624
WMMW	Meriden, Conn.	357
WMNB	North Adams, Mass.	456
WMNC	Morgantown, N. C.	551
WMOA	Marietta, O.	567
WMOB	Mobile, Ala.	315
WMOC	Covington, Ga.	383
WMOG	Brunswick, Ga.	382
WMOH	Hamilton, O.	567
WMON	Montgomery, W. Va.	674
WMOU	Berlin, N. H.	498
WMOX	Meridian, Miss.	480
WMPS	Memphis, Tenn.	623
WMRA	Myrtle Beach, S. C.	613
WMRC	Greenville, S. C.	612
WMRF	Lewiston, Po.	592
WMRN	Marion, O.	568
WMRO	Aurora, Ill.	395
WMRP	Flint, Mich.	463
WMSA	Massena, N. Y.	517
WMSL	Decatur, Ala.	311
WMT	Cedar Rapids, Ia.	414
WMTA	Vance, Ky.	433
WMTR	Morristown, N. J.	503
WMTW	Portland, Me.	443
WMUR	Manchester, N. H.	500
WMUS	Muskegon, Mich.	468
WMVA	Martinsville, Va.	660
WMVG	Milledgeville, Ga.	386
WNAB	Bridgeport, Conn.	356
WNAC	Boston, Mass.	452

Call Letters	City—State	See Page
WNAE	Warren, Pa.	603
WNAF	Providence, R. I.	607
WNAH	Neenah, Wis.	682
WNAO	Raleigh, N. C.	552
WNAR	Norristown, Pa.	593
WNAX	Yankton, S. Dak.	617
WNBC	New York, N. Y.	527
WNBK	Binghamton, N. Y.	510
WNBH	New Bedford, Mass.	455
WNBS	Murray, Ky.	432
WNBZ	Saranac Lake, N. Y.	537
WNDB	Daytona Beach, Fla.	365
WNDR	Syracuse, N. Y.	539
WNEB	Worcester, Mass.	457
WNEL	San Juan, P. R.	695
WNEW	New York, N. Y.	527
WNEZ	Macon, Ga.	386
WNGO	Mayfield, Ky.	431
WNHC	New Haven, Conn.	358
WNJR	Newark, N. J.	503
WNLC	New London, Conn.	359
WNLK	Norwalk, Conn.	359
WNMP	Evanston, Ill.	402
WNNC	Newton, N. C.	551
WNOC	Norwich, Conn.	359
WNOE	New Orleans, La.	439
WNOK	Columbia, S. C.	611
WNOP	Newport, Ky.	432
WNOW	York, Pa.	606
WNOX	Knoxville, Tenn.	621
WNVA	Norton, Va.	681
WOAI	San Antonio, Tex.	648
WOAP	Owosso, Mich.	468
WOAY	Oak Hill, W. Va.	674
WOBS	Jacksonville, Fla.	368
WOBT	Rhineland, Wis.	683
WOC	Davenport, Ia.	415
WOCB	West Yarmouth, Mass.	457
WOHS	Shelby, N. C.	553
WOKO	Albany, N. Y.	509
WOKZ	Alton, Ill.	395
WOL	Washington, D. C.	362
WOLF	Syracuse, N. Y.	539
WOLS	Florence, S. C.	612
WOMI	Owensboro, Ky.	432
WOMT	Manitowoc, Wis.	680
WONO	Oneonta, N. Y.	535
WONS	Hartford, Conn.	357
WOOB	Anniston, Ala.	309
WOOD	Grand Rapids, Mich.	464
WOOF	Dolhan, Ala.	312
WOOK	Silver Springs, Md.	449
WOPI	Bristol, Tenn.	617
WOR	New York, N. Y.	529
WORA	Mayaguez, P. R.	691
WORC	Worcester, Mass.	457
WORD	Spartanburg, S. C.	614
WORK	York, Pa.	606
WORL	Boston, Mass.	452
WORZ	Orlando, Fla.	372
WOSH	Oshkosh, Wis.	682
WOTW	Nashua, N. H.	500
WOV	New York, N. Y.	529
WOW	Omaha, Neb.	496
WOWO	Ft. Wayne, Ind.	409

Call Letters	City—State	See Page
WPAB	Ponce, P. R.	691
WPAD	Paducah, Ky.	432
WPAG	Ann Arbor, Mich.	459
WPAM	Pottsville, Pa.	600
WPAQ	Mount Airy, N. C.	551
WPAR	Parkersburg, W. Va.	675
WPAT	Paterson, N. J.	503
WPAX	Thomasville, Ga.	389
WPAY	Portsmouth, O.	568
WPDQ	Jacksonville, Fla.	368
WPDZ	Clarksburg, W. Va.	673
WPEN	Philadelphia, Pa.	599
WPFH	Middletown, O.	568
WPGH	Pittsburgh, Pa.	600
WPIC	Sharon, Pa.	602
WPIK	Alexandria, Va.	657
WPIT	Pittsburgh, Pa.	600
WPLH	Huntington, W. Va.	674
WPOR	Portland, Me.	443
WPPA	Pottsville, Pa.	600
WPRA	Mayaguez, P. R.	691
WPRO	Providence, R. I.	609
WPRP	Ponce, P. R.	691
WPTF	Raleigh, N. C.	552
WPTR	Albany, N. Y.	509
WPTW	Piqua, O.	566
WPUV	Pulaski, Va.	662
WPWA	Chester, Pa.	585
WQAM	Miami, Fla.	370
WQAN	Scranton, Pa.	602
WQBC	Vicksburg, Miss.	481
WQQW	Washington, D. C.	363
WQUA	Moline, Ill.	403
WQXI	Atlanta, Ga.	380
WQXR	New York, N. Y.	533
WRAC	Williamsport, Pa.	605
WRAL	Raleigh, N. C.	552
WRBW	Reading, Pa.	601
WRBC	Jackson, Miss.	478
WRBL	Columbus, Ga.	383
WRC	Washington, D. C.	363
WRCS	Abosklee, N. C.	543
WRDO	Augusta, Me.	441
WRDW	Augusta, Ga.	381
WREC	Memphis, Tenn.	623
WREL	Lexington, Va.	660
WREN	Topeka, Kans.	426
WREX	Duluth, Minn.	472
WRFC	Athens, Ga.	377
WRFD	Worthington, O.	570
WRFS	Alexander City, Ala.	309
WRFW	Eau Claire, Wis.	677
WRGA	Rome, Ga.	387
WRHI	Rock Hill, S. C.	614
WRHP	Tallahassee, Fla.	374
WRIA	Caguas, P. R.	690

Call Letters	City—State	See Page
WRIB	Providence, R. I.	609
WRJM	Newport, R. I.	607
WRJN	Racine, Wis.	682
WRLD	West Point, Ga.	390
WRMS	Ware, Mass.	457
WRNL	Richmond, Va.	662
WRNO	Orangeburg, S. C.	613
WRNY	Rochester, N. Y.	537
WROB	West Point, Miss.	481
WROD	Daytona Beach, Fla.	368
WROK	Rockford, Ill.	406
WROL	Knoxville, Tenn.	621
WROM	Rome, Ga.	387
WRON	Ronceverte, W. Va.	675
WROV	Roanoke, Va.	663
WROW	Albany, N. Y.	509
WROX	Clarksdale, Miss.	476
WRQN	Vidalia, Ga.	390
WRR	Dallas, Tex.	635
WRRF	Washington, N. C.	555
WRRN	Warren, O.	570
WRRZ	Clinton, N. C.	545
WRTA	Altoona, Pa.	583
WRUF	Gainesville, Fla.	367
WRUN	Utica, N. Y.	540
WRVA	Richmond, Va.	662
WRYO	Rochester, Pa.	601
WSAC	Columbus, Ga.	383
WSAI	Cincinnati, O.	563
WSAM	Saginaw, Mich.	469
WSAN	Allentown, Pa.	582
WSAP	Portsmouth, Va.	662
WSAR	Fall River, Mass.	453
WSAT	Salisbury, N. C.	553
WSAU	Wausau, Wis.	684
WSAV	Savannah, Ga.	386
WSAY	Rochester, N. Y.	537
WSAZ	Huntington, W. Va.	674
WSB	Atlanta, Ga.	380
WSBA	York, Pa.	607
WSBC	Chicago, Ill.	399
WSBR	Superior, Wis.	683
WSBT	South Bend, Ind.	413
WSCR	Scranton, Pa.	602
WSFA	Montgomery, Ala.	315
WSFC	Somerset, Ky.	433
WSFT	Thomaston, Ga.	388
WSGC	Elberton, Ga.	384
WSGN	Birmingham, Ala.	310
WSIC	Statesville, N. C.	554
WSID	Baltimore, Md.	447
WSIR	Winter Haven, Fla.	375
WSIV	Pekin, Ill.	404

Call Letters	City—State	See Page
WSIX	Nashville, Tenn.	625
WSJS	Winston-Salem, N. C.	556
WSKB	McComb, Miss.	479
WSKI	Montpelier-Barre, Vt.	856
WSKY	Asheville, N. C.	543
WSLB	Ogdensburg, N. Y.	533
WSLI	Jackson, Miss.	478
WSLS	Roanoke, Va.	663
WSM	Nashville, Tenn.	625
WSMB	New Orleans, La.	439
WSNJ	Bridgeton, N. J.	501
WSNY	Schenectady, N. Y.	539
WSOC	Charlotte, N. C.	545
WSOJ	Henderson, Ky.	429
WSOO	Sault Ste. Marie, Mich.	469
WSOY	Decatur, Ill.	401
WSPA	Spartanburg, S. C.	614
WSPB	Sarasota, Fla.	374
WSPD	Toledo, O.	569
WSPR	Springfield, Mass.	456
WSRS	Cleveland Heights, O.	565
WSSB	Durham, N. C.	546
WSSO	Starkville, Miss.	480
WSSV	Petersburg, Va.	661
WSTC	Stamford, Conn.	359
WSTP	Salisbury, N. C.	553
WSTS	Southern Pines, N. C.	554
WSTV	Steubenville, O.	569
WSUA	Bloomington, Ind.	407
WSUN	St. Petersburg, Fla.	373
WSVA	Harrisonburg, Va.	660
WSVS	Crewe, Va.	658
WSWN	Belle Glade, Fla.	364
WSYB	Rutland, Vt.	657
WSYR	Syracuse, N. Y.	539
WTAC	Flint, Mich.	463
WTAD	Quincy, Ill.	405
WTAG	Worcester, Mass.	457
WTAL	Tallahassee, Fla.	374
WTAM	Cleveland, O.	565
WTAN	Clearwater, Fla.	364
WTAQ	Green Bay, Wis.	678
WTAR	Norfolk, Va.	661
WTAW	College Station, Tex.	632
WTAX	Springfield, Ill.	406
WTBC	Tuscaloosa, Ala.	317
WTBF	Troy, Ala.	316
WTBO	Cumberland, Md.	448
WTCH	Shawano, Wis.	683
WTCJ	Tell City, Ind.	413
WTCM	Traverse City, Mich.	469
WTCN	Minneapolis, Minn.	474

Call Letters	City—State	See Page
WTCO	Campbellsville, Ky.	427
WTEL	Philadelphia, Pa.	599
WTHI	Terre Haute, Ind.	413
WHTH	Hartford, Conn.	357
WTIC	Hartford, Conn.	357
WTIK	Durham, N. C.	546
WTIP	Charleston, W. Va.	672
WTJS	Jackson, Tenn.	620
WTMA	Charleston, S. C.	610
WTMC	Ocala, Fla.	371
WTMJ	Milwaukee, Wis.	682
WTMV	E. St. Louis, Ill.	401
WTNB	Birmingham, Ala.	310
WTNC	Thomasville, N. C.	554
WTND	Orangeburg, S. C.	613
WTNJ	Trenton, N. J.	504
WTNS	Coshocton, O.	566
WTNT	Augusta, Ga.	381
WTOB	Winston-Salem, N. C.	556
WTOC	Savannah, Ga.	388
WTOD	Toledo, O.	569
WTOK	Meridian, Miss.	480
WTOL	Toledo, O.	569
WTOM	Bloomington, Ind.	407
WTON	Staunton, Va.	664
WTOP	Washington, D. C.	363
WTOR	Torrington, Conn.	359
WTPR	Paris, Tenn.	625
WTPS	New Orleans, La.	439
WTRC	Elkhart, Ind.	407
WTRF	Bellaire, O.	561
WTRR	Sanford, Fla.	374
WTRY	Troy, N. Y.	540
WTSB	Lumberton, N. C.	551
WTSP	St. Petersburg, Fla.	373
WTSV	Claremont, N. H.	498
WTHH	Port Huron, Mich.	468
WTTM	Trenton, N. J.	504
WTTS	Bloomington, Ind.	407
WTUX	Wilmington, Del.	362
WTVL	Waterville, Me.	443
WTWA	Thomson, Ga.	389
WTWS	Clearfield, Pa.	585
WTWT	Stevens Point, Wis.	683
WTYC	Rock Hill, S. C.	614
WTYS	Marianna, Fla.	369
WULA	Eufaula, Ala.	312
WUSN	Charleston, S. C.	610
WVAM	Altoona, Pa.	583
WVCG	Coral Gables, Fla.	364
WVCH	Chester, Pa.	585
WVEC	Hampton, Va.	660

Call Letters	City—State	See Page
WVEI	Rochester, N. Y.	537
WVIM	Vicksburg, Miss.	481
WVJP	Caguas, P. R.	690
WVJS	Owensboro, Ky.	432
WVLK	Versailles, Ky.	433
WVLN	Olney, Ill.	404
WVMC	Mount Carmel, Ill.	404
WVNJ	Newark, N. J.	503
WVOK	Birmingham, Ala.	311
WVOM	Boston, Mass.	452
WVOS	Liberty, N. Y.	517
WVOT	Wilson, N. C.	555
WVPO	Stroudsburg, Pa.	603
WVVW	Fairmont, W. Va.	673
WWBZ	Vineland, N. J.	504
WWCO	Waterbury, Conn.	360
WWDC	Washington, D. C.	363
WWEZ	New Orleans, La.	439
WWGP	Sanford, Conn.	553
WWGS	Tifton, Ga.	389
WWJ	Detroit, Mich.	462
WWL	New Orleans, La.	439
WWNC	Asheville, N. C.	544
WWNF	Fayetteville, N. C.	547
WWNH	Rochester, N. H.	500
WWNR	Beckley, W. Va.	671
WWNS	Statesboro, Ga.	388
WWNY	Watertown, N. Y.	540
WWOD	Lynchburg, Va.	660
WWOK	Flint, Mich.	463
WWOL	Lackawanna, N. Y.	517
WWON	Woonsocket, R. I.	609
WWPB	Miami, Fla.	371
WWPF	Palatka, Fla.	372
WWPG	Palm Beach, Fla.	372
WWRL	Woodside, N. Y.	541
WWSC	Glens Falls, N. Y.	515
WWSO	Springfield, O.	569
WWSR	St. Albans, Vt.	657
WWST	Wooster, O.	570
WWSW	Pittsburgh, Pa.	600
WWVA	Wheeling, W. Va.	676
WWWB	Jasper, Ala.	314
WWXL	Peoria, Ill.	405
WXAL	Demopolis, Ala.	312
WXGI	Richmond, Va.	663
WXKW	Albany, N. Y.	509
WXLT	Ely, Minn.	472
WXLW	Indianapolis, Ind.	411
WXRA	Buffalo, N. Y.	513
WXRJ	Guayama, P. R.	690
WXYZ	Detroit, Mich.	462
WZIP	Covington, Ky.	428



# ALABAMA

Estimated Population 2,848,000—Increase —0.5%—Radio Homes 578,300  
Total Families—699,100—Stations in State 56

## WAVU

ALBERTVILLE—1948

Frequency: 630 Kc. Power: 500 Watts d.  
Owned-Oper. By Pat Murphy Courington  
Business-Studio Address Albertville  
Phone Number 555  
News Service AP  
Transcription Service World  
President, Gen. Mgr. Pat M. Courington  
Commercial Mgr. Eaton P. Govan  
Program Director Annette Hooper  
Chief Engineer Glenn Abercrombie

## WRFS

ALEXANDER CITY—1947

Frequency: 1050 Kc. Power: 1,000 Watts d.  
Owned-Operated By Piedmont Service Corp.  
Business Address P. O. Box 72  
Phone Number 1050  
Studio Address 138 Main St.  
Transmitter Location West End  
Air Time: Local Sunrise—Local Sunset  
Transcription Service Thesaurus  
Representative Sears & Ayer  
Membership NAB  
President James L. Coley  
Gen.-Station-Com. Mgr. Lem Coley  
Program Director Bob McKinnon  
Chief Engineer James W. Whatley  
Farm Editor Lem Coley

## WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Andalusia Bcstg. Co., Inc.  
Business-Studio Address Sanford Rd.  
Phone Number 844  
Transmitter Sanford Rd.  
Air Time 5:55 a.m.-11 p.m.  
News Service UP  
Transcription Service World  
Membership NAB  
Gen. Mgr. James T. Ownby  
Prog. Dir. Barbara Nicholson  
Prod. Dir. Bert Moore  
Musical Director Christine Hardage  
Chief Engineer & Comm. Mgr. J. Dige Bishop  
Farm Editor Tom Minard

## WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Anniston Bcstg Co.  
Business-Studio Address 1330 Noble St.  
Phone Number 2380-1  
Transmitter 1401 W. 15th St.

Air Time 5:45 a.m.-11:05 p.m.  
News Service UP  
Transcription Service Lang-Worth  
Representative Sears & Ayer  
Membership NAB-BMB-FMA  
President-Owner Harry M. Ayers  
Gen.-Sta.-Comm. Mgr. Malcolm Street  
Music Dir. Rose Pounder  
Program Dir.-Chief Announcer Ross Charles  
Publicity Dir. Joanna Aly  
Chief Engineer James A. Hudson  
Farm Editor A. S. Mathews

## WOOB

ANNISTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By W. S. Weatherly  
Business-Studio Address 10th & Noble St.  
Phone Number 3210-1  
Transmitter Location 16th & Boynton Ave.  
Air Time Unlimited  
Transcription Service World  
President-Owner W. S. Weatherly  
Station Manager Hugh Webb  
Program Manager John Orrison  
Publicity Director Mary Williamson  
Chief Engineer James Fitts

## WJMW

ATHENS—1948

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Operated By Athens Bcstg. Co.  
Address c/o White Mtr. Sales Co.  
President Wilson T. White

## WAUD

AUBURN—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Auburn Bcstg. Co.  
Business Address Box 350  
Phone Number 1240-1  
Studio Transmitter Montgomery Hwy.  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service World, Lang-Worth  
Pres., Gen.-Station-Com. Mgr.,  
Publicity Director Elmer G. Salter  
Sales Prom. Mgr., Program  
Production Director Buck Persons  
Chief Announcer Buck Persons  
Musical Director Mrs. Anne Belvin  
Chief Engineer Charlie Herman  
Farm Editor Buck Persons

**WJLD**

**BESSEMER—1942—KBS-ALA.**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By: Johnston Bcastg. Co.  
 Business Address: Box 147  
 Phone Nos. Bessemer 2300; Birmingham 6-8172  
 Transmitter: Birmingham Bessemer  
 Super Highway  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: World  
 Representative: Seare & Ayer  
 Pres.-Gen. Mgr.: George Johnston, Jr.  
 Station Mgr.: James E. Connolly  
 Sales Mgr.: Clay Coe  
 Prog. Dir.: Jane Shaddix  
 Pro.-Publicity Dir.: John Slotton  
 Chief Announcer: Bob Umbach  
 Musical Director: Joan Jetton  
 Chief Engineer: Maurice McKinney  
 Farm Editor: Joe Jackson

**WAPI**

**BIRMINGHAM—1922—CBS**

Frequency: 1070 Kc. Power: 5000 Watts  
 Owned By: Univ. of Ala., Ala. Polytechnic  
 Inst., Ala. Coll.  
 Operated By: Voice of Ala., Inc.  
 Bus. Studio Address: 701 Protective Life Bldg.  
 Phone Number: 3-8118  
 Transmitter: Sandusky, Ala.  
 Air Time: 5:30 a.m.-M, Mon.-Sat.;  
 7 a.m.-M, Sun.  
 News Service: AP, UP  
 Representative: Radio Sales  
 Membership: NAB-BMB-FMA  
 Chairman of Bd.: Ed Norton  
 President-General-Station Mgr.: Thad Holt  
 Comm. Mgr.: C. P. Persons, Jr.  
 Sales Promotion Mgr.-Pub. Dir.: Lionel Baxter  
 Program Dir.: Maury Farrell  
 Production Mgr.: Burt F. McKee, Jr.  
 Chief Engineer: James L. Evans  
 Farm Editor: John McCune

**WBRC**

**BIRMINGHAM—1925—NBC**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By: Birmingham Bcastg. Co., Inc.  
 Address: WBRC Bldg.  
 Phone Number: 4-7741  
 Transmitter Location: 2400 Arkadelphia Rd.  
 Air Time: 6 a.m.-M, Mon.-Sat.; 7 a.m.-M., Sun.  
 News Service: INS  
 Transcription Service: Standard, Lang-Worth,  
 Capitol, London  
 Representative: Paul H. Raymer Co.  
 Membership: NAB, BMB, FMA  
 President-Gen. Mgr.: Eloise H. Hanna  
 Station Manager: Howell C. Cobb

Commercial Manager: Don D. Campbell  
 Pgm. Dir., Prod. Mgr.: Fox Light Foot  
 Publicity Director: John T. Orr  
 Chief Announcer: Davenport Smith  
 Musical Director: Herbert Grieb  
 Chief Engineer: G. P. Hamann  
 Farm Editor: Davenport Smith

**WKAX**

**BIRMINGHAM—1946**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Courier Bcastg.  
 Service, Inc.  
 Address: 1710 6th Ave. No.  
 Phone Number: 54-2541  
 Transmitter Location: 231 21st Ave., West  
 Air Time: Local sunrise-local sunset  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Joseph Hershey McGillvra  
 President: Glenn V. Tingley  
 Gen.-Sta.-Comm. Mgr.: Ganus C. Scarborough  
 Prog.-Prod.-Music Dir.: Wanda Houghton  
 Sales Mgr., Pub. Dir.: Maurice Jackson  
 Chief Announcer: Charles Atchison  
 Chief Engineer: Stanley L. Hawkins  
 Farm Editor: Horace Pumphrey

**WSGN**

**BIRMINGHAM—1927—ABC-ALA.**

Frequency: 810 Kc. Power: 5000d.; 1000 n.  
 Owned-Operated By: The Birmingham  
 News Co.  
 Business Address: Dixie Carlton  
 Hotel, P. O. Box 2553  
 Phone Number: 4-3434  
 Studio Address: YWCA Bldg.  
 Transmitter Location: Fair Grounds  
 Air Time: 5 a.m.-M.  
 News Service: AP  
 Representative: Headley-Reed  
 Membership: NAB, BMB  
 Exec. V.P., Managing Dir.: Henry P. Johnston  
 Commercial Manager: Julian A. Flint  
 Prom. & Pub. Dir.: Mrs. Mary F. Childers  
 Prog. Dir., Chief Ann.: Eugene M. Plumstead  
 Musical Director: Catherine Arnold  
 Chief Engineer: J. V. Sanderson  
 Farm Editor: Shaffer Gregory

**WTNB**

**BIRMINGHAM—1946—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Operated By: Thomas N. Beach  
 Address: 117½ North 21st St.  
 Phone Number: 4-4511  
 Transmitter Location: 3429 N. 21st St.  
 Air Time: 17 Hrs. Mon.-Sat.; 16 Hrs. Sun.  
 News Service: AP  
 Transcription Service: SESAC, World

# ALABAMA

Representative ..... Taylor-Boroff  
 Membership ..... NAB  
 Owner ..... Thomas N. Beach  
 V.P.-Gen. Mgr. .... Mrs. Evelyn S. Hicks  
 Assistant Manager..... David Loveman  
 Program Dir. .... Joyce Smith  
 Prom.-Publicity Director..... Florence Garney  
 Chief Engineer..... Frank J. Murphee  
 Farm Editor..... Larry F. Keith

## WVOK

**BIRMINGHAM—1947**

Frequency: 890 Kc. .... Power: 10,000 Watts d.  
 Owned-Operated By..... Voice of Dixie Inc.  
 Business Address..... P. O. Box 2468  
 Phone Number ..... 6-2924  
 Studio-Transmitter... Bessemer Super Highway  
 Air Time..... Daytime only  
 News Service ..... UP  
 Transcription Service..... Capitol  
 Pres., Gen. Mgr..... Irablee W. Bennis  
 Com. Mgr., Chief Engineer... William J. Brennan  
 Program Director..... Margaret L. Colten  
 Consulting Engineer.... William E. Bennis, Jr.

## WEBJ

**BREWTON—1947—ALA.-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Brewton Bcstg. Co.  
 Business-Studio Address.....  
 Transmitter Location..... Brewton, Ala.  
 Phone Number ..... 553  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service... Lang-Worth, SESAC,  
 Cole  
 Representative ..... Friedenberg Agency  
 Membership ..... NAB, BMB  
 Pres., Gen.-Station Mgr.... W. Emmett Brooks  
 Vice-Pres., Asst. Mgr.... William E. Brooks, Jr.  
 Com.-Sales Promotion Mgr.... J. M. Miller, Jr.  
 Program-Prod. Director..... George Carr  
 Chief Announcer..... Joseph A. Sikes  
 Chief Engineer..... Joseph L. Cobb

## WKLF

**CLANTON—1947—KBS-ALA.**

Frequency: 990 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By..... Southeastern Bcstg. Co.  
 Bus.-Studio Address..... Clanton  
 Phone Number ..... 449  
 Transmitter Location..... Selma Highway  
 Air Time..... Local Sunrise-Local Sunset  
 News Service..... AP  
 Transcription Service..... Keystone, World  
 Representative..... Thomas F. Clarke  
 President..... Dr. J. Kelley Robinson  
 Gen.-Station Manager..... Robert B. Taber

Asst. Mgr., Farm Editor..... Jesse Culp  
 Program-Prod. Director..... James Popwell  
 Publicity Director..... Robert B. Taber  
 Chief Announcer..... Paul Ried  
 Chief Engineer..... Lester Carter

## WKUL

**CULLMAN—1946—KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Cullman Bcstg. Co.  
 Business Address..... P. O. Box 211  
 Phone Number ..... 864-863  
 Studio-Transmitter Location... 2 Miles North of  
 Cullman on the Bee Line Highway  
 Air Time..... 5:30 a.m.-10:30 p.m.  
 News Service ..... AP  
 Transcription Service..... Keystone, World,  
 SESAC  
 Pres., Gen. Manager..... H. H. Klaney  
 Station Manager..... Elizabeth Barrow  
 Program Director..... Betty Lowery  
 Chief Engineer, Farm Editor.... Robert Epstein

## WHOS

**DECATUR—1948**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned By..... H. H. & D. T. Kinney  
 Operated By..... North Alabama Bcstg. Co.  
 Business-Studio Address..... 212 Jackson St.  
 Transmitter Location..... 2nd Avenue  
 Phone Number..... 99L  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Station Representative... Thomas F. Clark Co.,  
 Inc.  
 General Manager..... Lon Waters  
 Com.-Sales Prom. Mgr..... Robert Chrystie  
 Program-Production Director,  
 Chief Announcer..... Wally Beecham  
 Publicity Director..... Bob Chrystie  
 Musical Director..... Jack Gray  
 Chief Engineer..... Robert Epstein  
 Farm Editor..... Wally Beecham

## WMSL

**DECATUR—1935—MBS-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By..... Tenn. Valley Bcstg. Co., Inc.  
 Studio-Business Address..... 522 Bank St.  
 Phone Number..... 802-3  
 Transmitter..... Danville Rd. Decatur  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service..... World, SESAC  
 President..... Melvin Hutson  
 Station-Commercial Mgr..... J. V. Roser  
 Program Director..... Lewis C. Blizzard  
 Chief Engineer..... J. V. Roser

. . . **ALABAMA** . . .

**WXAL**

**DEMOPOLIS—1947—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Demopolis Bcstg. Co.  
 Business Address . . . . . Demopolis, Ala.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 General Manager . . . . . W. M. Jordan  
 Commercial Manager . . . . . T. H. Gaillard, Jr.  
 Chief Engineer . . . . . John T. Larkin

**WAGF**

**DOTHAN—1933—MBS**

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Dothan Bcstg. Co.  
 Address . . . . . 204½ E. Main Street  
 Phone Number . . . . . 1430-1  
 Transmitter Location . . . . . Headland Highway  
 Air Time . . . . . 8 a.m.-11 p.m. Mon.-Sat.;  
 7 a.m.-11 p.m. Sun.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB  
 General Manager . . . . . Julian C. Smith  
 Comm.-Sales Prom. Mgr. . . . . Fred C. Moseley  
 Prog.-Prod.-Pub. Director . . . . . Arthur Creamer  
 Chief Announcer . . . . . Lamar Trammell  
 Chief Engineer . . . . . John T. Hubbard

**WDIG**

**DOTHAN—1947—ABC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Houston Bcstg. Co.  
 Studio Business Address . . . . . 107 E. Adams St.  
 Phone Number . . . . . 2480  
 Transmitter . . . . . Columbia Hwy., 1 Mi. E.  
 Dothan  
 Air Time . . . . . 5 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Membership . . . . . NAB  
 Pres., Gen.-Comm. Mgr. . . . . Jess Swicegood  
 Prom. Dir. . . . . Wayne Moseley  
 Chief Engineer . . . . . Jess Swicegood  
 Farm Editor . . . . . Joe Holloway

**WOOF**

**DOTHAN—1948—KBS**

Frequency: 560 Kc. . . . . Power: 1000 Watts d.  
 Business-Studio Address . . . . . 110 So. Foster  
 Phone Number . . . . . 2520-1  
 Transmitter Location . . . . . Radio Road  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Sears & Ayer  
 Station Program-Production  
 Director . . . . . Owens F. Alexander

Com.-Sales Promotion Mgr. . . . . R. A. Dowling, Jr.  
 Publicity Director . . . . . R. A. Dowling, Jr.  
 Chief Announcer . . . . . Jack Hatcher  
 Musical Director . . . . . Jack Burgess  
 Chief Engineer . . . . . Bruce Joyner  
 Farm Editor . . . . . Tommy Underwood

**WIRB**

**ENTERPRISE—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . The Wiregrass Bcstg. Co.  
 Business Address . . . . . 200 N. Main St.  
 Partners . . . . . R. A. Dawling, Jr.;  
 Owens F. Alexander

**WULA**

**EUFAULA—1948—ALA.**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Ala.-Ga. Bcstrs., Inc.  
 Address . . . . . Dothan Rd.  
 Phone Number . . . . . 745  
 News Service . . . . . UP  
 General Manager . . . . . M. M. Moulthrop  
 Commercial Manager . . . . . James T. Ownby  
 Chief Engrs. . . . . Hugh Chastain, Dige Bishop

**WJOI**

**FLORENCE—1946—ABC-ALA.**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Florence Bcstg. Co., Inc.  
 Address . . . . . 850 S. Court St.  
 Phone Number . . . . . 401  
 Air Time . . . . . 8 a.m.-M.  
 Pres., Gen.-Sta. Mgr. . . . . Joe T. Van Sandt  
 Comm. Mgr. . . . . Oscar D. Lewis  
 Pgm. Dir., Produ. Mgr., Pub. Dir., Chief An-  
 nouncer, Musical Director . . . . . David E. Bigley  
 Chief Engineer . . . . . Pete Bingham  
 Farm Editor . . . . . Paul Shannon

**WMFT**

**FLORENCE—1945—KBS-ALA.**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Tri-Cities Bcst. Co.  
 Bus. Add. . . . . 800 Cypress Mill Rd., P. O. Box 477  
 Phone Number . . . . . 42  
 Studio-Transmitter . . . . . 800 Cypress Mill Rd.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, World  
 Representative . . . . . Friedenberq  
 Membership . . . . . NAB  
 President . . . . . Milton S. Killen  
 Gen. Mgr. . . . . Franklin L. Bush  
 Prog. Dir. . . . . Evelyn R. Littlepage  
 Chief Announcer . . . . . William A. Mapes  
 Musical Dir. . . . . E. Y. Littlepage  
 Chief Engineer . . . . . Edwin R. Miller

**WGAD**

**GADSDEN—1946—MBS**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Operated By: Coosa Valley Bcstg. Co.  
 Bus. Studio Address: 817 Forrest Ave.  
 Phone Number: 5641  
 Transmitter Location: Atalla, Ala.  
 Air Time: 5:30 a.m.-M.  
 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: Joseph Hershey McGillvra  
 Pres.: E. L. Roberts  
 Pres., Station, Comm. Mgr.: J. W. Buttram  
 Prog.-Prod. Dir.: Lee Blaine  
 Chief Announcer, Music Dir.: James Stewart  
 Chief Engineer: Col. J. C. Vessels

**WGNH**

**GADSDEN—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: General Newspapers, Inc.  
 Bus. Studio Address: P. O. Box 347  
 Phone Number: 4535  
 Transmitter: 2000 Chestnut St.  
 Air Time: 6 a.m.-M.  
 News Service: INS  
 Transcription Service: World  
 Rep.: Burke, Kuipers & Mahoney, Inc.  
 Membership: NAB, BMB  
 Gen. Station Mgr.: Joel C. Robertson  
 Program Dir.: Marry Collins  
 Chief Announcer: Bob Foster

**WGWD**

**GADSDEN—1947**

Frequency: 570 Kc. Power: 1000 Watts d.  
 Owned By: G. W. Covington, Jr.  
 Operated By: Edwin H. Estes  
 Business Address: 1004 E. Broad St.  
 Phone Number: 6-6301  
 Transmitter Location: 4 1/2 mi. N.E. of Gadsden  
 Air Time: Local Sunrise-Local Sunset  
 News Service: UP  
 Transcription Service: Associated  
 Representative: Taylor-Borroll  
 Membership: NAB  
 President-Owner: G. W. Covington, Jr.  
 Gen. Station Mgr.: Edwin H. Estes  
 Commercial Mgr.: Cecil Weatherbee  
 Sales Prom. Mgr.: Maurice E. Shannon, Sr.  
 Pgm. Dir., Prod. Mgr.: Charles Pruitt  
 Publicity Director: Virginia Adams  
 Chief Engineer: Calvin Williamson

**WJBY**

**GADSDEN—1928**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Gadsden Bcstg. Co., Inc.

Address: 108 Broad Street  
 Phone Number: 6-3381-2  
 Transmitter Location: 108 Broad Street  
 Air Time: 6:30 a.m.-10 p.m.  
 News Service: A.P.  
 Transcription Service: Lang-Worth  
 Representative: Sears & Ayer  
 President: Bascom H. Hopson  
 Gen. Mgr., Pgm. Dir.: Beatrice Tate Benton  
 Comm. Mgr.: Sam A. Benton  
 Chief Engineer: Glen Nichols

**WGYV**

**GREENVILLE—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Greenville Bcstg. Corp.  
 President: E. V. Stabler  
 Sec.-Treas.: Calvin Poole

**WBHP**

**HUNTSVILLE—1937  
 MBS-N. ALA.-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Wilton H. Pollard  
 Bus. Studio Address: 318 W. Clinton,  
 P. O. Box 770  
 Phone Number: 313  
 Transmitter Location: Athens Pike  
 Air Time: Unlimited  
 News Service: U.P.  
 Transcription Service: Keystone  
 Membership: NAB, BMB  
 Pres., Gen. Manager: Wilton H. Pollard  
 Station Mgr., Program Director,  
 Chief Engineer: William G. Harris  
 Com.-Sales Promotion Mgr.: Ruth Harris  
 Production Director: Dorothy Johnson  
 Chief Announcer: Dewey Webb  
 Musical Director: Glenn Slayton  
 Farm Editor: Jerry Giggs

**WFUN**

**HUNTSVILLE—1946—ALA. STATE**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Huntsville Bcstg. Co., Inc.  
 Address: 410 W. Holmes St.  
 Phone Number: 2424  
 Studio Transmitter Loc.: 410 W. Holmes St.  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Sears & Ayers  
 President: I. B. Fall, Jr.  
 Gen. Manager: John Garrison  
 Chief Announcer: Grady Reeves  
 Musical Director: Malcom Tate

**WHBS**  
**HUNTSVILLE—1946**  
**ABC-ALA-NORTH ALA.**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By...The Huntsville Times Co.  
 Business-Studio Address...207 W. Clinton St.  
 Phone Number.....2345  
 Transmitter.....N. Church St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NAB  
 General Mgr.....Jack Langhorne  
 Station Manager.....Dick Warner  
 Commercial Manager.....Don Smithe  
 Program Dir.....Paul Russell Bumgardner  
 Chief Announcer.....Don Fulton  
 Chief Engineer.....Ray Roberts

**WWWB**  
**JASPER—1946—KBS-MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By.....Bankhead Bcstg. Co., Inc.  
 Operated By.....James E. Reese  
 Business Studio Address.....Bankhead-Long  
 Building  
 Phone Number.....100-200  
 Transmitter Location:.....W. 20th St.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Friedenberg  
 Membership.....NAB  
 President.....W. W. Bankhead  
 General Manager.....James E. Reese  
 Musical Director.....Joseph L. Sartain, Jr.  
 Comm.-Sales Prom. Mgr.....Al Brooks  
 Pgm. Dir., Chief Ann.....Charles T. Metcalfe  
 Chief Engineer.....Wiley W. White

**WABB**  
**MOBILE—MBS**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Mobile Press Register  
 Business Address.....304 Government St.,  
 P. O. Box 1109  
 Phone Number.....2-2633  
 Air Time.....6 a.m.-M.  
 President.....R. B. Chandler  
 Vice President.....W. J. Hearin, Jr.  
 Gen. Mgr.....Louis Read  
 Program Director.....Anthony Leighton  
 News Dir.....Vernon L. Smith  
 Music. Dir.....William H. Ward  
 Chief Engineer.....William H. Murphree

**WALA**  
**MOBILE—1930—NBC**

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned-Operated By.....Pape Bcstg. Co., Inc.

Bus.-Studio Address.....210 Government at  
 Joachim  
 Phone Number.....3-3756  
 Transmitter Location.....Tensas Bridgehead,  
 Baldwin County  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 President.....W. O. Pape  
 V.P., General Mgr.....H. K. Martin  
 Program Director.....Al Holman  
 Chief Engineer.....R. B. Hurley

**WKAB**

**MOBILE—1947—ALA. SPORTS**

Frequency: 840 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Pursley Bcstg. Service  
 Business-Studio Address...354 St. Francis St.  
 Phone Number.....2-4561  
 Transmitter.....545 Donald St.  
 Air Time.....Local sunrise-local sunset  
 News Service.....INS  
 Transcription Service...Lang-Worth. Standard.  
 SESAC, MacGregor  
 Representative.....Donald Cooke  
 Membership.....NAB  
 Owners.....Claude & Louise Pursley  
 Gen. Station Manager...Louise P. Pursley  
 Comm.-Sales Mgr.....Claude L. Pursley  
 Pgm.-Prod. Dir.....Tom Jackson  
 Publicity Director.....Mary A. Sells  
 Chief Announcer.....Tom Jackson  
 Music Dir.....Stella M. Jackson  
 Chief Engineer.....Gene Miller

**WLAY**

**MUSCLE SHOALS CITY—1933**  
**KBS-MBS-NORTH ALA.**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned Oper. By...Muscle Shoals Bcstg. Corp.  
 Business Address.....P. O. Box 230  
 Phone Number.....1450-1  
 Transmitter Studio Location. East Second St.,  
 Sheffield, Ala.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....The Branham Co.  
 Membership.....NAB, BMB  
 President.....Frank M. Farris, Jr.  
 General Station Mgr.....Richard B. Biddle  
 Sales Manager.....Eulus Whitehead  
 Program Director.....Charlie Welsh  
 Production Manager.....Larry Rohling  
 Publicity Director.....Doryce Levi  
 Musical Director.....Doryce Levi  
 Chief Engineer.....Lynn McMoran

**W K R G**

**MOBILE—1946—CBS**

Frequency: 710 Kc. Power: 1000 d.; 250 W. n.  
 Owned-Operated By.....Giddens & Rester  
 Business Address.....Telegraph Rd.  
 Phone Number.....2-8789  
 Studio-Transmitter.....Telegraph Rd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Standard  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB  
 Owners.....T. J. Rester, Kenneth R. Giddens  
 Gen. Station Mgr.....F. E. Busby  
 Commercial Manager.....John Waller  
 Pgm. Dir., Chief Announcer.....Carl Haug  
 Chief Engineer.....Richard M. Cole  
 Pub. Dir., Farm Editor.....Harry McDonnell

**W M O B**

**MOBILE—1939—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Nunn Bcstg. Corp.  
 Business-Studio Address.....458 Government St.  
 Phone Number.....2-4566  
 Transmitter Loc.....Stanton Rd. & Jackson Ave.  
 Air Time.....18 Hrs. Daily  
 News Service.....UP  
 Transcription Service.....Capitol, World  
 Representative.....Branham Co.  
 Membership.....NAB, BMB  
 President.....Gilmore N. Nunn  
 Gen.-Sta.-Comm.-Sales Prom. Mgr.....D. H. Long  
 Prog.-Prod. Dir.....Walter J. Millar  
 Chief Engineer.....Samford Helt

**W A P X**

**MONTGOMERY—1947—ABC**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned Operated By.....United Bcstg. Co., Inc.  
 Business, Studio Address.....116 Catoma St.  
 Phone Number.....3-7568  
 Transmitter Location.....North Ripley St.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Walker Co.  
 Membership.....BMB  
 Pres., Gen.-Station Mgr.....Thomas E. Martin  
 Comm.-Sales Prom. Mgr.,  
 Pub. Dir.....Hoke Willford  
 Pgm. Dir., Prod. Mgr.....Dave Manners  
 Musical Director.....Cecil Mackey  
 Chief Engineer.....Owen Lehr

**W C O V**

**MONTGOMERY—1939—CBS**

Frequency: 1240Kc. Power: 250 Watts  
 Owned-Operated By.....G. W. Covington, Jr.

Business Address.....Exchange Hotel  
 Phone Number.....5781-2  
 Transmitter.....Narrow Lane Rd.  
 Air Time.....6:30 a.m.-11:05 p.m.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Taylor-Boroff  
 Membership.....NAB, BMB  
 Gen.-Station Mgr.....G. W. Covington, Jr.  
 Comm.-Sales Manager.....E. J. Duke  
 Pgm. Dir., Prod. Mgr.....Bill Steadman  
 Publicity Director.....W. L. Rowland  
 Chief Announcer.....Lee-Allan Ford  
 Chief Engineer.....W. D. Weatherly

**W J J J**

**MONTGOMERY—1948—MBS**

Frequency: 1170 Kc. Power: 10,000 Watts d.,  
 1000 n.  
 Owned-Oper. By.....Southern Bcstg. Co., Inc.  
 Business Address.....Montgomery, Ala.  
 Phone Number.....3-2237, 3-4471  
 Studio Address.....115½ Commerce St.  
 Transmitter Location.....Coosada Ferry Rd.  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Capitol  
 Representative.....Weed  
 Membership.....NAB  
 Pres., Gen. Manager.....Joseph G. Mathews  
 Station Manager.....John C. Hughes  
 Commercial Manager.....Herbert A. McLendon  
 Program Director.....E. Caldwell Stewart  
 Chief Engineer.....A. Fred Wright

**W M G Y**

**MONTGOMERY—1946  
 ALA. STATE**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Dixie Bcstg. Co.  
 Business-Studio Address.....2½ Dexter Ave.  
 Phone Number.....5425  
 Air Time.....Local sunrise-local sunset  
 News Service.....INS  
 Transcription Service.....World  
 Representative.....Robert Meeker  
 Membership.....NAB  
 President-Owner.....Dr. S. D. Suggs  
 General Station Mgr.....Thomas W. Sewell  
 Commercial Manager.....Eron B. Ingle  
 Prog.-Prod.-Pub. Dir.....Frank Monteleone  
 Chief Ann., Music Dir.,  
 Farm Editor.....Douglas Hassing  
 Chief Engineer.....John D. Lamar

**W S F A**

**MONTGOMERY—1930—NBC**

Frequency: 1440Kc. Power: 1000 Watts  
 Owned-Oper. By.....Montgomery Bcstg. Co., Inc.  
 Business Address.....P. O. Box 1031

# ALABAMA

Phone Number.....8361  
Studio Address.....Jefferson Davis Hotel  
Transmitter.....Narrow Lane Rd.  
Air Time.....6 a.m.-11:05 p.m.  
News Service.....AP  
Transcription Service.....Thesaurus, Standard,  
Cole  
Representative.....Headley-Reed  
Membership.....BMB  
President.....Howard E. Pill  
Asst. to Pres.....David E. Dunn  
Local Sales Mgr.....Wm. W. Hunt  
Nat'l. Adv. Sales Dir.....Julia Looney  
Sales Mgr.....Howard E. Pill  
Pgm.-Prod. Dir.....Lee Gooch  
Publicity Director.....Alice Mayfield  
Chief Announcer.....Charles Zeanah  
Musical Director.....James Reed  
Chief Engineer.....Cliff Shelkotsky

## W J H O

### OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned Oper. By.....Opelika-Auburn Bcstg. Co.  
Business Studio Address.....1400 Auburn Rd.  
Phone Number.....712  
Transmitter.....1400 Auburn Rd.  
Air Time.....6:15 a.m.-M.  
News Service.....UP  
Transcription Service.....Standard, SESAC  
Membership.....NAB, BMB  
Gen.-Station-Comm.-Sales  
Promotion Manager.....F. Marion Hyatt  
Program Director.....Lowell E. Takles  
Musical Director.....Fred Digesu  
Chief Engineer.....James S. Farrior, Jr.

## W G W C

### SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Capitol Bcstg. Co.  
Transmitter-Studio-Business  
Address.....Birmingham Hwy.  
Phone Number.....2746-7  
Air Time.....Unlimited  
News Service.....INS  
Transcription Service.....Thesaurus  
Representative.....Taylor-Borroff  
Membership.....NAB, FMA  
President-Owner.....G. W. Covington, Jr.  
Gen.-Comm. Mgr.....Percy Elliott  
Prog. Dir., Chief Engineer.....John Townshend

## W H B B

### SELMA—1935—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Selma Bcstg. Co., Inc.  
Business-Studio Address.....209 Washington St.  
Phone Number.....1233  
Transmitter Location.....Edgewood

Air Time.....Unlimited  
President.....B. H. Hopson  
General-Station Manager.....Julien Smith, Jr.  
Sales Promotion.....Erin Reynolds  
Program Director.....Cayce Jones  
Publicity Director.....Julia Craig Miller  
Chief Engineer.....T. F. Kelly, Jr.

## W F E B

### SYLACAUGA—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Alabama Bcstg. Co.  
Business-Studio Address.....527 North Broadway  
Phone Number.....160  
Transmitter Location.....527 North Broadway  
Air Time.....6 a.m.-11 p.m.  
News Service.....UP  
Membership.....NAB  
President.....E. E. Forbes, Sr.  
Station Mgr., Prog.-Prod.-Pub.  
Director.....R. P. Brett  
Comm.-Sales Prom. Mgr.....C. J. Weber  
Chief Engineer.....H. E. Pehworth

## W M L S

### SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Marble City Bcstg. Co.  
Address.....Sylacauga  
Phone Number.....1220  
News Service.....AP  
Transcription Service.....Lang-Worth  
President, Chief Eng.....James S. Stowers, Jr.  
General Manager.....Curtis O. Liles  
Commercial Mgr.....Henry J. Darden, Jr.  
Program Director.....Edward J. Smith

## W H T B

### TALLADEGA—1945—MBS-ALA-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Voice of Talladega, Inc.  
Business-Studio Address.....Goldberg & Lewis  
Bldg.  
Phone Number.....3733  
Transmitter Location.....Sylacauga Hwy.  
Air Time.....6 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....Standard, Keystone  
Membership.....NAB, BMB  
Gen.-Station-Comm. Mgr.....R. A. Davidson  
Program Director.....Lillian S. Davidson  
Production Director.....Bill Smith  
Traffic Director.....Willard Coker  
Chief Engineer.....Lester Fisher

## W T B F

### TROY—1946—MBS-ALA-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....TroyBcstg. Corp.



. . . **ALABAMA-ARIZONA** . . .

Business Address.....Troy, Ala.  
 Phone Number.....980-1  
 Transmitter.....Troy, Ala.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World, Keystones,  
 SESAC  
 Representative.....Continental Radio Sales  
 Membership.....NAB, BMB  
 President.....J. Roy Crow  
 Gen.-Station Mgr.....William C. Needham  
 Comm. Mgr.....J. L. Brule  
 Pgm. Dir.....Jesse Jordan  
 Chief Engineer.....Joe W. Gilchrist

**W J R D**

**TUSCALOOSA—1936**

Frequency: 1150 Kc.....Power: 5000 Watts d;  
 1000 Watts n  
 Owned Operated By.....Jamse R. Doss, Jr.  
 Bus. Studio Add.....First National Bank Bldg.  
 Phone Number.....4464  
 Transmitter Location.....Northport, Ala., Off  
 Byler Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World, Capitol

Representative.....Walker  
 Membership.....NAB  
 Owner, Gen.-Station Mgr.....James R. Doss, Jr.  
 Comm. Mgr.....J. E. Reynolds  
 Pgm., Musical Director.....Mrs. J. R. Doss, Jr.  
 Prod. Dir.....Dorothy Slote  
 Chief Announcer.....Paul Raymon  
 Chief Engineer.....Lee Rector

**WTBC**

**TUSCALOOSA—1946—MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Tuscaloosa Bcstg. Co.  
 Operated By.....Bert Bank, T. H. Todd, Jeff  
 Coleman, Lamar Branscomb  
 Business-Studio Address.....City Hall Bldg.  
 Phone Number.....5523  
 Transmitter Location.....15th St., across from  
 Forest Lake  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative:.....Sears & Ayer  
 Membership.....NAB  
 General Station Manager.....Bert Bank  
 Commercial Manager.....W. T. Forrester  
 Program Director.....V. King  
 Chief Engineer.....T. H. Todd

**ARIZONA**

*Estimated Population 664,000—Increase +32.9%—Radio Homes 161,700  
 Total Families 172,800—Stations in State 20*

**K S U N**

**BISBEE—1933—CBS-ARIZ. NET.**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Carlton W. Morris  
 Bus.-Studio-Transmitter Address.....P. O. Drawer  
 C. Lowell Station  
 Phone Number.....9  
 Air Time.....6:30 a.m.-11:30 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 Gen.-Station Mgr.....Carleton W. Morris

**KCKY**

**COOLIDGE—1948**

**MBS-DON LEE-ARIZ. NET.**

Frequency: 1150 Kc.....Power: 1,000 Watts  
 Owned-Oper. By.....Gila Bcstg. Co., Inc.  
 Business Address.....Studio Theatre Bldg.  
 Phone Number.....355-6  
 Studio Address.....Coolidge, Ariz.  
 Transmitter Location.....Chandler Rd.  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP

Transcription Service.....Associated  
 Representative.....George C. Hollingsbery  
 Membership.....NAB  
 President.....Louis F. Long  
 General Manager.....Paul Merrill  
 Station Manager.....Bill Parady  
 Comm.-Sales Prom. Mgr.....Pete Dillman  
 Prog. Dir., Chief Announcer.....Art Arnold  
 Prod.-Musical Dir.....Jim Fisk  
 Chief Engineer.....Wayne Fernyhaugh  
 Farm Editor.....Joe Sutton

**KAWT**

**DOUGLAS—1946  
 NBC-ARIZ. BCSTG.**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Carleton W. Morris  
 Business Address.....Box 1118  
 Phone Number.....173  
 Studio-Transmitter.....Douglas, Ariz.  
 Air Time.....6:30 a.m.-11:15 p.m.  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President-Owner.....Carleton W. Morris

Gen. Sta. Mgr., Prod. Dir. . . . . John King  
 Prom. Mgr., Prog.-Pub. Dir.,  
 Farm Editor. . . . . Lee Boner  
 Chief Announcer. . . . . Tom Brooks  
 Chief Engineer. . . . . Justin KIllness

## KWRZ

**FLAGSTAFF—1947—ARIZ. NET.**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Grand Canyon Bcstg. Co.  
 Bus.-Studio Add. . . . . 220 E. Birch, P. O. Box 519  
 Phone Number . . . . . 899  
 Transmitter. . . . . One Mi. S. Flagstaff, Hway. 89  
 Air Time . . . . . 7 a.m.-10 p.m.  
 News Service. . . . . UP  
 Transcription Service. . . . . Lang-Worth, World  
 Representative . . . . . John Blair  
 President-Owner . . . . . James L. Stapleton  
 Acting Gen.-Sta. Mgr.,  
 Program Director. . . . . Mark A. Sapp  
 Comm.-Sales Prom. Mgr. . . . . Hoyett L. Martin  
 Prod. Dir., Chief Announcer. . . . . Jack F. Murphy  
 Publicity Director. . . . . Mel T. Patch  
 Musical Director. . . . . Louella Pulliam  
 Chief Engineer. . . . . Harry L. Woodley

## KRUX

**PHOENIX-GLENDALE—1947**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Gene Burke Brophy  
 Bus. Address. . . . . 615 N. Central Ave., Phoenix  
 Phone Number. . . . . 2-2371  
 Studio-Transmitter Add. . . . . Grand Ave.,  
 Glendale  
 Air Time . . . . . Unlimited  
 News Service. . . . . UP  
 Transcription Service. . . . . Standard, Associated  
 Representative . . . . . William G. Rambeau  
 Membership . . . . . NAB  
 President-Owner. . . . . Gene Burke Brophy  
 Comm. Mgr. . . . . Jack Gregory  
 Music Dir. . . . . Ken Davidson  
 Chief Engineer. . . . . Marvin Edwards

## KWJB

**GLOBE—1938—NBC-ARIZ. BCSTG.**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Gila Bcstg. Co., Inc.  
 Business Address. . . . . Box 2343  
 Phone Number . . . . . 41  
 Transmitter-Studio Location. . . . . S. Globe, Ariz.  
 Air Time . . . . . 6:45 a.m.-11 p.m.  
 News Service. . . . . AP, INS  
 Transcription Service. . . . . Standard-Capitol  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . BMB  
 President. . . . . Louis F. Long  
 (c/o KGLU, Safford)  
 General Manager. . . . . Paul Merrill  
 Station Manager. . . . . Willard Shoecraft  
 Commercial Manager. . . . . John D. Sectar, Jr.  
 Chief Engineer. . . . . Ted Thompson

## KTYL

**MESA—1947—KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned Oper. By. . . . . Sun Valley Bcstg. Co., Inc.  
 Business-Studio Address. . . . . Chandler Rd.  
 Phone Number . . . . . Mesa 903  
 Transmitter Location. . . . . Hway. 89  
 Air Time . . . . . Unlimited  
 News Service. . . . . UP  
 Transcription Service . . . . . Standard  
 President . . . . . Howard Roberts  
 General Manager. . . . . Dwight Harkins  
 Commercial Mgr. . . . . Leonard Bradshaw  
 Program Director. . . . . James Murdock  
 Chief Engineer. . . . . William Harrison

## KNOG

**NOGALES—1948**

**MBS-DON LEE-ARIZ. NET.**

Frequency: 1340 Kc. . . . . Power: 270 Watts  
 Owned-Operated By. . . . . Border Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address. . . . . Rancho  
 Grande Hotel  
 Phone Number . . . . . 770  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Gene Grant  
 President . . . . . Robert Marcus  
 Station Manager. . . . . Samuel Marcus  
 Chief Engineer. . . . . Clifford Baker

## KOOL

**PHOENIX—1947**

**MBS-DON LEE-ARIZ. NET.**

Frequency: 960 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . Maricopa Bcasters., Inc.  
 Business-Studio Address. . . . . Adams Hotel  
 Phone Number . . . . . 2-1748  
 Transmitter. . . . . Chicago & McDowell Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service. . . . . Lang-Worth, MacGregor  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB  
 President . . . . . Gene Autry  
 Gen.-Station Mgr. . . . . Charles H. Garland  
 Comm.-Sales Prom. Mgr. . . . . Miles Reed  
 Program Director. . . . . Victor Lundberg  
 Prod.-Musical Dir. . . . . Jack Lund  
 Publicity Director. . . . . Larry Jonas  
 Chief Announcer. . . . . Gil Lee  
 Chief Engineer. . . . . Selwin Kirby

## KOY

**PHOENIX—1922—CBS-ARIZ. NET.**

Frequency: 550 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned-Oper. by. . . . . Salt River Valley Bcstg. Co.

# ARIZONA

Business Studio Address. 836-838 N. Central Ave., P. O. Box 2671  
 Phone Number .....4-4144  
 Transmitter.....12th St. & Camelback Rd.  
 Air Time .....6 a.m.-M.  
 News Service.....Transradio; UP  
 Transcription Service.....Associated, World  
 Representative.....John Bladr  
 Membership.....NAB, BMB  
 Pres., Comm. Mgr.....John L. Hogg  
 Gen. Station Mgr.....Albert D. Johnson  
 Sales Prom. Mgr., Pub. Dir.....George A. Loonby  
 Program Director.....John R. Williams  
 Production Mgr.-Chief Announcer.....Bill Lester  
 Musical Director.....Alfred Becker  
 Chief Engineer.....Clifford R. Miller  
 Farm Editor.....Ernest Douglas

## K P H O

PHOENIX—1940—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Phoenix Bcstg., Inc.  
 Business-Studio Address.....Adams Hotel Bldg.  
 Phone Number .....4-7367  
 Transmitter Location.....2400 W. Buckeye Rd.  
 Air Time .....5:45 a.m.-M.  
 News Service.....INS  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 President, General Mgr.....Rex Schepp  
 Commercial Manager.....Frank L. Orth  
 Prog.-Pub.-Music Dir.....William Reddick  
 Chief Engineer.....Cliff Baker

## K T A R

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned By.....KTAR Bcstg. Co.  
 Business Studio Address.....711 Heard Building  
 Phone Number .....4-4161  
 Transmitter Location.....36th St. & East  
 Thomas Road  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus, Standard,  
 Capitol  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 Ch. of Bd.....John J. Louis  
 President-General Station  
 Manager.....Richard O. Louis  
 Commercial Manager.....E. W. Harvey  
 Sales Promotion Manager.....John Edwin Miller  
 Program Director.....J. Howard Pyle  
 Production Dir.....Paul Hughes  
 Publicity Directors.....Myron Drake, Bob Pollard  
 Musical Director.....Plerson Bancroft  
 Chief Engineer.....A. C. Anderson  
 Farm Editor.....Rol Laughner

## K Y C A

PRESCOTT—1940  
 NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southwest Bcstg. Co.  
 Business-Studio Address.....E. Gurley St.  
 Phone Number .....244  
 Transmitter.....E. Gurley St.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Standard, Thesaurus  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 Pres., Gen. Comm. Mgr.....Harold Ritter  
 Program Director.....Roberta M. Pflster  
 Publicity Director.....Marcia Gates  
 Chief Engineer.....George Eitel

## K G L U

SAFFORD—1938  
 NBC-ARIZ. BCSTG.

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Gila Bcstg. Co.  
 Business-Studio Address.....1218 Sixth Ave.  
 Phone Number .....15  
 Transmitter.....E. Lone Star, Highway 70  
 Air Time.....Unlimited  
 News Service.....AP, INS, UP  
 Transcription Service.....World  
 Representative.....Paul H. Raymer  
 Membership.....BMB  
 President.....Louis F. Long  
 General Manager.....Paul Merrill  
 Station Mgr., Prog.-Music. Dir.....Lester McBride  
 Commercial Manager.....Edward E. Furman  
 Sales Promotion Manager.....G. H. Paul  
 Production Director.....Otis E. Whelan  
 Pub. Dir., Chief Ann.....Edward M. Sterling  
 Chief Engineer.....W. Herbert Hartman  
 Farm Editor.....Eric Manola

## K C N A

TUCSON—1947  
 MBS-DON LEE-ARIZ.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Catalina Bcstg. Co.  
 Business-Studio Address.....1511 E. 16th St.,  
 Box 2348  
 Phone Number .....2-4664  
 Transmitter.....1511 E. 16th St.  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....George P. Hollingsbery  
 President.....Erskine Caldwell  
 Station Manager.....Wayne Sanders  
 Sales Manager.....Harry Chambers  
 Program Director.....Ray Helgesen  
 Chief Engineer.....W. J. Karpisek

# K O P O

TUCSON—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Old Pueblo Bcstg. Co.  
Business-Studio Address: 115 W. Drachman St.

Phone Number: 1752-3  
Transmitter: 115 W. Drachman St.  
Air Time: Unlimited  
News Service: AP  
Transcription Service: MacGregor  
Representative: Homer-Griffith  
Membership: NAB  
President: Harold Tourea, Jr.  
General-Station Manager: E. S. Mittendorf  
Commercial Manager: Paul Plunkett  
Sales Prom. Mgr.: S. J. Kossack, Jr.  
Prog. Dir., Chief Announcer:

Farm Editor: Bus Williams  
Production Director: Matt Lemen  
Publicity Director: B. Anderson  
Chief Engineer: Vernard Cimmylotti

# K T U C

TUCSON—1929—CBS-ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Tucson Bcstg. Co.  
Business-Studio Address: 900 E. Broadway,  
P. O. Box 390

Phone Number: 1400  
Transmitter: 900 E. Broadway  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: World, Cole, SESAC  
Representative: John Blair  
Membership: NAB, BMB  
Pres., Gen-Sta. Mgr.: Lee Little  
Commercial-Sales Promotion

Manager: George Bradley  
Business Mgr.: John Crowley  
Program-Musical Director: Gerry O'Brien  
Production-Chief Announcer: Scelt Henderson  
Chief Engineer: Cliff Livingston

# K V O A

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc. Power: 1000 Watts  
Owned-Operated By: Arizona Bcstg. Co., Inc.  
Business-Studio Address: 48 E. Broadway,  
P. O. Box 2911

Phone Number: 3703  
Transmitter Location: 10th and Lee Streets  
Air Time: 8:55 a.m.-12:30 a.m.  
News Service: AP  
Transcription Service: Thesaurus, Standard,  
Capitol

Representative: Paul H. Raymer  
Membership: NAB, BMB  
General Manager: R. B. Williams

Business Mgr.: Harper M. Phillips  
Sales Promotion Mgr.: Fred J. Gerletti  
Program Director: Ben L. Slack, Jr.  
Production Manager: Jean T. Lely  
Chief Announcer: George T. Callison  
Chief Engineer: Ray H. Holsclaw

# K Y S C

YUMA—1948

Frequency: 1190 Kc. Power: 1000 Watts  
Owned-Operated By: Yumesa Bcstg. Co.  
Business Address: 601 Orange Ave.  
President: N. S. McCallum  
V.P. & Mgr. Director: J. R. Heath

# K Y U M

YUMA—1940—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Yuma Bcstg. Co.  
Business Address: 1901 1st St.  
Phone Number: 88  
Transmitter-Studio Location: 1901 1st St.  
Air Time: Unlimited  
Transcription Service: Capitol, Thesaur  
Representative: Paul H. Raymer  
Membership: NAB, BMB  
President: R. N. Campbell  
General Manager: Ray C. Smucker  
Commercial Manager: Roy L. Jorgensen  
Program Director: Paul W. Dawson  
Musical Director: Don Metcali  
Chief Engineer: Leavenworth Wheeler

Howard E. Pill, President,  
Radio Station WSFA, Mont-  
gomery, Ala.: "I came into  
radio business from news-  
paper business — and THE  
ASSOCIATED PRESS has  
been regarded as tops by me  
ever since my first job as a  
cub reporter more than 25  
years ago."

# ARKANSAS

Estimated Population 1,925,000—Increase —1.3%—Radio Homes 430,600  
Total Families 512,500—Stations in State 27

## KVRC

ARKADELPHIA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Cecil W. Cupp  
Business Address 506 Main St.  
Phone Number 789  
News Service AP  
Transcription Service World  
President-Owner Cecil W. Cupp  
General & Coml. Mgr. J. M. Moore  
Program Director Bill Deaton  
Chief Engineer E. H. Summers

## KLCN

BLYTHEVILLE—1922—ARK-LION

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By Harold L. Sudbury  
Address Sudbury Bldg.  
Phone Number 2093  
Studio Address Sudbury Bldg.  
Transmitter Location E. Highway 18  
Air Time Daytime  
News Service AP  
Transcription Service Capitol, Lang-Worth  
Representative John E. Pearson  
Membership BMB, FMA  
Gen.-Sta.-Comm. Mgr. Harold L. Sudbury  
Sales Manager J. T. Sudbury  
Production Director Kyle Lambert  
Chief Engineer Marion Skinner

## KAMD

CAMDEN—1946  
MBS-KBS-RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Camden Radio, Inc.  
Business Address P. O. Box 5859  
Phone Number 6-791-2  
Transmitter-Studio Location So. California St.  
Air Time 6:30 a.m.-11 p.m.  
News Service AP  
Transcription Service Keystone, SESAC  
Membership NAB, BMB  
President Walter E. Hussman  
General Manager Frank O. Myers  
Station Manager David Crockett  
Commercial Manager James Blaine  
Prog. Dir., Chief Announcer Cal Carter  
Production Director Rene Hamm  
Chief Engineer Dorris C. Hunter

## KELD

EL DORADO—1935  
ABC-ARK., RAZORBACK, LION  
Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By Radio Enterprises, Inc.  
Business-Studio Address Home Finance Bldg.  
Phone Number 1313  
Transmitter Location Country Club Colony  
Air Time 6 a.m.-11:30 p.m.  
News Service AP  
Transcription Service World  
Representative Continental Radio Sales  
Membership NAB  
President W. N. McKinney  
Vice President Gen.-Station-Sales  
Manager Leon M. Sipes  
Publicity Dir., Comm. Mgr. J. R. Duerson  
Program Director, Production  
Manager W. N. McKinney  
Musical Director Martha Wood  
Chief Engineer John Long  
Farm Editor Charles Clifton

## KGRH

FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Fayetteville Bcastg. Co.  
Business Address 922 Leverett St.  
Phone Number 862  
Transmitter Location 922 Leverett St.  
Air Time 5:30 a.m.-11 p.m.  
News Service AP  
Transcription Service Standard  
Membership NAB  
Representative Ra-Tel Reps.  
General Manager Fred J. Stevenson  
Commercial Manager Jeff Lynch  
Program Director Al Rowe  
Chief Engineer George Dotson  
Chief Announcer Pat Perrin  
Music Director Steve Starwyck

## KFSA

FORT SMITH—1946—ABC

Frequency: 950 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By Southwestern Pub. Co.  
Business Address 920 Rogers Ave.  
Phone Number 3126  
Transmitter Location 360 Wheeler Ave.  
Air Time Unlimited  
News Service UP  
Transcription Service Lang-Worth  
Representative Taylor-Boroff  
Membership NAB, BMB  
President Donald W. Reynolds  
Gen. Mgr. Karl Lambertz  
Chief Engineer Robert Platt, Jr.

• • • **ARKANSAS** • • •

**KFPW**

**FORT SMITH—1930**

**MBS-RAZORBACK ARK.**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By .....Southwestern Hotel Co.  
 Address.....2917 Rogers Ave.  
 Phone Number .....4105  
 Studio Addresses.....2917 Rogers Ave., 1213 Garrison Ave.  
 Transmitter Location.....Albert Pike & Kelley Highway  
 Air Time .....Unlimited  
 News Service .....UP, AP  
 Transcription Service .....World  
 Representative .....Walker  
 Membership .....NAB, BMB  
 Pres., Gen. Manager.....John A. England  
 Station Mgr., Farm Editor.....J. E. Garner  
 Comm.-Sales Prom. Mgr.....Al Godwin  
 Program-Musical Dir.....Dorothy Gibson  
 Production Director.....Afton Blake  
 Publicity Director.....J. E. Garner  
 Chief Announcer.....J. F. Hendrix  
 Chief Engineer.....Willard E. Kunkel

**KWHN**

**FORT SMITH—1947**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By...KWHN Bcstg. Co. Inc.  
 Business-Studio Address.....421-423 Garrison Ave.  
 Phone Number .....8967-8  
 Transmitter Location.....End of Plum St.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....Capitol, Associated  
 Representative.....John E. Pearson  
 Membership .....NAB, BMB  
 President .....Allen Whiteside  
 Sec. & Treas.....H. S. Nakdimen  
 Comm. Mgr.....Jimmy Jones  
 Chief Engineer .....Bruce Dennis

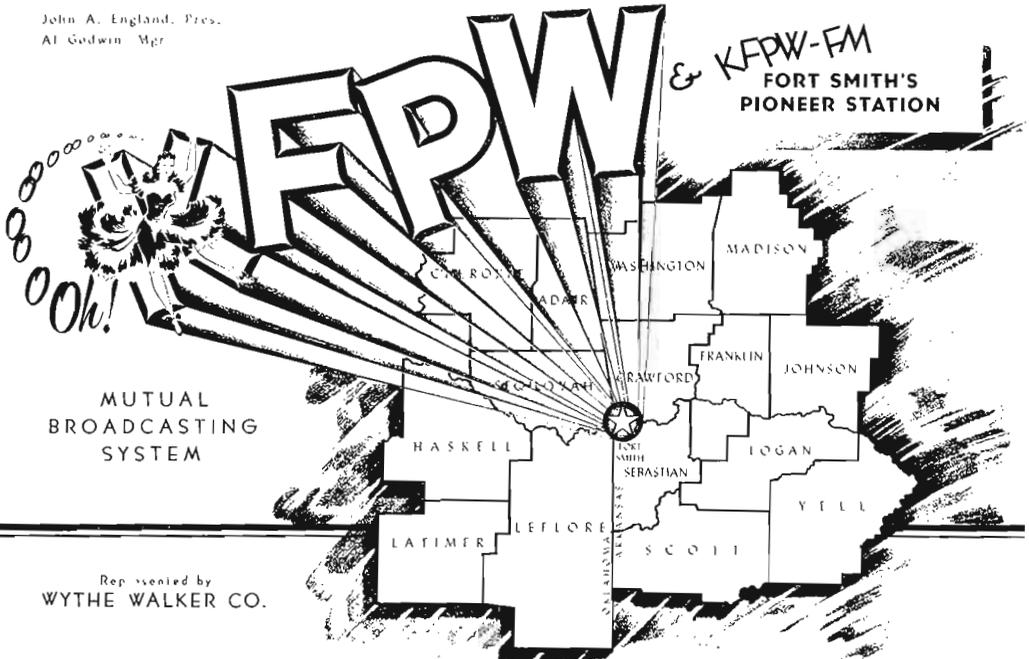
**KHOZ**

**HARRISON—1946**

**MBS-RAZORBACK-OZARK-ARK.**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Harrison Bcstg. Corp.  
 Business-Studio-Transmitter  
 Address.....Radio City Addition

John A. England, Pres.  
 Al Godwin, Mgr



# A R K A N S A S

Phone Number .....840  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service.....Standard, SESAC  
 Representative.....Burke, Kuipers & Mahoney  
 Membership .....NAB  
 President.....Roy Milum, Sr.  
 Gen.-Sta.-Comm. Mgr., Robert S. Wheeler, Jr.  
 Sales Promotion Mgr., Tom Longfellow  
 Prog.-Prod. Dir., Chief Ann., Jimmie Jobs  
 Publicity Director.....Judd Wilson  
 Musical Dir., Chief Engineer.....Don Causey  
 Farm Editor.....Leon Shaddox

## K F F A

HELENA—1941—MBS-KBS

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Helena Bcstg. Co.  
 Business-Studio Address.....215 York St.  
 Phone Number.....Main 58-9  
 Transmitter Location.....Stringtown Rd.,  
 W. Helena  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Continental Radio Sales  
 Membership .....NAB, BMB  
 Pres., Sta. Mgr., Sam W. Anderson  
 Comm. Mgr., Farm Editor.....Ted Woods  
 Sales Mgr., Prog.-Prod.-Publicity  
 Director.....George Cline  
 Chief Announcer, Musical Dir., Joe Nearns  
 Chief Engineer.....Aubrey Dekker

## K X A R

HOPE—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hope Bcstg. Co.  
 Business Address.....P. O. Box 398  
 Phone Number .....508  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 President.....A. H. Washburn  
 Gen. Mgr., Chief Engineer.....L. B. Tooley  
 Program Director.....George Frazier

## K T H S

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc...Power: 10,000 D, 1,000 N  
 Owned By...Times Publishing Company, Ltd.  
 Operated By.....Radio Broadcasting, Inc.  
 Business-Studio Address.....135 Benton Street  
 Phone Number .....1160-1  
 Transmitter Location.....Route 2  
 Air Time.....6 a.m.-M.  
 News Service .....UP

Transcription Service.....Lang-Worth  
 Representative.....Branham  
 Membership .....NAB, BMB  
 President-Owner.....John D. Ewing  
 General Manager.....John J. Wolever, Jr.  
 Commercial Manager.....Ed. C. Appler  
 Program Director.....J. F. Farber  
 Chief Announcer.....William S. Bailey  
 Musical Director.....Harry Lockhart  
 Chief Engineer.....Cecil L. Suitt

## K W F C

HOT SPRINGS—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Clyde E. Wilson  
 Business-Studio Address.....Malco Building  
 Phone Number .....412-3  
 Transmitter Location.....Malco Bldg.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service .....AP  
 Representative.....Sears & Ayers  
 Membership .....NAB, BMB  
 President-Owner.....Clyde E. Wilson  
 General-Station Manager.....Bob Choate  
 Comm. Mgr.....L. J. Dickon  
 Chief Engineer.....Tom Willson

## K B T M

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Regional Bcstg. Co.  
 Business-Studio Address.....KBTM Bldg., 603  
 Madison St.  
 Phone Number .....5597  
 Transmitter Location.....Route No. 4  
 Air Time.....6:00 a.m.-11 p.m.  
 News Service .....AP  
 Transcription Service.....World, SESAC  
 Membership .....NAB, BMB  
 Pres., Gen.-Station Mgr.....Jay P. Beard

## K A R K

LITTLE ROCK—1928

NBC-SOUTHCENTRAL QUAL.-ARK.

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Arkansas Radio and  
 Equipment Co.  
 Business-Studio Address.....Radio Center, 114  
 East Capitol Ave.  
 Phone Number.....LD 99  
 Transmitter Location.....Hiway 67, Jackson  
 Blvd., North Little Rock  
 Air Time.....Unlimited

• • • **ARKANSAS** • • •

News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 Owner.....T. H. Barton  
 Gen.-Station Mgr.....G. E. Zimmerman  
 Commercial Manager.....Julian F. Haas  
 Prog.-Music Director,  
 Production Manager.....Douglas J. Romine  
 Sales Mgr. Pub. Dir.....A. C. Dowden  
 Chief Engineer.....Dan L. Winn

**K G H I**

**LITTLE ROCK—1927—ABC**

Frequency: 1250 Kc....Power: 1000 Watts d:  
 500 Watts n.  
 Owned-Operated By.....KGHI Bcstg. Service  
 Address.....Union Life Insurance Bldg., 306 W.  
 3rd St.  
 Phone Number.....9166  
 Transmitter Location.....Cantrell Rd.  
 Air Time.....5:30 a.m.-M.  
 Representative.....George P. Hollingbery  
 General Manager.....S. C. Vinsonhaler  
 Commercial Manager.....D. R. Corbett

**K L R A**

**LITTLE ROCK—1928—CBS**

Frequency: 1010 Kc...Power: 10,000 Watts D,  
 5,000 Watts N  
 Owned-Oper. By.....Arkansas Bcstg. Co.  
 Business-Studio Address.....Gazette Bldg.  
 Phone Number.....2-5427  
 Transmitter Location..On Highway 70, 7 Mi.  
 E. of Little Rock  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service..Lang-Worth, Thesaurus  
 Representative.....Taylor-Borroff  
 Membership.....NAB, BMB  
 President.....J. N. Heiskell  
 General Manager.....Ed Murphy  
 Program Director.....Harris Owen  
 Chief Engineer.....Kermit F. Tracy  
 Farm Editor.....Deno Nichols

**K V L C**

**LITTLE ROCK—1948**

Frequency: 1050 Kc....Power: 1000 Watts d.  
 Owned-Operated By..Southwestern Bcstg. Co.  
 Bus.-Studio Address.....527 Pyramid Bldg.  
 Phone Number.....5-5321  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Forjoe  
 President.....A. Bensky

General Manager.....Leonard Coe  
 Commercial Manager.....Bob Harrison  
 Program Director.....David Donovan  
 Promotion Mgr.....Clovis Copeland  
 Chief Engineer.....O. E. Kelly

**K V M A**

**MAGNOLIA—1948**

Frequency: 630 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Magnolia Bcstg. Co.  
 Address.....McKay Bldg.  
 President.....J. Rushton  
 V.P.'s.....Dr. J. H. & Loon J. Wilson  
 General Manager.....Lewis Byrne  
 Commercial Manager.....Bill Humbert

**K X L R**

**LITTLE ROCK—1946  
 MBS-RAZORBACK**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned-Oper. By.....Ark. Airwaves Co.  
 Business Address.....217 E. Third St.  
 Phone Number.....(Studio) 2-2155  
 (Office) 4-8928  
 Studio-Transmitter Address..Cotton Belt Bldg.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Capitol, Standard  
 Representative.....Burke, Kuipers & Mahoney  
 Membership.....NAB  
 President.....John F. Wells  
 General Manager.....Emil J. Pouzar  
 Farm Editor.....Bobbie Forster  
 Chief Engineer.....Earl H. Butler

**K D R S**

**PARAGOULD—1947  
 KBS-RAZORBACK**

Frequency: 1490 Kc....Power: 250 Watts  
 Owned-Operated By...Progressive Bcstg. Co.  
 Address.....Box 491  
 Phone Number.....627  
 Transmitter Location.....½ mile East of  
 Paragould, Highway 25  
 Air Time.....6 a.m.-10 p.m.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Continental Radio Sales  
 Membership.....NAB  
 Gen.-Comm. Manager.....Ted Rand  
 Program Director.....Ray Dexter  
 Chief Announcer.....Claude Roper  
 Business Manager.....T. M. Self  
 Chief Engineer.....J. E. Douglas  
 Farm Editor.....Bill Driskell



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## K C L A

### PINE BLUFF—1947—RAZORBACK

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Radio Engineering Service  
Bus.-Studio-Transmitter  
Address . . . . . 2900 West 28th  
Phone Number . . . . . 1900  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . World  
Sta. Mgr., Prog. Dir. . . . . Kenneth Kesterson  
Commercial Manager . . . . . Clyde Martin, Sr.  
Chief Engineer . . . . . Charles Penix

Owned-Operated By . . . . . KUOA, Inc.  
Business-Studio Address . . . . . Siloam Springs  
Phone Number . . . . . 77  
Transmitter Location . . . . . Siloam Springs  
Air Time . . . . . 6 a.m.-Local Sunset  
News Service . . . . . UP  
Transcription Service . . . . . World, SESAC  
Representative . . . . . Rural Radio  
Membership . . . . . NAB, BMB, FMA  
President . . . . . John E. Brown, Sr.  
Gen.-Station Manager . . . . . Storm Whaley  
Program Director . . . . . Ralph Kennedy  
Asst. Manager . . . . . Clinton Fowler  
Chief Engineer . . . . . Cecil E. Smith  
Farm Editor . . . . . Charles E. Hoke

## K O T N

### PINE BLUFF—1934—MBS-KBS-ARK.

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Universal Bcstg. Corp.  
Bus.-Studio-Transmitter  
Address . . . . . 505½ Main St., Box 957  
Phone Number . . . . . 721  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus, Keystone, Cole  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . B. J. Parrish  
Asst. Mgr. . . . . R. W. Etter  
Commercial Manager . . . . . Joe L. Wallace  
Program Director . . . . . Lois Sloan

## K W A K

### STUTT GART—1948

#### MBS-RAZORBACK

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Stuttgart Bcstg. Corp.  
Business Address . . . . . 1818 S. Buerkle St.,  
Box 271  
Phone Number . . . . . 842  
Studio-Transmitter Address . . . . . 1818 S. Buerkle  
Air Time . . . . . 5:30 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Representative . . . . . Burke, Kuipers & Mahoney  
President . . . . . Beloit Taylor  
Gen.-Station Manager . . . . . Melvin P. Spann  
Commercial Manager . . . . . Skip Landen  
Program Director . . . . . Carroll Lee  
Chief Engineer . . . . . Jack Warden

## K X R J

### RUSSELLVILLE—1946—MBS-KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . The Valley Bcstrs., Inc.  
Business Address . . . . . Russellville  
Phone Number . . . . . 299-786  
Studio-Transmitter Address . . . . . Russellville  
Air Time . . . . . 6 a.m.-11 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Capitol, Keystone  
Membership . . . . . NAB, BMB  
Pres., Sta. Mgr. . . . . Jerrell A. Shepherd  
Commercial Manager . . . . . R. L. McCarrell  
Chief Announcer . . . . . James Lipsey  
Chief Engineer . . . . . William Sneed

## K W E M

### WEST MEMPHIS—1947

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . West Memphis Bcstg. Corp.  
Business-Studio Address . . . . . 229 Broadway  
Phone Number . . . . . Memphis 80518,  
W. Memphis 463  
Transmitter Location . . . . . Highway 70, West  
Memphis  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, Capitol  
Representative . . . . . Burke, Kuipers & Mahoney  
President . . . . . J. C. Johnson  
Sta. Mgr., Chief Engineer . . . . . Vernon Dillaplain  
Comm. Mgr., Prog. Dir. . . . . Roger Davison  
Chief Announcer . . . . . Frank Kelly

## K U O A

### SILOAM SPRINGS—1923—MBS-KBS

Frequency: 1290 Kc. . . . . Power: 5,000 Watts

**K**

**E**

**W**

**B**

BILL ANSON  
 MANCHESTER BODDY  
 FRANK BULL  
 DICK FISHELL  
 STUART HAMBLEN  
 MAURICE HART  
 BILL LEYDEN  
 LOU MARCELLE  
 GENE NORMAN  
 PETER POTTER  
 CLETE ROBERTS  
 MARSHA WALTON

**WARNER BROS.**  
**HOLLYWOOD**

Represented Nationally by  
 William G. Rambeau Co.

# CALIFORNIA

Estimated Population 10,031,000—Increase +45.2%—Radio Homes 2,929,200  
Total Families 2,983,000—Stations in State 123

## KAFY

**BAKERSFIELD—1946—MBS-DON LEE**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Bakersfield Bcstg. Co.  
Business-Studio Address... 2013 Chester Ave.  
Phone Number ..... 88700-77800  
Transmitter Location... Poplar Lane at Rosedale Rd.

Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... John E. Pearson; Western Radio Advertising

Membership ..... NAB, BMB  
President ..... George B. Crome  
General Manager ..... Sheldon Anderson  
Station Manager ..... Frank Wilbur  
Program Director ..... Naum Healy  
Chief Announcer ..... Paul Freeman  
Chief Engineer ..... Ted Froming

Station Manager ..... Gene DeYoung  
Program Director, Farm Editor... Warren Mead  
Publicity Director ..... Ken Croes  
Chief Announcer ..... Bill Elliott  
Acting Chief Engineer ..... Alfred Horton

## KPMC

**BAKERSFIELD—1934—ABC**

Frequency: 1560 Kc. Power: 1000 Watts  
Owned-Oper. By... Pioneer Mercantile Co.  
Business-Studio Address... 307 E. 21st St.  
Phone Number ..... 8-8157

News Service ..... AP, UP  
Transcription Service... Associated, Thesaurus  
Representative ..... Gene Grant  
President ..... F. G. R. Schamblin  
General Manager ..... L. A. Schamblin  
Commercial Manager ..... C. C. Sturm  
Promotion Manager ..... E. A. Mason  
Chief Engineer ..... L. P. Jarvis

## KERN

**BAKERSFIELD—1932—CBS**

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Operated By... McClatchy Bcstg. Co.  
Business-Studio Address... Elk's Club Building  
Phone Number ..... 8-8431  
Transmitter Location... Oak and Ming Streets

Air Time ..... 6 a.m.-M.  
News Service ..... AP, INS, UP  
Transcription Service... World, MacGregor, SESAC

Representative ..... Paul H. Raymer  
Membership ..... NAB, BMB  
President ..... Eleanor McClatchy  
Station Manager ..... Walter Baziuk  
Comm.-Sales Manager ..... Clinton Johnson  
Prog.-Pub. Director ..... Ramsey Elliott  
Chief Engineer ..... Luverne Shatto  
Farm Editor ..... Edward Sturgeon

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Pass Bcstg. Co.  
Business-Studio-Transmitter Address  
4425 W. Ramsey St.

Phone Number ..... 515-6  
Airtime ..... 6:30 a.m.-M.  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Gene Grant, Donald Cocks  
Membership ..... NAB  
President ..... John Phillips  
General Station Manager ..... Carl Phillips  
Commercial-Sales Pro. Mgr. .... Patrik G. Smith  
Program-Production-Publicity

Director ..... Carlton H. Anderson  
Chief Announcer ..... Loehr Rigby  
Musical Director ..... Roger Nedry  
Chief Engineer ..... Frank Dunn  
Farm Editor ..... Marvin H. Patchen

## KERO

**BAKERSFIELD—1946—NBC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Paul R. Bartlett  
Address ..... 1420 Truxton Ave.  
Phone Number ..... 44548  
Transmitter Location... 17th & "I" Sts.

Air Time ..... 4:30 a.m.-1 a.m.  
News Service ..... UP  
Transcription Service... Capitol, Standard  
Representative ..... Avery Knodel  
Membership ..... NAB  
Owner ..... Paul R. Bartlett

## KWTC

**BARSTOW—1946**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Mojave Valley Bcstg. Co.  
Business Address... Radio Center, P.O. Box 697  
Phone Number ..... 4001  
Studio-Transmitter Address... Radio Center  
Air Time ..... 7 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service ..... World

CALIFORNIA

Station Representative

Gene Grant, Donald Cooke
Membership NAB
Pres., Comm. Mgr., Pub. Dir. W. T. Brown
General-Station Manager Burlon C. Boatright
Sales Prom. Manager Maynard M. Marquardt
Prog.-Prod. Dir., Farm Editor Robert E. Reno
Chief Announcer Seymour Willing

KRE

BERKELEY—1923

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Central California Broadcasters, Inc.
Address 601 Ashby Avenue
Phone Number Ashberry 3-7715
Air Time Unlimited
News Service AP
Transcription Service Standard
Membership NAB
Gen. Station Manager Arthur Westlund
Comm.-Promotion Manager Don Hambly
Production Director Les Avery
Chief Engineer Dave Fields

KUCB

BLYTHE—1948—CALIF. RURAL-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Bcstg Corp. of America
Business Address P. O. Box 668
Phone Number 2237
News Service AP
Transcription Service World, Associated
Representative Pearson
President, General Mgr. W. L. Gleeson
Station Manager R. A. Wareham
Chief Engineer Stan Reynolds

KROP

BRAWLEY—1946—ABC-KBS

Frequency: 1300 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By Bcstg. Corp. of America
Business-Studio Address P. O. Box 238;
Phone Number 1300
Transmitter Location Del Rio Country Club
Air Time Unlimited
News Service AP
Transcription Service Associated, World, KBS
Representative John E. Pearson
Membership NAB
President, General Mgr. W. L. Gleeson
Commercial Mgr. Bill A. Geddes
Prog. Dir., Prod. Mgr. Jack Cronin
Chief Engineer Jerry G. Collette
Farm Editor Bob Hagopian

KWIK

BURBANK—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Burbank Bcstrs., Inc.
Business-Studio Address 20 W. Burbank Blvd.
Phone Number Charleston 0-2111
Transmitter Location Amherst St.
Air Time 24 Hrs.
News Service UP
Transcription Service Lang-Worth, Standard
President James H. Furns
General Manager Geo. H. Bowles
Vice Pres., Comm. Mgr. W. J. Handelsman
Program Director Orval Anderson
Chief Engineer William F. Jones

KICO

CALEXICO—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Charles R. Love
Business Address P. O. Box 786
Phone Number 918
Air Time 5 a.m.-M.
Studio-Transmitter Address 1 1/2 Mi. N.
Calxico, Hqwy 99.
News Service AP
Transcription Service Associated
Representative National Radio Sales, Gene Grant
General Sta. Comm. Mgr. Charles R. Love
Program Dir., Chief Announcer Fred Pelger
Chief Engineer Richard Gunn

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1290 Kc. Power: 1000 Watts (C.P. 5000 Watts)
Owned-Operated By Golden Empire Bcstg. Co., Inc.
Address 4th & Broadway Sts.
Phone Number 237-8
Transmitter Location Hooker Oak & Madrone Aves.
Air Time Unlimited
News Service UP
Transcription Service World
Representative Gene Grant
President Hugh McClung
General Manager M. F. Woodling
Commercial Manager J. A. Pero
Program Director Thomas Nelson
Chief Engineer Russell B. Pope

KBUC

CORONA—1948—S. CALIF. RURAL

Frequency: 1370 Kc. Power: 500 Watts

# CALIFORNIA

Owned-Operated By... American Pacific Radio Bcstg. Co.  
Business Address.....117 West 7th St.  
Phone Number.....1370-1-3  
Studio-Transmitter Address.....Custer Road  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service...MacGregor, Long-Worth  
Membership.....NAB  
General Partners.....Elmer J. Bucknum,  
John G. Bucknum  
Station Manager.....William W. Phremer  
Prog.-Publicity Director.....John G. Bucknum  
Chief Engineer.....F. M. Johnson

Transmitter Location.....1025 W. Murray St.  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....Western Radio Adv.: John  
Pearson  
Membership.....NAB  
President-Owner, General  
Manager.....Carroll R. Hause-  
Sales Promotion Manager, Program Director,  
Production Manager...Frank Robinson Brown  
Chief Engineer.....Edward P. Strople  
Farm Editor.....Frank M. Smith

## K R D U

### DINUBA—1946—UNITED PACIFIC

Frequency: 1130 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Radio Dinuba Co.  
P.O. Box 157  
Business-Studio Address.....110 N. "L" St.  
Phone Number.....500  
Transmitter Location...Bet. W. Dinuba & Reedley  
Air Time.....Local sunrise-local sunset  
News Service.....AP  
Transcription Service.....Lang-Worth  
President, Gen.-Station Manager...Egan A. Hafor  
Program Director.....Harold Sparks  
Farm Editor.....Dave L. Hofer, Jr.  
Chief Engineer.....Troy L. Banks

## K X O

### EL CENTRO—1927—MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Valradio Inc.  
Business Address.....Box 140  
Phone Number.....1100  
Transmitter-Studio Location...South 4th St.  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Paul H. Raymer  
Membership.....NAB, BMB  
President.....Paul A. Jenkins  
General-Station Manager.....Doyle Osman  
Commercial Manager.....Belle Hovey  
Sales Promotion Mgr.....Bob Smith  
Prog. Dir., Prod. Mgr.....King Brooker  
Chief Engineer.....Wilbur Miller

## K H U M

### EUREKA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Carrall R. Hauser  
Business-Studio Address.....Vance Hotel  
Phone Number.....3900

## K I E M

### EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned Opr. By...Redwood Bdcstg. Co., Inc.  
Business-Studio Address...Radio Center, E. and  
Sixth Sts.  
Phone Number.....4000  
Transmitter Location...Eureka Inlet, Humboldt  
Bay  
Air Time.....5:55 a.m.  
News Service.....UP  
Transcription Service.....World,  
Standard  
Representative.....John Blair  
Membership.....NAB, BMB  
President, General Manager,  
Station Manager.....Wm. B. Smullin  
Commercial Manager.....Don Telford  
Sales Promotion Manager.....Robert Stach  
Program Director.....Charles Paul Corbin  
Production Director.....Ed Arnold  
Publicity Director.....Dave Borum  
Chief Announcer.....Dave Hildebran  
Chief Engineer.....John Bauriedel

## K D A C

### FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Mendocino Coast Bcstg.  
Co.  
Business-Studio-Transmitter  
Address.....2100 East Oak St.  
Phone Number.....822-3  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World, Capitol  
Representative.....Forjoe  
Membership.....NAB  
Gen.-Station Manager.....T. R. Amarante  
Commercial Manager.....E. Mertle  
Sales Promotion Manager.....Bud Baker  
Program Director.....Arvo Hapenen  
Prod.-Musical Director.....Bill Nieson  
Publicity Director.....Bud Baker  
Chief Announcer.....Art Leavitt  
Chief Engineer.....Creigh Smith  
Farm Editor.....Bill Treggoning

## K A R M

**FRESNO—1938—CBS**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By: KARM, The George Harm Station  
 Business-Studio Address: 1333 Van Ness Ave.  
 Phone Number: 4-2966  
 Transmitter Location: Van Ness and Alluvial Avenues  
 Air Time: Unlimited  
 News Service: AP, INS  
 Transcription Service: Standard  
 Representative: Edward Petry  
 Membership: NAB  
 President-Owner: Hattie Harm  
 General-Station Manager: Clyde F. Coombs  
 Exec. Sec., Promotion Manager: Eldora Roth  
 Program. Prod. Director: John Garrick  
 Farm-News Editor: Ed Clough  
 Chief Engineer: Elbert Dean

## K B N O

**FRESNO—1948**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Baker Bcstg. Co.  
 Business-Studio Address: 1121 N. Fruit Ave.  
 News Service: UP  
 Partners: John L. Baker, Peter K. Onnigian,  
 Dr. George F. Baker, J. Schiffer, Harry Haratunian  
 Manager: Charles P. Scott

## K F R E

**FRESNO—1942—ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: J. E. Rodman  
 Business-Studio Address: T. W. Patterson Bldg.  
 Phone Number: 4-5001  
 Transmitter Location: First & Clinton Sts.  
 Air Time: 5 a.m.-M.  
 News Service: UP  
 Transcription Service: Associated, World, Capitol  
 Representative: Avery-Knodel  
 Membership: NAB, BMB  
 Owner: J. E. Rodman  
 General Manager: Paul R. Bartlett  
 Commercial Manager: Nolly Moyer  
 Program Director: Ed J. Frech  
 Chief Engineer: K. L. Mealey

## K M J

**FRESNO—1922—NBC**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By: McClatchy Bcstg. Co.  
 Business-Studio Address: 1559 Van Ness Ave.  
 Phone Number: 3-6277  
 Transmitter Location: Kerman, Calif.

Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Thesaurus  
 Representative: Paul H. Raymer  
 Membership: NAB, BMB  
 President: Eleanor McClatchy  
 Station Manager: Hal Brown  
 Sales Manager: Coyle Chambers  
 Program Director: Joe Tomes  
 Traffic: Andy Patterson  
 Prom.-Publicity Dir.: Jack Griffith  
 Chief Engineer: William N. Wallace  
 Farm Editor: Wally Erickson

## K Y N O

**FRESNO—1947—MBS-DON LEE**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By: Robert Schuler,  
 Sheldon Anderson, L. E. Chenault, Bert Williams  
 Business Address: Hotel Fresno  
 Phone Number: 2-6141  
 Air Time: 5 a.m.-M.  
 Transmitter: Barton & McKinley Aves.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: John E. Pearson,  
 Western Radio Adv.  
 Membership: NAB  
 President: Robert Schuler  
 General Station Manager: L. E. Chenault  
 Prod. Dir., Chief Announcer: Warren Tufts  
 Music Director: Alvin Cross  
 Chief Engineer: Bert Williamson

## K I E V

**GLENDALE—1933**

Frequency: 870 Kc. Power: 250 Watts d.  
 Owned-Operated By: Cannon System, Ltd.  
 Address: 102 N. Glendale Ave.  
 Phone Number: Chapman 5-2388,  
 Cyprus 1-1133  
 Air Time: 6 a.m. to local sunset  
 News Service: UP  
 Transcription Service: Standard  
 Membership: NAB  
 President: David H. Cannon  
 General Station Mgr.: Cal Cannon  
 Prog. Dir. Chief Announcer: Hal Smith  
 Chief Engineer: Vern Schumann

## K G F N

**GRASS VALLEY—1947—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Forty-Niner Bcstg. Co.  
 Business Address: P. O. Box No. 924  
 Phone Number: 1400  
 Transmitter-Studio Location: Grass Valley,  
 Nevada City Highway  
 Air Time: Unlimited

# CALIFORNIA

**News Service** ..... AP  
**Transcription Service**..... Standard, Keystone  
**President**..... W. H. Westbrook  
**Gen.-Comm. Mgr., Prog. Dir.**..... Robert Allene  
**Promotion Manager**..... Victor Tamietti  
**Chief Engineer**..... James R. Johnson, Jr.

## KNGS

**HANFORD—1948**

**Frequency:** 620 Kc..... **Power:** 1000 Watts  
**Owned-Operated By**..... Hanford Publishing Co.  
**Business Address**..... P. O. Box 620  
**Phone Number**..... 620  
**Air Time**..... 5 a.m.-M.  
**Transmitter**..... 4 Mi. E. Han'ord Hgwy. 198  
**News Service**..... INS, UP  
**Transcription Service**..... Associated, World  
**Representative**..... Grant  
**Membership**..... NAB  
**General Mgr.**..... Don C. Reeves  
**Commercial Mgr.**..... John Cohan  
**Program Dir.**..... E. C. Balthis  
**Chief Engineer**..... Jack H. Sols

## KFWB

**HOLLYWOOD—1925**

**Frequency:** 980 Kc..... **Power:** 5000 Watts  
**Owned-Operated By**..... Warner Bros. Bcstg. Corp.  
**Business-Studio Address**..... 5833 Fernwood Ave.  
**Phone Number**..... HE 5151  
**Transmitter Location**..... 5775 W. Jefferson, Los Angeles, Calif.  
**Air Time**..... 6 a.m.-1 a.m.  
**News Service**..... AP, INS, UP  
**Representative**..... William G. Rambeau  
**Membership**..... NAB  
**General Manager**..... Harry Maizlish  
**Asst. Manager**..... William V. Ray  
**Adv. Director**..... Sydney Yallen  
**Commercial Manager**..... Berne W. Wilkins  
**Publicity Director**..... Gene Gach  
**Program Director, Production Manager**..... Thomas Freebairn-Smith  
**News Director**..... Al Gordon  
**Chief Engineer**..... Harry Myers  
**Musical Director**..... Dion Romandy

*(See Page 326)*

## KGFJ

**HOLLYWOOD—1926**

**Frequency:** 1230 Kc..... **Power:** 500 Watts d.; 250 Watts n.  
**Owned-Operated By**..... Ben S. McGlashan  
**Business-Studio Address**..... 6314 Sunset Blvd.  
**Phone Number**..... Hillside 0201  
**Transmitter Location**..... Washington & Oak Sts., L. A.  
**Air Time**..... 24 hrs.  
**News Service**..... UP

**Membership** ..... NAB  
**Owner**..... Ben S. McGlashan  
**General-Station Manager**..... Thelma Kirchner  
**Commercial Manager**..... Jim Strain  
**Program Director**..... M. Elmitt Eastcott  
**Chief Engineer**..... Homer Obuchon

## KREO

**INDIO—1946**

**CALIF. RURAL—KBS**

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Bcstg. Corp. of America  
**Business Address**..... P. O. Box 707  
**Phone Number**..... Indio 7403  
**Transmitter Studio Location**..... Calhoun St.  
**Air Time**..... Unlimited  
**News Service**..... AP  
**Transcription Service**..... World  
**Representative**..... John E. Pearson  
**Membership**..... NAB, BMB  
**President & General Mgr.**..... William L. Gleason  
**Station Manager**..... S. G. Reynold  
**Asst. Manager**..... F. A. Dimien  
**Program Director**..... Doug Caplette  
**Chief Announcer**..... Douglas Fishell  
**Chief Engineer**..... Stanley G. Reynolds

## KCVR

**LODI—1946—KBS**

**Frequency:** 1570 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Central Valley Radio  
**Business Address**..... P. O. Box 600  
**Phone Number**..... Lodi 1700  
**Transmitter Studio Location**..... 1.8 mi. N.W. of Lodi  
**Air Time**..... Daytime only  
**News Service**..... UP  
**Transcription Service**..... Standard  
**General Manager**..... Herbert W. Brown  
**Station Manager**..... David A. Brown

## KFOX

**LONG BEACH—1924**

**Frequency:** 1280 Kc..... **Power:** 1000 Watts  
**Owned-Operated By**..... Nichols & Warinner, Inc.  
**Address**..... 220 E. Anaheim Street  
**Phone Number**..... Long Beach 672-81  
**Transmitter Location**..... 220 E. Anaheim Street  
**Air Time**..... 6:30 a.m.-M.  
**News Service**..... UP  
**Transcription Service**..... Standard, Lang-Worth, Cole  
**Representative**..... Burns-Smith  
**Membership**..... NAB  
**President, Gen., Sta. Mgr.**..... Hal G. Nichols  
**Pub. Dir.**..... Norman Masterson  
**Commercial Sales Mgr., Chief Engineer**..... Lawrence W. McDowell

## KGER

**LONG BEACH—1926**

Frequency: 1390 Kc. . . . . Power: 5,000 Watts  
 Owned By . . . . . Radio Station KGER  
 Business Studio Address . . . . . 435 Pine Ave.  
 Phone Number . . . . . Long Beach 727-85  
 Transmitter Location . . . . . 6417 E. Olive Ave.,  
 Paramount, Calif.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Lang-Worth,  
 Associated  
 Representative . . . . . J. H. McGillvra  
 Membership . . . . . NAB  
 Sales Manager . . . . . Earl Rutledge  
 Musical Director . . . . . Helene Smith  
 Chief Engineer . . . . . Luther Crumbaugh

## KECA

**LOS ANGELES—1929—ABC**

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . American Bcstg. Co., Inc.  
 Business Address . . . . . 6363 Sunset  
 Phone Number . . . . . HUDson 2-3141  
 Studio Address . . . . . 1440 No. Highland  
 Transmitter Location . . . . . 2951 S. Fairfax Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . ABC Spot Sales  
 Membership . . . . . NAB, BMB  
 President . . . . . Mark Woods  
 General Manager . . . . . Clyde P. Scott  
 Sales Manager . . . . . Amos T. Baron  
 Program Director . . . . . Rollo Hunter  
 Publicity Director . . . . . Virginia West  
 Chief Announcer . . . . . Dresser Dablstead  
 Western Div. Mgr. of Technical  
 Operations . . . . . Phil Caldwell

## KFAC

**LOS ANGELES—1931**

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Los Angeles Bcstg. Co.,  
 Inc.  
 Business-Studio Address . . . . . 645 S. Mariposa Ave.  
 Phone Number . . . . . Fitzroy 1231  
 Transmitter Location . . . . . 3725 Chesapeake Ave.  
 Air Time . . . . . 24 hrs.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, SESAC  
 Membership . . . . . NAB, BMB  
 President, General-Station-Commercial-  
 Sales Promotion Manager . . . . . Calvin J. Smith  
 Program Director, Production  
 Manager . . . . . Carlyle Stevens  
 Pub. Dir. . . . . Murry Boggs  
 Chief Announcer . . . . . Carlyle Stevens  
 Musical Librarian . . . . . Barbara Jacobson  
 Chief Engineer . . . . . Ron Oakley

## KFI

**LOS ANGELES—1922—NBC**

Frequency: 640 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . Earle C. Anthony, Inc.  
 Business-Studio Address . . . . . 141 N. Vermont Ave.  
 Phone Number . . . . . FAirfax 2121  
 Transmitter Location . . . . . Buena Pk.  
 Air Time . . . . . 5:30 a.m.-1 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Capitol, Associated,  
 World  
 Representative . . . . . Edward Petry  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Earle C. Anthony  
 General Manager . . . . . W. B. Ryan  
 Sales, Promotion Mgr. . . . . Kevin B. Sweeney  
 Acting Program Dir., Production Dir. . . . . Pat Kelly  
 Musical Director . . . . . Bob Mitchell  
 Chief Engineers . . . . . Curtis Mason,  
 H. L. Blatterman  
 Farm Editor . . . . . Nelson McIninch

## KFVD

**LOS ANGELES—1936**

Frequency: 1020 Kc. . . . . Power: 5,000 Watts d.  
 Owned-Operated By . . . . . Standard Bcstg. Co.  
 Business-Studio Address . . . . . 338 South Western  
 Ave.  
 Phone Number . . . . . FAirfax 6361  
 Transmitter Location . . . . . 5526 East Cortland, Lyn-  
 wood, Calif.  
 Air Time . . . . . Limited  
 News Service . . . . . UP  
 Transcription Service . . . . . Cole; Lang-Worth;  
 MacGregor  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NAB  
 President . . . . . J. Frank Burke  
 General Manager . . . . . Frank Burke  
 Commercial-Sales Promotion-Production  
 Manager . . . . . Harry Patterson  
 Program-Publicity Director . . . . . Carl Brewster  
 Chief Announcer . . . . . Hunter Hancock  
 Chief Engineer . . . . . Leonard Reeves  
 Farm Editor . . . . . George Milne

## KHJ

**LOS ANGELES—1922**

**MBS-DON LEE**

Frequency: 930 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . . . . Don Lee Bcstg. System  
 Business-Studio Address . . . . . 1313 N. Vine St.,  
 Hollywood  
 Phone Number . . . . . HUDson 22133  
 Transmitter Location . . . . . Venice Blvd.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP, INS  
 Transcription . . . . . World  
 Representative . . . . . John Blair



**CALIFORNIA**

Membership ..... NAB  
 Pres. General-Station Mgr. Lewis Allen Weiss  
 Sales Manager..... Herbert Sonnenberg  
 Comm. Mgr..... Henry Gerstenkorn  
 Program Director..... Charles Bulott  
 Production Manager..... Anthony J. La Frano  
 Publicity Director..... Mark Finley  
 Musical Director..... Harry Zimmerman  
 Chief Engineers..... Frank Kennedy,  
 Walter Carruthers

**KLAC**

**LOS ANGELES—1946**

Frequency: 570 Kc..... Power: 5000 Watts  
 Owned-Operated By..... KMTR Radio Corp.  
 Address..... 1000 Cahuenga Blvd.  
 Phone Number..... Hillside 1161  
 Transmitter Location.. N. Soto & Multnomah Sts.  
 Air Time..... Unlimited  
 News Service..... AP, UP  
 Transcription Service..... Capitol  
 Representative..... Adam J. Young, Jr.  
 Membership..... NAB  
 President..... Dorothy S. Thackrey  
 Gen. Sta. Manager..... Don J. Fadderson  
 Comm. Sales Prom. Mgr..... D. E. Lundy  
 Prog., Prod. Dir..... Fred Henry  
 Pub. Dir..... Red Doff

Chief Announcer..... Al Warner  
 Music Director..... Roc Hillman  
 Chief Engineer..... Carl Olson

**KMPG**

**LOS ANGELES—1927**

Frequency: 710 Kc... Power: 50,000 d., 10,000 n.  
 Owned-Operated By..... G. A. Richards  
 Business-Studio Address... 5939 Sunset Blvd.  
 Phone Number..... Hollywood 5341  
 Transmitter Location... 12755 Burbank Blvd.,  
 N. Hollywood, Calif.

Air Time ..... Unlimited  
 News Service..... AP, INS, UP  
 Transcription Service.. Associated, Lang-Worth  
 Representative..... Paul H. Raymer  
 President..... Frank E. Mullen  
 Chairman of the Board..... G. A. Richards  
 Gen. Sta. Mgr., V.P..... Robert O. Reynolds  
 Commercial Manager..... Herbert H. Wixson  
 Sales Promotion Mgr..... Mike Watson  
 Program Director..... John Baird  
 Production Director..... Bruce Kamman  
 Publicity Director..... Betty Ann Hudson  
 Musical Director..... Jerome Sybilrud  
 Chief Engineer..... Loyd Sigmon  
 Farm Editor..... Charles Lee Stone

*(See Page 334)*

**FOR LISTENING PLEASURE**

**FOR VIEWING PLEASURE**

**KLAC**

**KLAC-TV**

**HOLLYWOOD**

# KNX

LOS ANGELES—1920

CBS—COLUMBIA PACIFIC

Frequency: 1070 Kc. Power: 50,000 Watts  
Owned-Operated By... Columbia Bcstg. System, Inc.

Business-Studio Address... 6121 Sunset Blvd.  
Phone Number... Hollywood 1212  
Transmitter Location... 190 St. & Hawthorne Blvd., Torrance, Calif.

Air Time... 5:30 a.m.-1:05 a.m.  
News Service... AP, UP  
Transcription Service... Lang-Worth  
Representative... Radio Sales, CBS  
Membership... NAB, BMB  
President (CBS)... Frank Stanton  
Vice-President charge of Western

Division... Donald W. Thornburgh  
Director of KNX Operations... A. E. Joscelyn  
Comm., Sales Manager... Wayne R. Steifner  
Sales Promotion Manager... Ralph Taylor  
Program Director... George W. Allen  
Executive Assistant... Maurie Webster  
Publicity Director... Lloyd Brownfield  
Musical Director... Lud Gluskin  
Chief Engineer... Les Bowman  
Farm Editor... Robert Wilson

# KRKD

LOS ANGELES—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By... Radio Broadcasters, Inc.

Business-Studio Address... 541 So. Spring St.  
Phone Number... Tucker 7111  
Transmitter Location... 1050 Montecito Drv.  
Air Time... Unlimited  
News Service... INS  
Transcription Service... Associated, SESAC  
Membership... NAB  
General-Station-Commercial-Sales

Manager... Ned Connor  
Program Director... Venna Taylor  
Publicity Director... Doug Douglas  
Chief Announcer... Charles Clifton  
Musical Director... Maury Paul  
Chief Engineer... Willis O. Freitag

# KMYC

MARYSVILLE—1940—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Marysville-Yuba City Bcstrs., Inc.

Business Address... P. O. Box 631

*Yes!* you CAN cover AMERICA'S THIRD LARGEST  
(and fastest-growing) MARKET

through **ONE** Great Advertising Medium!

- ★ *In Population...*
- ★ *In Radio Families...*
- ★ *In Effective Buying Income...*

**THE KMPC LISTENING BOWL**

★ *Is 90% of Southern California*

# KMPC

*The Voice of Southern California*

DIAL 710 • 50,000 Watts (Days)

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

Phone Number.....2080  
 Studio Address.....519 E. St.  
 Transmitter Location...Laurellan Rd., District 10  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President.....H. E. Thomas  
 Gen.-Station Comm. Manager...Joe D. Carroll  
 Sales Manager.....Hedley Hall  
 Sales Promotion Manager...A. J. Powell, Jr.  
 Program Director. Chief  
     Announcer.....William R. Cleveland  
     Publicity Director.....Boh Lane  
     Chief Engineer.....Lloyd McQueary

## KYOS

**MERCED—1936—MBS-DON LEE**

Frequency: 1490 Kc.....Power: 250 Watts  
 CP 1480 Kc. 5000 Watts  
 Owned-Operated By.....Merced Bcstg. Co.  
 Business-Studio Address.....P. O. Box 717  
 Phone Number.....Merced 1430  
 Transmitter Location...1 1/4 mi. N.E. of Merced  
 Air Time.....5 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President-Gen. Mgr.....Hugh McClung  
 Station Manager.....Charles H. Kinsley, Jr.  
 Com.-Sales Promotion Mgr.....A. J. Krisik  
 Program Dir.....Rebecca Krisik  
 Prod. Dir., Farm Edit.....Joel Buffington  
 Pub. Dir.....Charles H. Kinsley, Jr.  
 Chief Announcer.....Malcolm Beavers  
 Chief Engineer.....Russell B. Pope

## KTRB

**MODESTO—1933**

Frequency: 860 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KTRB Bcstg. Co., Inc.  
 Address.....Narwiegen Ave., P. O. Box 593  
 Phone Number.....744 Modesto  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP, UP  
 Transcription Service.....World, Lang-Worth,  
     Cole, Standard  
 Representative.....W. S. Grant  
 Membership.....NAB  
 Pres.-Gen.-Station Mgr...William H. Bates, Jr.  
 Com.-Sales Promotion Mgr..James Van Parks  
 Program-Production-Publicity  
     Manager.....Gene D'Accardo  
 Chief Announcer.....Charles McEwen  
 Musical Director.....Milton Hibdon  
 Chief Engineer.....William H. Bates, Jr.  
 Farm Editor.....Charles McEwen

## KDON

**MONTEREY—1935**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Monterey Peninsula  
     Broadcasting Co.  
 Business-Studio Address...468 Chile Principal  
 Phone Number.....8501  
 Transmitter Location.....Monterey Municipal  
     Wharf  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated, Cole,  
     World, Thesaurus  
 Membership.....NAB  
 President.....Paul H. Caswell  
 General Station Mgr.....Reed Pollock  
 Commercial-Promotion Mgr...Lester Jacobson  
 Program Prod. Pub. Music Dir...Ford Worner  
 Chief Announcer, Form Editor...Orel Phillips  
 Chief Engineer.....Omer N. Wright

## KWSD

**MOUNT SHASTA—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Shasta Cascade Bcstg.  
     Corp.  
 Business Address.....Alma St.  
 Phone Number.....2124  
 News Service.....AP  
 Transcription Service.....Standard, Capitol  
 Representative.....Homer Griffith  
 General-Commercial Mgr.....Arthur Adler  
 Station Manager.....David H. Rees  
 Promotion Manager.....John Pennington  
 Program Director.....Iola Huntingdon  
 Chief Engineer.....David H. Rees

## KVON

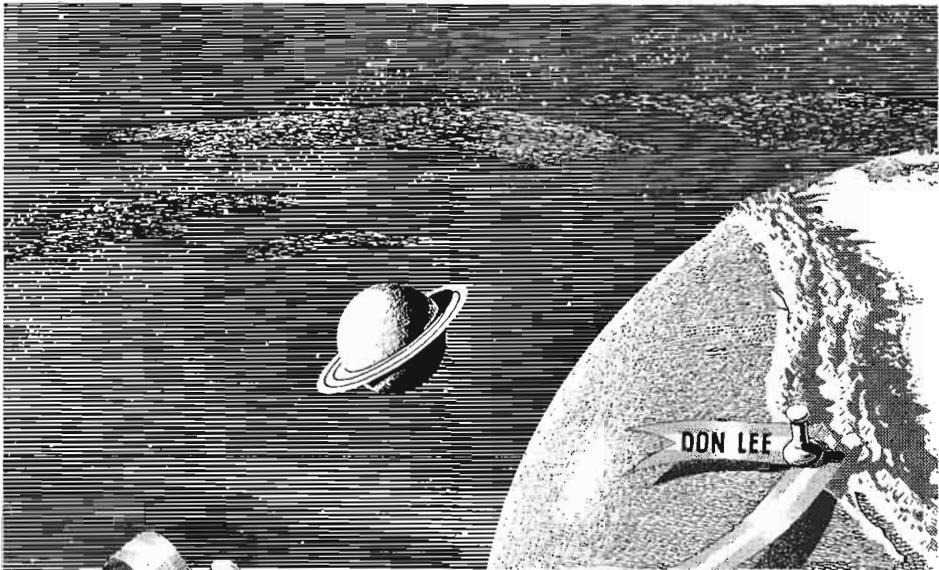
**NAPA—1947**

Frequency: 1440 Kc.....Power: 500 Watts  
 Owned-Operated By.....Napa Bcstg. Co.  
 Address.....Foster R.  
 Phone Number.....2606  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Services.....World, Associated  
 Representative.....For Joe  
 Membership.....NAB  
 General Manager.....Elwyn F. Quinn  
 Station Manager.....Grant Pollack  
 Program Director.....Howard Gordon  
 Chief Engineer.....Herbert Vanderbeek

## KSFE

**NEEDLES—1948**

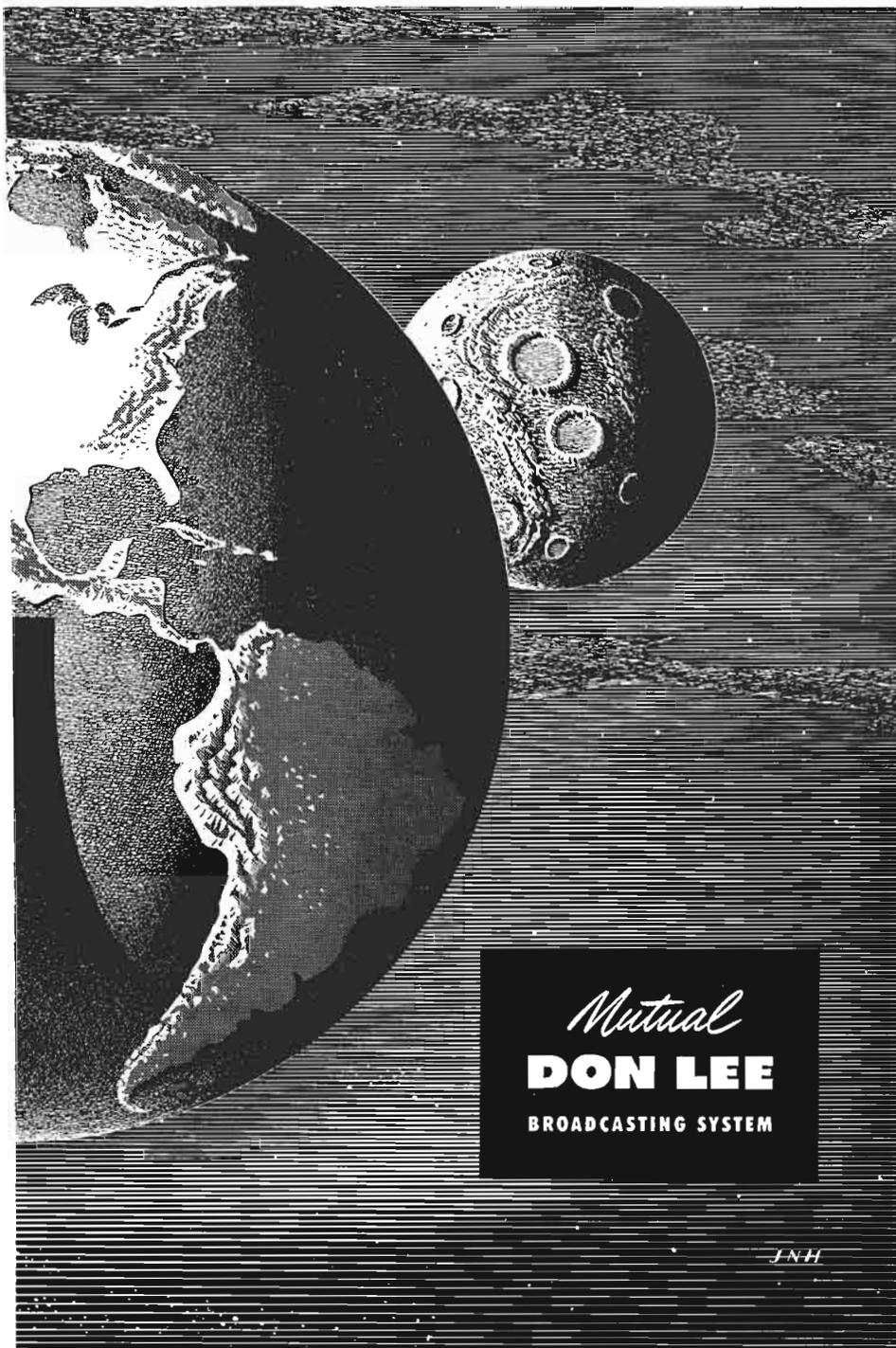
Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Shelley Radio-Electric Co.  
 Business-Studio Address...121 "E" St.  
 Phone Number.....215



**PIN DOWN THE BIG PACIFIC COAST WITH**  
**MUTUAL-DON LEE**

*The World's Greatest Regional Network*

ONLY DON LEE on the Pacific Coast has enough stations to release your message from *within* every important buying market. Don Lee has 45 stations...one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has *twice as many* stations as the other three networks *combined*.



*Mutual*  
**DON LEE**  
BROADCASTING SYSTEM

JNH

# CALIFORNIA

Transmitter Location... Western outskirts of  
Needles, on Hiway 66  
Air Time ..... Unlimited  
News Service ..... INS  
Transcription Service ..... World  
Owners ..... Oscar D. Shelley, F. Kenyon Reed  
Chief Engineer ..... Oscar D. Shelley

## K L X

### OAKLAND—1922

Frequency: 910 Kc. .... Power: 1000 Watts  
Owned-Operated By... Tribune Building Co.  
Business Studio Address... Tribune Tower  
Phone Number... Glencourt 1-0660  
Transmitter Location... Tribune Tower  
Air Time ..... 6 a.m.-M.  
News Service ..... AP  
Transcription Service... Capitol, World  
Representative ..... Eurn-Smith  
Membership ..... NAB  
President ..... J. R. Knowland, Jr.  
Gen. Station Manager... Glenn Shaw  
Program Director... Jerry Morton  
Musical Director... Lou Dean Grow  
Chief Engineer... Roswell S. Smith

## K R O W

### OAKLAND—1925

Frequency: 960 Kc. .... Power: 1000 Watts  
(CP 5000 Watts)  
Owned-Operated By... KROW, Inc.  
Business Studio Address... 464-19th St.  
Phone Number... TWinoaks 3-9600  
Transmitter Location... 1520-8th Ave.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service... Standard, Associated  
Membership ..... NAB  
President ..... Sheldon F. Sackett  
Gen. Mgr.-Comm. Mgr... Willon Gunzendorfer  
Program Director... Russ Coughlan  
Publicity Director... Mercedes Prosser  
Chief Engineer... C. E. Downey

## K W B R

### OAKLAND—1920

Frequency: 1310 Kc. .... Power: 1000 Watts  
Owned-Operated By... S. W. & E. N. Warner  
Business Studio Address... 327-21st St.  
Phone Number... Higate 4-1212  
Transmitter Location... 327-21st St.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service... Lang-Worth, Standard  
Membership ..... NAB  
General Manager... S. W. Warner  
Station Comm. Mgr... F. Wellington Morse  
Program Director... Evelyn R. Dewsnup  
Prod.-Dir. .... George Oxford  
Publicity Director... Wanda Arney

Chief Announcer... Bob Board  
Musical Director... Bill Doubleday  
Chief Engineer... Paul Gregg

## K O C S

### ONTARIO—1946

Frequency: 1510 Kc. .... Power: 250 Watts d.  
Owned-Operated By... The Daily Report Co.  
Business-Studio Address... 222 "B" St.  
Phone Number... Ontario 627-54  
Transmitter Location... 4th and San Antonio  
Air Time ..... Local sunrise—Local sunset  
News Service ..... UP  
Transcription Service... Capitol, Associated  
Representative ..... Gene Grant  
Membership ..... BM3  
President... Mrs. Jerene Appleby Harnish  
General Manager... Ernest L. Spencer  
Commercial Manager... J. A. Downey  
Station Mgr.-Program Dir... Stanley Davis  
Pub. Dir. & Sales Mgr... Helen Faye  
Chief Announcer, Music Dir... George Croford  
Chief Engineer... Floyd Hall  
Farm Editor... Russ Savery

## K D A N

### OROVILLE—1948

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By... Oroville Mercury Bcstg. Co.  
Business-Studio-Transmitter  
Address... 1887 Arlin Rhine Drive  
Phone Number ..... 1340  
Air Time ..... 6:30 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Membership ..... NAB  
President... Dau L. Beebe  
Gen.-Station-Comm. Mgr... Arden Booth  
Program Director... Ed. Kihn  
Chief Announcer... Lloyd Klemp  
Farm Editor... Arden Booth

## K C M J

### PALM SPRINGS—1946—CBS

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By... Palm Springs Bcstg Co.  
Business Address... Box KK  
Phone Number... 2911; 2253  
Studio, Transmitter Location... RadiOasis  
Air Time ..... 7 a.m.-M.  
News Service ..... UP  
Transcription Service... Standard  
Representative... W. S. Grant  
Gen.-Sales-Comm.-Sales Promotion Mgr...  
Publicity Director... Dick Joy  
Assistant Manager... Roland Vaile  
Program Director... John Clowes  
Production Director... Gene Morgan  
Chief Engineer... Don McBain

**CALIFORNIA**

**KAGH**

**PASADENA—1948**

Frequency: 1300 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . KAGH, Inc.  
 Address. . . . . 800 N. Sierra Madre Villa  
 Phone Number. . . . . RYan 1-7641,  
 SYcamore 2-2196  
 Air Time. . . . . Local sunrise-local sunset  
 News Service. . . . . UP  
 Transcription Service. . . . . Standard  
 President. . . . . Andrew G. Haley  
 General Manager. . . . . Pete Watts  
 Program Director. . . . . Aubrey H. Ison  
 Production-Publicity Dir. . . . . Carl Greene  
 Musical Director. . . . . Paul Atkerson  
 Chief Engineer. . . . . Ben Leff

**KWKW**

**PASADENA—1942**

Frequency: 1430 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Southern Calif. Bcstg. Co.  
 Business Studio Address. . . . . 425 E. Green St.  
 Phone Number. . . . . RYan 1-6744  
 Transmitter Loc. . . . . 932 N. Vista, San Gabriel  
 Air Time. . . . . 5:30 a.m.-Local Sunset  
 News Service. . . . . UP  
 Transcription Service. . . . . Capitol  
 Representative. . . . . Forjoe  
 Membership. . . . . NAB  
 President. . . . . Marshall S. Neal  
 Gen. Station-Comm. Mgr. . . . . William J. Beaton  
 Sales-Prod. Manager. . . . . Claire Hughes  
 Prog.-Pub. Dir., Chief Announcer,  
 Farm Editor. . . . . Eddie Albright  
 Music Director. . . . . Andy Mansfield  
 Chief Engineer. . . . . Paul W. Spargo

**KXLA**

**PASADENA—1942**

Frequency: 1110 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By. . . . . Pacific Coast Bcstg. Co.  
 Business Address. . . . . 1401 So. Oak Knoll Ave.  
 Phone Number. . . . . RYan 1-6991  
 Transmitter Location. . . . . N. Lexington-Gallatin  
 Rd.-El Monti  
 Air Time. . . . . 24 hrs. daily  
 News Service. . . . . AP  
 Transcription Service. . . . . Lang-Worth, World,  
 Associated  
 President-Gen. Mgr. . . . . Loyal K. King  
 Chief Engineer. . . . . Jack Reader

**KPRL**

**PASO ROBLES—1946**

**MBS-DON LEE-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Leslie Henry Hacker

Business Studio Address. . . . . 32nd & Oak Sts.  
 Phone Number. . . . . 204  
 Transmitter Location. . . . . 32nd & Oak Sts.  
 Air Time. . . . . Unlimited  
 News Service. . . . . AP  
 Transcription Service. . . . . Standard  
 Representative. . . . . W. S. Grant  
 Pres.-Owner-Gen. Mgr. . . . . Leslie Henry Hacker  
 Station Mgr. Pgm. Dir. . . . . Arthur J. Hapgood  
 Comm.-Sales Prom. Mgr. . . . . Jos. Shuttleworth  
 Prod. Mgr., Musical Dir. . . . . Clare Palmer  
 Chief Engineer. . . . . George Palmer  
 Farm Editor. . . . . Steve Lamkin

**KPMO**

**POMONA—1948—CALIF. RURAL**

Frequency: 1600 Kc. . . . . Power: 500 Watts  
 Owned-Operated By. . . . . Valley Bcstg. Co.  
 Business-Studio Address. . . . . 1240 E. Holt St.  
 Phone Number. . . . . Lycoming 2-1293  
 News Service. . . . . UP  
 Transcription Service. . . . . Standard, World  
 President, General Mgr. . . . . Dean H. Wickstrom  
 Commercial Manager. . . . . Riley Kysar  
 Program Director. . . . . Melvan Carroll  
 Promotion Manager. . . . . Ed Rodrigues  
 Chief Engineer. . . . . Al Heibert

**KTIP**

**PORTERVILLE—1947—KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . J. F. Tighe Bcstg. Co.  
 Studio-Bus.-Transmitter Address. . . . . Newcomb  
 & Grand  
 Phone Number. . . . . 1450  
 Air Time. . . . . 6 a.m.-11 p.m.  
 News Service. . . . . UP  
 Transcription Service. . . . . World  
 Representative. . . . . Gene Grant  
 Membership. . . . . NAB  
 President-Owner. . . . . J. F. Tighe  
 Gen. Station-Pub. Mgr. . . . . John K. Clarke  
 Comm.-Sales Promotion Mgr. . . . . Ward Fritch  
 Program Production Director-Chief  
 Announcer-Musical Director. . . . . Dave Belman  
 Chief Engineer. . . . . Hampton McKinney  
 Farm Editor. . . . . Jack Bullock

**KBLF**

**RED BLUFF—1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Dr. Russell G. Frey  
 Studio-Business Address. . . . . 346 Oak St.  
 Phone Number. . . . . 354  
 Transmitter Location. . . . . E. Red Bluff  
 Air Time. . . . . Unlimited  
 News Service. . . . . AP  
 Transcription Service. . . . . World  
 Representative. . . . . Gene Grant

Membership..... NAB  
 President..... Dr. Russell G. Frey  
 Gen.-Station Mgr., Prog.-Prod.-Publicity  
 Dir., Chief Announcer... Harold N. Altman  
 Comm.-Sales Prom. Mgr..... Walt Bronson  
 Musical Director..... Patricia M. Russell  
 Chief Engineer..... Walt Bronson  
 Farm Editor..... Donald M. Smith

## KVCV

**REDDING—1938—MBS-DON LEE**

Frequency: 600 Kc..... Power: 1000 Watts  
 Owned-Operated By... Golden Empire Broad-  
 casting Co.  
 Business Address..... Highway 99, South  
 Phone Number..... 1646-7  
 Transmitter Location... Highway No. 99 South  
 Air Time..... 6 a.m.-M.  
 News Service..... UP  
 Transcription Service... Standard, Cole, World  
 Representative..... Grant  
 President..... Hugh McClung  
 General Mgr..... Fred M. Stuelpnagel  
 Commercial Manager..... H. E. McCarty  
 Prog. Dir..... Lyle Mathis  
 Prom. Mgr..... Theodore Dooley  
 Chief Engineer..... Russell Pope

## KPRO

**RIVERSIDE—1941—KBS-CAL. RURAL**

Frequency: 1440 Kc..... Power: 5000 Watts  
 Owned-Operated By... Broadcasting Corpora-  
 tion of America  
 Business-Studio-Transmitter Address..... 3401  
 Russell St., Riverside; 483 E. St., San Ber-  
 nardino  
 Phone Number... Riverside 6290, San Bernar-  
 dino 5157  
 Air Time..... 24 hrs.  
 News Service..... AP  
 Transcription Service... Associated, World,  
 MacGregar, SESAC  
 Representative..... John E. Pearson  
 Membership..... NAB, BMB  
 President-General Mgr..... W. L. Gleeson  
 Station Manager..... Forrest Wallace  
 Comm. Sales Prom. Mgr..... Gene Williams  
 Program Director..... Charles Gibson  
 Production Director..... Russell Jensen  
 Chief Announcer..... Red Blanchard  
 Music Director..... Hank Johann  
 Chief Engineer..... Stan Reynolds  
 Farm Editor..... Ed Delaney

## KCRA

**SACRAMENTO—1945—NBC**

Frequency: 1320 Kc..... Power: 1000 Watts

Owned-Oper. By..... KCRA, Inc.  
 Business Studio Address..... 11th & Jay Sts.  
 Phone Number..... 2-0758  
 Transmitter Location..... 3 mi. NW of town  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... World, Capitol  
 Representative..... Weed, W. S. Grant  
 Membership..... NAB, BMB  
 President-General Mgr..... Ewing C. Kelly  
 Station Manager..... Howard Smiley  
 Commercial Manager..... John Dupell  
 Program-Publicity Director..... Irma Davis  
 Production Director..... Fred Beckwith  
 Chief Engineer..... Ray Bailey

## KFBK

**SACRAMENTO—1922—ABC**

Frequency: 1530 Kc..... Power: 50,000 Watts  
 Owned-Operated By... McClatchy Bcstg. Co.  
 Business Studio Address..... 708 I St.  
 Phone Number..... 3-1745, 2-5011  
 Transmitter Location..... Plansent Grove  
 Air Time..... Unlimited  
 News Service..... UP, AP  
 Transcription Service..... Capitol  
 Representative..... Paul H. Raymer  
 Membership..... NAB, BMB  
 President..... Eleanor McClatchy  
 Station Manager..... Keith B. Collins  
 Sales Manager..... George H. LaRue  
 Publicity & Promotion..... Tom Flynn  
 Program Manager..... Richard S. Burdick  
 Traffic Manager..... Howard Evanson  
 News & Special Events Mgr..... Tony Koester  
 Music Librarian..... John D. Van Duzer  
 Chief Engineer..... Stam Sronce  
 Farm Editor..... Ray Rodgers

## KROY

**SACRAMENTO—1937  
 CBS-COLUMBIA PACIFIC**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By... Harmco, Inc.  
 Business-Studio Address... Hotel Sacramento  
 Phone Number..... 3-2525  
 Transmitter Location..... 3402 65th St.  
 Air Time..... 6 a.m.-M.  
 News Service..... INS, UP  
 Transcription Service... Associated  
 Representative..... Avery-Knodel  
 Membership..... NAB  
 V.P.-Mgr..... Clyde F. Coombs  
 Commercial Manager..... Byron H. Nelson  
 Program Prod. Director... William J. Ratcliff  
 Chief Engineer..... Howard Martineau  
 Farm Editor..... Scotty Mortland



## KXOA

**SACRAMENTO—1945**  
**MBS-DON LEE**

Frequency: 1470 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Sacramento Broad-  
casters, Inc.  
Business Studio Address: . . . . . 1617—30th St.  
Phone Number . . . . . 6-4728  
Transmitter Location . . . . . Sacramento-  
Roseville Freeway Hgwy.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Associated  
Represent. . . . . J. E. Pearson, West. Radio Adv.  
Membership . . . . . NAB, BMB  
President, General Manager . . . . . Lincoln Dellar  
Station Commercial Mgr. . . . . Morton Sidley  
Program Director . . . . . William Bennington  
Chief Engineer . . . . . Paul E. Leake

## KSBW

**SALINAS—1947—MBS-DON LEE**

Frequency: 1380 Kc. . . . . Power: 1,000 Watts  
Owned-Operated By . . . . . Salinas Bcstg. Corp.  
Business-Studio-Transmitter Address . . . . . Airport  
Rd.  
Phone Number . . . . . 807L  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Western Radio, Adv.,  
John E. Pearson  
Membership . . . . . NAB  
President-Gen. Station Mgr.- Chief  
Engineer . . . . . J. M. Hall  
Commercial Manager . . . . . James W. Tressel  
Sales Promotion Mgr.-Pub. Dir. . . . . Jim Willis  
Prog.-Prod.-Music Dir. . . . . Don Wells  
Chief Announcer . . . . . Roy Wilson  
Farm Editor . . . . . Ken Wilhelm

## KCSB

**SAN BERNARDINO—1947**

Frequency: 1350 Kc. . . . . Power: 500 Watts d.  
Owned-Operated By . . . . . San Bernardino Valley  
Bctrs.  
Studio-Bus, Transmitter Address . . . . . 770 Mill St.  
Phone Number . . . . . 82245  
Air Time . . . . . 5:30 a.m.-Local sunset  
News Service . . . . . AP, UP  
Transcription . . . . . Lang-Worth  
Representative . . . . . Forjoe  
President . . . . . Woodrow Miller  
Gen.-Station-Comm. Mgr. . . . . John R. Rider  
Sales Prom. Mgr., Prog.-Publicity  
Director . . . . . Sam Kerner  
Chief Announcer . . . . . Val Gearhart  
Chief Engineer, Farm Editor . . . . . Donald Kerr

## KFXM

**SAN BERNARDINO—1929**  
**MBS-DON LEE**

Frequency: 590 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Lee Bros. Bcstg. Corp.  
Business Studio Address . . . . . 512 Fifth St.  
Phone Number . . . . . 4761  
Transmitter Location . . . . . San Bernardino  
Air Time . . . . . 5:45 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . John Blair  
Membership . . . . . NAB  
President . . . . . J. Clifford Lee  
V. P.-General Station-Comm.  
Manager . . . . . Don S. Cummings  
Sales Promotion Mgr.-  
Publicity Director . . . . . Lowell Smith  
Program Director . . . . . Gene W. Lee  
Production Director . . . . . John E. Harder  
Chief Announcer . . . . . Charles Palmer  
Chief Engineer . . . . . George Ewing  
Farm Editor . . . . . Howard Baichly

## KITO

**SAN BERNARDINO—1947—ABC**

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . San Bernardina Bcstg. Co.  
Inc.  
Business Studio Address . . . . . 569 Fourth St.  
Phone Number . . . . . 7807  
Transmitter Location . . . . . 1-4 Mi. north of Base Line  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Representative . . . . . George P. Hollingbery  
President . . . . . Carl E. Haymond  
Station-Comm. Manager . . . . . George E. Lindman  
Promotion Manager-Program  
Dir. . . . . Charles B. Foll  
Production Dir.-Chief Announcer Arnold Benum  
Musical Director . . . . . Clemmy Wacula  
Chief Engineer . . . . . Owen J. Ford

## KRNO

**SAN BERNARDINO—1946**  
**UNITED PACIFIC**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Western Empire Bctrs., Inc.  
Address . . . . . 990 Colton Ave  
Phone Number . . . . . 2-4282, 81-9131, 6-6538  
Transmitter Location . . . . . 990 Colton Ave.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Gene Grant  
Membership . . . . . NAB  
President-General-Station  
Mgr. . . . . Norman H. Rogers

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. . . **CALIFORNIA** . . .

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Commercial Manager-Chief  
Engineer.....George Wesley Brock  
Sales Promotion Manager-  
Publicity Director.....James W. Gerrard  
Program Director.....Dave Shaw  
Chief Announcer.....Wynn Stewart  
Musical Director.....H. Kenn Davis  
Farm Editor.....Rick Hendricks

## K C B Q

SAN DIEGO—1946—CBS

Frequency: 1170 Kc....Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Operated By.....Charles E. Salik  
Business Studio Address.....1405 Fifth Ave.  
Phone Number.....Franklin 1315  
Transmitter Location...62nd & El Cajon Blvd.  
Air Time.....6 a.m.-1 a.m.  
News Service.....UP  
Transcription.....Capitol, SESAC, Standard  
Representative.....Free & Peters  
Membership.....NAB, BMB  
Pres.-Gen.-Station Mgr.....Charles E. Salik  
Comm. Managers.....Graham Moore,  
William Houser  
Program Director.....Don Cubberly  
Chief Announcer.....Dean Long  
Musical Director.....Aram Rejebian  
Chief Engineer.....Charles Sherburne  
Farm Editor.....Howard Keddie

## K F M B

SAN DIEGO—1941—ABC

Frequency: 550 Kc.....Power: 1000 Watts  
Owned-Operated By.....Jack Gross Bcstg. Co.  
Business Address-Studio Address.....1375  
Pacific Blvd.  
Phone Number.....Main 2114  
Transmitter Location.....Grantville  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....World,  
Standard, SESAC  
Representative.....The Branham Co.  
Membership.....NAB, BMB  
President-General-Station Mgr...Jack O. Gross  
Commercial Manager.....William Edholm  
Sales Promotion Mgr.....Pat Du Rant  
Program Production Dir.....John Bainbridge  
Publicity Director.....Pat Du Rant  
Chief Engineer.....Robert E. Lee, Jr.

## K F S D

SAN DIEGO—1926—NBC

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Operated By.....Airdan Radio Corp.  
Business Address.....326 Broadway  
Phone Number.....Franklin 6353

Studio Address.....U. S. Grant Hotel  
Transmitter Location.....Emerald Hills  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Paul H. Raymer  
President.....Thomas E. Sharp  
General Mgr.....John C. Merlino  
Manager.....M. R. Harris  
Program Director.....Alys Phreaner

## K G B

SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts  
Owned-Operated By.....Don Lee Bcstg. Syst.  
Address.....1017 First Ave.  
Phone Number.....Franklin 6151  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World  
Representative.....John Blair  
President.....Lewis Allen Weiss  
Station Manager.....F. D. Ide  
Commercial-Sales Promotion  
Manager.....Hobby Myers  
Prog.-Pub.-Production Mgr.....Jerry Lee Pecht  
Chief Engineer.....William G. Collins

## K S O N

SAN DIEGO—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Studebaker Bcstg. Co.  
Business Studio Address.....630 F St.  
Phone Number.....Franklin 5175  
Transmitter Location...Rigle & Dalbergia Sts.  
Air Time.....6 a.m.-M.  
News Service.....AP, INS  
Transcription Service...Lang-Worth, Capitol,  
SESAC, Standard  
Representative.....Tracy Moore, Burn-Smith  
Membership.....NAB  
Gen.-Station-Commercial Mgr.....C. Frederic  
Rabell  
Sales Promotion Mgr.-Prgm. Dir.....Dorothy  
Johnson  
Prod. Dir.-Pub. Dir.....Gordon Studebaker  
Musical Director.....Jan Thomas  
Chief Announcer-Chief Engineer...Bill Marvin  
Farm Editor.....Gordon Studebaker

## K U S N

SAN DIEGO—1947

Frequency: 1510 Kc....Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Operated By...San Diego Bcstg. Co.  
Business Studio Address...1029 Second Ave.  
Phone Number.....Main 2041  
Transmitter Location.....63rd & Montezuma  
Air Time.....18 hrs

. . . **CALIFORNIA** . . .

News Service.....UP, AP  
 Transcription Service...Associated, Lang-Worth  
 Representative.....Forjoe  
 Membership.....NAB  
 President.....C. A. Smith  
 General Manager.....Jack Heintz  
 Chief Engineer.....Vern Milton

**K Y O R**

**SAN DIEGO—1947**

Frequency: 1130 Kc...Power: 250 d.; CP-5000  
 Owned-Operated By...Silver Gate Broadcast-  
 ing Co.  
 Address.....399 W. Broadway  
 Phone Number.....Franklin 9-5121  
 Air Time.....Limited  
 News Service.....AP  
 Transcription Service...MacGregor, Standard,  
 SESAC  
 Representative.....Grant  
 General Manager.....James Howe  
 Comm.Prom. Mgr.....Bert Johnson  
 Program Director.....Jean Rutkowski  
 Chief Engineer.....Warren S. Williamson

**K F R C**

**SAN FRANCISCO—1924**  
**MBS-DON LEE**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By...Don Lee Bcstg. System  
 Business-Studio Address...1000 Van Ness Ave.  
 Phone Number.....Prospect 5-0107  
 Transmitter Location...1000 Van Ness Ave.  
 Air Time.....Unlimited  
 News Service.....AP, INS  
 Transcription Service.....World  
 Representative.....John Blair  
 Membership.....NAB  
 President.....Lewis Allen Weiss  
 General Station Manager...William D. Pabst  
 Commercial Manager...Merwyn L. McCabe  
 Sales Promotion Mgr.-Pub. Dir....Robert L.  
 Templeton  
 Program Dir.-Prod. Mgr.....Mel Venter  
 Chief Announcer.....Lewis Pfeiffer  
 Musical Director.....Lyle Bardo  
 Chief Engineer.....E. G. Underwood

**K G O**

**SAN FRANCISCO—1924—ABC**

Frequency: 810 Kc.....Power: 50,000 Watts  
 Owned-Operated By...American Bcstg. Co.  
 Business Address.....155 Montgomery St.  
 Phone Number.....Exbrook 2-6544  
 Studio Address.....Tayler & O'Farrell Sts.  
 Transmitter Location...Near Newark, Calif.  
 Air Time.....6 a.m.-M.  
 News Service.....AP, INS, UP  
 Transcription Service...Standard, Associated,  
 Capitol

Representative.....ABC Spot Sales  
 Membership.....NAB, BMB  
 President.....Mark Woods  
 General Station Manager...Gayle V. Grubb  
 Commercial Manager.....Kirkham Toney  
 Adv. Promotion-Pub. Dir.....Maury Baker  
 Program Director.....Bloyce Wright  
 Chief Announcer.....John Galbraith  
 Musical Director.....Phil Bovero  
 Chief Engineer.....A. E. Evans

**K J B S**

**SAN FRANCISCO—1925**

Frequency: 1100 Kc.....Power: 1000 Watts d  
 Owned-Operated By...KJBS Bcstrs.  
 Business Studio Address...1470 Pine St.  
 Phone Number.....Ordway 3-4148  
 Transmitter Location...1470 Pine St.  
 Air Time.....5 a.m.-Local Sunset  
 News Service.....AP, INS  
 Transcription Service...Standard, MacGregor,  
 Lang-Worth, Associated  
 Representative.....Headley-Reed  
 Membership.....NAB  
 Vice-Pres.-General Mgr...Edwin P. Franklin  
 Commercial Mgr.-Sales Promotion Mgr...Stan-  
 ley G. Breyer  
 Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton  
 Musical Director.....Mildred Bowyer  
 Chief Engineer.....Wayne Berthold

**K N B C**

**SAN FRANCISCO—1922—NBC**

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Operated By...National Bcstg. Co.  
 Bus. Studio Address...Taylor & O'Farrell Sts.  
 Phone Number.....GRaystone 4-8700  
 Transmitter Location...Belmont  
 Air Time.....Unlimited  
 News Service.....AP, INS, UP  
 Transcription Service...Thesaurus, Standard  
 Representative.....NBC Spot Sales  
 Membership.....NAB, BMB  
 President (NBC).....Niles Trammell  
 General-Station Manager...John W. Elwood  
 Sales Manager.....Alfred W. Crapsey  
 Sales Promotion Manager...Miss Ethel Gilchrist  
 Program Director.....Paul Speegle  
 Publicity Director.....John Thompson  
 Musical Director.....Tony Freeman  
 Chief Engineer.....Curtis Peck  
 Farm Editor.....Henry Schacht

**K S F O**

**SAN FRANCISCO—1926**

Frequency: 560 Kc...Power: 5000 Watts d..  
 1000 Watts n.  
 Owned-Operated By...The Associated Bcstrs.,  
 Inc.

Business Studio Address...Mark Hopkins Hotel  
 Phone Number.....EXbrook 2-4567  
 Transmitter Location...Islais Creek, Pier 92  
 Air Time.....6:15 a.m.-12:15 a.m.  
 News Service.....INS, UP  
 Transcription Service...Standard; Associated  
 Representative.....Bolling  
 Membership.....NAB, BMB  
 President.....W. I. Dumm  
 V.P.-Gen. Mgr.....Philip G. Lasky  
 Sec.-Treas.....F. M. Dumm  
 Sales Mgr.....John G. Campbell  
 Sales Promotion Mgr.....Richard Kelly  
 Pgm. Dir.....Keith Kerby Lakin  
 Dir. of Engineering.....A. E. Towne  
 Farm Editor.....Herb Kennedy

## K Y A

**SAN FRANCISCO—1926**

Frequency: 1260 Kc...Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By...Paio Alto Radio Station,  
 Inc.  
 Business Studio Address.....Hearst Bldg.  
 Phone Number.....DOuglas 2-2536  
 Transmitter Location.....Candlestick Pl.  
 Air Time.....Unlimited  
 News Service.....AP, INS, UP  
 Transcription Service.....World  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB  
 President.....Dorothy S. Thackrey  
 Gen. Station Manager.....Don Feddersen  
 Comm.-Sales Prom. Mgr.....David E. Lundy  
 Program Director.....Tom Franklin  
 Production Director.....Vern Wilson  
 Musical Director.....John McSwain  
 Chief Engineer.....Paul Schulz

## K S A N

**SAN FRANCISCO—1922**

Frequency: 1450 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Golden Gotes Bcstg. Corp.  
 Business Studio Address.....1355 Market St.  
 Phone Number.....Market 1-8171  
 Transmitter Location.....1355 Market St.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth  
 Representative.....William G. Rambeau  
 Membership.....NAB  
 President.....S. H. Patterson  
 Gen.-Station-Comm. Sales Promotion  
 Manager.....Lee C. Mikesell  
 Prog.-Pub. Dir.....Clint Sherwood  
 Prod. Dir.....Susan Alex  
 Chief Announcer.....Harry Wickersham  
 Music Dir.....Barbara Smith  
 Chief Engineer.....John Roger Skelton

## K S G N

**SANGER—1947**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Sanger Co.  
 Business Studio Address.....P. O. Box 338  
 Phone Number.....Sanger 490  
 Transmitter.....4½ Mi. NE of Sanger  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Representative.....Tracy Moore  
 Membership.....NAB  
 Gen. Station-Comm.-Sales Prom. Mgr.  
 Howard Kirby  
 Pgm.-Prod. Dir.-Chief Announcer-Farm Editor  
 George E. Steiner  
 Chief Engineer.....Julian J. Nielsen

## K E E N

**SAN JOSE—1947**

Frequency 1370 Kc.....Power 1000 Watts  
 Owned-Operated By.....United Bcstg. Co.  
 Business Studio Address.....Hotel De Anza  
 Phone Number.....Columbia 1370  
 Transmitter Location...Wayne Ave. & Oakland  
 Highway  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service...Associated, McGregor  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President.....George M. Mardikian  
 Genl. Mgr.....Floyd Farr  
 Station Mgr.-Pgm. Mgr.....George Snell  
 Comm. Mgr.....Walter Grau  
 Sales-Prom. Mgr.....Harold Woolley  
 Chief Announcer.....Tom Duggan  
 Chief Engineer.....Lee Johnston  
 Farm Editor.....Ed Marion

## K L O K

**SAN JOSE—1946**

Frequency: 1170 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Valley Bcstg Co.  
 Business Address.....40 W. San Antonio St.  
 Phone Number.....Columbia 1483  
 Studio Address.....Rt. 3, Box 323A  
 Transmitter Location.....King Rd. at Aborn  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....AP  
 Representative.....Gene Grant, Rural Radio  
 Membership.....NAB, BMB  
 General Manager.....E. L. Barker  
 Sales Manager.....R. E. Ryan  
 Program Director.....Ruth Poindexter  
 Chief Engineer.....Bill Cunningham  
 Farm Editor.....H. McKenzie

CALIFORNIA

K Q W

SAN JOSE—1912—CBS

Frequency: 740 Kc. Power: 5,000 Watts
Owned-Operated By: Pacific Agricultural Foundation, Ltd.
Business: 140 Jessie St., San Francisco, Calif.
Phone Number: EXbrook 2-3233
Studio Address: 140 Jessie St., San Francisco; 89 San Antonio St., San Jose.
Transmitter Location: Alviso, Calif.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Standard
Representative: Edward Petry
Membership: NAB, BMB
Pres., Gen. Station Mgr.: Ralph R. Brunton
Commercial Mgr.: Myron A. Elges
Program Director: Fred Ruegg
Musical Director: Ray Hackett
Chief Engineer: Alan N. Cormack
Farm Editor: Bert Buzzini

K S J O

SAN JOSE—1946

Frequency: 1590 Kc. Power: 1000 Watts d. 500 Watts n.
Owned-Operated By: Santa Clara Bcstg. Co.
Business Address: P. O. Box 995
Phone Number: Ballard 3660
Transmitter-Studio Loc.: Story and Lucretia Avenues
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Tracy Moore
Membership: NAB
President: Patrick H. Peabody
Pgm.-Prod. Pub. Dir.: Norman Paul
Gen. Station Comm. Mgr.: Charles F. Mallory
Chief Engineer: Larry King

K X R X

SAN JOSE—1948

Frequency: 1500 Kc. Power: 1000 Watts
Owned-Operated By: San Jose Bcstg. Co.
Address: Box 167
Phone Number: Ballard 971
News Service: UP
Transcription Service: Associated
Representative: Walker
President: Joe E. Levitt
General Manager: Jan King
Commercial Manager: Tom Magowan
Program Director: Glenn Hill
Promtion Manager: Glenda Huffman
Chief Engineer: Frank Glass

K P I K

SAN LUIS OBISPO—1947

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By: San Luis Obispo Bcstg. Co.
Business Studio Address: 1130 Garden St.
Phone Number: 3171
Transmitter Location: 500 Price St.
Air Time: Unlimited
News Service: UP
Transcription Service: World, Capitol, Lang-Worth
Station Representative: Tracy Moore
Owner: Emma Widman
General Manager: Hugh Harling
Commercial Manager: Robert Richardson
Program Director: Jerry Lierz
Promotion Manager: Ruth Clark
Chief Engineer: Chuck Boufflou

K V E C

SAN LUIS OBISPO—1937
MBS-DON LEE-KBS

Frequency: 920 Kc. Power: 1000 Watts d. 500 Watts n.
Owned-Operated By: The Valley Electric Co.
Business Address: 851 Higuera St. Mount View & Hill Sts.
Phone Number: 1100-1
Transmitter Location: 1 1/2 mi. N. of City On Highway 1
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: W. S. Grant
Membership: NAB
President-Owner: Christina M. Jacobson
Gen. Station Mgr.: Les Hacker
Commercial, Promotion Mgr.: Joe Shuttleworth
Program, Production Director: Bob Wilton
Publicity Director: Don Prestridge
Chief Announcer, Musical Director, Farm Editor: Steve Lamkin
Chief Engineer: Herbert Bonaventure

K S M O

SAN MATEO—1947

Frequency: 1550 Kc. Power: 1000 Watts
Owned-Operated By: Amphlett Printing Co.
Address: 145 Second Ave.
Phone Number: Di. 3-1831
Studio Address: Arthur Bldg., 9th & "B" Sts.
Transmitter Location: Belmont
Air Time: Unlimited
News Service: AP, UP
Transcription Service: SESAC, Standard, Lang-Worth
Representative: Grant
Membership: NAB
President: J. Hart Clinton
Gen.-Sta.-Comm. Sales Mgr.: John H. Schacht
Program Director: Bill Delmar
Chief Engineer: H. Nell Black

**KVSM**

**SAN MATEO—1946**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Operated By...The San Mateo County  
 Bcstrs.  
 Business Studio Address...279 Baldwin Ave.  
 Phone Number.....Diamond 4-4395  
 Transmitter Location...Third Ave. at Seal Creek  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....World  
 Representative...Donald Cooke, Gene Grant  
 Membership.....NAB  
 President.....Hugh H. Smith  
 Gen.-Station-Comm. Mgr....Gordon D. France  
 Program Director.....Marianne Chamberlin  
 Chief Announcer.....Aaron Edwards  
 Chief Engineer.....Merwyn F. Planting

**KTIM**

**SAN RAFAEL—1947**

Frequency: 1510 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Marin Bcstg. Co., Inc.  
 Business Studio Address....1117 Fifth Ave.  
 Phone Number.....San Rafael 1510  
 Transmitter Location...College Ave., Kentfield  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 President.....Roy A. Brown  
 Gen. Station Mgr., Prod., Publicity Director  
 Hugh Turner  
 Comm., Sales Prom. Mgr....Clifford A. Trotter  
 Program Director.....Marion C. Lichty  
 Chief Ann., Musical Dir....Robert A. Albertson  
 Chief Engineer.....Melvin H. Murphy  
 Farm Editor.....Peter Miller

**KVOE**

**SANTA ANA—1926—MBS-DON LEE**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Operated By...The Voice of the Orange  
 Empire, Inc., Ltd.  
 Business Studio Address.....206-N. Main  
 Phone Number.....Kimberly 2-7191  
 Transmitter Studio Location.....W. 5th St.  
 Air Time.....Unlimited  
 Transcription Service...Standard, MacGregor  
 Representative.....W. S. Grant  
 Membership.....NAB, BMB  
 President, Gen. Mgr.....Ernest L. Spencer  
 Station, Sales Prom. Mgr., Publicity Director  
 Donner P. Spencer  
 Commercial Manager.....L. S. Nicholson  
 Prgm. Dir., Musical Dir....Wallace S. Wiggins  
 Production Director.....C. Stevens  
 Chief Announcer.....Robert Engle  
 Chief Engineer.....Stanley G. Guenther

**KDB**

**SANTA BARBARA—1921**

**MBS-DON LEE**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By...Don Lee Bcstg. System  
 Business-Studio-Transmitter  
 Address.....Radio Square  
 Phone Number.....4131  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....John Blair  
 Membership.....NAB  
 Pres., Gen. Mgr.....Lewis Allen Weiss  
 Station Manager.....Edward K. Kemble  
 Comm. Manager.....James S. Blomfield  
 Prog. Dir., Farm Editor....Donald C. Roberts  
 Prod. Dir.....Fred Burrous  
 Chief Announcer.....George Humphrey  
 Chief Engineer.....Forrest Choate

**KIST**

**SANTA BARBARA—1946—NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Radio KIST, Inc.  
 Business-Studio Address.....Balboa Bldg.  
 Phone Number.....3891  
 Transmitter Location.....735 State St.  
 Air Time.....6:15 a.m.-12:15 a.m.  
 News Service.....UP  
 Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 President.....Harry C. Butcher  
 V.P., Gen.-Sta. Manager, Commercial  
 Manager.....Fin Hellinger  
 Sales Promotion Mgr....Michael J. McKeogh  
 Program Director.....Mary Ann Casey  
 Prod. Dir., Farm Editor....Al Staats  
 Publicity Director.....Michael J. McKeogh  
 Chief Engineer.....Stan Saueressig  
 Consulting Engineer.....Lloyd Sigmund

**KTMS**

**SANTA BARBARA—1937**  
**ABC-TRI-COUNTY NET.**

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.  
 Owned-Oper. By...New-Press Publishing Co.  
 Business-Studio Address...de la Guerra Plaza  
 Phone Number.....6116  
 Transmitter Location.....Goleta  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Paul H. Raymer  
 Membership.....NAB  
 President.....Thomas M. Storke  
 Vice-President.....C. A. Storke  
 Gen.-Sta.-Comm. Mgr.....Kenneth E. Peters

Sales Promotion Mgr. . . . . Richard Smith  
 Prog.-Prod. Dir., Chief Anncr. . . . Don E. Evans  
 Publicity Director . . . . . John Willis  
 Musical Director . . . . . Ted Scott  
 Chief Engineer . . . . . Alhert A. Nicolay

## KRUZ

### SANTA CRUZ—1947

Frequency: 1460 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Monterey Bay  
 Broadcast Co.  
 Business-Studio Address . . . . 1407 Pacific Ave.  
 Phone Number . . . . . 5140  
 Transmitter Location . . . . . Rt. 2, Watsonville  
 Air Time . . . . . 8 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, World  
 Gen.-Station-Comm. Mgr. . . . . L. John Miner  
 Prog.-Prod. Director . . . . . Jack Daugherty  
 Chief Engineer . . . . . Grant R. Wrathall

## KSCO

### SANTA CRUZ—1947

Frequency: 1080 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Radio Santa Cruz  
 Business Address . . . . . P. O. Box 1080  
 Phone Number . . . . . 1080  
 Studio-Transmitter Address . . . . Capitola Drive &  
 Corcoran Lagoon  
 Air Time . . . . . 6:30 a.m.-Local Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB  
 Pres., Managing Partner, Gen.-Station-  
 Comm. Mgr., Chief  
 Engineer . . . . . Charles Vernon Be lin  
 Sales Promotion Mgr. . . . . Gerald Schaffer  
 Production Director . . . . . Kenny L. Alford  
 Chief Announcer . . . . . Brad Peters  
 Farm Editor . . . . . John E. Adams

## KCOY

### SANTA MARIA—1947

#### ABC-TRI-COUNTY

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . News-Press Publishing  
 Co.  
 Business-Studio Address . . . . 114 W. Cook St.  
 Phone Number . . . . . 104  
 Transmitter Location . . . . . N. Blosser Rd.  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 Chief Executives . . . . . Thomas M. Storke,  
 Charles A. Storke  
 Sta.-Comm. Mgr. . . . . J. W. Benes  
 Program Director . . . . . Duane F. Johnson  
 Chief Engineer . . . . . C. Dralle

## KSMA

### SANTA MARIA—1947

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Central Coast Bcstg. Co.  
 Business-Studio Address . . . . 510 West Morrison,  
 P. O. Box 771  
 Phone Number . . . . . 43  
 Transmitter Location . . . . . North Broadway  
 Air Time . . . . . 8 a.m.-11 p.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World, Associated  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, BMB  
 President, Owner . . . . . John H. Poole  
 General Manager . . . . . Laurence W. Harry

## KOWL

### SANTA MONICA—1947

Frequency: 1580 Kc. . . . . Power: 5000 Watts d.  
 Owned-Operated By . . . . . KOWL, Inc.  
 Business-Studio Address . . . . Ambassador Hotel  
 Phone Number . . . . . 46761  
 Transmitter Location . . . . 11637 Charnock Rd.,  
 Los Angeles 25  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard  
 Pres., Gen.-Sta.-Comm.  
 Manager . . . . . Arthur H. Croghan  
 Music Dir. . . . . Walter Wise  
 Chief Engineer . . . . . John Morecroft

## KSPA

### SANTA PAULA—1948

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . Ventura County Radio  
 Center, Inc.  
 Business-Studio Address . . . . . Box 112  
 Phone Number . . . . . 1400

## KSRO

### SANTA ROSA—1937

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Ruth W. Finley  
 Bus.-Studio Address . . . . . 425 Mendocino Ave.  
 Phone Number . . . . . 110  
 Transmitter Location . . . . . Finley Ave.  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, MacGregor,  
 Cole  
 Representative . . . . . Western Radio Adv.  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Mrs. Ruth W. Finley  
 General-Station Manager . . . . Eddie Handley  
 Commercial-Sales Promotion  
 Manager . . . . . Lee Fleming  
 Program Director . . . . . Jack Murphy

Prod. Dir.....William Lambert  
 Chief Engineer.....Vern Hassett  
 Farm Editor.....Sheridan Baker

## K G I L

### SHERMAN OAKS—1947

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Operated By....San Fernando Valley  
 Bcstg. Co.  
 Business Address.....4919 Van Nuys Blvd.  
 Phone Number.....State 4-6291  
 Studio Addresses...4919 Van Nuys Blvd., Sher-  
 man Oaks; 14908 Lassen St., San Fernando  
 Transmitter Location...14908 Lassen St., San  
 Fernando  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Capitol, Standard  
 Membership.....NAB  
 Pres., General Mgr.....F. J. Smalley, Jr.  
 V.P., Comm. Mgr.....Howard P. Grey  
 Program Director.....Allan McKee

## K G D M

### STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 5000 Watts  
 (C.P. 10,000 Watts)  
 Owned-Operated By.....E. F. Pelfer  
 Business-Studio Address...519 E. Market St.  
 Phone Number.....4-4551  
 Transmitter Location...Highway 99, 3 mi. from  
 Stockton  
 Air Time.....6 a.m.-M.  
 News Service.....INS  
 Transcription Service.....World  
 Representative.....John Blair  
 President.....E. F. Pelfer  
 Gen.-Comm. Mgr.....E. Smith  
 Program Director.....V. Swan  
 Promotion Manager.....A. Lubersky  
 Chief Engineer.....M. B. Greene

## K W G

### STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....McClatchy Bcstg. Co.  
 Bus.-Studio Address.....612 E. Market St.  
 Phone Number.....5-3728  
 Transmitter Location.....Weber and E Sts.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Capital  
 Representative.....Paul H. Raymor  
 Membership.....NAB, BMB  
 President.....Eleanor McClatchy  
 Station Manager.....Howard L. Bailey  
 Program Director.....James E. Longe  
 Traffic Manager.....Marian V. Hough  
 Chief Engineer.....Frank Nesmith  
 Farm Editor.....John Mackenzie

## K X O B

### STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Valley Bcstg. Co.  
 Business-Studio Address...2013 Pacific Ave.  
 Phone Number.....5-5896  
 Transmitter Location.....Beyer Lane  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....John E. Pearson, Western  
 Radio Adv.  
 Membership.....NAB  
 President, Gen. Mgr.....Lincoln Dellar  
 Station Manager.....Herb Ferguson  
 Program Director.....Earle Russell  
 Chief Engineer.....Walt Berger

## K S U E

### SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Nolan Hallowell,  
 James E. McKahan  
 Business-Studio-Transmitter  
 Address.....Chestnut & Weatherlow Sts.  
 Phone Number.....354-B  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative...Donald Cooke, Gene Grant  
 Membership.....NAB  
 Gen. Mgr., Publicity Dir...William B. Murphy  
 Commercial Manager.....G. A. Oliver  
 Prog. Dir., Farm Editor...Wayne Thornton, Jr.  
 Chief Engineer.....Harold C. Houston

## K T K R

### TAFT—1948

Frequency: 1310 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Taft Bcstg. Co.  
 Business Address.....P.O. Box "WW"  
 Studio-Transmitter Address...1 mi. W. of Taft  
 Air Time.....Local Sunrise—local Sunset  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Homer Griffith  
 Membership.....NAB  
 General-Station Manager,  
 Sales Promotion Manager, Program-  
 Production Director.....Kenneth Aitken  
 Commercial Manager.....George Krisic  
 Publicity-Musical Director...George Flansberg  
 Chief Engineer.....Jim Welch

## K C O K

### TULARE—1945—MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Herman Anderson  
 Operated By.....Sheldon Anderson



# CALIFORNIA

Business Address.....P. O. Box 119  
 Phone Number .....800  
 Transmitter-Studio Location....Mooney Blvd.  
 Air Time.....5 a.m.-M.  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative.....John E. Pearson, Western  
 Radio Adv.  
 Membership.....NAB, BMB  
 Pres., Gen.-Sta. Mgr.....Sheldon Anderson  
 Comm.-Sales Prom. Mgr.....Richard A. Wegener  
 Program Director.....Paul Salvo  
 Prod.-Musical Dir.....Bob Lee  
 Publicity Director.....Wanda Woods  
 Chief Engineer.....James C. Morrison  
 Farm Editor.....Jon Beebe

## KGYW

VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....California-Nevada  
 Bcatg. Co.  
 Business-Studio Address.....141 Highway 29  
 Phone Number.....Vallejo 3-5667  
 Transmitter Location.....141 Highway 29  
 Air Time.....Local sun rise-local sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Tracy Moore  
 Gen.-Sta.-Comm. Mgr.....David McKay  
 Program Director.....Ruth Lewis  
 Prod. Dir.....Victor Paulsen  
 Chief Announcer.....William Roberts  
 Chief Engineer.....Arthur David

## KVEN

VENTURA—1948

Frequency: 1450 Kc.....Power: 2500 Watts  
 Owned-Operated By.....Coast Ventura Co.  
 Address.....P. O. Box 1611  
 Phone Number.....8675  
 News Service.....UP  
 Transcription Service.....Capitol  
 General Manager.....Mort Werner  
 Commercial Manager.....Harry Engel  
 Program Director.....Phil McMurray  
 Promotion Manager.....Dana Marbel  
 Chief Engineer.....John Scales

## KVVC

VENTURA—1948

Frequency: 1590 Kc.....Power 1000 Watts  
 Owned-Operated By  
 KVVC, The Voice of Ventura County  
 Business Address.....P.O. Box 1411  
 Phone Number.....6185  
 Studio Addresses  
 487 E. Main St. Ventura—Colonial House.  
 Oxnard; Mills Rd. near Telegraph Road

Transmitter Location  
 Mills Rd. near Telegraph Rd. E. of Ventura  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard, Associated  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President, Sta.-Comm.-Sales Prom.  
 Manager.....Barry Keit  
 Prog. Dir., Chief Announcer.....Jack Powell  
 Production Director.....Joe Dodds  
 Publicity Director, Farm Editor.....Sandy Knox  
 Musical Director.....William H. Haupt  
 Chief Engineer.....Jack Cowr

## KKIN

VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KKIN, Inc.  
 Address.....119 E. Acequia St.  
 Phone Number.....4-5811  
 Transmitter Location.....N. McWilliams Ave.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Forjoe  
 Pres., Sta. Mgr., Farm Editor.....Lyman Treaster  
 Comm.-Sales Prom. Mgr.....Albert Blain  
 Prog. Dir., Chief Announcer,  
 Musical Director.....George Lindsay  
 Chief Engineer.....Forrest Hughes

## KTKC

VISALIA—1937—ABC

Frequency: 940 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tulare-Kings Counties  
 Radio Associates  
 Business Address.....Box 511  
 Phone Number.....575-8  
 Transmitter-Studio Location.....1¼ mi. SW of  
 Visalia  
 Air Time.....5:45 a.m.-M  
 News Service.....AP  
 Transcription Service.....Long-World, World  
 Representative.....William G. Rambeau  
 Membership.....NAB, BMB  
 General-Station Manager.....Charles P. Scott  
 Commercial Manager.....Millard Kibbe  
 Sales Promotion Manager.....Jean Banks  
 Program Director, Production  
 Manager.....George Lindsay  
 Publicity Director.....Charles Niete  
 Chief Announcer.....Ben Or  
 Chief Engineer.....Herbert Stratton  
 Farm Editor.....John Daniels

## KHUB

WATSONVILLE—1936

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Luther E. Gibson

## CALIFORNIA-COLORADO

Business Address.....P. O. Box 349  
 Phone Number.....1700  
 Transmitter-Studio Location.....Atkinson Lane  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World, Capitol  
 Representative.....W. S. Grant  
 Membership.....NAB, BMB  
 President-Owner.....Luther E. Gibson  
 Gen.-Comm. Manager.....John A. Pearson  
 Program Director.....George Grayson  
 Chief Engineer, Farm Editor..Rodney Richards

### KSYC

**YREKA—1947—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..Siskiyou County Bcstg.  
 Co.  
 Business Address.....P. O. 597  
 Phone Number.....624  
 Transmitter-Studio Location..Lawrence Lane &  
 South Oregon St.  
 Air Time.....7 a.m.-10 p.m.  
 News Service.....AP  
 Transcription Service.....Keystone, World  
 Representative.....Tracy Moore  
 Membership.....NAB, BMB  
 President.....E. G. Millbourn  
 General Manager.....Helt C. Wardrip

Station-Comm.-Sales Promotion  
 Manager.....Jack R. Wagner  
 Program Director, Chief  
 Announcer.....Jack Matranga  
 Musical Director.....Stan Collins  
 Chief Engineer.....Bill Maginis

### KUBA

**YUBA CITY-MARYSVILLE—1947**

**KBS**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By..Peach Bowl Broadcasters  
 Business-Studio Address  
 P.O. Box 309, Yuba City  
 Phone Number.....1600  
 Transmitter Location..Sanborn Rd., Sutter Co.  
 Air Time.....6:00 a.m.-M.  
 News Service.....AP  
 Transcription Service..Standard, Capitol, KBS  
 Representative.....Homer Griffith, Friedenber  
 General-Station Manager.....Bud B. Ballard  
 Commercial Manager.....Clyde L. Goodnight  
 Sales Promotion Manager.....Sid Loomis  
 Program Dir., Chief Anncr.....Bert Downing  
 Publicity Director, Farm Editor...Dave Harris  
 Prod. Dir.....Robert Dye  
 Musical Director.....Roy Swanson  
 Chief Engineer.....Chet Ullom

## COLORADO

*Estimated Population 1,165,000—Increase +3.7%—Radio Homes 305,300  
 Total Families 315,700—Stations in State 29*

### KGIW

**ALAMOSA—1927—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....E. L. Allen  
 Business Address.....P. O. Box 127  
 Phone Number.....26  
 Studio-Transmitter Address..East of Alamosa  
 Air Time.....6 a.m.-10 p.m.  
 News Service.....UP  
 Transcription Service.....Keystone  
 Pres., Gen.-Station-Comm. Mgr....E. L. Allen  
 Sales Promotion Manager.....Charles Dynes  
 Prog.-Prod.-Publicity Dir.....Lloyd Allen  
 Chief Engineer.....George Kettle

Business-Studio Address.....1617 Pearl St.  
 Phone Number.....1490  
 Transmitter Location.....E. Pearl St.  
 Air Time.....7 a.m.-11:05 p.m.  
 News Service.....AP  
 Transcription Service..Standard, Lang-Worth  
 Membership.....NAB  
 President.....Herb Hollister  
 Gen.-Sta.-Comm. Mgr.....Russel Shaffer  
 Prog. Dir., Chief Announcer.....Bill Keene  
 Publicity Director.....Bob Butz  
 Chief Engineer.....Blair Dobbins  
 Farm Editor.....Bob Wilkinson

### KRLN

**CANON CITY—1947—KBS**

### KBOL

**BOULDER—1946—KBS-COLUMBINE**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By....Boulder Radio KBOL,  
 Inc.

Frequency: 1400 Kc.....Power: 250 Watts d.  
 Owned-Operated By....Royal Gorge Bcstrs,  
 Inc.  
 Business-Studio Address...1615 Central Ave.  
 Phone Number.....1100  
 Transmitter Location...1615 Central Avenue

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**• • • COLORADO • • •**

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Air Time.....7 a.m.-7 p.m.  
News Service .....UP  
Transcription Service .....Keystone  
President, General-Station  
Manager .....Raymond M. Beckner  
Program Director.....G. C. Underhill  
Chief Announcer.....Dick Painter  
Chief Engineer.....John L. Antic

**K R D O**  
COLORADO SPRINGS—1947  
COLUMBINE

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Pikes Peak Bcstg. Co.  
Business-Transmitter Location.....Alta Vista  
Hotel  
Phone Number.....Main 1125  
Air Time.....6 a.m.-M.  
News Service .....AP  
Transcription Service.....Standard, Lang-Worth,  
Cole  
Representative.....William G. Rambeau  
Membership .....NAB  
Pres., Gen.-Comm. Mgr.....Joseph H. Rohrer  
Station Manager.....Paul Crozier  
Sales Promotion Manager.....Harry Hoth  
Prog., Musical Dir.....Jean Gitz  
Production Director.....Robert Fitzmorris  
Pub. Dir., Chief Engineer...Joseph H. Rohrer  
Chief Announcer, Farm Editor..Michael Dillon

**K V O R**  
COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Oklahoma Pub. Co.  
Business-Studio Address.....800 Exchange National  
Bank Bldg.  
Phone Number.....Main 278  
Transmitter Location.....2803 E. Platte Ave.  
Air Time.....Unlimited  
News Service .....AP  
Transcription Service .....World  
Representative.....The Katz Agency  
President.....E. K. Gaylord  
Gen.-Station Manager.....Everett Shupe  
Commercial Manager.....Orville Suhre  
Program Director.....Conrad Brown  
Production Director.....Edgar Jones  
Chief Engineer.....Cozine Strang  
Farm Editor.....Ralph Conner

**K R A I**  
CRAIG—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Newel S. Cahoon  
Business-Studio-Transmitter Address.....Craig  
Phone Number .....707-8  
Air Time.....6:30 a.m.-10 p.m.  
News Service .....UP

Gen.-Sta.-Comm Manager.....M. H. Hilton  
Program Director.....Ed Christy  
Chief Announcer.....Irv Jacobson  
Chief Engineer.....Andrew Walker

**K L Z**

DENVER—1920—CBS

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Operated By.....KLZ Bcstg. Co.  
Business-Studio Address.....Shirley-Savoy Hotel  
Phone Number.....MAin 4271  
Transmitter Location.....Englewood, Colo.  
Air Time.....Unlimited  
News Service.....AP, INS  
Transcription Service.....Standard, Capitol  
Representative.....Katz  
Membership .....NAB, BMB  
President.....E. K. Gaylord  
Manager.....Hugh B. Terry  
Commercial Manager.....R. Main Morris  
Promotion Manager.....John Connors  
Program Director.....Charles C. Roberts  
Musical Director.....Arthur Gow  
Chief Engineer.....Harvey E. Wehrman  
Farm Editor.....Lowell Watts

**K M Y R**

DENVER—1941

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....KMYR Bcstg. Co.  
Business-Studio Address.....1626 Stout St.  
Phone Number.....MAin 4181  
Transmitter Location.....1626 Stout Street  
Air Time.....6 a.m.-1:30 a.m.  
News Service.....AP, UP  
Transcription Service .....Lang-Worth  
Representative.....William G. Rombeau  
Membership .....NAB  
President-General Manager.....F. W. Meyer  
Station Director.....A. G. Meyer  
Prog. Dir., Prod. Mgr.....Joseph C. McGrane  
Music Director.....Martha Gobble  
Chief Engineer.....Glen James  
News Editor.....Dick Leonard

**K O A**

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts  
Owned-Operated By.....National Bcstg. Co., Inc.  
Business-Studio Address.....1625 California St.  
Phone Number.....Main 6211  
Transmitter Location.....Aurora, Colo.  
Air Time.....Unlimited  
News Service.....AP, INS, UP  
Transcription Service.....Thesaurus, Associated  
Representative.....NBC Spot Sales  
Membership .....NAB, BMB  
President (NBC).....Niles Trammell  
General-Station Manager.....Lloyd E. Yoder

**COLORADO**

Commercial Mgr. . . . . L. Berry Long, Jr.  
 Sales Promotion Manager . . . Randolph Smith  
 Program Director . . . . . Clarence C. Moore  
 Production Manager . . . . . Earle C. Ferguson  
 Publicity Director . . . . . Donald E. Allen  
 Musical Director . . . . . Milton Shrednik  
 Chief Engineer . . . . . Robert H. Owen  
 Farm Editor . . . . . Donald M. Peach

**K F E L**

**DENVER—1923—MBS**

Frequency: 950 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . Eugene P. O'Fallon, Inc.  
 Business-Studio Address . . . . . Albany Hotel  
 Phone Number . . . . . Alpine 4691  
 Transmitter Location . . . . . 5350 W. 20th St.  
 Air Time . . . . . 24 hrs.  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Standard, Associated,  
 Cole, SESAC  
 Representative . . . . . John Blair  
 General Manager . . . . . Gene O'Fallon  
 Managing Director . . . . . Frank Bishop  
 Commercial Manager . . . . . Mark Crandall  
 Musical Director . . . . . Marilyn Grund  
 Chief Announcer . . . . . Ronald J. McCoy  
 Chief Engineer . . . . . Tom G. Morrissey  
 Farm Editor . . . . . Gus Swanson

**K T L N**

**DENVER—1948**

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Landon Bcstg. Co.  
 Business-Studio Address . . . . . Park Lane Hotel  
 Phone Number . . . . . RAce 4636  
 Transmitter Location . . . . . 3000 South Plate River  
 Drive, Littleton  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP  
 President . . . . . Alf M. Landon  
 Gen.-Sta.-Comm. Manager . . . . . W. P. Gillin  
 Program Director . . . . . David Button  
 Chief Engineer . . . . . Robert R. Blanchard

**K V O D**

**DENVER—1925—ABC**

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Colorado Radio Corp.  
 Business-Studio Address . . . . . Midland Savings  
 Bldg.  
 Phone Number . . . . . TAbor 2291  
 Transmitter Location . . . . . 53rd & Pecos  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Cole,  
 Associated

*You're in  
 Good Company  
 on KFEL'S "Ray Perkins Show"*

\*patronized in 1948 by  
 these National Advertisers

Alexander Smith Rugs, American Tobacco,  
 Beauty Facteurs, Birdseye, Blondex, Brown & Williamson,  
 Colgate, Columbia Records, Garrett Wines,  
 Griffin Shoe Polish, Musterole, National Biscuit,  
 Rayve Shampoo, Richard Hudnut, Seventeen Magazine,  
 Shontex, Standard Brands, Vick's, Whistle, White Rock  
 and many fine local accounts, too!

TIME Magazine:  
 "Ray Perkins . . . top  
 jockey in the Rocky  
 Mountain Region . . ."



**Mutual in Denver**  
 MANAGED BY GENE O'FALLON  
 REPRESENTED BY JOHN BLAIR

Membership ..... NAB  
 President..... William D. Pyle  
 Station Manager..... T. C. Ekrem  
 Comm.-Sales Prom. Mgr..... Con Hecker  
 Program Director..... V. W. Corbett  
 Publicity Director..... Ben H. Stanton  
 Music Director..... Joe Summers  
 Chief Engineers..... W. D. Pyle, T. C. Ekrem  
 Farm Editor..... Leslie Stark

## K I U P

**DURANGO—1935**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....San Juan Bcstg. Co.,  
 Inc.

Business-Studio Address...2800 N. Main Ave.  
 Phone Number .....117  
 Transmitter Location.....2800 N. Main Ave.  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative.....Thomas F. Clark  
 Membership .....BMB  
 President .....Mike Cummins  
 General-Station-Comm. Mgr.....R. E. O'Brien  
 Program Director.....Lee O'Brien  
 Chief Engineer.....Harold Hoffman  
 Farm Editor.....Lou Vanderlinen

## K C O L

**FT. COLLINS—1947—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Northern Colorado  
 Bcstg. Co.

Business-Studio Address...1600 La. Porte Ave.  
 Phone Number .....2600  
 Transmitter Location.....1600 La Porte Ave.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Homer Griffith  
 Membership .....NAB, BMB  
 President, General-Station

Manager.....Douglas D. Kahle  
 Commercial-Sales Promotion

Manager.....Dave Schlothauer  
 Program-Publicity Director.....Jack Hitchcock  
 Production Manager, Musical

Director .....Harry Parkinson  
 Chief Engineer.....Harold Austin  
 Farm Editor.....Max Brown

## K E X O

**GRAND JUNCTION—1948  
 COLUMBINE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Voice of Western Colo.  
 Address.....P. O. Box 629

Phone Number .....1230  
 News Service .....AP  
 Transcription Service.....Capitol, Thesaurus  
 President.....D. Spencer Grow  
 Gen.-Prom. Mgr.....H. Abbott Tesson  
 Commercial Mgr.....Harold Roper  
 Program Director.....Robert A. Collins  
 Chief Engineer.....Lee Grothe

## K F X J

**GRAND JUNCTION—1926—MBS-KBS**

Frequency: 920 Kc.....Power: 1000 Watts d:  
 500 Watts n.

Owned-Operated By.....Western Slope Bcstg.  
 Co.

Business-Studio Address.....Hillcrest Manor  
 Phone Number.....Grand Junction 1300  
 Transmitter Location.....Hillcrest Manor  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Hal Holman  
 Membership .....NAB, BMB  
 General Manager.....Rex Howell  
 Commercial Manager.....Charles Howell  
 Program Director.....Rosa Lee Samuels  
 Chief Announcer.....Ed Lewis  
 Chief Engineer.....Charles Hay

## K F K A

**GREELEY—1921**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Mid-Western Radio Corp.

Business-Studio Address.....620—8th Ave.  
 Phone Number .....450-1

Transmitter Location.....Radio Ranch, Evans  
 Air Time .....Unlimited

News Service .....UP  
 Transcription Service.....Lang-Worth, Cole

President, General Manager.....Francis Price  
 Commercial Manager.....Frank S. Thomas

Program Director.....Larry Lee  
 Publicity Director.....Albert Karson

Chief Announcer.....Ken Perry  
 Chief Engineer.....Harry Brewer

Farm Editor.....Carl Jordan

## K Y O U

**GREELEY—1948—COLUMBINE**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Meroco Bcstg. Co.

Business-Studio-Transmitter  
 Address.....2424 6th Avenue

Phone Number .....3275  
 Air Time .....Unlimited

News Service .....AP  
 Transcription Service .....World

Pres., General Manager.....Elwood H. Meyer  
 Commercial Manager.....Bill Reed

Program Director.....Jack Hull

. . .  
**COLORADO**  
. . .

Production Director.....Ann Freeman  
Chief Announcer.....Clark Sulton  
Musical Director.....Betty Blue  
Chief Engineer.....Paul Emrich

## KOKO

LA JUNTA—1936—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...The Southwest Bcstg. Co.  
Business-Studio Address.....P. O. Box 485  
Phone Number.....42  
Transmitter Location...4 miles W. of La Junta  
on U. S. Highway No. 50

Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Thomas F. Clark  
Membership.....NAB  
President.....B. C. Bulson  
General Manager.....Burt Harrison  
Station Manager.....Robert A. Mott  
Director.....R. Russell Porter  
Program Director.....Betty McComas  
Publicity Director.....Noel Jordan  
Chief Announcer.....Robert Kuhnert  
Chief Engineer.....Lloyd Wilson

## KLMR

LAMAR—1948—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...The Southeast Colorado  
Bcstg. Co.  
Business Address.....P. O. Box 232  
Phone Number.....804  
Studio-Transmitter Location...North Santa Fe  
Trail

Air Time.....6 a.m.-10 p.m.  
News Service.....AP  
Transcription Service.....World  
Membership.....NAB  
President.....Ralph E. Eaton  
Managing Director.....L. K. Christolear  
Prog.-Prod.- Publicity Dir...Robert L. McGrath  
Chief Announcer.....Donald F. Stephens  
Chief Engineer.....D. E. Towne

## KUBC

MONTROSE—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Uncompahgre Bcstg. Co.  
Business-Studio Address.....P. O. Box 179,  
Col. Bank & Trust Bldg., Delta  
Phone Number.....199  
Studio Address...Box 179, Montrose Bank &  
Trust Bldg., Delta  
Transmitter Location.....1 Mi. E. of Montrose  
Air Time.....Unlimited  
News Service.....UP  
President.....F. J. Hartman

Gen.-Sta.-Comm.-Sales Prom. Mgr.,  
Publicity Director.....George O. Cory  
Prog.-Prod., Musical Dir....Theodore J. Agnew  
Chief Engineer, Farm  
Editor.....Louis P. Benedict

## KCSJ

PUEBLO—1947—MBS-COLUMBINE

Frequency: 590 Kc.....Power: 1000 Watts  
Owned-Operated By...Star Bcstg. Co., Inc.  
Business-Studio Address.....211 West 5th St.  
Phone Number.....8522  
Transmitter Location.....N. Hudson  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Taylor-Borrorff  
Membership.....NAB, BMB  
President.....Frank S. Hoag, Jr.  
General-Station Manager.....Dale W. Scott  
Commercial Manager.....Jack Cobb  
Sales Promotion Manager.....Morey Wilber  
Program-Production Dir....Roy Borden  
Publicity Director.....Harold Reed  
Chief Announcer.....Robert Spratlin  
Musical Director.....Al Perry  
Chief Engineer.....Harry Mason  
Farm Editor.....Irwin Cunningham

## KDZA

PUEBLO—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Pueblo Radio Co.  
Business-Studio Address.....3011 Elizabeth  
Phone Number.....8551  
News Service.....AP  
Transcription Service.....Standard, Captiol  
President, General Mgr.....Dee B. Crouch  
Comm.-Prom. Mgr., Prog. Dir.....J. C. Liner  
Chief Engineer.....Dee B. Crouch

## KGHF

PUEBLO—1928—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.  
Owned-Operated By...Colorado Bcstg. Co., Inc.  
Business-Studio Address.....304 N. Main St.  
Phone Number.....3877  
Transmitter Location...N.W. of Pueblo, U. S.  
Hiway 50  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, SESAC  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
President.....Gifford Phillips  
General Manager.....Ludlow Flower, Jr.  
Station Manager.....Robert D. Ellis  
Commercial Manager.....Kenneth Russell  
Sales Promotion Manager, Publicity  
Director.....Howard Myers

Prog.-Prod.-Music Dir., Chief Announcer,  
Farm Editor..... Clifford Hendrix  
Chief Engineer..... Willis C. Shanks

Publicity Director..... Noel Jordan  
Chief Announcer..... John Special  
Chief Engineer..... Lloyd Wilson

## KVRH

**SALIDA—1948—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..... Vir N. James  
Address..... P. O. Box 229  
News Service.....UP  
Representative..... Grant  
President, General Mgr..... Vir N. James  
Program Dir..... August C. Grebe, Jr.

## KGEK

**STERLING—1925—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..... Elmer G. Beehler  
Address..... Fleming Rd.  
Phone Number..... 679  
Air Time..... Daytime  
News Service.....UP  
Transcription Service..... MacGregor, Cole  
Representative..... Thomas F. Clark  
Gen. Mgr., Chief Engineer..... Elmer G. Beehler  
Comm.-Sales Prom. Mgr., Prog. Dir.,  
Farm Editor..... Al Ross

## KCRT

**TRINIDAD—1948—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By..... H. L. Corley  
Address..... South Country Club Drive  
Phone Number..... 338  
Transmitter Location..... South Country Club Drive  
Air Time..... 7:00 a.m.-10:00 p.m.  
News Service.....UP  
Transcription Service..... Lang-Worth, KBS  
Station Manager..... Earnest Cooper  
Sales Manager..... Rembert O. Coyle  
Program Director..... Millye J. Coyle

## KSFT

**TRINIDAD—1946—MBS**

Frequency: 1280 Kc....Power: 1000 Watts d.,  
500 Watts n.  
Owned-Operated By..... Trinidad Bcstg. Corp.  
Bus.-Studio Address..... 219 N. Commercial St.  
Phone Number..... 414  
Transmitter Location..... Garcia Plaza  
Air Time..... 6 a.m.-M.  
News Service.....AP  
Transcription Service..... Thesaurus  
Representative..... Forjoe  
Membership..... NAB  
President..... E. O. Schoombs  
General Manager..... Burt Harrison  
Director..... R. Russell Porter  
Commercial Manager..... Ed Parker

## KPHC

**WALSBERG—1948**

Frequency: 1450 Kc.....Power: 250 Watts d.  
Owned-Oper. By..... Walsenberg Bcstg. Co., Inc.  
Business Address..... P. O. Box 312  
Phone Number..... 79  
Studio-Transmitter Location..... 10th & Main  
Air Time..... Unlimited  
News Service.....UP  
President..... Patrick H. Connely  
General Manager..... Tom G. Banks, Jr.  
Comm. Mgr., Chief Announcer,  
Farm Editor..... Gordon Lack  
Chief Engineer..... John Figal

Tom Eaton, Radio Station

WTIC, Hartford, Conn.:

"There is no question but that

The **AP** is vastly

superior to that afforded by

any other service I have

seen."—From the Minutes of

the Connecticut Association

of Associated Press Broad-

casters, January 12, 1949.

# CONNECTICUT

Estimated Population 2,011,000—Increase +17.7%—Radio Homes 582,500  
Total Families 590,800—Stations in State 25

## W I C C

### BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc. Power: 1000 Watts d.,  
500 Watts n.

Owned By.....General Tire & Rubber Co.  
Operated By.....The Yankee Network, Inc.  
Business-Studio Address...144 Golden Hill St.  
Phone Number.....6-1121  
Transmitter Location.....Pleasure Beach  
Air Time.....Unlimited  
News Service.....AP, INS  
Transcription Service...Standard, Associated  
Representative.....Edward Petry  
Membership.....NAB, BMB  
Chairman of the Board...John Shepard, 3rd  
President-Owner.....William O'Neil  
Station Manager.....Dickens J. Wright  
Program Director....Florence Ballou Robinson  
Chief Engineer.....George P. Keich

## W L I Z

### BRIDGEPORT—1947

Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned-Operated By...The Bridgeport Bcstg Co.  
Business-Studio Address.....114 State St.  
Phone Number.....5-4144  
Transmitter-Studio

Location.....Seaview & Forest Aves.  
Air Time.....6:45 a.m.-local sunset  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Taylor-Borroff  
Membership.....NAB  
Pres., Gen.-Sta. Manager...William Elliott  
Commercial Manager...Emanuel S. Slotnick  
Sales Promotion Manager...Sol Robinson  
Program-Prod. Director...Wallace B. Dunlap  
Publicity Directors.....Wallace B. Dunlap,  
William Elliott  
Musical Director.....Ransom W. Edwards  
Chief Engineer.....Crayford E. Holt  
Farm Editor.....Phil Jensen

## W N A B

### BRIDGEPORT—1941 ABC-CONN. STATE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Harold Thomas  
Business-Studio Address.....991 Broad St.  
Phone Number.....3-3112  
Transmitter Location...Locomobile Pt., Seaside  
Pk.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Standard

Representative.....William G. Rambeau  
Membership.....NAB  
Owner.....Harold Thomas  
General Manager.....Levon Thomas  
Program Director.....Jack Dahlby  
Musical Director.....Marcia Robinson  
Chief Engineer.....Harold Thomas

## W B I S

### BRISTOL—1948

Frequency: 1440 Kc. Power: 500 Watts d.  
Owned-Oper. By.....The Bristol Bcstg. Corp.  
Business-Studio Address.....183 Main St.  
Phone Number.....9265  
Transmitter Location.....Greystone Ave.  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Standard  
Membership.....NAB  
Pres., Gen. Mgr.....Dr. Benjamin Sachner  
Station Manager.....Earle Clement  
Comm.-Sales Prom. Mgr.....Norbert O'Brien  
Program Director.....Joseph Michaels  
Publicity Director.....Fay Clark  
Chief Announcer.....Cope Robinson  
Chief Engineer.....Edward Stephens

## W L A D

### DANBURY—1947

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Operated By...Berkshire Bcstg. Corp.  
Business-Studio Address.....207 Main St.  
Phone Number.....8-0580  
Transmitter.....Brushy Hill Rd.  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....SESAC, World  
Representative.....McGeehan & O'Mara  
Membership.....NAB  
President.....Robert Doran  
Commercial Manager.....J. Thomas Mathers  
Program Director.....Jerry Arthur  
Farm Editor.....Al Brundage

## W C C C

### HARTFORD—1947

Frequency: 1290 Kc. Power: 500 Watts d.  
Owned-Operated By...Greater Hartford Bcstg.,  
Inc.  
Business-Studio Address.....Bond Hotel  
Phone Number.....5-6648  
Transmitter Location...South Quaker Lane,  
Elmwood  
Air Time.....Local sunrise-local sunset  
News Service.....UP



## CONNECTICUT

Transcription Service ..... Associated  
 President ..... William M. Savitt  
 Treasurer ..... Max M. Savitt  
 General Manager ..... Harry LeBrun  
 Commercial Manager ..... Raymond H. Dower  
 Sales Promotion Manager ..... Arnold Kupper  
 Program Director ..... Walter A. Nielson  
 Production Director ..... Ed Weston  
 Publicity Dir., Farm Editor ..... William Martin  
 Chief Announcer ..... Bill Murphy  
 Musical Director ..... Ivor Hugh  
 Chief Engineer ..... Howard Wessenberg

### W D R C

**HARTFORD—1922—CBS**

Frequency: 1360 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... The Connecticut Bstg  
 Co.  
 Business-Studio Address ..... 750 Main St.  
 Phone Number ..... 7-1188  
 Transmitter Location ..... 869 Blue Hills Ave.,  
 Bloomfield, Conn.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Representative ..... Paul H. Raymer  
 Membership ..... NAB, BMB  
 President ..... Franklin M. Doolittle  
 Station Manager ..... Walter B. Haase  
 Comm.-Sales Prom. Mgr. .... William F. Malo, Sr.

Program Manager ..... Harvey H. Olson  
 Chief Announcer ..... Russ Naughton  
 Chief Engineer ..... Italo A. Martino

### W O N S

**HARTFORD—1935—MBS-YANKEE**

Frequency: 1410 Kc. .... Power: 5,000 Watts  
 Owned-Oper. By ..... The Yankee Network  
 Business-Studio Address ..... 54 Pratt St.  
 Phone Number ..... 7-9131  
 Transmitter Location ..... Newington, Conn.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Standard, Associated  
 Membership ..... NAB, BMB  
 President ..... William O'Neil  
 Gen.-Station Manager ..... Robert Kennett  
 Program Director, Production  
 Manager ..... Ralph Klein  
 Pub. Dir. .... Milton Berkowitz  
 Musical Director ..... Maurice Sechtman  
 Chief Engineer ..... Rogers Holt

### W T H T

**HARTFORD—1936  
ABC-CONN. STATE**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... The Hartford Times, Inc.  
 Business Address ..... 2-18 Prospect St.  
 Phone Number ..... 2-0237  
 Transmitter-Studio Location ..... 555 Asylum St.  
 Air Time ..... 6:43 a.m.-M.  
 News Service ..... AP, Reuters  
 Transcription Service ..... Standard  
 Representative ..... J. P. McKinney  
 Membership ..... NAB, BMB  
 President ..... Francis S. Murphy  
 Gen.-Sta. Manager ..... C. Glover DeLaney  
 Commercial Manager ..... Leonard R. Schoenfeld  
 Sales Prom. Mgr. Pub. Dir. .... Ralph S. Silver, Jr.  
 Prog.-Prod. Director ..... Philip Becker  
 Chief Announcer ..... Robert I. Maurer  
 Musical Director ..... Charlotte Anderson  
 Chief Engineer ..... Charles S. Masini

### W T I C

**HARTFORD—1925**

**NBC-NEW ENGLAND REGIONAL**

Frequency: 1080 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... Travelers Bstg. Service  
 Corp.  
 Business-Studio Address ..... 28 Grove St.  
 Phone Number ..... 2-3181  
 Transmitter Location ..... Talcott Mt., Avon  
 Air Time ..... Unlimited  
 News Service ..... AP, INS, Transradio  
 Transcription Service ..... Thesaurus, Lang-Worth  
 Representative ..... Weed  
 Membership ..... NAB, BMB, FMA  
 President ..... Jesse W. Randall

WCCC

THE MUSIC STATION

WCCC

HARTFORD, CONN.

Hotel Bond

1290 DIAL 1290

# CONNECTICUT

**Vice President, General-Station**  
Manager.....Paul W. Morency  
Asst. Gen.-Comm. Mgr.....Walter Johnson  
Asst. Sales Mgr.....Irwin Cowper  
Program Manager.....Leonard J. Patricelli  
Asst. Program Mgr.....Paul Lucas  
Production Dir.....George Bowe  
Dir. Public Relations.  
Spec. Progs.....Bernard Mullins  
Musical Director.....Moshe Paranov  
Plant Manager.....Herman Taylor  
Farm Program Director.....Frank Atwood

## W M M W

**MERIDEN—1947**

Frequency: 1470 Kc....Power: 1000 Watts d.  
Owned-Operated By....Silver City Crystal Co.  
Business-Studio Address.....8½ W. Main St.  
Phone Number.....2600  
Transmitter.....Lewis Ave.  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....Thesaurus  
Membership.....NAB  
President.....Carl A. Schultz  
General-Sta. Manager.....Ralph D. Kanna  
Commercial Manager.....William C. Franklin  
Sales Promotion Mgr...Gustave A. Kruttschnitt  
Production Director.....Carl W. Schultz  
Musical Director.....John L. Ellinger  
Chief Engineer.....Gabriel Langfelder

## W C N X

**MIDDLETOWN—1948**

Frequency: 1150 Kc....Power: 500 Watts d.  
Owned-Oper. By.....Middlesex Bcstg. Co.  
Business-Studio Address.....279 Main St.  
President.....Richard J. O'Brien  
Vice President.....Elmer S. Hubbell

## W K N B

**NEW BRITAIN—1946**

Frequency: 840 Kc....Power: 1000 Watts d.  
Owned-Operated By...The New Britain Bcstg.  
Co.  
Business-Studio Address.....213 Main St.  
Phone Number.....3-3603-4; Hfd. 2-4924  
Transmitter Location.....Newington  
Air Time.....Local sunrise-local sunset  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Adam J. Young, Jr.  
Membership.....NAB, FMA  
President, General Manager...Julian Gross  
Station Manager.....Elliott P. Miller  
Commercial Manager.....Peter B. Kenney  
Prod. Dir.....Bernard M. Moore  
Pub. Dir.....Beatrice MacQuarrie  
Music Dir.....Al Decaro  
Chief Engineer.....W. R. Atkinson  
Farm Editor.....Raymond M. Neilan

## W A V Z

**NEW HAVEN—1946**

Frequency: 1260 Kc....Power: 1000 Watts d.  
Owned-Operated By...New Haven Bcstg. Corp.  
Business-Studio Address.....152 Temple St.  
Phone Number.....7-0171  
Transmitter Location.....Foot of Thill St.  
W. Haven  
Air Time.....Local sunrise-local sunset  
News Service.....UP  
Transcription Service.....World  
Membership.....NAB  
President.....Edward S. Minor  
Gen.-Sta. Manager.....Lester C. Flood  
Comm.-Sales Prom. Mgr...Murray L. Grossman  
Prog.-Prod. Directors.....Roy Hemming,  
Sigurd Hjermsstad  
Acting Chief Engineer.....Ernest Gellman

## W E L I

**NEW HAVEN—1935—ABC**

Frequency: 960 Kc....Power: 1000 Watts  
Owned-Operated By...Conn. Radio Founda-  
tion, Inc.  
Business-Studio Address.....221 Orange St.  
Phone Number.....8-1133  
Transmitter Location.....Benham Rd., Hamden  
Air Time.....6:45 a.m.-12:05 a.m.  
News Service.....UP  
Transcription Service....Lang-Worth. SESAC  
Representative.....Headley-Reed  
President.....H. C. Wilder  
Gen.-Station Mgr.....Richard W. Davis  
Commercial Manager...Edwin H. Schweitzer  
Sales Promotion Manager, Publicity  
Director.....Rudy Frank  
Program Director.....Charles H. Wright  
Chief Engineer.....Fred King

## W N H C

**NEW HAVEN—1944—CONN. STATE**

Frequency: 1340 Kc....Power: 250 Watts  
Owned-Operated By...Elm City Bcstg. Corp.  
Business-Studio Address.....1110 Chapel St.  
Phone Number.....8-0196  
Transmitter Location.....Kimberly Ave.  
Air Time.....7:05 a.m.-12:05 a.m.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....William G. Rambeau  
Membership.....NAB  
President.....Patrick J. Good  
General-Station Manager...James T. Milne  
Comm.-Prom. Mgr.....Vince Callanan  
Prog.-Prod.-Publicity Dir...Louis L. Doolittle  
Chief Announcer.....Joseph Burnes  
Musical Director.....James Morgan  
Chief Engineer.....Vinnie DeLaurentis  
Farm Editor.....Thomas Romano

# CONNECTICUT

## WNLC

NEW LONDON—1936

MBS-ABC-YANKEE-CONN. STATE

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... The Thames Bcstg. Corp.  
Business-Studio Address... 281 State St.  
Phone Number ..... 2-4365  
Transmitter Location... Winthrop Pt., E. New London

Air Time ..... 17 hrs.  
News Service ..... AP  
Membership ..... BMB  
Pres., Gen. Mgr. .... Gerald J. Morey  
Sta. Mgr., Prog.-Prod.-Mus. Dir. .... Leslie Morson  
Comm.-Sales Prom. Mgr. .... Leo B. Keegan  
Publicity Director ..... J. Patricia Morley  
Chief Engineer ..... Gerald J. Morey

## WNLK

NORWALK—1947

Frequency: 1350 Kc. Power: 500 Watts d.  
(CP 500 Watts n.)

Owned-Operated By... Norwalk Bcstg. Co.  
Business-Studio Address... Main & Wall Sts.  
Phone Number ..... 6-2542  
Transmitter Location... Stuart Ave. & Benedict St.

Air Time ..... Local Sunrise-Local Sunset  
News Service ..... UP  
Transcription Service ..... Associated  
Membership ..... NAB  
President-General Mgr. .... Benjamin Ginzburg  
Comm. Mgr. .... Jeremy Marcus  
Program Director ..... Milton Warren  
Music Dir. .... Charles Hilton  
Chief Engineer ..... Charles W. Winter

## WNOC

NORWICH—1926—KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Norwich Bcstg. Co.  
Business-Studio Address... 91 Main St.  
Phone Number ..... 3325  
Transmitter Location... Lucas Pk. Rd.  
Air Time ..... 6:30 a.m.-11:15 p.m.  
News Service ..... AP  
Transcription Service... World, SESAC, KBS  
Owner ..... H. Ross Perkins  
General Manager ..... John Deme  
Sales Prom. Mgr. .... Noel Breault  
Program Dir. .... Jack Burrington

## WSTC

STAMFORD—1941  
ABC-CONN. STATE

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... The Western Conn.  
Bcstg. Co.

Business-Studio Address... 270 Atlantic St.  
Phono Number ..... 4-7575  
Transmitter Location... 320 Strawberry Hill Ave.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... J. P. McKinnie  
Membership ..... NAB, FM.  
President ..... Kingsley Gillespie  
Gen.-Sta. Manager ..... Julian Schwartz  
Commercial Manager ..... Wharton Ford  
Program Director ..... Ernest Hartman  
Chief Engineer ..... Edward L. Markmar

## WLCR

TORRINGTON—1948

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By... The Litchfield County Radio Corp.

Business-Studio Address... 23 Main St.  
Phone Number ..... 4176  
Transmitter Location... Highland Ave.  
Air Time ..... Local sunrise-local sunset  
News Service ..... UP  
Transcription Service ..... World  
Membership ..... NAB  
President ..... J. Richard Dobbins  
General Manager ..... Francis Martin, Jr.  
Program Director ..... James E. Cipriano  
Chief Engineer ..... Alfred F. Pallokat

## WTOR

TORRINGTON—1947  
CONN. STATE

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Torrington Bcstg. Co., Inc.  
Business-Studio Address... 93 Main St.  
Phone Number ..... 4181  
Transmitter Location... Perkins St.  
Air Time ..... Unlimited  
News Service ..... INS  
Transcription Service ..... Capitol  
Representative ..... Continental Radio Sales  
Membership ..... NAB  
President ..... Joseph R. Schifini  
General Manager ..... James Parker  
Comm.-Sales Prom. Mgr. .... Joseph X. O'Hara  
Prog.-Prod.-Publicity Dir. .... Richard C. Kilbourn  
Chief Announcer ..... Albert C. Vestro  
Musical Director ..... John J. Morris  
Chief Engineer ..... T. Webster Hitchcock

## WATR

WATERBURY—1934  
ABC-CONN. STATE

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By... The WATR Co., Inc.  
Business-Studio Address... 440 Meadow St.  
Phone Number ..... 3-5161

**CONNECTICUT-DELAWARE**

Transmitter Location.....Baldwin St.  
 Air Time.....7 a.m.-M.  
 News Service.....UP  
 Representative.....William G. Rambeau,  
 Bertha Bannan  
 Membership.....NAB  
 President.....Harold Thomas  
 Gen.-Sta.-Comm. Mgr.....Sam Elman  
 Sales Pro. Mgr., Pub. Dir.....Wallace Gordon  
 Prog.-Prod. Dir.....Edmund Waller  
 Chief Announcer.....Wallace King  
 Musical Director.....Jack Greenwood  
 Chief Engineer.....Russell Jensen

**W B R Y**

**WATERBURY—1934—CBS**

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....American-Republican,  
 Inc.  
 Business-Studio Address.....136 Grand St.  
 Phone Number.....3-1125  
 Transmitter Location.....Boyden St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB

President-Owner.....William J. Pape  
 General Manager.....James H. Darcey  
 Asst. Station Mgr.....Wilder J. Greeley  
 Commercial Manager.....Harry A. DeVoeken  
 Station. Mgr., Pub. Dir.....J. Maxim Ryder  
 Prog.-Prod. Dir.....Waller O. Howard  
 Chief Announcer.....Robert Stewart  
 Musical Director.....Louis Boisvert  
 Chief Engineer.....Frank B. Hales

**W W C O**

**WATERBURY—1946**

**MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Mattatuck Bcstg. Co.  
 Business-Studio Address.....119 W. Main St.  
 Phone Number.....4-5141  
 Transmitter Location.....Thomaston Ave.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Forjoe  
 Pres., Gen. Manager.....Milton H. Meyers  
 Commercial Manager.....Mort Silverman  
 Program Director.....Robert Gellespie  
 Chief Announcer.....Gene Vallon  
 Chief Engineer.....Don Brennan

*Delaware Home Owned and Operated!*

**W A M S**

**DELIVERS  
 GUARANTEED COVERAGE**

*The WAMS directional antenna pattern radiates 5000-6000 watts over the entire Wil-  
 mington area, Downstate Delaware, PLUS Southern New Jersey and parts of Maryland  
 and Pennsylvania,—301,162 radio homes. WAMS-FM, 20,000 watts, is Delaware's only  
 FM outlet on the air and serves 18,000 FM radio homes in the Wilmington area.*

**1,000 WATTS - MUTUAL NETWORK  
 DAY and NIGHT 1380 KC**

**Wilmington, Delaware**

NATIONAL REPRESENTATIVES: WEED AND COMPANY

# DELAWARE

Estimated Population 297,000—Increase +11.5%—Radio Homes 77,100  
Total Families—80,900—Stations in State 5

## W D O V

DOVER—1948

Frequency: 1410 Kc. Power: 250 Watts  
Owned-Operated By: William C. Evans  
Phone Number: 3063  
News Service: AP  
Transcription Service: Capitol, Cole  
Gen. Mgr.: A. Harry Zoog  
Pgm. Dir.: Raymond Davis  
Chief Engineer: W. C. Evans

## W A M S

WILMINGTON—1947

MBS-ATLANTIC

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By: Wilmington Tri-State Bcst. Co., Inc.  
Business-Studio Address: 414 French St.  
Phone Number: 4-8881  
News Service: AP, Transradio  
Transcription Service: Lang-Worth, Standard  
Representative: Weed

Membership: NAB, BMB, FMA  
President: Frank S. Carrow  
Exec. V.P., Gen. Manager: George L. Sutherland  
Program Director: Jack Gibbons  
Production Director: Bill Smith  
Chief Engineer: Herbert Eckstein  
(See Page 360)

## W D E L

WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Operated By: WDEL, Inc.  
Business-Studio Address: 10th & King Sts.  
Phone Number: 7268  
News Service: UP  
Transcription Service: World  
Representative: Robert Meeker  
Membership: NAB  
Station Executive: Clair R. McCollough  
Station Manager: J. Gorman Walsh  
National Sales Manager: J. Robert Gullck  
Program Director: Harvey C. Smith  
Chief Engineer: J. E. Mathoi

**WDEL**

**WILMINGTON DELAWARE**

**5000 WATTS DAY & NIGHT**

**SELLS**  
for you, consistently,  
profitably

Represented by  
**ROBERT MEEKER ASSOC.**  
New York Chicago  
San Francisco Los Angeles

**NBC**  
Affiliate

## W I L M

### WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Delaware Bcstg. Co.  
 Business-Studio Address... 920 King St.  
 Phone Number ..... 4-7771  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Adam J. Young, Jr.  
 Membership ..... NAB, BMB  
 President ..... Alfred G. Hill  
 Vice Pres. & General  
 Manager ..... Francis H. Brinkley  
 Program Director ..... Frank Gallagher  
 News Director ..... William P. Frank  
 Chief Engineer ..... Ed Kennedy

## W T U X

### WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.  
 Owned By ..... Port Freere Bcstg. Co., Inc.  
 Operated By ..... Gordon K. MacIntosh,  
 Howard R. Robinson  
 Business-Studio Address ..... 1326 Market St.  
 Phone Number ..... Wilmington 5-8821  
 Transmitter Location ..... Port Freere  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Forjoe  
 Membership ..... NAB  
 President ..... Gordon K. MacIntosh  
 General-Station Mgr. .... Howard R. Robinson  
 Commercial Manager ..... Sidney Schulman  
 Chief Announcer ..... Fred Heckman  
 Musical Director ..... Justina Spagnola  
 Chief Engineer ..... Wayne Neuhaus

# -DISTRICT OF COLUMBIA-

*Estimated Population 98,000—Increase 35.5%—Radio Homes 212,700  
 Total Families 219,700—Stations in D. C. 7*

## W I N X

### WASHINGTON, D. C.—1940

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By ..... WINX Bcstg. Co.  
 Address ..... 8th & Eye Sts., N.W.  
 Phone Number ..... Republic 8000  
 Transmitter Location ..... Florida St. & Lee Hwy.,  
 Arlington, Va.  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Standard, Lang-Worth,  
 Associated  
 Representative ..... Headley-Reed  
 Membership ..... NAB, BMB, FMA  
 President ..... Phillip L. Graham  
 V.P., General Manager ..... John S. Hayes  
 Commercial Manager ..... Charles W. Trippe  
 Program Director ..... George M. Creamer  
 Publicity Director ..... Marion B. Cedarblade  
 Chief Engineer ..... Ralph E. Cannon, Jr.

Air Time ..... 6 a.m.-1:05 a.m.  
 News Service ..... AP, UP  
 Transcription Service ..... Associated, Standard  
 Representative ..... ABC Spot Sales  
 Membership ..... NAB, BMB  
 President ..... S. H. Kauffmann  
 V.P., General Manager ..... K. H. Berkeley  
 Mgr. Bcst. Oper. .... Fred Shawn  
 Commercial Manager ..... Ben B. Baylor, Jr.  
 Chief Engineer ..... Frank Harvey

## W O L

### WASHINGTON, D. C.—1924—MBS

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Operated By ..... Cowles Bcstg. System  
 Bus.-Studio Address ..... 1627 K St., N.W.  
 Phone Number ..... Metropolitan 0010  
 Transmitter Location ..... Brookville Rd.,  
 Silver Spring, Md.  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Katz  
 Membership ..... NAB, BMB  
 President-Owner ..... Gardner Cowles  
 Gen.-Sta. Mgr. .... Phil Hoffman  
 Commercial Mgr. .... Arden E. Swisher  
 Sales Prom. Mgr. .... John Bondeson  
 Program Director ..... Lansing B. Lindquist  
 Production Manager ..... Larry J. Frommer  
 Musical Director ..... Charles Keaton  
 Chief Engineer ..... Harold Reed

## W M A L

### WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Operated By ..... The Evening Star  
 Bcstg. Co., Inc.  
 Business-Studio Address ..... 724 14th St., N.W.  
 Phone Number ..... National 5400  
 Transmitter Location ..... Green Tree Rd.,  
 Bethesda, Md.

## W Q Q W

WASHINGTON, D. C.—1947

Frequency: 570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WQQW, Inc.  
 Business-Studio Address . . . 2627 Conn. Ave.,  
 N.W.

Phone Number . . . . . Columbia 6331  
 Transmitter Location . . . Lee & Wilson Blvd.,  
 Falls Church, Va.

Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . William G. Rambeau  
 Membership . . . . . NAB  
 President . . . . . Morris Rodman  
 General Manager . . . . . M. Robert Rogers  
 Comm. Manager . . . . . Perry Walders  
 Program-Musical Director . . Pierson Underwood  
 Chief Announcer . . . . . Ray Wilson  
 Chief Engineer . . . . . Robert B. Martin

## W R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . National Bcstg. Co.  
 Business-Studio Address . . . 724 14th St., N.W.  
 Phone Number . . . . . Republic 4000  
 Transmitter Location . . . . . Ager Rd.,  
 Hyattsville, Md.

Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Thesaurus, Standard,  
 Associated  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NAB  
 President (NBC) . . . . . Niles Trammell  
 Vice President (Wash.) . . . . . Frank M. Russell  
 Asst. to V.P. & Actg. Gen.

Mgr. . . . . William R. McAndrew  
 Commercial Manager . . . . . Mahlon Glascock  
 Sales Promotion Manager . . . . . Tom Dolan  
 Program Director . . . . . George Y. Wheeler  
 Publicity Director . . . . . Walter Jay Royen  
 Musical Director . . . . . Ludwig F. Balzer  
 Chief Engineer . . . . . Donald Cooper

## W T O P

WASHINGTON, D. C.—1928—CBS

Frequency: 1500 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . WTOP, Inc.  
 Phone Number . . . . . Metropolitan 3200  
 Studio Address . . . . . Warner Bldg.  
 Transmitter Location . . . . . Wheaton, Md.  
 Air Time . . . . . 5:30 a.m.-1:05 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World, BMI  
 Membership . . . . . NAB, BMB

President (CBS) . . . . . Frank Stanton  
 General Manager . . . . . John Hayes  
 Sales Promotion Manager . . . . . Cody Pfanstiehl  
 Chief Engineer . . . . . Clyde Hunt

## W W D C

WASHINGTON, D. C.—1941

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Capital Bcstg. Co.  
 Business-Studio Address . . . 1000 Conn. Ave.,  
 N.W.

Phone Number . . . . . NATIONAL 7203  
 Main Transmitter . . . . . 61 Pierce St., N.E.  
 Air Time . . . . . 24 hrs.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Capitol, Standard,  
 Thesaurus

Representative . . . . . Forjoe  
 Membership . . . . . NAB, FMA  
 President . . . . . Joseph Katz  
 V.P., General Manager . . . . . Ben Strouse  
 Comm. Manager . . . . . Herman Paris  
 Program Director . . . . . Norman Reed  
 Chief Engineer . . . . . Ross H. Beville

# The 2 best buys in Washington radio WWDC-AM

The town's red-hot, hard-hitting 24 hour  
 station. Represented nationally by

**Forjoe & Company**

# WWDC-FM

Transit Radio in public vehicles deliver-  
 ing a guaranteed audience close to  
 point of sale. Represented nationally by

**TRANSIT RADIO, INC.**

# FLORIDA

Estimated Population 2,356,000—Increase 24.2%—Radio Homes 592,900  
Total Families 682,500—Stations in State 66

## WSWN

### BELLE GLADE—1947—KBS

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Seminole Bcstg. Co.  
Business Address.....P. O. Box 355  
Phone Number.....155  
Transmitter Location.....Chosen, Fla.  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....World.  
Associated, Keystone  
Membership.....NAB  
President-Gen. Station Mgr....Tom Watson, Jr.  
Commercial Manager.....Mary Foy  
Program Director.....George Peters  
Chief Engineer.....C. S. Clemans

## WDHL

### BRADENTON—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Manatee Bcstg. Co., Inc.  
Business Address.....Memorial Pier  
Phone Number.....37-561, 31-531  
Studio-Transmitter Location.....Chamber of Com-  
merce Building  
Air Time.....6:45 a.m.-10:15 p.m.  
News Service.....AP  
Transcription Service.....Associated, Keystone  
Representative.....Homer-Griffith  
President, General Manager, Station  
Manager.....L. E. Jacobson  
Commercial Manager.....William MacMurray  
Sales Promotion Manager.....Don Arnold  
Program Director.....Eileen Jackson  
Production Director.....Ken Lueke  
Publicity Director.....Ted Cryst  
Chief Engineer.....Arthur Belts  
Farm Editor.....Ed Ayers

## WCLE

### CLEARWATER—1947

Frequency: 680 Kc. Power: 100 Watts d.  
Owned By.....Clearwater Bcstg. Co., Inc.  
Business Address.....Box 1139, Clearwater;  
Millsaps Bldg., St. Petersburg  
Phone Numbers.....Clearwater 2573, St. Peters-  
burg, 71675  
Studio Address.....Whitcomb Building, Clear-  
water, Millsaps Bldg., 6th & Central, St.  
Petersburg  
Transmitter Location.....Taylor Ave., Largo  
Air Time.....Sunrise to sunset  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Hal Helman  
Membership.....NAB

President, General-Station-Commercial  
Manager.....Houston Cox, Jr.  
Program Director.....Frank Parker  
Chief Engineer.....Harold Legg  
Farm Editor.....Wayne Farriss

## WTAN

### CLEARWATER—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated by.....Clearwater Radio  
Broadcasters, Inc.  
Business Address.....P. O. Box 1109  
Phone Number.....2561  
Studio Address.....Municipal Auditorium at  
Clearwater Bay  
Transmitter Location.....Clearwater Bay,  
Pierce St.  
Air Time.....6:00 a.m.-12:08 a.m.  
News Service.....UP  
Transcription Service.....World, MacGregor,  
Keystone  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB  
President.....Olis E. Prull  
General-Station Manager.....Denzil Pulley  
Commercial-Sales Promotion  
Manager.....C. A. McKay  
Program-Production Director.....Jim Brownell  
Publicity Director.....Harold Halconier  
Musical Director.....Wallace Gauze  
Chief Engineer.....John Cailan

## WBAY

### CORAL GABLES—1947 ORANGE STATE

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Atlantic Shores Bcstg.,  
Ltd.  
Business-Studio Address.....322 Aragon  
Phone Number.....48-65-71  
Transmitter Location.....1505 S.W. 32nd Ave.,  
Miami  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Associated, Standard,  
Cole  
Representative.....Joseph Hershey McGillvra  
Partners.....James Brown, Ronald Johnson,  
Bert Graulich, Elbert Griffis  
General-Station Mgr.....Robert Johnson  
Prog. Dir., Prod. Mgr.....Bert Graulich  
Chief Engineer.....Walt E. Kinney

## WVCG

### CORAL GABLES—1947

Frequency: 1070 Kc. Power: 1000 Watts d.



. . . **FLORIDA** . . .

Owned-Operated By . . . Peninsular Bcstg. Corp.  
 Business Address . . . . . P. O. Box 977  
 Phone Number . . . . . 48-7411-2  
 Studio Address . . . . . 223 Aragon Ave.  
 Transmitter Location . . . 660 Grand Concourse  
 Air Time . . . . . Sunrise to sunset  
 News Service . . . . . AP  
 Transcription Service . . . . Associated  
 Membership . . . . . NAB  
 President-General Mgr. . . . George W. Thorpe  
 Commercial Manager . . . . Hank Lee  
 Program Director . . . . . Edward Gaylor  
 Chief Engineer . . . . . Edward Vickers

**WCNU**

**CRESTVIEW—1948—KBS**

Frequency: 1010 Kc. . . . Power: 1000 Watts d.  
 Owned-Operated By . . . Gulf Shore Bcstg. Co.  
 Business-Studio Address . . . Box 486 Crestview  
 Phone Number . . . . . 3511  
 Transmitter Location . . Highway 85, Crestview  
 Air Time . . . . . 18 hours  
 News Service . . . . . AP  
 Transcription Service . . . . Lang-Worth  
 Membership . . . . . NAB  
 General-Station Manager . . . John B. McCrary  
 Commercial Manager . . . . . John French

Sales Promotion Manager . . . . D. G. O'Neal  
 Program-Production Director . . Cyril W. Reddoch  
 Musical Director . . . . . John McCrary  
 Chief Engineer . . . . . Franklin Prestwood

**WNDB**

**DAYTONA BEACH—1948**

Frequency: 1150 Kc. . . . Power: 1,000 Watts d.  
 Owned-Operated By . . . . News-Journal Corp.  
 Business-Studio Address . . 128 Orange Ave.  
 Phone Number . . . . . 3601  
 Transmitter Location . . . . Holly Hill  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . Standard, World  
 Representative . . . . . John H. Perry  
 Membership . . . . . NAB, FMA  
 President . . . . . Julius Davidson  
 Gen. Mgr.-Program Director . . Jerry Stone  
 Comm.-Sales Promotion Mgr. . . John Cummins  
 Production Director . . . . Maribel Montgomery  
 Publicity Director . . . . . Lilliane R. Davidson

**WMFJ**

**DAYTONA BEACH—1935—ABC**

Frequency: 1450 Kc. . . . Power: 250 Watts

*A Must for Florida*

**WNDB**

**1000 WATTS  
AND**

**WNDB-FM**

**FLORIDA'S FIRST FULL-TIME FM STATION**

**THE NEWS-JOURNAL STATIONS**

**DAYTONA BEACH, FLA.**

# FLORIDA

Owned-Operated By.....W. Wright Esch  
 Business-Studio Address.....444 N. Beach St.  
 Phone Number.....6491-2  
 Transmitter Location...126½ Magnolia Ave.  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Lang-Worth  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB  
 Owner.....W. Wright Esch  
 General Manager.....A. B. Esch  
 Station Manager.....Ray Clancy  
 Commercial Manager.....John S. Pitts  
 Chief Engineer.....Webster K. Ellenwood

## WROD

### DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Daytona Beach Bcstg.  
 Corp.  
 Business Address.....Box 991  
 Phone Number.....4626  
 Studio-Transmitter Address...Wilder Blvd. &  
 S. Beach St.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated  
 Membership.....NAB  
 President, General-Station  
 Manager.....E. J. Sperry  
 Commercial Manager.....R. Y. Huffman  
 Chief Engineer.....F. A. Scott

## WDLF

### DE LAND—1948

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Lyle Van Valkenburgh  
 Business-Studio Address...220 E. Hubbard Ave.  
 Phone Number.....1290  
 News Service.....AP  
 Transcription Service.....Associated  
 President.....Lyle Van Valkenburgh  
 Station Manager.....Lynn Gearhart  
 Business Mgr.....Maj. R. L. Clinton, Jr.  
 Program Director.....Michael Davis  
 Chief Engineer.....Lauren Mickle

## WEUS

### EUSTIS—1948

Frequency: 790 Kc.....Power 1000 Watts  
 Operated By.....Lake County Bcstgrs  
 Business-Studio Address...32 Magnolia Ave.,  
 P. O. Box 790  
 Phone Number.....394  
 Transmitter...Off Hgwy. 441, betw. Tavares  
 and Leesburg  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service...Standard, Lang-Worth,  
 Keystone

Station Representative.....Rural Radio  
 Membership.....NAB  
 President.....Frank W. Stebbins  
 General-Station-Commercial-Sales Pro-  
 motion Manager.....Lynn Gearhart  
 Program-Prod.-Publicity Director....Dan Ross  
 Chief Engineer.....Martin C. Kirkland

## WFTL

### FORT LAUDERDALE—1946

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Div. Gore Pub. Co.  
 Business-Studio Address...100 E. Las Olas Blvd.  
 Phone Number.....3-2511  
 Transmitter Location.....S.E. 15th St. and  
 Inland Waterway  
 Air Time.....Unlimited  
 News Service.....UP  
 General-Station-Commercial  
 Manager.....Robert W. Standart  
 Sales Promotion Mgr....Ernest D. Ashurst, II  
 Program-Production Director....Paul Taylor  
 Publicity Director.....Carter Holmes  
 Musical Director.....Gerrie Clapp  
 Chief Engineer.....Howard O. Sheets

## WINK

### FT. MYERS—1939—CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Fl. Myers Bcstg. Co.,  
 Inc.  
 Business-Studio Address.....WINK Bldg.,  
 54 E. First St.  
 Phone Number.....818  
 Transmitter Location.....Wink Bldg.,  
 54 E. First St.  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service...Associated, Keystone  
 Representative.....Donald Cooke  
 Membership.....NAB  
 President.....Arthur B. McBride  
 Vice President.....Daniel Sherby  
 Sta.-Comm Mgr., Prod. Dir.....A. J. Bauer  
 Sales Promotion Manager.....Walter Kelly  
 Program Director.....Betty Whitfield  
 Chief Engineer.....John Vance, Jr.

## WIRA

### FORT PIERCE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Indian River Bcstg Co.  
 Business Address.....Box 1401  
 Phone Number.....870  
 Transmitter-Studio Location....Melody Lane  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NAB  
 Pres., Gen.-Sta.-Comm. Mgr....Douglas Silver

# FLORIDA

Sales Prom. Mgr., Pub. Dir. . . . . Marjorie B. Silver  
 Prog. Dir., Prod. Mgr. . . . . John Sadler, Jr.  
 Musical Director . . . . . Roger Wood  
 Chief Engineer . . . . . James Sowinski  
 Farm Editor . . . . . Anne Wilder

## W G G G

**GAINESVILLE—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Alachua County  
 Broadcasting Co., Inc.  
 Bus.-Studio-Transmitter Address . . . 1230 Waldo  
 Rd.  
 Phone Number . . . . . 1230, 321  
 Air Time . . . . . 8 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Capitol  
 Pres., Gen.-Sta. Mgr. . . . . R. M. Chamberlin  
 Comm.-Sales Prom. Mgr. . . . . Gordon K. Hemby  
 Prog.-Prod.-Music Dir. . . . . Guy Hamilton  
 Publicity Director . . . . . Bob Harlan  
 Chief Engineer . . . . . R. M. Chamberlin  
 Farm Editor . . . . . Sandy Johnson

## W R U F

**GAINESVILLE—1928**  
**MBS-U. OF FLA. NET.**

Frequency: 850 Kc. . . . . Power 5000 Watts  
 Owned By . . . . . State of Fla.  
 Operated By . . . . . Univ. of Fla.  
 Business-Studio Address . . . Campus, Univ. of Fla.  
 Phone Number . . . . . 2000, Ext. 466-7-8  
 Transmitter Location . . . . . Newberry Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB, FMA  
 Director . . . . . Garland Powell  
 Commercial Manager . . . . . Paul Acosta  
 Sales Promotion Manager . . . . . James Gentile  
 Program Director . . . . . James Sharp  
 Production Director . . . . . Sewell Brown  
 Continuity and Pub. Director . . . Leonard Mosby  
 Musical Director . . . . . Larry Gibson  
 Chief Engineer . . . . . Duane McConnell  
 Farm Editor . . . . . Clyde Beale

## W I V Y

**JACKSONVILLE—1948**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WIVY, Inc.  
 Business-Studio Address . . . 135 Riverside Ave.  
 Phone Number . . . . . 4-7722, 4-7723  
 Transmitter Location . . . Springrove Ave. at  
 A. C. & L. RR. Tracks  
 Air Time . . . . . Local sunrise to local sunset  
 News Service . . . . . INS  
 Transcription Service . . . . . World, MacGregor  
 Representative . . . . . Joseph Hershey McGillvra

Membership . . . . . NAB  
 President . . . . . L. Frank Jones  
 General Manager . . . . . Al Keirseay  
 Commercial Manager . . . . Charles F. Brigham  
 Program Director . . . . . Richard A. Fennel  
 Chief Engineer . . . . . James W. Knoche

## W J A X

**JACKSONVILLE—1925—NBC**

Frequency: 930 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . . City of Jacksonville, Fla.  
 Business-Studio Address . . . . 1 Broadcast Pl.  
 Phone Number . . . . . 4-1681  
 Transmitter Location . . . . . Hyde Park  
 Air Time . . . . . 6 a.m. to 1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Associated  
 Representative . . . . . John Blair; Harry E. Cummings  
 Membership . . . . . BMB  
 Com. in Charge . . . . . George A. Pierce  
 Station Mgr.-Chief Engr. . . . John T. Hopkins III  
 Program Director . . . . . Evelyn Boote  
 Production Manager . . . . . J. W. Douglass  
 Musical Director . . . . . Frank Morris

## W J H P

**JACKSONVILLE—1940—MBS**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . The Metropolis Co.  
 Business-Studio Address . . . . 500 Laura St.  
 Phone Number . . . . . 4-7711  
 Transmitter Location . . . . . Lane Ave. Annex &  
 Lake Shore Blvd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Associated,  
 SESAC  
 Representative . . . . . John H. Perry  
 President-Owner . . . . . John H. Perry  
 General Manager . . . . . Norvin Veal  
 Station Manager . . . . . Speed Veal  
 Publicity Director . . . . . Joan Palmer  
 Chief Engineer . . . . . Beecher Hayford

## W M B R

**JACKSONVILLE—1934—CBS**

Frequency: 1460 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Florida Bcastg. Co.  
 Business-Studio Address . . . . 605 Main St. S.,  
 P.O. Box 5187  
 Phone Number . . . . . 9-4477  
 Transmitter Location . . . Lane & Stewart Aves.  
 Air Time . . . . . 6 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Associated  
 Representative . . . . . Avery-Knode  
 Membership . . . . . NAB, BMB  
 President-General Manager . . . . . Frank King  
 Comm.-Sales Prom. Mgr. . . . . Glenn Marshall, Jr.  
 Program Director . . . . . Roger O. Van Duzer  
 Chief Engineer . . . . . Ernest B. Vordermark

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• • • **FLORIDA** • • •

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## W O B S

**JACKSONVILLE—1948**  
**GA.-FLA. SPORTS NET.**

Frequency: 1360 Kc. . . . . Power: 1000 Watts d.  
(CP 1,000 Watts, n.)  
Owned-Operated By . . . . . Southern Radio and  
Equipment Company  
Business-Studio Address . . . . . 10 East Forsyth St.  
Phone Number . . . . . 6-4231  
Transcription Location . . . . . Gilmore Road  
Air Time . . . . . Sunrise to sunset  
News Service . . . . . AP  
Transcription Service . . . . . Capitol  
Station Representative . . . . . Forjoe  
President . . . . . Jack Sharpe  
General-Station Manager . . . . . Ed Sharpe  
Commercial Manager . . . . . Mark Thompson  
Program Director . . . . . Larry Scarborough  
Production Director . . . . . Jim Macri  
Musical Director . . . . . Randolph Jones  
Chief Engineer . . . . . William Askew

## W P D Q

**JACKSONVILLE—1942**  
**ABC-FLA.-AMER. GROUP**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Jacksonville Bcstg. Corp.  
Business Address . . . . . P. O. Box 1468  
Phone Number . . . . . 4-4421  
Studio Address . . . . . Gulf Life Insurance Bldg.  
Transmitter Location . . . . . Lenox Ave.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Station Representative . . . . . Katz  
Membership . . . . . BMB  
President . . . . . James R. Stockton  
General-Station Manager . . . . . Robert R. Feagin  
Commercial Manager . . . . . Frank Taylor, Jr.  
Sales Pro. Mgr.-Publicity Dir. . . . . Lillian Nunn  
Program Director . . . . . Bernie Adams  
Musical Director . . . . . Gene Bouchier  
Chief Engineer . . . . . James R. Donovan  
Farm Editor . . . . . Bernie Adams

## W J V B

**JACKSONVILLE BEACH—1947—KBS**

Frequency: 1010 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Jacksonville Beach  
Beastg. Co.  
Business-Studio Address . . . . . 211 First Ave.  
Phone Number . . . . . 1072  
Transmitter Location . . . . . Penman Rd.  
Air Time . . . . . Sunrise to sunset  
News Service . . . . . AP  
Transcription Service . . . . . Capitol, Keystone  
Station Representative . . . . . Friedenburg

Membership . . . . . NAB  
General-Station-Comm. Mgr. . . . . Reggie Martin  
Sales Pro. Mgr.-Program Dir. . . . . Lester M. Combs  
Production-Publicity Director . . . . . Hal King  
Chief Engineer . . . . . Lewis Evenden

## W K W F

**KEY WEST—1946—MBS-KBS**

Frequency: 1600 Kc. . . . . Power: 500 Watts  
Owned-Operated By . . . . . John M. Spottswood  
Business Address . . . . . P. O. Box 891  
Phone Number . . . . . 510  
Studio-Transmitter Location . . . . . Stock Island  
Air Time . . . . . 7 a.m. to M.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus, Keystone  
Station Representative . . . . . Walker  
Membership . . . . . NAB  
Pres.-Gen.-Comm. Mgr. . . . . John M. Spottswood  
Program Director . . . . . Ruth Newton  
Musical Director . . . . . Jessie Gibson

## W D S R

**LAKE CITY—1946**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Deep South Radioways  
Business-Studio Address . . . . . 126 No. Marion St.  
Phone Number . . . . . 525  
Transmitter Location . . . . . One mile south of Lake  
City on U.S. No. 41  
Air Time . . . . . 6 a.m. to 10:05 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Membership . . . . . NAB  
Gen. Mgr. & Prin. Partner . . . . . Alfred H. Temple  
Commercial Manager . . . . . Thomas M. Colton  
Program Director . . . . . Owen W. Parnacott  
Chief Engineer . . . . . Bruce Singleton

## W L A K

**LAKELAND—1936—NBC**

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Lakeland Bestg. Corp.  
Business Address . . . . . P. O. Box 1211  
Phone Number . . . . . 2127  
Studio-Transmitter Location . . . . . Shore Acres,  
1412 East Lime St.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Station Representative . . . . . John E. Pearson  
Membership . . . . . NAB, BMB  
President-Gen.-Station-Sales Promotion  
Manager, Publicity Director . . . . . S. O. Ward  
Commercial Manager . . . . . Powell Adams  
Program-Production Director . . . . . Wm. A. Reeves  
Musical Director . . . . . George Friend  
Chief Engineer . . . . . William F. Lee

## WEAT

**LAKE WORTH—1948—NBC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lake Worth Bcstg. Co.  
 Operated By . . . . . C. L. Menser  
 Business-Studio Address . . . . . Municipal Casino,  
 South Ocean Blvd.  
 Phone Number . . . . . Palm Beach 7545,  
 Lake Worth 1200  
 Transmitter Location . . . . . Nineteenth Ave. No.  
 Air Time . . . . . 6:30 a.m. to 12:30 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NAB  
 President-Gen. Mgr. . . . . C. L. Menser  
 Chief Engineer . . . . . Richard Spruill

## WMMB

**MELBOURNE—1948**

Frequency: 1050 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Melbourne Bcstg. Corp.  
 Business-Studio Address . . . . . Front St.  
 Phone Number . . . . . 575-576  
 Transmitter Location . . . . . Front St.  
 Air Time . . . . . Local sunrise to sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Standard  
 President . . . . . William Shakespeare, Jr.  
 General-Station Mgr. . . . . Thomas B. Newsom, Jr.  
 Commercial Manager . . . . . Maude C. Newsom  
 Sales Promotion Manager . . . . . John Armstrong  
 Program Director . . . . . Victoria Martin  
 Operations Manager . . . . . Bob McCall  
 Chief Engineer . . . . . Kenneth R. Waltz

## WLBF

**LEESBURG—1947—KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lake Bcstg. Co.  
 Business Address . . . . . Box 601  
 Phone Number . . . . . 554-553  
 Studio-Transmitter Location . . . . . 1240 Floradel Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Capitol,  
 Keystone  
 Membership . . . . . NAB, BMB  
 President . . . . . P. C. Gorman  
 General-Station Manager . . . . . W. E. Harkness  
 Comm.-Sales Promotion Mgr. . . . . Earl Broome  
 Program-Production-Publicity Director- Chief  
 Announcer-Mus. Dir. . . . . Donn Ramon Colee  
 Chief Engineer . . . . . Charles Castle  
 Farm Editor . . . . . Bob Andrews

## WGBS

**MIAMI—1939—CBS**

Frequency: 710 Kc. . . . . Power: 50,000 Watts, d.  
 10,000 Watts, n.  
 Owned-Operated By . . . . . The Fort Industry Co.  
 Business-Studio Address . . . . . 1605 Biscayne Blvd.  
 Phone Number . . . . . 9-2401  
 Transmitter Location . . . . . 6½ mi. N.W. Hialeah  
 Air Time . . . . . 6:00 a.m.-2:00 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Thesaurus  
 Station Representative . . . . . Katz  
 Membership . . . . . NAB, BMB  
 President . . . . . George B. Storer  
 Station Manager . . . . . Stanton P. Kettler  
 Commercial Manager . . . . . Miller N. Babcock  
 Sales Prom. Mgr., Pub Dir. . . . . Frank Jaffe  
 Program Director . . . . . Ewald Kockritz  
 Chief Engineer . . . . . Albert Shropshire  
 Farm Editor . . . . . Jack McCormack

## WTYS

**MARIANNA—1948**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . John H. Phipps  
 Business Address . . . . . P. O. Box 565  
 Phone Number . . . . . 650  
 Studio-Transmitter Address . . . . . U. S. Hwy. 90, E.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Standard  
 Representative . . . . . Harry Cummings  
 Owner . . . . . John H. Phipps  
 Gen.-Comm. Mgr. . . . . Fred U. Wamble  
 Sales Prom. Manager . . . . . Don Pearson  
 Program Dir. . . . . Lucille W. Wamble  
 Production Director . . . . . Bill Pascal  
 Publicity Director . . . . . Sonny Harris  
 Musical Director . . . . . Susan Thames  
 Chief Engineer . . . . . Christian Reuter  
 Farm Editor . . . . . Joe Malone

## WMIE

**MIAMI—1948**

Frequency: 1140 Kc. . . . . Power: 10,000 Watts, d.,  
 5,000 Watts, n.  
 Owned-Operated By . . . . . Sun Coast Bcstg. Corp.  
 Business Address . . . . . Everglades Hotel  
 Phone Number . . . . . 3-5556  
 Transmitter Location . . . . . Sunset Rd. & Snapper  
 Creek, So. Miami  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, FAB  
 President . . . . . Mitchell Wolfson  
 General Manager . . . . . Robert G. Venn  
 Commercial Manager . . . . . John S. Allen  
 Program Director . . . . . Ted Anthony  
 Sports-Publicity . . . . . Matty Matthews  
 Musical Director . . . . . Ruth Lee Jones  
 Chief Engineer . . . . . William A. Sheetz

• • • **FLORIDA** • • •

**WIOD**

**MIAMI—1926—NBC**

Frequency: 610 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . . Isle of Dreams Bcstg. Corp.  
 Business-Studio Address . . . 600 Biscayne Blvd.  
 Phone Number . . . . . 3-6444  
 Transmitter Location . . . Cameo Island, North Bay Causeway  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . Associated, Standard  
 Station Representative . . . George P. Hollingbery, Harry E. Cummings  
 Membership . . . . . NAB, BMB  
 President . . . . . Daniel J. Mahoney  
 General Manager . . . . . James M. LeGate  
 Commercial Manager . . . . . Robert L. Fidler  
 Program Director . . . . . Scott Bishop  
 Publicity-Promotion Dir. . . . Martha Henriquez  
 Musical Director . . . . . Earle Barr Hanson  
 Chief Engineer . . . . . Milton C. Scott

Owned-Oper. By . . . Hollywood Bcstg. Co., Inc.  
 Address . . . . . WINZ Bldg., 304 Lincoln Rd.  
 Phone Number . . . . . Miami 5-3191  
 Transmitter Location . . . . . Opa-locka  
 Air Time . . . . . 6:30 a.m.-3:30 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President . . . . . Jonas Weiland  
 General-Comm. Mgr. . . . . M. J. Weisfeldt  
 Program Director . . . . . Denny Kirwan  
 Chief Engineer . . . . . C. E. Watkins

**WINZ**

**MIAMI—1946**

Frequency: 940 Kc. . . . . Power: 1000 Watts d.

**WQAM**

**MIAMI—1920—ABC**

Frequency: 560 Kc. . . . . Power: 5,000 Watts, d., 1,000 Watts, n.  
 Owned-Operated By . . . . . Miami Bcstg. Co.  
 Business Address . . . . . P. O. Box 3741  
 Phone Number . . . . . 2-6121  
 Studio Address . . . . . duPont Bldg.  
 Transmitter Location . . . 1425 N.E. Bayshore Ct.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . World, Associated  
 Station Representative . . . . . John Blair



National Representatives  
 GEORGE P. HOLLINGBERY CO.  
 Southeast Representative  
 HARRY E. CUMMINGS



James M. LeGate, Gen. Manager  
**5,000 WATTS ★ 610 KC ★ NBC**



# FLORIDA

Membership ..... NAB, BMB  
 President ..... John S. Knight  
 General-Station Mgr. .... Owen F. Uridge  
 Commercial Manager. .... Harry Camp  
 Program Director. .... Marjorie Christopher  
 Chief Engineer. .... Gene Rider

## W W P B

MIAMI—1947

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Paul Brake  
 Business-Studio Address. .... 414 S.W. 2nd Ave.  
 Phone Number ..... 3-7405  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Donald Cooke  
 President, Gen.-Comm. Mgr. .... Paul Brake  
 Prog. Dir., Prom. Mgr. .... Charles Green  
 Chief Engineer. .... Ralph Kiibler

## W K A T

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc. .... Power: 5,000 Watts, d.  
 1,000 Watts, n.  
 Owned-Operated By. .... WKAT, Inc.  
 Business-Studio Address. .... 1759 North Bay Rd.  
 Phone Number ..... 5-5711  
 Transmitter Location. .... 1759 North Bay Rd.

Air Time. .... 6:00 a.m.-3:00 a.m.  
 News Service ..... UP  
 Transcription Service ..... Standard, Cole  
 Station Representative. .... Weed  
 President ..... A. Frank Katzentine  
 General-Station-Comm.-Sales Promotion  
 Manager ..... John I. Prosser  
 Program-Production Director. .... Gordon N. Waltz  
 Pub. Dir.-Chief Ann.-Farm Ed. .... Robert Beutel  
 Musical Director ..... Betty Lee Taylor  
 Chief Engineer ..... Arthur P. Smith, Jr.

## W B M M

MIAMI BEACH—1947

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Biscayne Bcstg. Co., Inc.  
 Business-Studio-Transmitter Address. .... McArthur  
 Causeway Terminal  
 Phone Number ..... 5-5588  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Standard, Capitol  
 Representative. .... Burke, Kuipers & Mahoney  
 Membership ..... NAB  
 Pres., Gen.-Sta.-Comm.-Sales  
 Promotion Mgr. .... Thomas O. McCullough  
 Prog.-Publicity Director. .... Calvert A. Carter  
 Production Director. .... Mary Lucille Carter  
 Musical Director. .... George Chamberlin  
 Chief Engineer. .... Jack Miller

## W T M C

OCALA—1939—MBS-KBS

Frequency: 1290 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Ocala Bcstg. Co., Inc.  
 Business-Studio Address. .... 1 Broadcast Pl.  
 Phone Number ..... 128-165  
 Transmitter Location. .... RFD Ocala, State Rd. 500  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Keystone  
 Representative ..... John H. Perry  
 President. .... John H. Perry  
 Gen.-Sales Prom. Mgr. .... T. S. Gilchrist, Jr.  
 Sta. Mgr., Publicity Dir. .... John F. Nicholson  
 Commercial Manager. .... Carl J. Reinhardt  
 Prog.-Prod. Director. .... Charles R. Schon  
 Musical Director. .... Gene Sturchio  
 Chief Engineer. .... Beecher Hayford  
 Farm Editor. .... John Nicholson

## W D B O

ORLANDO—1925—CBS

Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Orlando Bcstg. Co., Inc.  
 Business-Studio Address. .... P. O. Box 3707,  
 30 S. Ivanhoe Blvd.  
 Phone Number ..... 6181  
 Transmitter Location. .... 222 Hazard St.  
 Air Time. .... 4:55 a.m.-1:05 a.m.  
 News Service ..... AP, UP

MUSIC . . SPORTS . . NEWS

FULL TIME

## WINZ

Florida's Big Independent

Primary Signal  
 Covers  
 GREATER MIAMI  
 and  
 Florida's  
 Rich East Coast  
 from  
 the Palm Beaches  
 to the Keys

STUDIOS:

MIAMI, HOLLYWOOD, FT. LAUDERDALE  
 AND WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL  
 940 Kc. — FULL TIME

JONAS WEILAND, *President*  
 Represented by: John H. Perry Associates

# FLORIDA

Transcription Service.....World. Thesaurus, Associated  
 Representative.....John Blair, Harry Cummings  
 Membership.....NAB, BMB  
 Pres., Gen. Mgr.....George C. Johnston  
 V.P., Station Mgr.....Harold P. Danforth  
 Natl. Sales-Prod. Dir.....W. G. McBride  
 Local Sales Director.....John M. Pedrick  
 Musical Director.....Walter D. Kimble  
 Chief Engineer.....J. E. Yarbrough  
 Farm Editor.....Henry S. Jacobs

## W H O O

ORLANDO—1947

ABC-FLORIDA-AMERICAN GP.

Frequency: 990 Kc.....Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned-Oper. By...Orlando Daily Newspapers,  
 Inc.  
 Address.....Fort Gatlin Hotel  
 Phone Number.....9900  
 Transmitter Location.....Old Fairvilla Rd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Ra-Tel  
 President.....Martin Anderson  
 General Manager.....John A. Buning  
 Commercial Mgr.....Clarence Bracey  
 Program Director.....Ted Cobington  
 Chief Engineer.....Gene Dashiell

## W L O F

ORLANDO—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Hazelwood, Inc.  
 Business-Studio Address.....Angebill Hotel  
 Phone Number.....8163  
 Transmitter Location.....Near Orlo Vista  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Lang-Worth  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President.....William Joe Sears, Jr.  
 General Manager.....Vic Buisset  
 Program Director.....R. Donahue  
 Chief Engineer.....W. Dodd Daniel, Jr.

## W O R Z

ORLANDO—1946—NBC

Frequency: 740 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Central Florida Bcstg. Co.  
 Business-Studio Address...740 N. Orange Ave.  
 Phone Number.....2-2451  
 Transmitter Location.....Winter Garden Rd.  
 Air Time.....6 a.m.-1:05 a.m.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Weed

Membership.....NAB, BMB  
 President.....James Dandelake  
 Gen.-Sta.-Comm.-Sales Promotion  
 Manager.....Eugene D. Hill  
 Prog. Dir., Farm Editor.....L. C. Kennedy  
 Production Director.....Tom Carswell  
 Publicity Director.....Nazoma Harmon  
 Musical Director.....John Hyde  
 Chief Engineer.....H. A. Scott

## W W P F

PALATKA—1947

Frequency: 800 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Palatka Bcstg. Co.  
 Business-Studio-Transmitter Address...900 Block  
 of River St.  
 Phone Number.....354  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Cox & Tanz  
 Gen.-Station Manager.....L. C. McCall  
 Commercial Manager.....Herb Young  
 Musical Dir., Farm Editor.....Bruce E. Wilson  
 Chief Engineer.....L. C. McCall

## W W P G

PALM BEACH—1941—ABC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Palm Beach Bcstg. Co.  
 Business Address.....South Ocean Blvd.  
 Phone Number.....West Palm Beach 2-1515.  
 Lake Worth 5345  
 Transmitter Location.....South Ocean Blvd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service...Lang-Worth, Thesaurus,  
 World  
 Representative.....Petty  
 President, Gen. Mgr.....Charles E. Davis  
 Station-Comm. Mgr.....Donald S. Greenleaf  
 Program Director.....Mary E. Neely  
 Chief Engineer.....Clyde E. Walkden

## W D L P

PANAMA CITY—1940

MBS-FLA. FOOTBALL NET.-KBS

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Panama City Bcstg. Co., Inc.  
 Business-Studio Address.....West Beach Dr.  
 Phone Number.....777  
 Transmitter Location.....North Springfield  
 Air Time.....5:30 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....World, Keystone  
 Representative.....John H. Perry  
 President.....John H. Perry  
 Gen.-Sta.-Comm. Mgr.....Byron Hayford  
 Sales Prom. Mgr., Prog. Dir.....John Thomas  
 Chief Announcer, Chief Engineer...Elmer Scott



**WBSR**

**PENSACOLA—1946—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Escambia Bcstg. Co., Inc.  
 Business-Studio Address... San Carlos Hotel,  
 P. O. Box 1351  
 Phone Number ..... 6173-4  
 Transmitter Location..... O & Moreno Sts.  
 Air Time..... 5:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Robert Meeker  
 Membership ..... NAB  
 President, Gen. Mgr..... Ruth Braden  
 Sta.-Comm. Mgr..... Robert O. Forsyth  
 Sales Promotion Manager..... M. Jack Brown  
 Prog.-Prod. Director..... Bill Kirby  
 Chief Engineer..... G. Bert Mead

**WCOA**

**PENSACOLA—1926—NBC**

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Operated By... Pensacola Bcstg. Co.  
 Business-Studio Address... San Carlos Hotel  
 Phone Number ..... 4111  
 Transmitter Location..... Cary's Lane  
 Air Time..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Associated, Capitol  
 Representative..... John H. Perry  
 President..... John H. Perry  
 Gen.-Station Mgr..... J. Holliday Veal  
 Commercial Manager... William G. Champlin  
 Sales Promotion Manager..... Pauline Heller  
 Program Director..... J. H. Veal  
 Chief Engineer..... Harold Heath

**WEAR**

**PENSACOLA—1947—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Gulfport Bcstg. Co.  
 Business-Studio Address... 5 East Gregory St.  
 Phone Number ..... 8-4449  
 Transmitter Location..... Smith Shipyard  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Representative..... John E. Pearson  
 General-Station Manager..... Irving F. Welch  
 Commercial Manager..... Peter J. Cicchine  
 Program Dir., Chief Announcer... Russell Hirsch  
 Production Director..... Edward Murphy  
 Chief Engineer..... Howard Grove  
 News Editor..... Frank Pericola

**WCNH**

**QUINCY—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Quincy Bcstg. Corp.

Business Address ..... Quincy  
 Phone Number ..... 300  
 Studio-Transmitter Location... Shelter Heights  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NAB  
 President..... Richard J. Gardner  
 General-Station Manager..... A. B. Letson  
 Comm.-Sales Prom. Manager... E. W. Carrell  
 Program Director..... W. H. Martin  
 Chief Engineer..... A. B. Letson

**WFOY**

**ST. AUGUSTINE—1936—CBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Fountain of Youth Bcstg. Co.  
 Business-Studio-Transmitter  
 Address ..... Magnolia Ave.  
 Phone Number ..... 1622  
 Air Time..... 6:30 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Avery Knodel  
 Membership ..... NAB, BMB  
 President..... J. C. Bell  
 Exec. V.P., Gen.-Sta.-Comm.-Sales Prom.  
 Manager..... John E. Bernhard, Jr.  
 Prog.-Prod.-Musical  
 Director..... Mrs. Frankye C. Walker  
 Publicity Director..... Patsy Hernandez  
 Chief Engineer..... Ernest Raistrick  
 Farm Editor..... Bob Sheppe

**WSUN**

**ST. PETERSBURG—1927—ABC**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By... City of St. Petersburg  
 Business Address ..... P. O. Box 240  
 Phone Number ..... 7-4747-8  
 Studio Address..... Municipal Pier  
 Transmitter Location... Bayview, RFD No. 2,  
 Box 81, Clearwater  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Associated, SESAC  
 Representative ..... Weed  
 Membership ..... NAB, BMB  
 Gen.-Sta.-Sales Prom. Mgr., Pub.  
 Dir..... George D. Robinson  
 Commercial Manager..... Vera New  
 Prog. Dir., Chief Engineer..... Louis J. Link  
 Musical Director..... Edith Sexton

**WTSP**

**ST. PETERSBURG—1939—MBS**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By... Pinellas Bcstg. Co.

# FLORIDA

Business Address.....470 First Ave. S.  
 Phone Number.....7-8108  
 Studio Address.....Times Bldg.  
 Transmitter Location....Gandy Blvd. at Gandy  
 Bridge  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Representative.....John E. Pearson  
 Membership.....NAB  
 President.....Nelson Poynter  
 Vice President.....Irwin A. Simpson  
 General-Station Manager...Herbert T. Anderson  
 Sales Prom. Mgr., Prog. Dir....Jack Faulkner  
 Chief Engineer.....William D. Mangold

## W T R R

**SANFORD—1947—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Southeastern Bcstg. System  
 Operated By.....James S. Rivers  
 Business-Studio-Transmitter  
 Address.....Mayfair Inn  
 Phone Number.....999  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service....Lang-Worth, Keystone  
 President.....James S. Rivers  
 Station Mgr., Prog. Dir....J. Marion Harman, Sr.  
 Chief Engineer.....Emerson Brown

## W S P B

**SARASOTA—1939—CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSPB, Inc.  
 Business-Studio-Transmitter  
 Address.....City Island  
 Phone Number.....2564-5  
 Air Time.....6:30 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....John E. Pearson  
 Membership.....BMB  
 President.....Robert C. Jones, Jr.  
 General-Station Manager...John B. Browning  
 Commercial Manager...Raymond E. Brown, Jr.  
 Sales Promotion Manager...Kenneth Randolph  
 Program Director.....David Hale  
 Musical Director.....David Hale  
 Chief Engineer.....James E. Grant

## W H B O

**SULPHUR SPRINGS—1948**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Sulphur Springs Bcstrs.  
 Business-Studio Address...8122 Nebraska Ave.  
 Phone Number.....Tampa 33-2251  
 News Service.....AP  
 Representative.....McGeehan & O'Mara  
 Partners.....Harold A. Harry, Harry J. Dunlap

Program Director.....Ann Bowman  
 Traffic Manager.....Betty Strong  
 Chief Engineer.....Charles McLellan

## W R H P

**TALLAHASSEE—1946**

**ABC-KBS-FLA. AMERICAN GP.**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tallahassee Appliance  
 Corp.  
 Business-Studio Address.....Floridan Hotel  
 Phone Number.....2691, 2836, 2710  
 Transmitter Location.....East Park Ave.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World, Keystone  
 Representative.....Thomas F. Clark  
 Membership.....NAB  
 President, General Manager...Frank W. Pepper  
 Commercial Manager.....Joe Hosford  
 Sales Promotion Manager...John Epperson  
 Program Director.....Frank W. Hazleton  
 Publicity Director.....Jim Miller  
 Chief Engineer.....Charles Clifton

## W T A L

**TALLAHASSEE—1935—MBS**

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....John H. Phipps Radio  
 Stations  
 Business Address.....Park Ave. & Calhoun  
 Phone Number.....2160  
 Studio Address.....Cherokee Hotel  
 Transmitter Location.....Lake Bradford  
 Air Time.....5 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....John H. Perry,  
 Harry E. Cummings  
 Membership.....NAB  
 President.....John H. Phipps  
 Station Manager.....L. Herschel Graves  
 Program Director.....Helen F. Todd  
 Musical Director.....Dave Cole  
 Chief Engineer.....W. A. Snowden, Jr.

## W A L T

**TAMPA—1946**

Frequency: 1110 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Tampa Bcstg. Co.  
 Business-Studio Address...401 West Tyler St.  
 Phone Number.....M 7921  
 Transmitter Location.....411 West Tyler St.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service....Capitol, Lang-Worth,  
 SESAC  
 Representative.....John H. Perry  
 Pres., Gen.-Sta.-Comm.-Sales  
 Promotion Manager.....W. Walter Tison

# FLORIDA

Membership ..... NAB  
 Prod.-Publicity Director..... Eva Byron  
 Musical Director..... Roger Ball  
 Chief Engineer..... J. B. Tison  
 Farm Editor..... Ronald Harp

## W D A E

TAMPA—1922—CBS

Frequency: 1250 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Tampa Times Co.  
 Business Address..... P. O. Box 2409,  
 114 N. Franklin St.  
 Phone Number..... M-2911  
 Studio Address..... Tampa Times Bldg.  
 Transmitter Location..... Forrest Hills Country  
 Club Area  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Associated  
 Representative..... Katz  
 Membership..... NAB  
 President..... David E. Smiley  
 Gen.-Sta.-Comm.-Sales Promotion  
 Manager..... L. Spencer Mitchell  
 Prog.-Prod.-Publicity Dir..... Kenneth W. Skelton  
 Musical Director..... Edward C. Walker  
 Chief Engineer..... William Pharr Moore  
 Farm Editor..... Mark E. Swingley

## W F L A

TAMPA—1925—NBC

Frequency: 970 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Tampa Tribune  
 Business-Studio Address..... Seminole Bldg.  
 Phone Number..... H-1828  
 Transmitter Location..... East Entrance Camp-  
 bell Causeway, Columbus Dr.  
 Air Time..... 6:45 a.m.-12:05 a.m.  
 News Service..... UP  
 Transcription Service..... Thesaurus, Lang-Worth  
 Representative..... John Blair, Harry E. Cummings  
 Membership..... NAB  
 Station Manager..... Charles G. Baskerville  
 Commercial Manager..... Bert A. Arnold  
 Sales Prom. Mgr., Pub. Dir..... Tom Matthews  
 Prog.-Prod. Director..... Paul M. Jones  
 Chief Announcer, Farm Editor..... Mardi Liles  
 Musical Director..... Frank Grasso  
 Chief Engineer..... Joseph Mitchell

## W H B O

TAMPA—1948

Frequency: 1050 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Harold A. & Harry J. Dunlap  
 Business Address..... P. O. Box 9145  
 Phone Number..... 33-2251  
 Studio Address..... Sulphur Springs Hotel,  
 8122 Nebraska Ave.  
 Transmitter Location..... 11001 Florida Ave.  
 Air Time..... Local sunrise-sunset

News Service..... AP  
 General Manager..... Harold A. Dunlap  
 Business Manager..... Harry J. Dunlap  
 Comm.-Sales Prom. Manager..... Jim Turner  
 Prog.-Musical Dir..... Ann Bowman  
 Traffic Manager..... Betty Strong  
 Chief Eng.-Farm Ed..... Charles McLellan

## W I R K

WEST PALM BEACH—1947—MBS

Frequency: 1290 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Ken-Sell, Inc.  
 Business Address..... Box 2148  
 Phone Number..... 2-1744  
 Studio Address..... Citizens Bldg.  
 Transmitter Location..... S. Millitary Trail  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Associated, Lang-Worth  
 Representative..... Joseph Hershey McGillvra  
 Membership..... NAB  
 President..... J. S. Field, Jr.  
 Gen.-Sta.-Comm. Mgr..... Joseph B. Matthews  
 Sales Promotion Manager..... S. H. Andrews  
 Program-Publicity Dir..... Bob Cummings  
 Chief Announcer, Musical Dir..... Rome Hartman  
 Chief Engineer..... William P. Heitzman

## W J N O

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... WJNO, Inc.  
 Business-Studio Address..... 1500 N. Flagler Dr.  
 Phone Number..... 2-3638  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Standard, Capitol  
 Representative..... Robert Meeker  
 Membership..... NAB, BMB, FMA  
 President..... Marshall Heminway  
 Gen.-Sta.-Comm. Mgr..... Stephen P. Willis  
 Program Director..... Vernon Crawford  
 Musical Director..... Anne Wharton  
 Chief Engineer..... Otis C. Wright

## W S I R

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Citrus Belt Bcstrs., Inc.  
 Business-Studio Address..... 132 Third St., S.W.  
 Phone Number..... 31-313  
 Transmitter Location..... Lake Howard Dr.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... World  
 Membership..... NAB, BMB  
 President..... Frederick L. Allman  
 General Manager..... Larry Rollins  
 Program Director..... Richard Eyrich  
 Chief Engineer..... L. Orden Craig

## 1948 - - - A YEAR OF ACHIEVEMENT

1. Our best year of business in the face of multiplied competition.
2. Consistent top audience ratings for our advertisers.
3. Introduction of facsimile to Atlanta.
4. Completion and activation of a new and highly efficient 50 KW (AM) transmitter.
5. A new and completely engineered building for TV operation, together with a 598 foot tower, pylon and antenna.
6. THE FIRST TV FOR THE DEEP SOUTH.

## 1949 - - - A YEAR OF OPPORTUNITY

26 years young is the "Voice of the South"—a pioneer in 1922 and still heading the procession 26 years later. Programming know-how—engineering efficiency—audience loyalty—industry consciousness—agency confidence—sales productivity—all these will be maintained by a staff old with WSB and steeped in the appreciation of this market.

WSB is as much Atlanta as the dogwood—as much Georgia as red clay hills and piney woods. Only WSB can offer these advantages in this market.

THE ATLANTA JOURNAL STATION

50,000 Watts **WSB-TV** 750 Kilocycles

ATLANTA, GA.

Represented Nationally by Edward Petry & Co., Inc.

# GEORGIA

Estimated Population 3,128,000—Increase +0.1%—Radio Homes 676,500  
Total Families 811,700—Stations in State 69

## W A L B

ALBANY—1940—MBS

Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Operated By... Herald Publishing Co.  
Business-Studio-Transmitter

Address... Leesburg Road  
Phone Number... 1590-389  
Air Time... Unlimited  
News Service... AP  
Transcription Service... World  
Representative... Burn-Smith, Pierce W. Cook  
Membership... NAB  
President... James H. Gray  
General-Station-

Commercial Manager... H. L. Tallman  
Sales Promotion Manager-Program-  
Production Publicity Director... David K. Fulton  
Chief Announcer... Bill Bowick  
Chief Engineer... Ernest Ruckle

## W G P C

ALBANY—1933—CBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Albany Bdcstg. Co.  
Business-Studio Address... New Albany Hotel  
Phone Number... 1370

Transmitter Location... Gillionville Road  
Air Time... 6:45 a.m.-12:05 a.m.  
News Service... UP  
Transcription Service... Standard  
Representative... George P. Hollingbery  
Membership... NAB, BMB  
President... J. W. Woodruff

Executive Manager... J. W. Woodruff, Jr.  
Station-Commercial-Sales Promotion  
Manager-Publicity Director... L. M. George  
Program-Production Director... Walter H. Flint  
Musical Director... Gwen Walker  
Chief Engineer... W. C. McClung  
Farm Editor... Bill Fowler

## W D E C

AMERICUS—1947—MBS-GALS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... The Americus Bdcstg. Co.  
Business-Studio Address... 109½ Windsor Ave.  
Phone Number... 3681-3682

Transmitter Location... McGarrah St.  
Air Time... 17 hrs.  
News Service... AP  
President... James R. Blair  
General-Station-Commercial Manager-  
Program Director... W. E. Johnson

Production Director-Musical Director-  
Chief Announcer... Charlie Smith  
Chief Engineer... Tommy Duke

## W G A U

ATHENS—1938—CBS-KBS-GALS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... J. K. Patrick & Company  
Business-Studio Address... Bobbin Mill Road  
Phone Number... 1741-2

Transmitter Location... Bobbin Mill Road  
Air Time... 17 hours 10 minutes daily  
News Service... AP  
Transcription Service... Standard, Keystone  
Membership... BMB  
President... C. A. Rowland  
General-Station-Commercial

Manager... R. Lewis Doster  
Sales Promotion Manager... Robert W. Mock  
Program Director... Mary M. Lester  
Publicity Director... Lew Forrest  
Chief Announcer... Dave Ruark  
Chief Engineer... Bill Evans

## W R F C

ATHENS—1948

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Operated By... Radio Athens, Inc.  
Business Address... P. O. Box 1423  
Phone Number... 446-7

Studio-Transmitter Location... Lake Road  
Air Time... Sunrise to Sunset  
News Service... UP  
Transcription Service... Associated  
Membership... NAB, BMB  
President-General Manager... L. H. Christian  
Commercial Manager... Claude Williams, Jr.  
Program-Publicity Director... Charles A. McClure  
Chief Announcer-Musical

Director... Rhett Turnipseed  
Chief Engineer... L. D. Drewry

## W A G A

ATLANTA—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By... Liberty Bdcstg. Corp.  
Business-Studio Address... Western Union Bldg.  
Phone Number... Main 5900

Transmitter Location... North Druid Hill Rd.  
Air Time... Unlimited  
News Service... AP, INS  
Transcription Service... Lang-Worth  
Representative... Katz  
Membership... NAB, BMB

Now ... More Than Ever—

**"THE BEST BUY IN ATLANTA  
MEANS MORE SALES FOR YOU!"**



	Atlanta Metropolitan District	Total Within 0.5 MV/M Contour
<b>1948 DATA</b>		
<b>AUDIENCE</b>		
Population	498,100	659,700
In communities	498,100	570,600
On farms		89,100
Families	137,186	178,700
In communities	137,186	156,300
On farms		22,400
Radio Homes	114,500	148,950
In communities	114,500	131,350
On farms		17,600
<b>RETAIL SALES, 1947 (Sales by Store Classes)</b>		
Food Stores	\$118,400,000	\$134,000,000
General Merchandise	123,500,000	135,700,000
Apparel Stores	34,300,000	58,300,000
Home Furnishings	38,800,000	42,500,000
Automotive	53,000,000	59,100,000
Filling Stations	23,500,000	28,400,000
Bldg. Mtl.-Hardware	31,400,000	37,200,000
Eating-Drinking	34,700,000	37,600,000
Drug Stores	21,800,000	24,200,000
All Other Stores	82,600,000	92,500,000
<b>TOTAL RETAIL SALES</b>	<b>\$582,000,000</b>	<b>\$649,500,000</b>
<b>FARM MARKET</b>		
Number of Farms		18,780
Value of Products		\$33,800,000
Cost of Feed Bought		\$6,330,000
Automotive Vehicles		18,200
<small>Radio Homes by 25% percentage of families, 1946; all other data by original estimates based on latest government census enumerations. Interim reports, samples and derived values, correlated to calendar text 1947 by Walter P. Sars, Middlebury, Vermont.</small>		
<b>Densely-built areas, solid black Eng. Survey by Foley &amp; Hillegas</b>		

**"THE GOOD WERD STATION"**  
1,000 W. 860 K.C.

**Atlanta, Georgia**

Richard A. Granville, General Manager

*The South's Greatest Distribution Center*

*Owned and Operated by*

**Radio Atlanta, Inc.**

23 Broad Street, S. W. LA 2-0666

National Representatives

JOSEPH HERSHEY MCGILLVRA, INC

NEW YORK CHICAGO ATLANTA LOS ANGELES SAN FRANCISCO

# G E O R G I A

President.....George B. Storer, Sr.  
 General Manager.....Lee B. Wailes  
 Station Manager.....James E. Bailey  
 Commercial Manager.....Claude H. Frazier  
 Sales Promotion Manager-Publicity  
   Director.....William R. Terry  
 Program-Production Director-  
   Chief Announcer.....William McCain  
 Musical Director.....Mrs. Marilyn Ford  
 Chief Engineer.....Paul B. Cram  
 Farm Editor.....Dale Clark

## W A T L

ATLANTA—1930

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By.....J. W. Woodruff  
 Business Address.....Henry Grady Bldg.,  
   26 Cain St.  
 Phone Number.....Walnut 4377  
 Transmitter Location.....Lohaven Dr.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Standard  
 Membership.....NAB  
 Pres., Owner, Gen. Mgr.....J. W. Woodruff  
 Commercial Mgr.....James A. Davenport  
 Program Director.....A. R. Bruckner, Jr.

## W B G E

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....General Bcstg. Co.  
 Bus.-Studio Address.....George Terrace Hotel  
 Phone Number.....VErnon 1194  
 Transmitter Location.....S. Pine St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Capitol,  
   Cole  
 Representative.....Burn-Smith  
 President.....Mike Benton  
 General Manager.....Maurice C. Coleman  
 Traffic Mgr., Asst. Prog. Dir.....Ann Hutcheson  
 Production Manager.....Betty Specht  
 Chief Engineer.....David J. Holt

## W C O N

ATLANTA—1947—ABC

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Atlanta Constitution  
   Publ. Co.  
 Business-Studio Address.....Constitution Bldg.  
 Phone Number.....LAmAr 4545  
 Transmitter Location.....DeFours Ferry Road, NE,  
   Atlanta  
 Air Time.....5:30 a.m.-M.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Headley-Reed  
 Membership.....BMB

President.....Clark Howell  
 General Manager.....David Carpenter  
 Commercial Manager.....Crenshaw Bonner  
 Prom. Mgr.-Pub. Dir.....Edward Pentecost  
 Program Director.....Warde Adams  
 Chief Engineer.....Harvey Aderhold  
 Farm Editor.....Channing Cope

## W E R D

ATLANTA—1948

Frequency: 860 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Radio Atlanta, Inc.  
 Business-Studio Address...23 Broad Street, SW  
 Phone Number.....Lamar 0666-7-8  
 Transmitter Location...Fairmont Street, NW.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....World, SESAC  
 Representative.....Joseph Hershey McGillvra  
 President.....Jesse Draper  
 General Mgr.....Richard A. Granville  
 Comm.-Sales Prom. Mgr.....Richard S. Kendrick  
 Program Director.....Herbert J. Harris  
 Prod.-Pub. Dir.....James Arthur Wood  
 Musical Director.....Carol Bridges  
 Chief Engineer.....Bill Kennedy

(See Page 378)

For Readability . .

Reliability . .

# AP

The world's largest  
 news service  
 available through  
 membership

**WGST**

ATLANTA—1923—MBS

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Operated By....Board of Regents, University System of Ga., behalf Ga. Institute of Technology  
 Business-Studio Address.....Forsyth Bldg., Post Office Box 674  
 Phone Number.....Walnut 8441  
 Transmitter Location.....Cheshire Bridge Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....NBC, Lang-Worth  
 Representative.....George P. Hollingbery  
 Membership.....NAB BMB  
 Chairman.....F. M. Sprattlin  
 General-Station-Commercial  
 Manager.....John Fulton  
 Sales Promotion Manager.....Paul Sanford  
 Program Director.....Jack Kelly  
 Production Director.....Don Naylor  
 Publicity Director.....Paul Sanford  
 Musical Director.....Jack Almand  
 Chief Engineer.....Ben Akerman

**WQXI**

ATLANTA—1948

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....R. W. Rounsaville  
 Business-Studio Address.....Peachtree at Mathieson  
 Phone Number.....CHerokee 2196  
 Transmitter Location.....Cheshire Bridge Rd.  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 President-Owner, General, Station  
 Manager.....R. W. Rounsaville  
 Commercial Manager.....Howard Brooks  
 Program Director.....Bill Lowery  
 Production Director.....Zenas Sears  
 Chief Engineer.....Wm. F. Lange

**WSB**

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50000 Watts  
 Owned-Operated By..Atlanta Journal Company  
 Business-Studio Address.....Biltmore Hotel  
 Phone Number.....HEmlock 1045

*For a good time  
 in Atlanta*

**SEE THE HOLLINGBERY REPRESENTATIVE**

**WGST**

**MUTUAL**



. . . **GEORGIA** . . .

Transmitter Location.....Tucker  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service...Associated, Standard  
 Representative.....Edward Pety  
 Membership.....NAB, BMB  
 Managing Director.....J. Leonard Reinsch  
 General Manager.....John M. Outler, Jr.  
 Commercial Manager.....Frank Gaither  
 Sales Promotion Manager...Vincent C. Piano  
 Program Director.....Marcus Bartlett  
 Publicity Director.....Wayne L. Anderson  
 Chief Engineer.....C. F. Daugherty  
 (See Page 376)

## W B B Q

AUGUSTA—1946

MBS-GA. ECO. GRP.-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Savannah Valley  
 Bdcstg. Co.  
 Business-Studio-Transmitter  
 Location.....515 Jefferson Davis Avenue  
 Phone Number.....4-5441  
 Air Time.....Unlimited  
 News Service.....AP, INS  
 Transcription Service.....Standard, Keystone

Representative.....Walker  
 President-General, Station  
 Manager.....George G. Weiss  
 Commercial Manager.  
 Production Director.....John W. Watkins  
 Sales Promotion Manager,  
 Publicity Director.....Fred Runde  
 Program Director.....George M. Scott  
 Chief Announcer,  
 Musical Director.....Bob Nelson  
 Chief Engineer.....George G. Weiss  
 Farm Editor.....Jack Lenz

## W G A C

AUGUSTA—1940—ABC

Frequency: 580 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By...The Twin States Bcstg. Co.  
 Business-Studio Address.....WGAC Bldg.  
 Phone Number.....2-2692  
 Transmitter Location.....Martinez  
 Air Time.....5:15 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....NBC  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 V.P., Gen.-Station Mgr.....J. B. Fuqua  
 Commercial Manager.....Donald M. Kelly, Jr.  
 Program Director.....Warren Hites  
 Production Director.....John Vance  
 Publicity Director.....Edward Tibbets  
 Chief Engineer.....John P. Jopling  
 Farm Editor.....J. W. Chambers

## W R D W

AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By..Augusta Broadcasting Co.  
 Business-Studio Address.....8th & Broad Streets  
 Phone Number.....2-8805, 2-8806, 2-8807  
 Transmitter Location.....Berckmans Rd.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 President.....William K. Jenkins  
 General, Station, Sales Promotion Manager,  
 Publicity Director.....W. R. Ringson  
 Commercial Manager.....William B. Smart  
 Program Director.....Charles H. Pintel  
 Production Director.....Raymond Culpepper  
 Chief Announcer.....Pat Mulherin  
 Musical Director.....Charles H. Pintel  
 Chief Engineer.....Rabun F. Bobo  
 Farm Editor.....Gerald A. Chelton

## W T N T

AUGUSTA—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By..Georgia-Carolina Bcstg. Co.



### Other Rounsaville Stations

- WBAC Cleveland, Tennessee
- WBEJ Elizabethton-Johnson City, Tennessee
- WGRV Greeneville, Tennessee
- WKSX Pulaski, Tennessee

*Class programs of popular and classical music, news, sports and special events.*

**In the Heart of a Class Market**

**1000 Watts                      790 KC.**

# GEORGIA

Bus.-Studio Address...15 Eighth St., Cotton Row  
Phone Number.....4-2421  
Transmitter Location.....Cedar St. Extended  
Air Time.....6:00 a.m.-M.  
News Service.....UP  
Transcription Service.....Associated  
Representative.....Taylor-Baroff  
Membership.....BMB  
President.....Walter J. Brown  
V. Pres., General, Station  
Manager.....Edgar W. Teasley  
Program-Production Dir.....Charles Snowden  
Publicity Director.....Vivian Milliken  
Chief Announcer.....John Radeck  
Chief Engineer.....C. M. Callicott

## WMGR

### BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....S. Marvin Griffith  
Address.....P. O. Box 348  
Phone Number.....776  
News Service.....AP  
Transcription Service.....SESAC  
President.....S. Marvin Griffith  
General Manager.....Ben H. Dekle  
Program Dir.....Barbara Ann Johnson  
Chief Engineer.....Woodrow F. Dunlap

## WMOG

### BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Coastal Bcstg. Co., Inc.  
Business-Studio-Transmitter  
Location.....St. Simons Island Causeway  
Phone Number.....1500  
Air Time.....7:00 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth, Keystone  
Membership.....BMB  
President.....Alma W. King  
General-Station-Commercial  
Manager.....Kenneth E. White

## WLBB

### CARROLLTON—1947—KBS

Frequency: 1100 Kc.....Power: 250 Watts  
Owned By.....Carroll Bdcstg. Co., Inc.  
Operated By.....Radio Station WLBB  
Business-Studio Address.....Peoples Bank Bldg.  
Phone Number.....980-981  
Transmitter Location.....Cedar St.  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Capitol, SESAC,  
Keystone  
Membership.....NAB  
President-Gen. Mgr.....James M. Matthews  
Commercial Manager.....Chessley F. Hooper  
Program Director.....James C. Dunaway

Chief Announcer.....Dale C. Smith  
Musical Director.....James C. Dunaway  
Chief Engineer.....Chessley F. Hooper  
Farm Editor.....James M. Matthews

## WBHF

### CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....W. R. Frier  
Business-Studio-Transmitter  
Address.....P. O. Box 71, Dallas Road  
Phone Number.....588  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth, Keystone  
Membership.....NAB  
President.....W. R. Frier  
Gen.-Sta.-Sales Prom. Mgr.,  
Pub. Dir. ....James O. Hardin, Jr.  
Program-Production Director,  
Chief Announcer.....John C. Hamrick  
Chief Engineer.....Robert G. Slaughter  
Farm Editor.....James O. Hardin, Jr.

## WGAA

### CEDARTOWN—1941 ABC-KBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....NW. Ga. Bdcstg. Co.  
Business-Studio Address.....West Theatre Bldg.  
Phone Number.....Cedartown 777-570  
Transmitter Location.....Rome Highway  
Air Time.....6:00 a.m.-M.  
News Service.....AP  
Transcription Service.....World, KBS  
Membership.....NAB, BMB  
President.....O. C. Lam  
General-Station-Commercial  
Manager.....William B. Estes  
Program Director.....Rowena Whitfield  
Production Director.....Ed Reilly  
Publicity Director.....Frank Burgess  
Musical Director.....Ira Turpin  
Chief Engineer.....G. C. Hunt  
Farm Editor.....C. P. Ernest

## WDK

### COLUMBUS—1943—ABC

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Columbus, Inc.  
Business-Studio Address.....1320 Broadway  
Phone Number.....5447  
Transmitter Location.....Brickyard Road  
Air Time.....5 a.m.-1:05 a.m.  
News Service.....AP  
Transcription Service.....World  
Station Representative.....Headley-Reed  
Membership.....NAB, BMB  
President-General Manager.....Allen M. Woodall  
Station Manager.....Miles H. Ferguson

# GEORGIA

Commercial Manager..... William Massie  
Program-Production Director..... John Nolan  
Publicity Director..... Tommy Tucker  
Chief Announcer..... Joe Byars  
Musical Director..... Frances Gladdin  
Chief Engineer..... Randy Jones  
Farm Editor..... Betty Vann

## W G B A

COLUMBUS—1947

Frequency: 620 Kc..... Power: 1000 Watts  
Owned-Operated By..... Ga.-Ala. Bdcstg. Corp.  
Business-Studio Address..... 1213½ Broadway  
Phone Number..... 3-3603  
Transmitter Location..... Crawlford Rd.,  
Phenix City, Ala.

Air Time..... 6 a.m. to local sunset  
News Service..... AP  
Transcription Service..... Associated, Capitol  
Representative..... Branham  
Membership..... NAB, BMB  
President..... A. H. Chapman, Sr.  
General-Commercial-Program  
Director..... Walter M. Windsor  
Sales Promotion Manager..... James R. Cook  
Continuity Director..... Jack H. Dell  
Publicity Director..... Judith Bell  
Chief Engineer..... John H. Wiseley

## W R B L

COLUMBUS—1928

CBS-GA. B. S.-GA. SPORTS

Frequency: 1420 Kc..... Power: 5000 Watts  
Owned-Operated By..... Columbus Bdcstg. Co.  
Business-Studio Address..... 1420 2nd Avenue  
Phone Number..... 2-0601  
Transmitter Location..... Phenix City, Ala.  
Air Time..... 5 a.m.-1 a.m.  
News Service..... INS, UP  
Transcription Service..... Standard  
Representative..... George P. Hollingbery  
Membership..... NAB, BMB, FMA  
Principal Owner, Executive & Commercial  
Manager..... J. W. Woodruff  
Local Sales Manager..... B. Ed Johnson  
Sales Promotion Manager,  
Publicity Director..... Ed J. Hennessy  
Program-Production Director..... George Gingell  
Musical Director..... George D. Davis, Jr.  
Chief Engineer..... Joe A. Gamble  
Farm Editor..... Douglas Gary

## W S A C

COLUMBUS—1948—MBS

Frequency: 1460 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Chattahoochee Bcstg. Co.  
Business-Studio Address..... 1028½ Broadway  
Phone Number..... 2-4427  
Transmitter Location..... Morris Road

Air Time..... 6 a.m.-M.  
News Service..... UP  
Transcription Service..... Lang-Worth  
Representative..... Walker  
Membership..... BMB  
President..... William K. Jenkins  
General-Station Manager..... Edwin Mullinax  
Commercial Manager..... Frances Smith  
Program Director..... James R. O'Donnell  
Chief Engineer..... Hudie Brown

## W M J M

CORDELE—1939—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts d.;  
100 Watts n.  
Owned-Oper. By..... Southeastern Bcstg. System  
Business-Studio Address..... 20th Ave. & B St.  
Phone Number..... 686  
News Service..... UP  
Transcription Service..... World  
President, General Mgr..... James S. Rivers  
Commercial Mgr..... William E. Blizard, Jr.  
Prog. Dir., Prom. Mgr..... Willard Belote  
Chief Engineer..... Reo Chairland

## W M O C

COVINGTON—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... The Covington News,  
Inc.  
Business-Studio Address..... Monticello Street  
Phone Number..... 2275  
Transmitter Location..... Monticello Street  
Air Time..... 6 a.m.-11 p.m.  
News Service..... UP  
Transcription Service..... World, Keystone  
President..... Belmont Dennis  
General-Station-Commercial  
Manager..... W. Thomas Hay  
Sales Promotion Manager,  
Publicity Director..... S. G. Turner  
Program Director..... W. I. Allgood  
Chief Announcer, Musical  
Director..... Richard Roche  
Chief Engineer..... Robert L. White, Jr.  
Farm Editor..... Leo Mallard

## W B L J

DALTON—1940  
MBS-KBS-GA. SPORTS-GALS

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... Dalton Bdcstg. Corp.  
Business-Studio Address..... 111 South Pentz St.  
Phone Number..... 1180-1  
Transmitter Location..... River Bend Rd.  
Air Time..... 18 hours  
News Service..... UP  
Transcription Service..... Capitol, SESAC,  
Keystone

Representative .....Continental Radio Sales  
 Membership ..... NAB, BMB  
 President.....H. C. Kenemer  
 General-Station-Commercial  
 Manager.....William Armond  
 Sales Promotion Manager.....Chester Wilson  
 Program-Production-Publicity  
 Director.....Dave Achor  
 Chief Announcer.....Bill Davis  
 Musical Director.....Armin Geertz  
 Chief Engineer.....John S. Andrews  
 Farm Editor.....Joe McGinley

**W D W D**

**DAWSON—1948—GA. SPORTS**

Frequency: 930 Kc.....Power: 1000 Watts D.  
 Owned-Operated By.....Dawson Bdcstg. Co.  
 Business-Studio Address.....Parrott Road  
 Phone Number.....416-417  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....Ed Stevens  
 General-Station-Commercial  
 Manager.....W. C. Woodall, Jr.  
 Program Director.....Olyn L. Gee  
 Production Director.....Joe Stephens  
 Publicity Director.....Betty Henson  
 Chief Announcer.....Royce Jones  
 Chief Engineer.....Jim Honey

**WEAS**

**DECATUR—1947**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Eurith Dickinson Rivers, Jr.  
 Bus.-Studio Address.....217 W. Ponce de Leon  
 Ave.  
 Phone Number.....Dearborn 2521  
 News Service.....AP  
 Transcription Service.....World  
 Owner.....E. D. Rivers, Jr.  
 Station Director.....Raymond D. McCay  
 Commercial Mgr.....Edward Wing  
 Production Director.....Warren Roberts  
 Promotion Manager.....Ben Gunn  
 Chief Engineer.....William H. Heller

**W G L S**

**DECATUR—1949—GALS**

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....DeKalb Bcstg. Co.  
 Business-Studio Address.....Phelps Bldg.  
 Phone Number.....Crescent 7066  
 News Service.....UP  
 Transcription Service.....Standard  
 President.....Frank Thomas  
 General Manager.....Tom Carr  
 Chief Engineer.....Cliff Hansom

**W D M G**

**DOUGLAS—1947**

Frequency: 860 Kc.....Power 1000 Watts D.  
 Owned-Operated By.....WDMG, Inc.  
 Business-Studio Address.....118 S. Madison Ave.  
 Phone Number.....564  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....World, SESAC  
 Membership.....NAB  
 President.....Downing Musgrove  
 General Manager.....B. F. J. Timm  
 Commercial Manager.....Al Evans  
 Program Director.....Terry Kielly  
 Chief Announcer.....Sam Middleton  
 Chief Engineer.....Al Woodson

**W M L T**

**DUBLIN—1945—MBS-GALS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dublin Bdcstg. Co.  
 Business Address.....Dublin  
 Phone Number.....871-2  
 Studio-Transmitter Location.....Franklin St.  
 Air Time.....6:30 a.m.-11:05 p.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus, Keystone  
 Representative.....Continental Radio Sales  
 Membership.....BMB  
 President.....George T. Morris  
 Station Manager.....W. Newton Morris  
 Commercial Manager.....Dennis N. Brown  
 Chief Engineer.....Charlie R. Lord  
 Farm Editor.....George Gaines

**W S G C**

**ELBERTON—1946—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Elberton Bcstg. Co.  
 Address.....Elberton  
 News Service.....AP  
 Representative.....Continental Radio Sales  
 Manager.....Melvin C. Gorman

**W B H B**

**FITZGERALD—1946—MBS-GALS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ben Hill Bdcstg. Corp.  
 Business-Studio-Transmitter  
 Address.....600 Roanoke Dr.  
 Phone Number.....740, 745  
 Air Time.....6:15 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 President.....Arthur Carpenter, Jr.  
 General-Station-Commercial-Sales Promotion  
 Manager, Program-Production  
 Director.....Herbert Wolin Scott

# GEORGIA

Chief Announcer-Musical Director Jack Owens  
Chief Engineer-Farm Editor... Thomas Hanssen

## WDUN

GAINESVILLE—1947—GALS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Northeast Ga. Bdcstg.  
Co.

Business Address.....P. O. Box 115  
Phone Number.....234L  
Studio Address.....213½ S. Main St.  
Air Time.....6 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....Capitol, Thesaurus  
Representative.....Thomas F. Clarke  
Membership.....NAB  
President.....Paul C. Plaginos  
General Manager.....John W. Jacobs, Jr.  
Commercial Manager.....Dave Rankin

## WGGG

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Blue Ridge Bdcstg. Co.  
Business Address.....Box 654  
Phone Number.....1800  
Studio-Transmitter Location...2400 Athens Rd.  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service...Lang-Worth, Keystone  
Membership.....NAB, BMB  
President.....Charles A. Smithgall  
Commercial Manager.....E. F. MacLeod  
Program Director.....Robert Schwab  
Publicity Director-Musical

Director.....James A. Hartley  
Chief Engineer.....F. Keith Brown

## WKEU

GRIFFIN—1934—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....WKEU, Inc.  
Address.....P. O. Box 155  
Phone Number.....5507  
Air Time.....Unlimited  
News Service.....UP  
President, General Mgr....A. W. Marshall, Jr.  
Commercial Mgr.....C. I. Crawley  
Prog. Dir., Prom. Mgr....J. J. Smolka  
Chief Engineer.....G. H. Whitley, Jr.

## WKLY

HARTWELL—1947

Frequency: 980 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Louie L. Morris  
Business Address.....Hartwell  
Phone Number.....71

Studio-Transmitter Location..Bowersville Hwy.  
Air Time.....Local sunrise-sunset  
News Service.....UP  
Transcription Service.....Capitol  
Membership.....BMB  
President.....Louie L. Morris  
Exec. Vice Pres., Station

Manager.....Max G. Pfander  
Commercial Manager.....Joe Morris  
Sales Promotion Manager, Program-Production-  
Publicity Director-Farm Editor...Joe Wilder  
Chief Announcer.....Tom Whittaker  
Chief Engineer.....Ernest Church

## WLAG

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...LaGrange Bdcstg. Co.  
Business-Studio Address...305-307 Broome St.  
Phone Number.....3505  
Transmitter Location.....LaGrange  
Air Time.....6 am.-M.  
News Service.....UP  
Transcription Service.....Standard, Keystone  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB  
President.....Roy C. Swank  
General-Station-Commercial

Manager.....Edwin Mullinax  
Sales Promotion Manager.....Janet Angel  
Program Director.....John Bogges  
Production Director.....Herbert Wells  
Publicity Director.....Fazelle Scarborough  
Musical Director.....William Hyde, Jr.  
Chief Engineer.....James McKay  
Farm Editor.....Joe Hawkins

## WBML

MACON—1940—ABC-GA. SPORTS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Middle Georgia Bdcstg.  
Co.

Business-Studio Address..First National Bank  
Bldg.  
Phone Number.....2728  
Transmitter Location.....8th & Cherry St.  
Air Time.....6 a.m.-12:30 a.m.  
News Service.....AP  
Transcription Service.....World  
Membership.....NAB, BMB, FMA  
President.....E. D. Black  
General Manager.....Charles W. Pittman  
Commercial Manager.....Walter Graham  
Sales Production Manager, Production

Director.....Harold Bealy  
Program Director-Musical  
Director.....Mary Hester Richardson  
Publicity Director.....Lewis Smith  
Chief Announcer.....Tommy Snellgrove  
Chief Engineer.....H. S. Goodrich

## W I B B

**MACON—1948**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Peach State Bcstg. Co., Inc.  
 Business-Studio Address. Professional Bldg.  
 Phone Number. Ivy 2716  
 Transmitter Location. Pio Nono at Millirons  
 Rds.  
 Air Time. Local sunrise-sunset  
 News Service. UP  
 Transcription Service. Thesaurus  
 Owners & Managing Dirs. M. O. Thornburg,  
 Jr., Thomas H. Maxwell  
 Commercial Manager. George W. Patton  
 Sales Promotion Manager. Bob Saggese  
 Program Director. Marion Bragg  
 Prod. Dir., Chief Announcer. Richard Ashby  
 Publicity-Musical Dir. Betty Crowell  
 Chief Engineer. Tom Maxwell  
 Farm Editor. Charles Arthur

## W M A Z

**MACON—1922—CBS**

Frequency: 940 Kc. Power: 10,000 Watts  
 Owned-Oper. By. Southeastern Bcstg. Co.  
 Business-Studio Address. Bankers Insurance  
 Bldg.  
 Phone Number. 3131  
 Transmitter Location. Forsyth Rd.  
 Air Time. 5:30 a.m.-12:30 a.m.  
 News Service. INS, UP  
 Transcription Service. Lang-Worth  
 Representative. Katz  
 Membership. NAB, BMB  
 Pres., Chief Engineer. George P. Rankin  
 General Manager. Wilton E. Cobb  
 Commercial Manager. Frank Crowther  
 Production Director. Frank Hubbs  
 Farm Editor. D. F. Bruce

## W N E X

**MACON—1945—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By. Macon Bcstg. Co.  
 Business-Studio Address. Bibb Bldg.  
 Phone Number. 8211  
 Transmitter Location. Rogers Ave.  
 Air Time. 5:55 a.m.-12:35 a.m.  
 News Service. AP  
 Transcription Service. Capitel  
 Representative. Forjoe  
 Membership. NAB  
 President. Ed Lowe  
 General-Station Manager. Alfred Lowe  
 Commercial Manager. James Weathers  
 Program Director. Peggy Taylor  
 Musical Director. Beverly McKenzie  
 Chief Engineer. Ambrose Kibler  
 Farm Editor. Rayford Falckloth

## W F O M

**MARIETTA—1946—GALS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. Fred B. Wilson,  
 Channing Cope  
 Business Address. P. O. Box 131  
 Phone Number. 1746, 1414  
 Studio-Transmitter Location. So. Cobb Dr.  
 Air Time. 7 a.m.-11 p.m.  
 News Service. AP  
 Transcription Service. World  
 Partners. Fred B. Wilson, Channing Cope  
 Gen.-Sta.-Comm. Mgr. Albert L. Jones  
 Sales Promotion Manager.  
 Program Director. James Collins  
 Chief Announcer. Red Sparks  
 Chief Engineer. Lynae Brannen  
 Farm Editor. C. Cope

## W M V G

**MILLEDGEVILLE—1946  
 MBS-GALS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By. Jere N. Moore  
 Business-Studio Address. Georgia Military  
 College  
 Phone Number. 250  
 Transmitter Location. Fishing Creek, So.  
 Wayne St.  
 Air Time. 7 a.m.-11:15 p.m.  
 News Service. UP  
 Transcription Service. World, Keystone  
 Representative. Homer Griffith  
 Membership. NAB  
 Owner. Jere N. Moore  
 Gen.-Sta.-Comm.-Sales Promotion  
 Manager. Michael T. Landy  
 Prog.-Prod. Dir. Josephine Ragsdale  
 Publicity-Musical Dir. Carl Woolf  
 Chief Announcer. William G. Bloodworth  
 Chief Engineer. Robbie O. Hattaway

## W M G A

**MOULTRIE—1939—GALS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By. John F. Pidcock  
 Business-Studio-Transmitter Address. Moultrie  
 Phone Number. 999  
 Air Time. Unlimited  
 News Service. UP  
 Transcription Service. Thesaurus, Keystone  
 Representative. Thomas F. Clarke  
 General Manager. John F. Pidcock  
 Station Mgr., Program Dir. Roy F. Zess  
 Commercial Manager. Wandell Murphy  
 Chief Announcer. Spence Raulerson  
 Chief Engineer. Lamar Beaty

# WCOH

NEWNAN—1947

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Newnan Bcstg. Co.  
 Business Address: 11 Court Sq.  
 Phone Number: 1400-1  
 Studio Address: Court St.  
 Transmitter Location: Line St.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World  
 Manager: James Thomasson  
 Program Director: Dr. R. S. C. Young  
 Publicity Director: Betty Bonner  
 Musical Director: Imogene Jones  
 Chief Engineer: Walter O. Welch  
 Farm Editor: R. W. Brown

# WKMA

QUITMAN—1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Radio South  
 Business-Studio Address: Walker Bldg.  
 Phone Number: 4811  
 Transmitter Location: N. of New City Cemetery  
 Air Time: 6:45 a.m.-10 p.m.  
 News Service: UP  
 Gen.-Sta.-Comm.-Sales Promotion  
 Manager: John R. Barlett  
 Program-Publicity Dir.: Elizabeth Barlett  
 Chief Announcer: Vince Randall  
 Chief Engineer: Milo Lester

# WLAQ

ROME—1947

Frequency: 670 Kc. Power: 1,000 Watts  
 Owned-Operated By: News Publishing Co.  
 Business-Studio Address: 209 Broad St.  
 Phone Number: 7767-8  
 Transmitter Location: Old Summerville Rd.  
 Air Time: Daytime  
 News Service: AP, INS, UP  
 Transcription Service: Capitol  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB, BMB  
 President: B. H. Mooney, Sr.  
 General Manager: Robert C. Leach  
 Commercial Manager: Martha Daniel  
 Sales Promotion Manager: George W. Rice, Jr.  
 Program Director: Ruby Erwin  
 Production Director: William B. Davies  
 Publicity Director: Gibson Ivey  
 Musical Director: Mrs. Clyde Baker  
 Chief Engineer: Daniel B. Scott

# WRGA

ROME—1929

MBS-KBS-GA. SPORTS NET

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By: Rome Bcstg. Corp.

Eus.-Studio Address: National City Bank Bldg.  
 Phone Number: 6589  
 Transmitter Location: O. Summerville Rd.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth, Keystone  
 Representative: Walker  
 Membership: NAB, BMB  
 President: John W. Quarles  
 General Manager: Happy Quarles  
 Station Manager: Mather Payne  
 Commercial Manager: Pinkie Talley  
 Sales Prom. Mgr., Pub. Dir.: Don Murdock  
 Program Director: Jim Roberts  
 Production Director: Al Kirby  
 Musical Director: Dalo Stone  
 Chief Engineer: R. L. Starr  
 Farm Editor: Cap Hicks

# WROM

ROME—1946

Frequency: 710 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Coosa Valley Radio Co.  
 Business-Studio Address: 121 Broad St.  
 Phone Number: 9075-6  
 Transmitter Location: Cooper Dr.  
 Air Time: Sunrise-sunset  
 News Service: AP  
 Transcription Service: World  
 Representative: Everett-McKinney,  
 Homer Griffith  
 Membership: NAB  
 Pres., Gen. Mgr.: Dean Covington  
 Commercial Manager: M. T. Kinman  
 Program Dir., Chief Announcer: Charlie Doas  
 Musical Director: Bill Scott  
 Chief Engineer: Ken Lowry  
 Farm Editor: Blair Jesse

# WCCP

SAVANNAH—1946  
 MBS-GA. SPORTS NET.

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated by: Dixie Bcstg. Co.  
 Business-Studio Address: P. O. Box 943,  
 140 Bull St.  
 Phone Number: 2-4182  
 Transmitter Location: West Gwinnett St.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Walker  
 Membership: NAB  
 Pres., Owner, Gen. Mgr.: Carter C. Peterson  
 Station-Commercial Mgr.: Weldon Herrin  
 Sales Promotion Manager: Charles J. Lipton  
 Program Director: Charles Beresford  
 Publicity Director: Al Jennings  
 Chief Engineer: William E. Moats

## W D A R

**SAVANNAH—1946—ABC-GAB**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: W D A R, Inc.  
 Business-Studio Address: 34 E. Bryan St.  
 Phone Number: 3-8807-8  
 Transmitter Location: E. Perry Lane  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Adam J. Young, Jr.  
 Membership: NAB  
 President: A. C. Neff  
 General-Station Manager: L. H. Thesmar  
 Commercial Manager: Robert Finch  
 Sales Promotion Manager: Robert Noble  
 Program Director: Robert Mann  
 Production Director: Milton Bellah  
 Publicity Director: Mary Brennan  
 Chief Announcer: Sam Dillard  
 Musical Director: James Treston  
 Chief Engineer: Howard Jewett  
 Farm Editor: Alberta Beckwith

## W F R P

**SAVANNAH—1946—GALS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Georgia Bcstg. Co.  
 Business-Studio Address: 219 E. Charlton St.  
 Phone Number: 39642  
 Transmitter Location: E. Perry Lane  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Associated, Cole  
 President: F. R. Pidcock  
 Actg. Gen. Mgr., Prog. Dir.: John F. Pidcock  
 Commercial Manager: John Williams  
 Sales Promotion Manager: Chris Brannegan  
 Chief Announcer: Clayton Van Calligan  
 Chief Engineer: James M. Wilder

## W S A V

**SAVANNAH—1939  
 NBC-ATLANTIC SPORTS**

Frequency: 830 Kc. Power: 5000 Watts  
 Owned-Operated By: WSAV, Inc.  
 Bus.-Studio Address: Liberty Natl. Bank Bldg.  
 Phone Number: 3-0234  
 Transmitter Location: Oatland Island, 4.2 Mi.  
 E. of Savannah  
 Air Time: 6 a.m.-12:05 a.m.  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: George P. Hollingsbery  
 Membership: NAB, BMB  
 Pres., Gen.-Sta. Mgr.: Harben Daniel  
 Comm.-Sales Prom. Mgr.: George P. Cooper  
 Prog. Dir., Prod. Mgr.: Owens Alexander  
 Publicity Director: Carson Demmond

Musical Director: Melvin Peacock  
 Chief Engineer: M. E. Thompson  
 Farm Editor: Melvin Peacock

## W T O C

**SAVANNAH—1929—CBS**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Operated By: Savannah Bcstg. Co.  
 Business-Studio Address: 516 Abercorn St.,  
 P. O. Box 858  
 Phone Number: 2-0127  
 Transmitter Location: Anderson Rd.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth, World  
 Representative: Katz  
 Membership: NAB, BMB, FMA  
 Pres., General Mgr.: William T. Knight, Jr.  
 Commercial Manager: Ben Williams  
 Prog.-Musical Director: Dwight J. Bruce  
 Chief Engineer: R. Reeve Owen

## W W N S

**STATESBORO—1946  
 MBS-GALS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Alfred Dorman  
 Business Address: Box 146  
 Phone Number: 502  
 Studio-Transmitter Location: E. Olliff St.  
 Air Time: 7 a.m.-11 p.m.  
 News Service: UP  
 Transcription Service: Standard, Keystone  
 Owner: Alfred Dorman  
 General-Station Manager: Paul R. Sauve  
 Program Director: Worth McDougald  
 Chief Engineer: Clinton J. Lewis

## W S F T

**THOMASTON—1947—MBS**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Thomaston Bcstg. Co., Inc.  
 Business-Studio Address: 101 N. Church St.  
 Phone Number: 1300  
 Transmitter Location: Hightower Rd.  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Associated  
 President: R. E. Hightower  
 General-Station Manager: S. J. Carswell  
 Commercial Manager: C. T. Thames  
 Program Director: Bill Heule

## W K T G

**THOMASVILLE—1947**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Southern Bcstg. System, Inc.



# GEORGIA

Business-Studio Address.....Bank of Thomas  
County Bldg.  
Phone Number .....1501  
Transmitter Location.....Pavo Hwy.  
Air Time .....Daytime  
News Service .....AP  
Transcription Service.....World, Lang-Worth  
Representative.....Thomas F. Clark  
Membership .....NAB  
President, Gen. Mgr.....W. F. Scott, Jr.  
Comm.-Sales Prom. Mgr., Publicity  
Director .....Pratt Secrest  
Program Director.....William B. Hill  
Chief Announcer.....Bill Hill  
Chief Engineer.....K. T. Malory

## WPAX

THOMASVILLE—1934

Frequency: 1240 Kc.....Power: 250 Watts d.  
Owned-Operated By.....H. Wimpy  
Business-Studio Address...117 Remington Ave.  
Phone Number .....909  
Transmitter Location.....117 Remington Ave.  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service.....Thesaurus, Capitol  
Membership .....NAB, BMB  
Owner, General-Station Mgr.....H. Wimpy  
Commercial Manager.....Al Feinberg  
Program Director.....Bob Oakman  
Chief Announcer.....Glenn Hicks  
Chief Engineer.....James Poole

## WTWA

THOMSON—1947  
MBS-GA-CAROLINA NET

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Hickory Hill Bcstg. Co.  
Business-Studio-Transmitter  
Address .....215 Lumpkin St.  
Phone Number .....777  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service.....World  
Representative.....Taylor-Borrorff  
Membership .....NAB  
President .....Walter Brown  
General Manager.....Harold Teasley  
Program Director.....Claude Sullivan  
Chief Announcer.....John Morris  
Chief Engineer.....Bill Bates

## WWGS

TIFTON—1946—MBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Tifton Bcstg. Corp.

Business-Studio-Transmitter Address....800 S.  
Main St.  
Phone Number .....921  
Air Time.....6:30 a.m.-11 p.m.  
News Service .....UP  
Transcription Service.....Standard  
President.....Walter A. Graham  
Gen.-Sales Promotion Mgr...James E. Graham  
Station-Commercial Mgr....William Shepherd  
Program-Musical Dir.....Paul Wynn  
Production Director.....Bert Stevens  
Publicity Director.....R. H. Pittman  
Chief Engineer.....Wendell C. Roberts

## WLET

TOCCOA—1941—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....R. G. Letourneau  
Bus.-Studio-Transmitter Address...423 Prather  
Bridge Rd.  
Phone Number .....544  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service...Associated, Keystone

Howard E. Pill, President,  
Radio Station WSFA, Mont-  
gomery, Ala.: "I came into  
radio business from news-  
paper business — and THE  
ASSOCIATED PRESS has  
been regarded as tops by me  
ever since my first job as a  
cub reporter more than 25  
years ago."

Representative.....Thomas F. Clark  
 Membership.....NAB  
 Owner.....R. G. Letourneau  
 General-Station Manager.....Virgle E. Cralg  
 Commercial Manager.....Sam A. Gaines  
 Sales Prom. Mgr., Pub. Dir.....Charles Gaines  
 Prog.-Prod.-Musical Dir.....Carroll S. Lee  
 Chief Engineer.....J. Carl Meeks

## W G O V

**VALDOSTA—1940—MBS**

Frequency: 950 Kc.....Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Operated By.....E. D. Rivers  
 Business-Studio Address..Hotel Daniel Ashley  
 Phone Number.....1420  
 Transmitter Location.....Kinderlou  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....John E. Pearson  
 Owner, General Manager.....E. D. Rivers  
 Business Manager.....Mary Gorman  
 Prog.-Prod. Director.....John V. Evans  
 Chief Engineer.....Ralph Dennis

**5000 WATTS**  
 of selling power

at

950 on the dial

with

**MUTUAL**

plus

good local programs

**W G O V**

Valdosta, Georgia

Represented

by

John E. Pearson Co.

## W R Q N

**VIDALIA—1946—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Vidalia Bcstg. Co.  
 Address.....Vidalia  
 Phone Number.....327  
 Transmitter Location.....U.S. Route 280,  
 ¼ Mi. W. Vidalia  
 Air Time.....6:30 a.m.-11:05 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NAB  
 President.....M. F. Brice  
 Program Director.....Bill Harbeson  
 General Manager.....H. C. Gilreath, Jr.  
 Commercial Manager.....Bob Moran  
 Soles Manager.....Fred Browning  
 Program Director.....Jo Anne Dickerson

## W A Y X

**WAYCROSS—1936—MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Jack Williams  
 Business-Studio Address...1600 Corswell Ave.  
 Phone Number.....965  
 News Service.....UP  
 Transcription Service.....World, Cole, KBS  
 Representative.....Hal Holman  
 Owner.....Jack Williams  
 Mgr., Comm. Mgr.....John J. Tobola  
 Program Dir.....Gwen Thomas  
 Promotion Mgr.....Raymond Williamson  
 Chief Engineer.....John Legare

## W R L D

**WEST POINT—1940—ABC-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....L. J. Duncan, Lelia Duncan,  
 Josephine Rolls  
 Operated By.....L. J. Duncan  
 Business-Studio Address.....West Point  
 Phone Number.....437  
 Transmitter Location.....Lanell, Ala.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World, Keystone  
 President, General Manager.....L. J. Duncan  
 Station-Sales Prom. Mgr.....Capers Lifsey  
 Commercial Manager.....Dorothy Forrester  
 Program Director.....Aileen Love  
 Chief Engineer.....R. R. Magill

# IDAHO

*Estimated Population 530,000—Increase +1.0%—Radio Homes 126,400  
Total Families 129,900—Stations in State 20*

## K D S H

**BOISE—1947—CBS**

Frequency: 900 Kc. Power: 5000 Watts  
Owned-Operated By: Boise Valley Bcstrs., Inc.  
Business-Studio Address: 311 N. 10th St.  
Phone Number: 6820  
Transmitter Location: Meridian, 8 Mi. S.W. of Boise  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: Associated  
Representative: Free & Peters  
Membership: NAB, BMB  
President: Saul Haas  
General Manager: Westerman Whillock  
Associate Manager: Earl Glade, Jr.  
Musical Director: George Ganz  
Chief Engineer: James A. Johntz, Jr.  
Farm Editor: Bill Graham

## K G E M

**BOISE—1946**

**ABC-ROCKY MOUNTAIN NET**

Frequency: 1340 Kc. Power: 250 Watts d.  
Owned-Oper. By: Idaho Bcstg. & Telev. Co.  
Business-Studio Address: 1107 Main St.  
Phone Number: 533-4  
Transmitter Location: 4th & Roosevelt  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: Lang-Worth, Cole  
Representative: George P. Hollingsbery  
Membership: NAB  
President: Frank C. Carman  
General-Station Manager: Ray Fadel  
Commercial Manager: Cecil Seavey  
Sales Promotion Mgr.: Harry Waterstone  
Program Director: Bill Moon  
Production Director: Sheldon Bren  
Publicity Director: Harry Waterstone  
Musical Director: Don Bish  
Chief Engineer: Richard Egelston  
Farm Editor: Ray Mitchell

## K I D O

**BOISE—1928**

**NBC-UTAH-IDAHO NET**

Frequency: 1380 Kc. Power: 2500 Watts d.;  
1000 Watts n.  
Owned-Operated By: KIDO, Inc.  
Business-Studio Address: Hotel Boise  
Phone Number: 660  
Transmitter Location: W. of City  
Air Time: Unlimited

News Service: AP, UP  
Transcription Service: Standard, World  
Representative: John Blair  
Membership: NAB, BMB  
President: Georgia M. Davidson  
V.P., Gen.-Station Mgr.: Walter E. Wagstaff  
Commercial Manager: Hugh S. Coppock  
Sales Prom. Mgr., Pub. Dir.: Peter Brooks  
Program Director: James B. McKibben  
Music Librarian: Joe Maggio  
Chief Engineer: Harold W. Toedemeier  
Farm Editor: Rulon Bradley

## K B I O

**BURLEY—1946**

**ABC-KBS-ROCKY MT. NET**

Frequency: 1230 Kc. Power: 250 Watts d.  
Owned-Operated By: Jessica L. Longston  
Business-Studio Address: Box 461  
Phone Number: 10  
Transmitter Location: 1½ Mi. W. of Burley  
Air Time: 6:30 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Standard, Keystone  
Representative: W. S. Grant Co.  
Membership: NAB  
President: Jessica L. Longston  
General-Station Mgr.: James L. Hamstreet  
Comm. Mgr., Farm Editor: Rudy Rankin  
Sales Promotion Mgr.: Franklin K. Clark  
Program Director: Jean MacLean  
Publicity Director: Elizabeth Hassell  
Chief Engineer: Donald Pinney

## K T F I

**TWIN FALLS—1928**

**NBC-UTAH-IDAHO**

Frequency: 1270 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By: Radio Bcstg. Corp.  
Business-Studio Address: 241 Main Ave. W.  
Phone Number: 2400  
Transmitter Location: Curry  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: Standard, Lang-Worth  
Representative: Weed  
Membership: NAB, BMB  
President: O. P. Soule  
Gen.-Station-Comm. Manager: F. M. Gardner  
Sales Promotion Mgr., Program-Publicity  
Director: Lenore Parker  
Production Director: Carolyn Morris  
Chief Announcer: Ernest Moffett  
Musical Director: John Edlington  
Chief Engineer: George Malone  
Farm Editor: Jack Farrar

**KCID**

**CALDWELL—1946**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Caldwell Bcstg. Co.  
 Business Address Canyon Hill Pk.  
 Phone Number 1540  
 News Service UP  
 Transcription Service World  
 President J. T. La Fond  
 V.P., Gen.-Comm. Mgr. H. R. McCosh  
 Program Director Jack J. Link  
 Chief Engineer Jerry Burgess

**KVNI**

**COEUR D'ALENE—1946**  
**MBS-DON LEE**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By The Coeur d'Alene Bcstg. Co.  
 Business-Studio Address Blackwell Island  
 Phone Number 1250  
 Transmitter Location Blackwell Island  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative George P. Hollingbery  
 Membership NAB  
 President Burl C. Hagadone  
 Sta.-Comm.-Sales Prom. Mgr. C. E. Rodell  
 Prog. Dir., Prod. Mgr., Pub. Dir. Bernard V. Merriman  
 Musical Dir., Farm Editor Burl Bowman  
 Chief Engineer Howard Oleson

**KID**

**IDAHO FALLS—1927**  
**MBS-KBS-INTERMOUNTAIN NET**

Frequency: 1350 Kc. Power: 5000 Watts d.  
 Owned-Operated By Idaho Radio Corp.  
 Business-Studio Address Hotel Bonneville  
 Phone Number 4  
 Transmitter Location Ammon Rd.  
 Air Time Unlimited  
 News Service UP  
 Transcription Service World, MacGregor, Keystone  
 Representative Avery-Knode  
 Membership NAB  
 President Joseph E. Williams  
 General-Station Manager C. N. Layne  
 Commercial Manager Leonard Wasden  
 Sales Promotion Mgr. James H. Lawrence  
 Program Director Eugene A. Ackerley  
 Chief Announcer Roy Southwick  
 Chief Engineer C. N. Layne

**KIFI**

**IDAHO FALLS—1945**  
**ABC-ROCKY MT.**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Eastern Idaho Bcstg. & Television Co.  
 Business-Studio Address 339 Broadway  
 Phone Number 1054  
 Transmitter Location N. Yellowstone Hwy.  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Thesaurus  
 Representative George P. Hollingbery  
 Pres., Gen.-Sales Prom. Mgr. J. M. Brady  
 Sta. Mgr., Prog. Dir. Chic Crabtree  
 Commercial Mgr. Dan Kelly  
 Production Dir. Bob Fleming  
 Publicity Director Berniece George  
 Chief Engineer Blair Nelson  
 Farm Editor Chic Crabtree

**KRLC**

**LEWISTON—1935—MBS-DON LEE**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Operated By H. E. Studebaker  
 Business-Studio Address Lewis-Clark Hotel  
 Phone Number 1950  
 Transmitter Location 8th & Stewart  
 Air Time 6:30 a.m.-11 p.m.  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative W. S. Grant, John Keating  
 Membership BMB  
 General Manager H. E. Studebaker  
 Station Manager Donald Thomas  
 Commercial Manager Robert Taylor  
 Program Director Reg Roos  
 Chief Announcer Byron Stephenson  
 Chief Engineer Gene Wilson

**KRPL**

**MOSCOW—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Interstate Radio, Inc.  
 Business Address P. O. Box 207  
 Phone Number Moscow 2283  
 Studio-Transmitter Location Route 3  
 Air Time Unlimited  
 News Service AP  
 Transcription Service World, Cole  
 Representative Continental Radio Sales, Walter Biddick  
 Membership NAB, BMB  
 President Ted R. Farrier  
 Gen.-Sta. Mgr., Prog.-Prod.-Publicity Director Bert McAllister  
 Comm.-Sales Promotion Mgr. Jack H. Goetz  
 Chief Engineer Herbert D. Young  
 Farm Editor Bert McAllister

**KFXD**

**NAMPA—1929**  
**MBS-INTERMOUNTAIN NET.**

Frequency: 580 Kc. Power: 1000 Watts  
Owned-Oper. By: Frank E. Hurt & Son  
Business Address: 1224 12th Ave. S.,  
P. O. Box 891  
Phone Number: 1200  
Studio Address: 1224 12th Ave. S., Nampa;  
809 Main St., Boise  
Transmitter Location: 3 Mi. S. of Meridian  
Air Time: 6 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Lang-Worth, Thesaurus,  
SESAC  
Representative: Avery-Knodel  
Membership: NAB  
President, General Mgr.: Frank E. Hurt  
Station-Commercial Mgr.: Doyle Cain  
Prog.-Prod.-Publicity Dir.: Shirl Black  
Chief Engineer: Edward Hurt

**KEIO**

**POCATELLO—1946**  
**ABC-GEM STATE NET**

Frequency: 1440 Kc. Power: 1000 Watts  
Owned-Oper. By: Eastern Idaho Bcstg. &  
Television Co.  
Business-Studio Address: Hotel Bannock  
Phone Number: 3-400  
Transmitter Location: Pole Line Rd. at  
Cedar St.  
Air Time: 7 a.m.-M.  
News Service: AP  
Transcription Service: Thesaurus, World  
Representative: George P. Hollingbery  
President: James M. Brady  
General-Station Manager: John R. Taylor  
Commercial Manager: James H. Schoonover  
Program Dir., Chief Announcer: Steve Shepard  
Chief Engineer: Denzil Musulin  
Farm Editor: Anthony Ricca

**KEYY**

**POCATELLO—1946**  
**MBS-INTERMOUNTAIN**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Radio & Telev. Bcstg. Co. of  
Idaho  
Address: 1140 Yellowstone Ave.  
Phone Number: 1240  
Air Time: 6:40 a.m.-11:15 p.m.  
Transcription Service: World  
Representative: Avery-Knodel  
Membership: NAB  
President, Gen.-Sta. Mgr.: Calvin L. Hale  
Prom. Mgr., Pub.-Prog. Dir.: Doris MacBride  
Musical Director: Bill Ryan  
Chief Engineer: Julian Dennis

**KSEI**

**POCATELLO—1926**  
**NBC-UTAH-IDAHO NET**

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Operated By: Radio Service Corp.  
Business-Studio Address: Hotel Whitman  
Phone Number: 960  
Transmitter Location: Pocatello  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Standord, Lang-Worth,  
Cole  
Representative: Walker  
Membership: NAB, BMB  
President: O. P. Soule  
V.P., Gen.-Comm. Manager: Henry H. Fletcher  
Sales Promotion Manager: Olive M. Leeney  
Program Director: Ruthe A. Fletcher  
Chief Engineer: Ellis W. Call

**KSPT**

**PRESTON—1948—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Voice of The Rockies, Inc.  
Business-Studio Address: 17 North St.  
Phone Number: 600  
News Service: AP  
Transcription Service: Lang-Worth, KBS,  
Associated  
President: J. L. Peterson  
General Manager: Al Biorge  
Asst. Manager: Ray Egan  
Chief Engineer: James Kelley

**KLIX**

**TWIN FALLS—1946**  
**ABC-GEM STATE-ROCKY MT.**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Southern Idaho Bcstg.  
& Television Co.  
Business-Studio-Transmitter  
Address: Elizabeth Blvd.  
Phone Number: 2484  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Capitol, World  
Representative: George P. Hollingbery  
Membership: NAB  
V.P., Gen.-Station Mgr.: Frank C. McIntyre  
Commercial Managers: Juneau H. Shinn,  
Frank C. McIntyre  
Sales Promotion Mgr., Farm Editor: Ian Elliot  
Production Director: George Platis  
Chief Announcer: Joe Gibney  
Musical Director: Earl Sterling  
Chief Engineer: Lloyd James

• • • IDAHO • • •

## K V M V

TWIN FALLS—1946  
MBS-INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Radio Sales Corp.  
Business-Studio Address: 126½ Shoshone E.  
Phone Number: 2002  
Transmitter Location: Blue Lakes N.  
Air Time: 6 a.m.-11 p.m.  
News Service: UP  
Transcription Service: World  
Representative: Avery-Knodel  
President: E. W. McRoberts  
Station Manager: George Ross  
Program Director: Monte Ricketts  
Chief Announcer: Desmond Barker  
Chief Engineer: Ver Cox

## K W A L

WALLACE—1939—MBS-DON LEE

Frequency: 620 Kc. Power: 1000 Watts  
Owned-Operated By: Silver Bcstg. Co.  
Business Address: Wallace  
Phone Number: 330  
Studio Address: Wallace; Kellogg  
Transmitter Location: Osburn  
Air Time: 7 a.m.-M.  
Transcription Service: World, SESAC, KBS  
Membership: BMB  
President: Dr. J. R. Binyon  
General Manager: Robert G. Binyon  
Program Director: W. Mondell Spencer  
Chief Engineer: G. Turner Dreher

## K W E I

WEISER—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Inland Bcst. Co.  
Business Address: Weiser  
Phone Number: 700  
Studio Address: 104 No. 8th St., Payette; &  
1 Mi. S. Weiser  
Transmitter Location: 1 Mi. S. Weiser, Hwy.  
No. 30  
Air Time: 6 a.m.-10:30 p.m.  
News Service: AP  
Transcription Service: Lang-Worth, Standard,  
Keystone  
Membership: NAB  
President: Frank Gwilliam  
Station-Sales Promotion Mgr.: Claude W. Cain  
Commercial Manager: Jack Hatch  
Program-Musical Director: Don Jones  
Chief Engineer: Jim Carlson  
Farm Editor: Leo Ellsworth

“ . . . we extend felicitations and congratulations to the management and staff of THE ASSOCIATED PRESS and our fellow members for their achievement in developing THE ASSOCIATED PRESS into the preeminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of THE ASSOCIATED PRESS as a dependable news gatherer in the years to come.”—*Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.*

# ILLINOIS

Estimated Population 8,670,000—Increase +9.8%—Radio Homes 2,297,800  
Total Families—2,357,400—Stations in State 61

## WOKZ

ALTON—1948

Frequency: 1570 Kc. Power: 1000 Watts, d.  
Owned-Operated By.....WOKZ, Inc.  
Business Address.....229 Market St.  
Phone Number.....3-5506  
Studio Address.....Hotel Stratford  
Transmitter Location.....Route 100, 3 miles  
north of Alton  
Air Time.....Sunrise to sundown  
Transcription Service.....Lang-Worth, ASCAP  
Representative.....Sears & Ayer  
President.....R. C. Goshorn  
Sec.-Treas.....R. L. Rose  
General Manager.....J. R. Paulos  
Commercial Manager.....G. M. Ripley  
Chief Engineer.....Thomas Payton, Jr.

## WMRO

AURORA—1938—KBS

Frequency: 1280 Kc. Power: 250 Watts, d.  
Owned-Operated By.....Martin R. O'Brien  
Business-Studio Address.....184 S. River  
Phone Number.....4215  
Transmitter Location.....Hurd's Island  
Air Time.....Daytime (C.P. for unlimited)  
News Service.....INS  
Transcription Service.....Lang-Worth, Keystone  
Owner-Gen. Mgr.....Martin R. O'Brien  
Station Manager.....James D. O'Brien  
Commercial Manager.....Vincent G. Coffey  
Program Director.....Jeanne M. Doran  
Production Director.....Betty Crisler  
Chief Announcer.....Jack Lee  
Musical Director.....Elaine Hayden  
Chief Engineer.....John Kitner  
Farm Editor.....W. P. Miller

## WIBV

BELLEVILLE—1947

Frequency: 1060 Kc. Power: 250 Watts, d.  
Owned-Operated By.....Belleville Bcstg. Co.  
Bus.-Studio-Transmitter Address..2100 W. Main  
Phone Number.....5000  
Air Time.....6 a.m.-local sunset  
News Service.....AP  
Transcription Service.....Standard, World  
Representative.....Hal Holman  
Membership.....BMB  
Gen.-Station Mgr.....Paul Wnorowski  
Comm.-Sales Pro. Mgr.....Lloyd C. Smith  
Pro. Dir.-Chief Announcer..Russell W. Wagner  
Production Director.....Blake Tabor  
Publicity Director.....John W. Lewis  
Chief Engineer.....Marvin M. Mollring  
Farm Editor.....Joseph W. Quinlan

## WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Bloomington Bcstg. Corp.  
Business-Studio Address.....209 East Wash-  
ington St.  
Phone Number.....5281  
Transmitter Location.....Gregory Ave. and  
N. City Limits  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth, SESAC  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
President.....Loring C. Merwin  
General Manager.....Hale Bondurant  
Commercial Manager.....Joseph J. Hannie  
Program Director.....Joseph J. Glass  
Chief Engineer.....Fred L. Bailey

## WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Oscar C. Hirsch  
Business Address.....Box 311  
Phone Number.....1490  
Studio-Transmitter Location.....Patierdale  
Air Time.....6 a.m.-11 p.m.  
News Service.....UP  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
Owner.....Oscar C. Hirsch  
Gen.-Station-Comm. Mgr.....Merrill C. Currier  
Program Director.....Charles Housewright

## WBYS

CANTON—1947

Frequency: 1560 Kc. Power: 250 Watts, d.  
Owned-Operated By.....Fulton Co. Bcstg. Co.  
Business-Studio-Transmitter Address..E. Linn  
St. Limits  
Phone Number.....1877  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....Lang-Worth, World  
Membership.....NAB  
President.....H. R. Windsor  
Gen.-Station-Comm. Mgr.....Robert L. Odson  
Sales Promotion Mgr.....Allan English  
Program-Production-Publicity-Musical  
Director.....Myron Coy  
Chief Announcer.....Ken Schleifer  
Chief Engineer.....John Stockberger  
Farm Editor.....Bob Boene

**WCIL**

**CARBONDALE—1946**

Frequency: 1020 Kc. Power: 1000 Watts, d.  
Owned-Operated By...Southern Illinois Bcstg.  
Business-Studio Address...219 W. Main St.  
Phone Number .....167, 765  
Transmitter Location...1 mile w. of Carbondale  
News Service .....AP  
Transcription Service .....Capitol  
Representative .....Horlan Oakes  
Membership .....NAB, BMB  
President-Gen.-Station Mgr....Paul F. McRoy  
Comm.-Sales Promotion Mgr....Walter Schafer  
Program Director.....Paul F. McRoy  
Chief Engineer.....Marion Sawyer

**WCAZ**

**CARTHAGE—1922**

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Superior Bcstg. Service, Inc.  
Business-Studio Address...502 Wabash Ave.  
Phone Number .....520  
President .....Bob Compton  
Manager .....John Palmer

**WCNT**

**CENTRALIA—1946**

Frequency: 1210 Kc. Power: 1000 Watts, d.  
Owned-Operated By.....WCNT, Inc.  
Business-Studio-Trans. Address..Hqwy. 51 N.  
Phone Number .....234  
Air Time .....Sunup-sundown  
News Service .....UP  
Transcription Service .....Lang-Worth  
Representative .....Sears & Ayer  
Membership .....NAB, BMB  
President .....George F. Isaac  
Gen.-Station Mgr.....J. J. Flanigan  
Program Director .....Jay Giles  
Publicity Director .....Anne Williams  
Chief Engineer .....Dwight North  
Farm Editor.....Larry Carothers

**WDWS**

**CHAMPAIGN—1937—CBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By...The Champaign News-Gazette, Inc.  
Business Address .....48 Main St.  
Phone Number .....6-1855  
Studio-Transmitter Location...1.3 mile S. of Champaign on Route 45  
Air Time .....Limited

News Service .....UP  
Transcription Service .....World, Keystone  
Representative...Robert Meeker & Associates  
Membership .....NAB  
General Manager.....J. A. McDermott  
Station Manager.....Marc Howard  
Chief Engineer .....Jack R. Baum

**WAAF**

**CHICAGO—1922**

Frequency: 950 Kc. Power: 1000 Watts, d.  
Owned-Operated By.....Corn Belt Pub., Inc.  
Business Address.....836 Exchange Ave.  
Phone Number .....Randolph 6-1932  
Studio Address.....LaSalle-Wacker Bldg.  
Transmitter Location...Exchange Bldg., Union Stock Yards  
Air Time.....6 a.m.-local sunset  
News Service .....UP  
Transcription Service .....Standard  
Representative .....George P. Hollingbery  
Membership .....NAB  
President .....Ward A. Neff  
Gen.-Station Mgr.....W. E. Hutchinson  
Commercial Manager...Bradley R. Eidmann  
Program Director.....Cynthia A. Coyle  
Production Director.....Bill Bauer  
Publicity Director.....Ben V. Kirk  
Chief Announcer.....Russell S. Ryan  
Musical Director.....Vivian A. Bradshaw  
Chief Engineer.....Carl W. Ulrich

**WAIT**

**CHICAGO—1941**

Frequency: 820 Kc. Power: 5000 Watts, d.  
Owned-Operated By.....Gene T. Dyer  
Bus.-Studio Address...360 No. Michigan Ave.  
Phone Number.....Franklin 2-0660  
Transmitter Location .....Elmhurst  
Air Time .....Daytime  
News Service .....UP  
Transcription Service...Lang-Worth, Associated.  
SESAC  
Representative .....Radio Representatives  
President .....Gene T. Dyer  
General-Comm. Mgr.....Sil M. Aston  
Program Director .....Rosemory Petru  
Musical Director .....Robert Petersen  
Chief Engineer.....Edward W. Jacker

**WBBM**

**CHICAGO—1923—CBS**

Frequency: 780 Kc. Power: 50,000 Watts  
Owned-Operated By...Columbia Bcstg. System  
Bus.-Studio Address...410 N. Michigan Ave.



# ILLINOIS

Phone Number.....Whitehall 4-6000  
Transmitter Location.....Itasca, Ill.  
Air Time.....Unlimited  
News Service.....AP, INS, UP  
Transcription Service.....Lang-Worth, World.  
Associated  
Representative.....Radio Sales  
Membership.....NAB, BMB  
Vice Pres.-Gen. Mgr.....H. Leslie Atlass  
Station Manager.....Frank Falknor  
Commercial Manager.....Erwin Shomo  
Promotion Manager.....Arthur E. Duram  
Program Director.....Valentine Sherman  
Director of Publicity.....Don E. Kelley  
Musical Director.....Caesar Peirillo  
Chief Engineer.....George Sherman  
Farm Program Director.....Harry Campbell

## WCBD

CHICAGO—1947

Frequency: 820 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Christian Catholic Church  
Bus.-Studio Address.....Administration Bldg.,  
Zion  
Phone Number.....521  
Chief Exec.....Michael J. Mintern  
Commercial Mgr.....Carl Q. Lee

## WCFL

CHICAGO—1926—ABC

Frequency: 1000 Kc.....Power: 50,000 Watts  
Owned-Operated By.....Chicago Federation of  
Labor  
Business-Studio Address.....666 Lake Shore Dr.  
Phone Number.....MOhawk 4-2400  
Transmitter Location.....Downers Grove  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Associated  
Representative.....Bolling  
President.....Wm. Lee  
General Manager.....Maurice Lynch  
Commercial Manager.....George Isaac  
Program Director.....Howard T. Keegan  
Production Director.....Jack Odell  
Publicity Director.....Frank McGivern  
Musical Director.....Jack Kelly  
Chief Engineer.....Charles Willett

## WCRW

CHICAGO—1926

Frequency: 1240 Kc.....Power: 100 Watts, d.  
Owned-Operated By.....Clinton R. White  
Business-Studio-Transmitter Address,  
2756 Pine Grove Avenue  
Phone Number.....EAstgate 7-6860  
Air Time.....11 a.m.-2 p.m.—5-7 p.m.

Pres.-Owner-Chief Engr.....Clinton R. White  
General Manager.....J. A. White

## WEDC

CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Emil Denmark, Inc.  
Bus.-Studio-Transmitter Address.....3860 W.  
Ogden Ave.  
Phone Number.....CRawford 7-4100  
Air Time.....Unlimited  
News Service.....UP  
President.....Emil Denmark  
Gen.-Station-Comm. Mgr.....Frank J. Kotnour  
Sales Promotion Mgr.-Program-Production-  
Publicity Dir.-Chief Announcer.....Bill Mack  
Musical Director.....William P. Brady  
Chief Engineer.....Chester Lewicki

## WENR

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts  
Owned-Operated By.....American Bcstg. Co.  
Business-Studio Address.....20 N. Wacker Dr.  
Phone Number.....DElaware 7-1900  
Transmitter Location.....Tinley Park  
News Service.....AP, INS, UP  
Transcription Service.....Standard  
Membership.....NAB, BMB  
President.....Mark Woods  
Vice Pres. Gen. Div. ABC.....John H. Norton, Jr.  
Station-Comm. Mgr.....Roy McLaughlin  
Sales Promotion Manager.....Karl R. Sutphin  
Program Director.....Harold Stokes  
Production Director.....Burr E. Lee  
Publicity Director.....Ell W. Henry  
Musical Director.....Rex Maupin  
Chief Engineer.....Ed Horstman  
Farm Editor.....Robert White

## WGES

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts  
Owned-Operated By.....Radio Station WGES  
Business-Studio Address.....2708 Wash. Blvd.  
Phone Number.....SAcramento 2-1700  
Transmitter Location.....8601 South Kedzie  
Air Time.....6 a.m.-1:30 a.m.  
News Service.....UP  
Transcription Service.....Associated  
President-Gen. Mgr.....John A. Dyer  
Commercial Manager.....E. M. Hinzman  
Sales Promotion Maager.....K. P. Freda  
Program Director.....Herbert Rudolph  
Publicity Director.....M. A. Clemens  
Chief Announcer.....Lloyd Webb  
Musical Director.....Johnny Van  
Chief Engineer.....Ellery L. Plotts

# 1,029,762,240

No, this is not the national debt. This astronomical figure is merely the number of minutes that were listened to WGN in an average week.

*That's a mighty lot of listening—it's over 17 million hours and more than 715 thousand days and better than 100 thousand weeks of listening.*

But it's all just an average week of listening for WGN. If this leads you to believe that a lot of people like WGN, listen to it long and regularly—you're right. If this further makes you wonder how one station among all the rest can have such data available—it's because this station believes in factual selling, program research, and keeping radio away from the "blue sky" days.



Data based on Nielsen Radio Index, 1948 Coverage Report.

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

**MBS**

**Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial**

**WGN**

**CHICAGO—1924—MBS**

Frequency: 720 Kc. Power: 50,000 Watts  
 Owned By: The Tribune Company  
 Operated By: WGN, Inc.  
 Bus.-Studio Address: 441 N. Michigan Ave.  
 Phone Number: SU 7-0100  
 Transmitter Location: Roselle  
 Air Time: 19½ hours  
 News Service: AP, INS, UP  
 Transcription Service: Standard  
 Representative: Keenan & Eickelberg  
 Membership: BMB, FMA  
 President: Col. Robert R. McCormick  
 General Manager: Frank P. Schreiber  
 Operating Manager: Paul C. Brines  
 Commercial Manager: William A. McGuineas  
 Sales Promotion Manager: Don Getz  
 Program Director: Walter J. Preston  
 Production Director: Edmund Kahn  
 Publicity Director: James Hanlon  
 Musical Director: Henry Weber  
 Chief Engineer: Carl J. Meyers  
 Farm Editor: Hal Totten

**WIND**

**CHICAGO—1927  
 MIDWEST BASEBALL**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By: Johnson Kennedy Radio Corp.  
 Bus.-Studio Address: 400 N. Michigan Ave.  
 Phone Number: Whitehall 4-2170  
 Transmitter Location: Gary, Ind.  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Standard  
 Representative: Katz  
 Membership: NAB  
 President: Paul V. Harper  
 General-Station Mgr.: Ralph L. Atlas  
 Commercial Manager: John T. Carey  
 Sales Promotion Mgr.: Jimmie Spanes  
 Program Director: H. Leslie Atlas, Jr.  
 Chief Engineer: Kenneth C. Shirk

**WJJD**

**CHICAGO—1934**

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Operated By: Field Enterprises, Inc.  
 Bus.-Studio Address: 230 N. Michigan Ave.  
 Phone Number: STate 2-5466  
 Transmitter Location: Desplaines  
 Air Time: 2 a.m.-sundown  
 News Service: UP  
 Transcription Service: Standard, Capitol Associated  
 Representative: Avery-Knodel  
 Membership: NAB, BMB, FMA  
 President: Marshall Field

Gen.-Station Mgr.: Arthur F. Harre  
 Commercial Manager: Frederick G. Harm  
 Sales Promotion Manager: Edwin G. Short  
 Program-Production Director: Mark Russell  
 Publicity Director: Edwin G. Short  
 Chief Announcer: Frank Sweeney  
 Musical Director: Don E. Lavery  
 Chief Engineer: Walter F. Myers  
 Form Editor: Randy Blake

**WLS**

**CHICAGO—1924—ABC**

Frequency: 890 Kc. Power: 50,000 Watts  
 Owned-Operated By: Agricultural Bcstg. Co.  
 Bus.-Studio Address: 1230 Washington Blvd.  
 Phone Number: MO 6-9700  
 Transmitter Location: Tinley Park  
 Air Time: Unlimited  
 News Service: AP, Transradio, UP  
 Transcription Service: Standard  
 Representative: John Blair  
 Membership: NAB, BMB  
 President: James E. Edwards  
 V.P.-Gen.-Station Mgr.: Glenn Synder  
 Commercial Manager: Charles M. Freeman  
 Sales Promotion Manager: Donald Finlayson  
 Program-Publicity Director: Harold Safford  
 Production Director: Al. Boyd  
 Musical Director: Osgood Wesley  
 Chief Engineer: Thomas Rowe  
 Farm Editor: Arthur Page

(See Page 400)

**WMAQ**

**CHICAGO—1922—NBC**

Frequency: 670 Kc. Power: 50,000 Watts  
 Owned-Operated By: National Bcstg. Co., Inc.  
 Business-Studio Address: Merchandise Mart  
 Phone Number: SUperior 7-8300  
 Transmitter Location: Elmhurst  
 Air Time: Unlimited  
 News Service: AP, INS, UP  
 Transcription Service: Thesaurus  
 Representative: NBC  
 Membership: NAB, BMB  
 V.P. Chg. Cen. Div.: I. E. Showerman  
 Sales Manager: Oliver Morton  
 Business Mgr. & Auditor: John F. Whalley  
 Promotion Manager: Harold A. Smith  
 Program Manager: Arthur Jacobson  
 Production Director: Homer Heck  
 Manager of Press Dept.: John F. Ryan  
 Announcer Supervisor: W. M. Kephart  
 Music Supervisor: Donald A. Marcotte  
 Division Engineer: Howard C. Luttgens  
 Farm Director: Everett Mitchell

**WSBC**

**CHICAGO—1925**

Frequency: 1240 Kc. Power: 250 Watts

in april 1949, we'll be 25 years old

For 25 years WLS has been serving listeners in Midwest America. This stewardship of responsibility has been recognized by listeners, the radio industry and by the press. Here are but a few press comments about WLS as a station and its much-imitated WLS National Barn Dance.

## What They Say About Us

"Congratulations to WLS on their continued public service to radio listeners. The station has long been well at the top in public favor. Its programs with their appeal to folks in both metropolitan and rural areas label WLS the true American station."

—CHICAGO TIMES

"WLS wants, tries, claims to be and is the farmers' own station . . . sees as the farmer sees, feels as he feels. Dinner Bell Time is unquestionably the country's oldest and best-loved farm program. Farmers believe in WLS."

—PAGEANT MAGAZINE

"Its success has been due largely to its policy of sticking to programs that make their appeal to what might be termed the 'average' air audience—folks that like the old folk songs, clean humor, sentimental music and 'homey' sketches."

—BILLBOARD

"WLS intended its service for the farmer, but the city people listened in, and liked it so well that something of an urban demand for farm music and farm humor has sprung up."

—CHRISTIAN SCIENCE MONITOR

"WLS a public servant in the Midwest."

—TIME MAGAZINE

"There are dozens of local barn dances, but the WLS National Barn Dance is the daddy of them all . . . a form of entertainment and humor which strikes a sentimental chord in every American heart."

—READ MAGAZINE

A tradition of service, in order to maintain itself, must constantly be charged with enthusiasm for the present, foresight for the future. Here is a reflection of the FIRST twenty-five years. WLS, its management and its staff are aware of the responsibility, the challenge of the future in maintaining radio leadership in service to the WLS "family of listeners."

A CLEAR CHANNEL STATION  
50,000 WATTS, 890 KC, ABC AFFILIATE

presented by **JOHN BLAIR & CO.**

"A phenomenon in the brief perspective of radio history is the ever popular National Barn Dance . . . the Barn Dance typifies the success story of WLS."

—LIFE MAGAZINE

"Keynote of the program's widespread national popularity is that the music is truly representative of American life."

—CHICAGO TIMES

"The National Barn Dance originated by station WLS in Chicago maintains perhaps a higher level of talent than any other."

—FACTS MAGAZINE

"The patrons (at Eighth Street Theater) were folksy souls from the farm lands of Illinois and neighboring states."

—CHICAGO HERALD-AMERICAN

"Probably the closest that radio will ever get to authentic Americana is the National Barn Dance . . . a portrait of the rustic heart of America."

—NEWSWEEK MAGAZINE

"From the first night the program was a sellout . . . barn dance fans are still flocking to the performances."

—CORONET MAGAZINE

"For the time of your life, dial WLS. This station has undoubtedly the most splendid array of artists ever grouped together. We agree with numerous thousands of other people, that this crew puts on the best programs ever to emanate from a broadcasting studio, barring none."

—WELLSTON, OHIO SENTINEL



ILLINOIS

Owned-Operated By ... Radio Station WSBC
Business-Studio Address... 2400 W. Madison St.
Phone Number... Monroe 6-9060
Transmitter Location ... 2400 W. Madison St.
Air Time ... Unlimited
News Service ... UP
Transcription Service... Associated, SESAC, London
Representative ... Forjce
General-Station Mgr... Robert O. Miller
Commercial Manager... Julius Miller
Program Director... Robert O. Miller
Publicity Director... Sid Mandel
Musical Director... Arnold B. Miller

WHFC
CICERO-1926

Frequency: 1450 Kc... Power: 250 Watts
Owned-Operated By... WHFC, Inc.
Business-Studio-Transmitter Address...
2136 S. 61st Court
Phone Number ... Olympic 4305-
ROckwell 2-7756
Air Time ... 7 a.m.-M.
News Service ... UP
Transcription Service... Capitol, Lang-Worth, World
Membership ... NAB
Pres.-Gen. Mgr... Richard W. Hoffman
Station Manager ... Marie E. Clifford
Commercial Manager ... Anson Vann
Program Director... Roger Mueller
Chief Engineer... E. P. Hayes

WHOW
CLINTON-1947

Frequency: 1520 Kc... Power: 1000 Watts d.
Owned-Operated By... Cornbelt Bcastg. So.
Business Address... 401 1/2 S. Side Sq.
Phone Number ... 305
News Service ... UP
Transcription Service ... Standard
Representative ... Cooke
President ... Keith Rhea
General Manager... F. A. Higgins
Program Director... Frank Jennings
Chief Engineer... Edward Fisher

WDAN
DANVILLE-1938-CBS

Frequency: 1490 Kc... Power: 250 Watts
Owned-Operated By... Northwestern Pub. Co.
Phone Number ... 1700-1
Studio-Transmitter Location... 1500 N. Wash-
ington Ave.
Air Time ... Unlimited
News Service ... UP
Transcription Service ... World
Representative ... J. P. McKinney
Membership ... NAB, BMB
General Manager... E. C. Hewes

Station-Commercial-Sales Promotion
Manager ... Robert J. Burow
Program Director ... Honore E. Ronan
Chief Announcer ... Max Shaffer
Chief Engineer... T. G. Magin

WSOY

DECATUR-1925-CBS

Frequency: 1340 Kc... Power: 250 Watts
Owned-Operated By... Commodore Bcastg., Inc.
Business-Studio-Transmitter Address... Route 48,
at No. Jasper St.
Phone Number ... 5371
Air Time ... 6 a.m.-12:05 a.m.
News Service ... AP
Transcription Service... Lang-Worth, Associated
Representative ... Weed
Membership ... NAB, BMB, FMA
President... Frederick W. Schaub
General Manager... Merrill Lindsay
Commercial Manager ... Charles F. Bruce
Program Director... Bernard J. Johnson
Technical Director... Milburn H. Stuckwish

WLBK

DE KALB-1947

Frequency: 1360 Kc... Power: 500 Watts d.
Owned-Oper. By... DeKalb Radio Studios, Inc.
Business Address... 153 1/2 N. Third St.
Phone Number ... 2677
News Service ... AP
Transcription Service ... Thesaurus
Owner... DeKalb Radio Studios, Inc.
Bus.-Comm. Mgr... T. A. Lanes
Program Director... Robert C. Brown
Chief Engineer... Clayton C. DeWitt

WTMV

EAST ST. LOUIS-1935

Frequency: 1490 Kc... Power: 250 Watts
Owned By-Operated By... On the Air, Inc.
Business-Studio-Transmitter Address... Hotel
Broadview, East St. Louis, Ill.
Phone Number ... Bridge 3424, East 4390
Air Time ... Unlimited
News Service ... UP
Transcription Service ... World
Representative ... Weed
Membership ... NAB, BMB
President... A. O. Eades
General Manager... Clarence Leich
Station-Comm. Mgr... Frank J. Prendergast
Program Director... Dale Douglas
Salesman-Publicity Director... Tom Riggs
Chief Announcer... Byron Scott
Musical Director... Bill Hart
Chief Engineer... Erle E. White
Farm-News Editor... John Sabin

# WCRA

EFFINGHAM—1947

Frequency: 1090 Kc. Power: 250 Watts, d.  
Owned-Operated By... Effingham Bcastg. Co.  
Business Address... P. O. Box 568  
Phone Number... 1090  
Studio Address... 112½ N. Banker St.  
Transmitter Location... 1 m. S. of Effingham  
Air Time... Sunrise-sunset  
News Service... UP  
Transcription Service... Lang-Worth  
Representative... Rural Radio  
Membership... NAB, BMB  
President... Joseph E. McNaughton  
General Manager... Donald J. Grantham  
Program Director... Patricia Adams Grantham  
Chief Engineer... Scott Franklin  
Farm Editor... Fritz Jansen

# WNMP

EVANSTON—1947

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Operated By... Evanston Bcastg. Co.  
Bus.-Studio-Transmitter Address... 2201 Oakton St.  
Phone Number... Greenleaf 5-1590  
Air Time... Sunrise-sunset  
News Service... INS  
Transcription Service... Standard  
Membership... NAB  
President... Fred S. Newton  
General-Station Manager... Angus D. Pfaff  
Program-Production Dir... Fred H. Schmutz  
Publicity Director... Betty Jones  
Musical Director... E. J. Pfeil  
Chief Engineer... L. Schnedorf

# WFRL

FREEPORT—1947

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By... Freeport Bcastg. Co., Inc.  
Business-Studio Address... 9 N. Chicago Ave.  
Phone Number... State 436-7  
Transmitter Location... 1½ Mi. NE of Freeport  
Air Time... Sunrise-sunset  
News Service... AP  
Transcription Service... World  
Representative... Donald Cooke  
Membership... NAB, BMB  
Pres., Gen.-Station Manager,  
Chief Engineer... Vincent S. Barker  
Comm.-Sales Prom. Mgr... Dave Taylor  
Prog. Dir., Chief Announcer... Arthur Hanstrom  
Musical Director... Gladys Barker

# WGIL

GALESBURG—1938

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Galesburg Bcastg. Co., Inc.

Business Address... 312 Hill Arcade  
Phone Number... 4626  
Transmitter-Studio Location... Hill Arcade  
Air Time... 6 a.m.-M.  
News Service... UP  
Transcription Service... Lang-Worth  
Representative... Ra-Tel  
Membership... NAB  
President, Owner... Mrs. L. A. Pritchard  
Gen.-Station-Sales Promotion  
Manager... Robert W. Frudeger  
Sales-Comm. Mgr... Roger L. Hoffman  
Program Director... Betty Harler  
Chief Announcer... Dwight B. Olson  
Chief Engineer... E. D. Scandrett

# WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Harrisburg Bcastg. Co.  
Bus.-Studio-Transmitter Address... 100 E. Poplar St.  
Phone Number... 28  
Air Time... 6 a.m.-10 p.m.  
News Service... UP  
Transcription Service... Keystone  
Membership... NAB, BMB  
President... J. M. Pruett  
Gen.-Station-Comm. Mgr... Ingalls M. Taylor  
Sales Prom. Mgr., Prod. Dir... Ken Hamilton  
Prog.-Musical Dir... Wanda R. Raley  
Chief Engineer... Elmer L. Gladson  
Farm Editor... Ken Hamilton

# WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Egyptian Bcastg. Co.  
Business-Studio Address... P. O. Box 179  
Phone Number... 382-3  
Transmitter Location... 2.2 Mi. N. of Herrin  
Air Time... 5:30 a.m.-10:30 p.m.  
News Service... UP  
Transcription Service... Standard, SESAC,  
Keystone  
Representative... John E. Pearson  
Membership... NAB, BMB  
President... Orville W. Lyerla  
Gen.-Station-Comm. Mgr... Charles R. Cook  
Sales Manager... Fred Simmons  
Musical Director... Frank E. Elders  
Chief Engineer... Rayburn Yandell

# WLDS

JACKSONVILLE—1941—KBS

Frequency: 1180 Kc. Power: 1000 Watts d.  
Owned-Operated By... Milton Edge &  
E. J. Kormsmeier  
Business-Studio Address... Fox Illinois Theatre Bldg.

# ILLINOIS

Phone Number ..... 1180  
 Transmitter Location... 1.7 Mi. E. of Jacksonville  
 on Old State Rd.  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service..... Standard, Keystone  
 Representative ..... Hal Holman  
 Membership ..... NAB, BMB  
 General Manager..... E. J. Korsmeyer  
 Program Director..... T. J. Fairburn  
 Musical Director..... Virginia Colwell  
 Chief Engineer..... G. J. Cassens  
 Farm Editor..... E. H. Garlich

## WJOL

JOLIET—1926—KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Joliet Bcstg. Co.  
 Bus.-Studio-Transmitter Address... 801 Walnut  
 St.  
 Phone Number ..... 4761-2  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service.... Lang-Worth, Keystone  
 Representative..... Joseph Hershey McGillvra  
 President ..... Calvin Wilson  
 Gen.-Station-Comm. Mgr., Prod.-Pub.  
 Director ..... Robert L. Bowles  
 Sales Promotion Mgr..... Joseph J. Garvey  
 Program Director..... Eileen Caron  
 Chief Announcer..... Scott Dilworth  
 Musical Director..... Gregg Phillips  
 Chief Engineer..... Lester DeCosta  
 Farm Editor..... Richard Millett

## WKAN

KANKAKEE—1947

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By... Kankakee Daily Journal Co.  
 Business-Studio Address... 183 N. Schuyler Ave.  
 Phone Number ..... 3-6631  
 Transmitter Location ..... R. R. 1  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... AP  
 Transcription Service..... World, Standard  
 Representative ..... Hal Holman  
 Membership ..... NAB  
 President ..... Leslie C. Small  
 Station Manager..... Bruce Brown  
 Commercial Manager..... Edwin Geeting  
 Program Director..... Wayne Center  
 Chief Engineer..... Robert Harrell

## WLPO

LA SALLE—1947

Frequency: 1220 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By... La Salle County Bcstg. Co.  
 Business Address..... P. O. Box 399  
 Phone Number ..... 3100  
 Studio Address..... Medical Arts Bldg.

Transmitter Location..... Near Oglesby  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service..... World, Lang-Worth  
 Membership ..... NAB  
 Partners..... L. F. Leurig, F. F. MacNaughton  
 General-Commercial Mgr..... William Holm  
 Program Director..... Joseph Terrando  
 News Director..... Laverne Waltman  
 Musical Director..... Harrison Leurig  
 Chief Engineer..... Lawrence McCann  
 Farm Editor..... Ivan Anderson

## WKAI

MACOMB—1947—KBS

Frequency: 1510 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By..... The Macomb Bcstg. Co.  
 Business-Studio Address... 113 E. Carroll St.  
 Phone Number ..... 1350  
 Transmitter Location..... Hwy. 87, E. of  
 City Limits  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service..... Thesaurus, SESAC,  
 Keystone  
 Membership ..... NAB  
 President..... James C. Bailey  
 V.P., Comm.-Sales Prom. Mgr.,  
 Publicity Director..... Lyle B. Londs  
 Prog.-Prod. Dir., Chief Announcer... Gene Spry  
 Chief Engineer..... Maurice Riggins  
 Farm Editor..... James C. Bailey

## WLBH

MATTOON—1946

Frequency: 1170 Kc. .... Power: 250 Watts d.  
 Owned-Operated By..... Mattoon Bcstg. Co.  
 Bus.-Studio Address... 17th & Broadway Ave.  
 Phone Number ..... 3800  
 Transmitter Location... ¼ Mi. N. of Mattoon  
 on Hwy. 45  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... AP  
 Transcription Service..... Capitol, SESAC  
 Membership ..... NAB  
 President, Gen.-Station Mgr..... J. R. Livesay  
 Commercial Manager..... Rolland O. Looper  
 Sales Promotion Manager..... Dwain Bower  
 Program Director..... Robert F. LaMere  
 Chief Announcer..... Charles R. Guess  
 Musical Director..... Ken Jakle  
 Chief Engineer..... Ray Livesay

## WQUA

MOLINE—1946

**MBS-MID-WEST BASEBALL NET**  
 Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Moline Bcstg. Corp.  
 Business-Studio Address..... Radio Center  
 Phone Number ..... Moline 7000

ILLINOIS

Transmitter Location... 7th St. Ext.
Air Time... Unlimited
News Service... AP
Transcription Service... World
Membership... NAB, BMB
Pres., General Mgr... Bruff W. Olin, Jr.
V.P., Comm.-Sales Promotion
Manager... G. LaVerne Flambo
Program-Publicity Dir... Jack Davis
Prod. Dir., Chief Announcer... Verne Glewwe
Chief Engineer... Larry Lynch

WVMC

MOUNT CARMEL—1948

Frequency: 1360 Kc... Power: 500 Watts d.
Owned-Operated By... Charles F. Rodgers
Address... 727 Main St.

WMIX

MT. VERNON—1946

Frequency: 940 Kc... Power: 1000 Watts d.
Owned-Oper. By... Mt. Vernon Radio & Telev. Co.
Business-Studio Address... 121 1/2 N. Ninth St.
Phone Number... 3500
Transmitter Location... Salem Rd.
Air Time... Local sunrise-local sunset
News Service... AP
Transcription Service... Capitol
Representative... John E. Pearson
Membership... NAB
President... John Russell Mitchell
General-Station Mgr... Edward R. Raasch
Commercial Manager... Walter Hemann
Program-Production Dir... William Miller
Chief Announcer... Robert Anthony
Musical Director... Beverly Carnahan
Chief Engineer... Adron Miller

WVLN

OLNEY—1947

Frequency: 740 Kc... Power: 250 Watts d.
Owned-Operated By... Olney Bcstg. Co.
Business-Studio Address... 302 1/2 E. Main St.
Phone Number... 935-6, 1035
Transmitter Location... 1 Mi. S. of Olney, Route 130
Air Time... Daytime
News Service... AP
Transcription Service... Capitol, Standard
Representative... Hal Holman
Pres., Gen.-Station-Commercial
Manager... Marshall H. Poole
Sales Promotion Manager... Raymond Baker
Program-Publicity Director
Chief Announcer... James Butler
Production Director... Albert DeBarr
Musical Director... Frank Martin
Chief Engineer... James H. Weber

WSIV

PEKIN—1945—MID-WEST BASEBALL

Frequency: 1140 Kc... Power: 1000 Watts d.
Owned-Operated By... Pekin Bcstg. Co., Inc.
Business-Studio Address... 15 S. Capitol St.
Phone Number... 1747, 1539
Transmitter Location... Midway bet. Pekin & Peoria
Air Time... 6:30 a.m.-local sunset
News Service... AP
Transcription Service... Lang-Worth, SESAC
Representative... Hal Holman
Membership... NAB, BMB
Pres., Gen.-Sta. Mgr... W. Kenneth Patterson
Commercial Manager... J. Ed Henry
Sales Prom. Mgr., Pub. Dir... George Udry
Prog.-Prod. Dir... Robert R. Snow
Musical Director... Charles Timm
Chief Engineer... Emil Prandoni
Farm Editor... Fearn Wilson

WEEK

PEORIA—1946—NBC

Frequency: 1350 Kc... Power: 1000 Watts
Owned-Operated By... West Central Bcstg. Co.
Business-Studio Address... Commercial National Bank Bldg.
Phone Number... 3-3688
Transmitter Location... Bartonville
Air Time... 6 a.m.-M.
News Service... AP
Transcription Service... World, Capitol
Representative... Katz
Membership... NAB, BMB
President... Sen. Robert S. Kerr
General-Station Manager... Fred C. Mueller
Sales Prom. Mgr., Pub. Dir... Montez Tjaden
Program Director... George Cremeens
Production Directors... Robert Murray, Leonard Elliott
Musical Director... Herman Hampy
Chief Engineer... Alden F. Wooster
Form Editor... James Smallwood

WIRL

PEORIA—1947—ABC

Frequency: 1290 Kc... Power: 5000 Watts
Owned-Oper. By... Illinois Valley Bcstg. Co.
Business-Studio Address... 115 N. Jefferson Ave.
Phone Number... 4-9239
Transmitter Location... Tazewell County
Air Time... Unlimited
News Service... UP
Representative... Avery-Knodel
Membership... NAB
President... Timothy W. Swain
General Manager... Robert B. Jones, Jr.
Sales Manager... Tom Gavin
Chief Engineer... Rudolph Luukinen
Program Director... Harlan E. Ralston



**W M B D**

**PEORIA—1927—CBS**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By Peoria Bcstg. Co.  
 Bus.-Studio Address 212 South Jefferson  
 Phone Number 7133  
 Transmitter Location 1 Mi. S. of Groveland  
 Air Time Unlimited  
 News Service AP, UP  
 Transcription Service Lang-Worth, Thesaurus  
 Representative Free & Peters  
 Membership NAB, BMB  
 President Edgar L. Bill  
 Executive Vice-President Charles C. Caley  
 Director of Sales Don D. Kynaston  
 Director of Promotion  
 Public Relations Marvin H. Hult  
 Program Director Charles B. Barnhart  
 Music Director Harold Osborne  
 Director of Engineering A. James Ebel  
 Farm Director Emil Bill

**W M M J**

**PEORIA—1946—MBS**

Frequency: 1020 Kc. Power: 1000 Watts d.  
 Owned By Mid-State Bcstg. Co., Inc.  
 Business-Studio Address 408 Fulton St.  
 Phone Number 9164  
 Transmitter Location High View Rd.  
 News Service UP  
 Transcription Service Standard  
 Representative John E. Pearson  
 President W. J. Kutsch  
 Commercial Manager James T. Butler  
 Program Director Robyn Weaver  
 Musical Director Cary L. Robards, Sr.  
 Chief Engineer Vernon H. Parks  
 Farm Editor Dick Herm

**W W X L**

**PEORIA—1946**

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned By Central Illinois Radio Corp.  
 Business-Studio Address Hotel Jefferson  
 Phone Number 9106  
 Transmitter Location Creve Coeur  
 Air Time 18 hrs.  
 News Service INS, UP  
 Transcription Service SESAC, Associated  
 Membership NAB, BMB  
 President Joseph H. Giddan  
 General-Commercial Mgr. Michael Henry  
 Station Manager Cres Fluegel  
 Sales Promotion Manager Michael Henry  
 Program-Production Director Cres Fluegel  
 Publicity Director Ed Klein  
 Musical Director Sue Nethery

Chief Engineer Carl Horine  
 Farm Editor Bob Ross

**W G E M**

**QUINCY—1948—ABC**

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned By Quincy Bcstg. Co.  
 Business-Studio Address Hotel Quincy  
 Phone Number 6840  
 Transmitter Location Ellington Township  
 Air Time 6 a.m.-M.  
 News Service AP, UP  
 Transcription Service Lang-Worth  
 Representative Lorenzen & Thompson  
 President, General Manager Donald F. Fischer  
 Commercial Manager Joseph S. Bonansinga  
 Musical Director Mary McDonnell  
 Chief Engineer John Haerle

**W T A D**

**QUINCY—1926—CBS**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Operated By Lee Bcstg., Inc.  
 Business-Studio Address W.C.U. Bldg.  
 Phone Number 6200  
 Transmitter Location Melrose Township  
 Air Time 5:45 a.m.-12:05 a.m.  
 News Service AP, UP  
 Transcription Service Standard, Associated  
 Representative Weed & Co.  
 Membership NAB, BMB, FMA  
 President Lee P. Loomis  
 Co-Mgr., Asst. to Pres. George Arnold, Jr.  
 Co-Mgr., Sales Mgr. W. T. Burghart  
 Sales Promotion Manager Gerald Staten  
 Program Director Merritt Milligan  
 Production Director C. Arthur Fifer  
 Sales Manager Walter Rothschild  
 Music Librarian Jean Fessler  
 Chief Engineer Urlin Whitman  
 Farm Editor Dick Faler

**W H B F**

**ROCK ISLAND—1925—ABC**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Operated By Rock Island Bcstg. Co.  
 Business-Studio Address 1800 3rd Ave.  
 Phone Number R. I. 918  
 News Service AP, UP  
 Transcription Service Associated, Lang-Worth  
 Representative Avery-Knodel  
 Membership NAB, BMB  
 President Ben H. Potter  
 General-Station Mgr. Leslie C. Johnson  
 Commercial Manager Maurice Corken  
 Program Director Forest W. Cooke  
 Publicity Director Fern R. Hawks  
 Chief Engineer Robert J. Sennett

ILLINOIS

**W R O K**

ROCKFORD—1923—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.  
500 Watts n.  
Owned-Operated By.... Rockford Bcstrs., Inc.  
Bus.-Studio Address.... Rockford Newstower  
Phone Number ..... 2-6621  
Transmitter Location..... Kilburn Ave. Rd.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Headley-Reed  
President..... Albert B. Simms  
General Manager..... Walter M. Koessler  
Commercial Manager..... John J. Dixon  
Sales Promotion Mgr..... Betty L. Thro  
Program Director..... Maurice P. Owens  
Musical Director..... Lorna Lane  
Chief Engineer..... Wilfred A. Smith  
Farm Editor..... Don Bowton

**W C V S**

SPRINGFIELD—1926—ABC

Frequency: 1450 Kc. Power: 250 Watts d.  
Owned-Operated By..... WCBS, Inc.

**W R O K**

The ONLY Station

in  
ROCKFORD, ILLINOIS

A \$153,803,000 Market  
Urban Population 122,601  
Best Test City in the Mid-West

\*An ABC Affiliate  
Nat'l Reps. — Headley-Reed Co.

Business-Studio Address... 523 E. Capitol Ave.  
Phone Number ..... 9855  
News Service ..... AP  
Transcription Service ..... World  
Representative..... Sears & Ayer  
Membership ..... NAB, BMB  
President..... H. L. Dewing  
Gen.-Station Mgr..... C. W. Neeld  
Chief Engineer..... H. L. Dewing

**W T A X**

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc. Power: 100 Watts d.  
Owned-Operated By..... WTAX, Inc.  
Business ..... Route 66 & E. Cook St.  
Phone Number ..... 2-4441  
Air Time..... 6 a.m.-12:05 a.m.  
News Service ..... UP  
Transcription Service..... Lang-Worth, SESAC  
Representative ..... Weed  
Membership ..... NAB, BMB  
President, General Manager... Oliver J. Keller  
Sales Prom. Manager..... Shelby T. Harbison  
Program Director..... Gladys McGrew  
Publicity Director..... Wanda Montz  
Chief Announcer..... Glen Farrington  
Musical Director..... William Nelms  
Chief Engineer..... E. C. Swaringen

**W D Z**

TUSCOLA—1921

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Wdz Bcstg. Co.  
Business-Studio Address..... 101½ N. Main  
Phone Number ..... 431  
News Service ..... UP  
Transcription Service ..... World  
Representative..... Free & Peters  
Membership ..... NAB, BMB  
President..... Edgar L. Bill  
V.P., General Mgr..... Charles C. Caley  
Station Manager..... James W. Fuson, Jr.  
Commercial Manager..... E. E. Dilliner  
Chief Engineer..... A. James Ebel  
Farm Editor..... Larry McDonald

**W K I D**

URBANA—1948

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By. University City Bcstg. Corp.  
Business-Studio Address... 505 Vermont Ave.  
President..... John O. Bartlow  
Vice President..... Bruce R. Foote

# INDIANA

Estimated Population 3,909,000—Increase +14.1%—Radio Homes 1,099,800  
Total Families 1,139,700—Stations in State 39

## WCBC

ANDERSON—1949

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Civic Bcstg. Corp.  
Address.....116 W. 12th St.  
Phone Number.....8822  
Transmitter Location.....Junction of St. Rd. 9 & 67  
News Service.....AP  
Transcription Service.....World  
Representative.....Hal Holman  
General Manager.....John J. Garrett, Jr.  
Program Director.....Kenneth Bramming  
Chief Engineer.....Kenneth Routh

## WHBU

ANDERSON—1923—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts d.  
Owned-Operated By.....Anderson Bcstg. Corp.  
Business-Studio-Transmitter Address.....640 Citizens Bank Bldg.  
Phone Number.....7791  
Air Time.....6:30 a.m.-M.  
News Service.....UP  
Transcription Service.....Standard, Keystone  
Representative.....Burke, Kuipers & Mahoney  
Membership.....NAB  
President.....C. Bruce McConnell  
General Manager.....John R. Atkinson  
Program Director.....E. R. McCord  
Chief Engineer.....L. M. Shroyer

## WBIW

BEDFORD—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Radio Bedford, Inc.  
Address.....P. O. Box 169  
Phone Number.....4421  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....McGeehan & O'Mara  
President, General Mgr.....William C. Smith, Jr.  
Commercial Manager.....Louis E. Gaines  
Program Director.....Barbara Davis  
Promotion Mgr.....Harold D. Rothrock  
Chief Engineer.....Carl Finger

## WSUA

BLOOMINGTON—1946

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Radio Station WSUA, Inc.  
Bus.-Studio Address.....117½ W. Kirkwood Ave.  
Phone Number.....7277  
Transmitter Location.....State Rd. 37, 2 MI. S.  
City Limits  
Air Time.....Sunrise-sundown  
News Service.....UP

Transcription Service.....Standard, World  
Membership.....NAB, BME  
President, General Manager.....Warren G. Davis  
Commercial Manager.....Stanley Dixon  
Sales Promotion Manager.....Lyle Warrick  
Program Director.....Steven T. Briggs  
Musical Director.....James White  
Chief Engineer.....James Rolfe  
Farm Editor.....Cory Alcorn

## WTOM

BLOOMINGTON—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts d.  
Owned By.....WTOM, Inc.  
Operated By.....Fred O. Grimwood  
Business-Studio Address.....Curry Bldg.  
Phone Number.....7871, 2-2593  
Transmitter Location.....Bloomington  
Air Time.....6 a.m.-Noon  
News Service.....AP  
Transcription Service.....Lang-Worth, Keystone  
Representative.....Sears & Ayer  
Membership.....NAB  
President.....Fred O. Grimwood  
General-Station Mgr.....Theodore A. Giles  
Commercial Manager.....Maurice Latimer  
Program Director.....Marc Williams  
Publicity Director.....Robert Carroll

## WTTS

BLOOMINGTON—1949

Frequency: 1370 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By.....Sarkes & Mary Tarzian  
Address.....535 S. Walnut St.  
Phone Number.....2-3368  
News Service.....AP  
Transcription Service.....Associated, Thesaurus  
General Manager.....Glenn Van Horn  
Chief Engineer.....Morton Weigel

## WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated By.....News Examiner Co.  
Business Address.....406 Central Ave.  
News Service.....UP  
Transcription Service.....Thesaurus, Capitol  
Station Manager.....E. M. Jackson

## WTRC

ELKHART—1931—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....The Truth Publishing  
Co., Inc.  
Business-Studio Address.....116 S. Second St.

# INDIANA

Phone Number .....948  
 Transmitter Location... 1 Mi. S. of Elkhart City  
 Limits on Oakland Ave. Rd.  
 Air Time ..... 6 a.m.-M.  
 News Service .....UP  
 Transcription Service..... World, Standard,  
 Associated, Keystone  
 Representative ..... Burn-Smith  
 Membership ..... NAB, BMB, FMA  
 President..... C. D. Greenleaf  
 General Manager..... R. R. Baker  
 Commercial Manager..... Dick Holloway  
 Sales Prom. Mgr., Pub. Dir..... Henry Davis  
 Program-Musical Dir..... Howard Hoffman  
 Chief Engineer..... L. W. Zellmer  
 Farm Editor..... Roscoe Stangland

## W E O A

**EVANSVILLE—1936—CBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..... WFBM, Inc.  
 Business-Studio Address..... 24 N.W. 3rd St.  
 Phone Number ..... 4-9215  
 Transmitter Location..... 5th & Vine Sts.  
 Air Time ..... 6 a.m.-12:05 a.m.  
 News Service .....INS  
 Transcription Service..... Lang-Worth, Cole  
 Representative ..... Katz  
 President..... Harry M. Bitner, Jr.  
 General-Station-Commercial Mgr... Don Menke  
 Program-Publicity Director..... Bill Fall  
 Chief Engineer..... Robert Wilson

## W G B F

**EVANSVILLE—1923—NBC**

Frequency: 1280 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By..... On The Air, Inc.  
 Phone Number ..... 21171  
 Transmitter Location..... Burkhardt Rd.  
 Air Time ..... 5 a.m.-M.  
 News Service .....UP  
 Transcription Service ..... World  
 Representative ..... Weed  
 Membership ..... NAB, BMB, FMA  
 General-Station Manager..... Clarence Leich  
 Operations Manager..... Martin L. Leich  
 Promotion Manager..... Del Greenwood  
 Program Director..... Mrs. Pat Roper  
 Chief Engineer..... Erwin P. Schoeny  
 Farm Editor..... Fred Rollison

## W I K Y

**EVANSVILLE—1947—MID-WEST**

Frequency: 820 Kc.....Power: 250 Watts d.  
 Owned-Oper. By... South Central Bcstg. Corp.  
 Bus. Studio-Transmitter Address... Mt. Auburn  
 Rd. & Bismark St.  
 Phone Number ..... 4-8284  
 Air Time ..... Daytime  
 News Service ..... AP

Transcription Service..... Associated, Capitol  
 Representative ..... Burn-Smith  
 Membership ..... NAB, BMB, FMA  
 Pres., Gen.-Station-Commercial  
 Manager..... John A. Engelbrecht  
 Sales Promotion Manager..... Bill Cooke  
 Preparation Director..... Ken McCutchan  
 Prod. Dir., Chief Announcer... Ken Boltinghouse  
 Publicity Director..... Boh Harris  
 Musical Director..... Ronald Sullivan  
 Chief Engineer..... George F. Stoltz  
 Farm Editor..... Ken McCutchan

## W J P S

**EVANSVILLE—1948—ABC**

Frequency: 1330 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By..... WJPS, Inc.  
 Business-Studio Address..... 206 Main St.  
 Phone Number ..... 5-2221  
 Transmitter Location..... Mohr Rd. bet. 1st &  
 St. Joseph Ave.  
 Air Time..... 6 a.m.-M.  
 News Service .....UP  
 Transcription Service ..... Standard  
 Representative ..... Robert Meeker  
 Membership ..... NAB  
 President..... Robert S. Davis  
 General-Commercial Mgr... Robert J. McIntosh  
 Sales Prom. Mgr., Pub. Dir.... E. Ward Crane  
 Program-Production Dir..... Jack McLean  
 Musical Director..... Dorothy Rooder  
 Chief Engineer..... Gilbert Hoffman

## W A N E

**FT. WAYNE—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By... Radio Fort Wayne, Inc.  
 Bus. Studio-Transmitter Address... 1205 Fort  
 Wayne Bank Bldg.  
 Phone Number..... Anthony 6212  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Forjoe  
 President..... Merlin H. Smith  
 General Station-Comm. Mgr... Glenn R. Thayer  
 Program Director..... Chester T. Behrman  
 Publicity Director..... Blanche Meyers  
 Musical Director..... Becky Schaefer  
 Chief Engineer..... John Vick

## W F T W

**FT. WAYNE—1947—KBS**

Frequency: 1090 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By... Fort Wayne Bcstg. Inc.  
 Business-Studio Address... 220 E. Jefferson St.  
 Phone Number..... Anthony 2295  
 Transmitter Location... Getz & Covington Rds.  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP

# INDIANA

Transcription Service... Associated, Keystone  
 Representative ..... Burn-Smith  
 Membership ..... BMB  
 Pres., Gen.-Station Mgr.... Edward G. Thoms  
 Sales Manager..... William R. Aldrich  
 Program Director..... Paul Price  
 Musical Director..... William Jellison  
 Chief Engineer..... Eugene A. Chase

## WGL

**FT. WAYNE—1924—NBC**

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned-Oper. By. ....Farnsworth Telev. & Radio Corp.  
 Business-Studio Address. 201 W. Jefferson St.  
 Phone Number ..... E-3366  
 Transmitter Location... Lower Huntington Rd.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service... Standard, Lang-Worth  
 Representative ..... Headley-Reed  
 Membership ..... NAB, BMB  
 President..... E. A. Nicholas  
 General-Station-Commercial  
 Manager..... Capt. Pierre Boucheron  
 Sales Prom. Mgr., Program-Publicity  
 Director..... Norman C. Widenhofer  
 Production Director..... Barry McKinley  
 Musical Director..... Guy Harris  
 Chief Engineer..... Donald Holzapfel

## WKJG

**FT. WAYNE—1947—MBS**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By. ....Northeastern Indiana Bcstg. Co., Inc.  
 Business-Studio Address. 3802 S. Calhoun St.  
 Phone Number ..... Harrison 6111  
 Transmitter Location... Decatur & Maples Rd.  
 Air Time ..... Unlimited  
 News Service..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Lorenzon & Thompson  
 President..... Gilmore S. Haynie  
 General-Station Mgr..... Hilliard Gates  
 Sales Manager..... Norman H. Stewart  
 Program Manager..... Calo O. Mahlock  
 Chief Engineer..... Thomas J. Copeland

## WOWO

**FT. WAYNE—1925—ABC**

Frequency: 1190 Kc.....Power: 10,000 Watts  
 Owned-Oper. By..... Westinghouse Radio Stations, Inc.  
 Business-Studio Address.. Westinghouse Bldg., 925 S. Harrison St.  
 Phone Number..... Anthony 2136  
 Transmitter Location..... Routes 30 & 33  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Capitol

Representative..... Free & Peters  
 President ..... Walter Evans  
 General Manager..... J. B. Conley  
 Station Manager..... R. G. Duffield  
 Sales Manager..... Paul E. Mills  
 Sales Prom. & Pub. Mgr... Hilda C. Woehrmeyer  
 Program Manager..... Carl Vandagriff  
 Chief Engineer..... Bruce Rattis  
 Farm Editor..... Jay Gould

## WJOB

**HAMMOND—1928**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By. .... South Shore Bcstg. Corp.  
 Bus.-Studio-Transmitter Address. 449 State St.  
 Phone Number..... Sheffield 8400  
 News Service ..... UP  
 Transcription Service... Associated, Capitol, SESAC  
 Representative..... Joseph Hershey McGillvra  
 Membership ..... NAB  
 President, General Manager. Robert C. Adair  
 Commercial Manager..... L. B. Weller  
 Sales Manager..... Edward Rozhon  
 Program Director..... Frank Reynolds  
 Musical Director..... Leona Manis  
 Chief Engineer..... Jess Peters  
 Farm Editor..... Bill Warrick

## WIBC

**INDIANAPOLIS—1938—MBS**

Frequency: 1070 Kc.....Power: 50,000 Watts  
 Owned-Operated By. .... Indiana Bcstg. Corp.  
 Business Address..... 30 W. Washington St.  
 Phone Number..... Lincoln 2305  
 Studio Address..... Indianapolis News Bldg.  
 Transmitter Location... E. 86th St., Zionsville  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... John Blair  
 Membership ..... NAB, BMB  
 President..... Richard M. Fairbanks  
 V.P., General Mgr..... Kenneth W. Church  
 Sales Prom. Mgr., Pub. Dir... Jane O. Flaherty  
 Prog. Dir., Prod. Mgr., Farm Editor... Ed Mason  
 Musical Director..... Walter Jackson  
 Chief Engineer..... Harry Adams

## WFBM

**INDIANAPOLIS—1924—CBS**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By..... WFBM, Inc.  
 Business-Studio Address. 48 Monument Circle  
 Phone Number..... Lincoln 8506  
 Transmitter Location..... Millersville Rd.  
 Air Time ..... Unlimited  
 News Service ..... AP, INS  
 Transcription Service ..... Associated  
 Representative ..... Katz  
 Membership ..... NAB, BMB



# Your Best Salesman

## In the Great Hoosier Market

Hams or hassocks . . . makes no difference . . . Indianapolis and the central area is a potential "bonanza" for the sales-minded sponsor who purchases WIRE radio time and utilizes our consistent promotional, research and merchandising facilities.

WIRE's coverage of the central area is complete . . . covering 20 out of the 25 of the retail-trading-area counties. These 20 counties represent the bulk of the central area population.

The central area boasts a family population of 607,051 (1,337,705 individuals) . . . with a buying power of over one billion dollars.

These thousands of purchasers with the "1430" habit are your best customers in the great Hoosier market.

**THE BEST SHOWS IN RADIO ARE ON WIRE**

# INDIANA

Pres., General-Station Mgr. . . . . Harry M. Bitner, Jr.  
Comm.-Sales Promotion Manager,  
Publicity Director . . . . . William F. Kiley  
Program-Productoin Dir. . . . . Frank O. Sharp  
Chief Announcer . . . . . Joe Pierson  
Musical Director . . . . . Earl Gordon  
Chief Engineer . . . . . Harold Holland  
Farm Editor . . . . . Harry Martin

Membership . . . . . NAB, FMA  
President . . . . . Samuel R. Sutphin  
Station Manager . . . . . George S. Losey  
Commercial Manager . . . . . Samuel R. White  
Program Director . . . . . Harry Lukins  
Production Director . . . . . Ward Glen  
Musical Director . . . . . Henry Oaks  
Chief Engineer . . . . . Charles Alter

## WIRE

### INDIANAPOLIS—1929—NBC

Frequency: 1430 Kc. . . . . Power: 5000 Watts d.  
Owned-Oper. By . . . . . Indianapolis Bcstg., Inc.  
Business-Studio Address . . . 9th Floor, Claypool  
Hotel  
Phone Number . . . . . Ri. 1541  
Transmitter Location . . . 44th St. & Knollton Rd.  
Air Time . . . . . Limited  
News Service . . . . . AP, UP  
Transcription Service . . . . . World, Thesaurus  
Representative . . . . . John E. Pearson  
Membership . . . . . BMB  
President . . . . . Eugene C. Pulliam  
V.P., Gen.-Station Mgr. . . Willard C. Worcester  
Commercial Manager . . . . . Daniel C. Park  
Prom. Mgr., Pub. Dir. . . . . James N. Willingham  
Program-Production Dir. . . . William L. Dean  
Musical Director . . . . . John H. Winn  
Chief Engineer . . . . . Eugene E. Alden

## WISH

### INDIANAPOLIS—1940—ABC

Frequency: 1310 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Universal Bcstg. Co., Inc.  
Business-Studio Address . . 215 Board of Trade  
Bldg.  
Phone Number . . . . . Market 6345  
Transmitter Location . . . Post Rd. & Rawls Ave.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . Standard  
Representative . . . . . Free & Peters  
Membership . . . . . NAB, BMB  
President . . . . . Frank E. McKinney  
General-Commercial Mgr. . . . George J. Higgins  
Sales Prom. Mgr., Pub. Dir. . . . Reid Chapman  
Program Director . . . . . William E. Frosh  
Musical Director . . . . . Jimmy Boyer  
Chief Engineer . . . . . Stokes Gresham, Jr.

## WXLW

### INDIANAPOLIS—1948

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Radio Indianapolis, Inc.  
Business Address . . . Indianapolis Athletic Club  
Phone Number . . . . . Riley 4446  
Studio-Transmitter Address . . 3003 Kessler Blvd.  
Air Time . . . . . 6 a.m.-Local sunset  
News Service . . . . . UP  
Transcription Service . . . . Capitol, World  
Representative . . . . . Burn-Smith

## WITZ

### JASPER-HUNTINGBURG—1948

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Jasper On The Air, Inc.  
Bus.-Studio-Transmitter Address . State Hwy.  
No. 45 S.  
Phone Number . . . Jasper 678, Huntingburg 515  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . UP  
Transcription Service . . . . Associated  
Membership . . . . . NAB  
President . . . . . Gilbert E. Metzger  
General-Station Mgr., Pub. Dir. . Dale S. Phares  
Commercial Manager . . . . George Willeford  
Sales Promotion Manager . . . . Walter Reybaum  
Program-Production Dir. . . . Bryan Davidson  
Chief Engineer . . . . . James Moseby  
Farm Editor . . . . . Bill Richardson

## WIOU

### KOKOMO—1948—CBS

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . North Central Indiana Bcstg.  
Corp.  
Business-Studio Address . . Radio Center, 212½  
N. Main St.  
Phone Number . . . . . 6194  
Transmitter Location . . . Rd. 26, E. of State  
Rd. 31  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . Thesaurus  
Representative . . . . . Weed  
Membership . . . . . NAB, BMB  
President . . . . . Richard Blacklidge  
V.P., Gen. Sales Prom. Mgr. . . John Carl Jeffrey  
Commercial Manager . . . . Frank Gregory  
Prog.-Prod.-Pub. Director . . . James Muse  
Chief Engineer . . . . . Chester Rector  
Farm Editor . . . . . Dixon Harper

## WKMO

### KOKOMO—1941—KBS

Frequency: 1400 Kc. . . . . Power: 250 watts  
Owned-Operated By . . . Kokomo Bcstg. Corp.  
Business-Studio Address . . 400½ North Main St.  
Phone Number . . . . . 5171  
Transmitter Location . . . . 1205 E. Morgan  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . Keystone, Standard,  
Lang-Worth

# INDIANA

Representative ..... Robert Meeker  
 Membership ..... NAB, BMB  
 President ..... Dr. R. S. Taylor  
 V.-P.-Gen.-Sta. Mgr. .... Joseph W. Jordan  
 Commercial Manager ..... Bill Wells  
 Prog.-Prod.-Pub. Director ..... Don Cripe  
 Chief Engineer ..... George Palmer

## W A S K

### LAFAYETTE—1941—MBS-HOOSIER

Frequency: 1450 Kc. .... Power: 250 watts  
 Owned-Operated By ..... WFAM, Inc.  
 Business-Studio Address ..... Wallace Bldg.  
 Phone Number ..... 4300  
 Transmitter Location ..... McCarty Lane  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Joseph Hershey McGillvra  
 Membership ..... NAB, BMB  
 Pres., Gen. Mgr. .... O. E. Richardson  
 Sales Pro.-Mgr. Pub. Dir. .... Hi Shumway  
 Prod. Dir.-Chief Announcer ..... A. E. Morehouse  
 Chief Engineer ..... Harry Garba

## W L O I

### LA PORTE—1948

Frequency: 1540 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... La Porte County Bcstg. Co.  
 Address ..... P. O. Box 381  
 Phone Number ..... 3675  
 President ..... Hoyt H. Scott

## W B A T

### MARION—1947

Frequency: 1600 Kc. .... Power: 500 watts d  
 Owned-Operated By ..... Marion Radio Corp.  
 Business-Studio Address ..... 303½ So. Adams St.  
 Phone Number ..... 5500  
 Transmitter Location ..... ¼ Mi. So. Roseburg  
 Air Time ..... 5:30 a.m. Local Sun-Set  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Walker  
 Membership ..... NAB  
 Pres., Gen.-Sta. Mgr., Pub. Dir. .... J. H. Bone  
 Comm.-Sales Prom. Mgr. .... Kermit A. Botkin  
 Prog.-Prod.-Musical Dir. .... Lenora Fuller  
 Chief Engineer ..... Chas. E. Westfall  
 Farm Editor ..... Guy Horris

## W I M S

### MICHIGAN CITY—1947

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Northern Indiana Bcsters.,  
 Inc.  
 Business-Studio Address ..... 415 Franklin St.  
 Phone Number ..... 4980  
 Transmitter Location ..... Keiffer Rd. 3 Mi. Out-  
 side of city limits

Air Time ..... Local sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Lorenzen & Thompson  
 President ..... O. E. Richardson  
 General Manager ..... E. R. Herkner  
 Program Director ..... Richard S. Olson  
 Musical Director ..... Doris Pagels  
 Chief Engineer ..... Robert Schilling  
 Farm Editor ..... Charles Sharpless

## W L B C

### MUNCIE—1926—CBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Tri City Radio Corp.  
 Business Address ..... P. O. Box 271  
 Phone Number ..... 4403  
 Studio-Transmitter Location, Hwy. 35 S.E. of  
 Junc. Hwys. No. 67, 3, 21 and 35  
 Air Time ..... 6:30 a.m.-12:07 a.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol, Keystone  
 Representative ..... Walker, Hal Holman  
 Membership ..... NAB  
 Pres., Gen.-Sta.-Sales Prom. Mgr. .... W. F. Craig  
 Prog.-Prod Director ..... Lee Allerton  
 Musical Director ..... Bill Summers  
 Chief Engineer ..... Maury Crain

## W K B V

### RICHMOND—1926—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Central Bcstg. Corp.  
 Bus.-Studio-Transmitter Address ..... 25 S. Ninth St.  
 Phone Number ..... 1156  
 Air Time ..... 6 a.m.-10:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, SESAC  
 Representative ..... Robert Meeker  
 Membership ..... NAB  
 Pres., Gen.-Sta.-Sales Prom. Mgr. .... R. L. Nusbaum  
 Asst. Mgr. Prog. Dir. .... A. F. Schroy  
 Musical Director ..... Sue Tucker  
 Chief Engineer ..... L. J. Duning

## W H O T

### SOUTH BEND—1944—ABC

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By South Bend Bcstg. Corp.  
 Bus.-Studio-Transmitter Address ..... St. Joseph &  
 Monroe Sts.  
 Phone Number ..... 3-4155  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Bolling  
 President ..... C. Bruce McConnell  
 Gen.-Sta.-Comm. Mgr.,  
 Program Director ..... William H. Spencer  
 Production Director ..... R. Edward Berryman  
 Musical Director ..... Orville Foster



# I N D I A N A

Chief Engineer ..... David Maltby  
 Farm Editor ..... R. Edward Berryman

Chief Engineer ..... James R. Brewer  
 Farm Editor ..... Keith Reising

## W J V A

**SOUTH BEND—1948**

Frequency: 1580 Kc ..... Power: 250 Watts d  
 Owned-Operated By ..... St. Joseph Valley  
 Bcstg. Corp.  
 Business Address ..... 214 W. Wayne St.  
 Phone Number ..... 38668  
 Studio-Transmitter Address ..... Mishawaka  
 Hotel & N Hickory Rd.  
 Air Time ..... Sunrise-Sunset  
 News Service ..... UP  
 Transcription Service ... World, Lang-Worth,  
 Capitol  
 Representative ..... Burn-Smith  
 Membership ..... NAB  
 President ..... B. W. Redifer  
 Sta. Mgr. Prog. Dir. .... W. W. Oliver  
 Comm.-Sales Prom. Mgr. .... Dale Roberts  
 Musical Director ..... E. Davis  
 Chief Engineer ..... F. J. Bock

## W S B T

**SOUTH BEND—1922—CBS**

Frequency: 960 Kc ..... Power: 5000 Watts  
 Owned-Operated By The South Bend Tribune  
 Business-Studio Address .. 226 W. Colfax Av.  
 Phone Number ..... 3-6161  
 Transmitter Location ..... 7 mi. s.e. of city  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Capitol, Standard  
 Representative ..... Paul H. Raymer  
 Membership ..... NAB, BMB  
 President ..... F. A. Miller  
 Gen.-Sta. Mgr. .... Robert H. Swintz  
 Commercial Manager ..... Neal B. Welch  
 Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer  
 Program Director ..... Robert J. Drain  
 Production Director ..... Oliver Parcher  
 Musical Director ..... Harlan Hogan  
 Chief Engineer ..... Herbert G. Cole  
 Farm Editor ..... Philip Combs

## W T C J

**TELL CITY—1948—INDIANA NET**

Frequency: 1230 Kc ..... Power: 250 Watts  
 Owned-Operated By ..... James R. Brewer  
 Business Address ..... Tell City  
 Phone Number ..... 740  
 Studio-Transmitter Address ... Highway 66-E  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Keystone  
 Owner, Gen.-Sta.-Comm. Mgr. Prog. Dir. James  
 R. Brewer  
 Sales Prom. Mgr. Prod.-Pub. Dir. Steve Bellinger  
 Musical Director ..... Ruth Baumgart

## W B O W

**TERRE HAUTE—1927—NBC**

Frequency: 1230 Kc ..... Power: 250 Watts  
 Owned-Operated By Banks of the Wabash, Inc.  
 Business-Studio Address ..... 303 S. Sixth St.  
 Phone Number ..... Crawford 5034  
 Transmitter Location ..... First & Peyton Sts.  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Weed  
 Membership ..... NAB, BMB, FMA  
 General-Station Manager.. William F. Rippeloe  
 Sales Manager ..... Sigel A. Roush  
 Program Director ..... Leo J. Baxter  
 Publicity Director ..... Madeline K. Barry  
 Chief Engineer ..... Donald Aldrich

## W T H I

**TERRE HAUTE—1948—ABC**

Frequency: 1480 Kc ..... Power: 1,000 Watts  
 Owned-Operated By ... Wabash Valley Bcstg.  
 Corp.  
 Business-Studio Address ..... 120 So. 7th St.  
 Phone Number ..... Crawford 9481  
 Transmitter Location ... 13th St. & Hazelburger  
 Road  
 Air Time ..... Unlimited  
 Transcription Service ... Lang-Worth, Library  
 Representative ..... Free & Peters  
 Membership ..... NAB, BMB  
 President ..... Anton Hulman, Jr.  
 Station Manager ..... J. M. Higgins  
 Program Director ..... Arnold C. Johnson  
 Chief Engineer ..... T. R. Felts  
 Farm Editor ..... Arnold C. Johnson

## W A O V

**VINCENNES—1940—MBS**

Frequency: 1450 Kc ..... Power: 250 Watts  
 Owned-Operated By ..... Vincennes Sun Co.  
 Business-Studio Address ... 320 Bussron St.  
 Phone Number ..... 787  
 Transmitter Location ... Hqwy., N. of Vincennes  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... John E. Pearson  
 Membership ..... NAB  
 President ..... Eugene C. Pulliam  
 General Manager ..... Howard N. Greenlee  
 Station-Sales Promotion Mgr. Samuel J. Dodd  
 Program Director ..... Dale Young  
 Publicity Director ..... Beth Fitzpatrick  
 Musical Director ..... David Livingstone  
 Chief Engineer ..... Eugene E. Alden  
 Farm Editor ..... Ted Hill

# IOWA

Estimated Population 2,625,000—Increase +3.4%—Radio Homes 742,500  
Total Families 765,000—Stations in State 37

## KASI

AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By: Ames Bcstg. Co.  
Business-Studio Address: 328½ Main St.  
Phone Number: 3460  
News Service: UP  
Transcription Service: Thesaurus, Capitol  
President, General Mgr.: Harold W. Higby  
Sales Manager: Arthur A. Skinner  
Program Director: William Allen Bell  
Chief Engineer: Doyle D. Kelso

## KBUR

BURLINGTON—1941—ABC

Frequency: 1490. Power: 250 Watts  
Owned-Operated By: Burlington Bcstg. Co.  
Business-Studio Address: National Bank Bldg.  
Phone Number: 680  
Transmitter Location: West Burlington  
Air Time: 6:00 a.m.-M  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Taylor-Boroff  
Membership: NAB, FMA  
President: Dan T. Riley  
General Manager: Gerard B. McDermott  
Commercial Manager: David H. Steinle  
Program Director: Richard Mosena  
Publicity Director: David Steinle  
Chief Announcer: Lowell Jack  
Musical Director: Richard Kephart  
Chief Engineer: John Gallino  
Farm Editor: Gene Phillippe

## KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts  
Owned-Operated By: The Gazette Co.  
Business-Studio Address: 104 First St., SW  
Phone Number: 4194  
Transmitter Location: Cedar Rapids  
Air Time: Unlimited  
News Service: AP, INS  
Transcription Service: Standard, Associated  
Representative: John E. Pearson  
Membership: NAB, BMB, FMA  
Secretary, Vice-President: Joseph F. Hladky  
General-Station-Comm. Mgr.: Neil C. Conklin  
Sales Prom. Mgr., Pub. Dir.: Edna A. Herbst  
Program Director: Wade S. Patterson  
Chief Announcer: Walter L. Pearson  
Musical Director: Jacquelyn T. Maguire  
Chief Engineer: Kenneth M. Caldwell  
Farm Editor: Rex Conn

## WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Operated By: American Bcstg.  
Stations, Inc.  
Bus. Address: 807 Barr Bldg., Washington,  
D. C.  
Phone Number: District 2717, Washington,  
6127 at WMT, Cedar Rapids  
Studio Address: Paramount Theatre Bldg.  
Transmitter Location: Marion  
Air Time: 5:30 a.m.-12:05 a.m.  
News Service: AP, INS, UP  
Transcription Service: World, Lang-Worth,  
MacGregor  
Representative: Katz  
Membership: NAB, BMB  
President: Helen Mark  
General-Station Mgr.: William B. Quarton  
Commercial Manager: Lew Van Nostrand  
Promotion Mgr., Publicity Dir.: Leo F. Cole  
Program-Production Director: Douglas B. Grant  
Chief Announcer: Bob Leefer  
Musical Director: June Caldwell  
Chief Engineer: George Hixenbaugh  
Farm Editor: Charles A. Worcester

## KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Clinton Bcstg. Corp.  
Business-Studio Address: Jacobsen Bldg.  
Phone Number: 448  
Transmitter Location: 13th Ave. North &  
Elvira Road  
Air Time: 6:00 a.m.-M  
News Service: UP  
Transcription Service: Standard  
Representative: McKinney, George Webber  
Membership: NAB  
President: W. S. Jacobsen  
General-Station Manager: Morgan Sexton  
Commercial Manager: Walter Teich  
Sales Promotion Manager: Vernon Gielow  
Program-Production Director: Bob Bodden  
Publicity Director: Vernon Gielow  
Chief Engineer: Gil Andrew  
Farm Editor: John Rohwer

## KSWI

COUNCIL BLUFFS—1947  
TALL CORN

Frequency: 1560 Kc. Power: 500 Watts  
Owned-Operated By: Nonpareil Bcstg. Co.  
Business Address: Strand Theatre Bldg.

Phone Number.....4041 Council Bluffs,  
Jackson 7736 Omaha, Neb.  
Studio Addresses..Strand The. Bldg., Council  
Bluffs, Live Stock Exc. Bldg., Omaha, Neb.  
Transmitter Location....South Omaha Road  
Air Time.....Minimum 11 hours  
News Service.....AP  
Transcription Service..Associated, Lang-Worth  
Station Representative.....J. P. McKinney  
Membership.....NAB, FMA  
President.....Robert R. O'Brien  
General-Station Manager...William E. Ware  
Sales Promotion Manager...Robert H. O'Brien  
Pro. Dir., Chief Announcer...Elden Anspach  
Musical Director.....Ralph Carey  
Chief Engineer.....Robert W. Hall  
Farm Editor.....C. W. McManamy

## KSIB

### CRESTON—1946—KBS—TALL CORN

Frequency: 1520 Kc.....Power: 1000 Watts  
Owned-Operated By...Southwest Iowa Bcstg.  
Co.  
Business-Studio-Transmitter  
Addresses.....Radio Center  
Phone Number.....55  
Air Time.....Sunrise to sunset  
News Service.....AP  
Transcription Service...Standard, Thesaurus,  
SESAC, Keystone  
Representative.....J. P. McKinney,  
George W. Webber  
Membership.....NAB  
President.....Arthur Horning  
General-Station Mgr., Pub. Dir...E. M. Horning  
Commercial-Sales Prom. Mgr...Frank Reynolds  
Program-Production Director...John Munger  
Chief Announcer, Musical Dir...Dick Weiss  
Chief Engineer.....Louis A. Polen  
Farm Editor.....Shep Shafer

## KSTT

### DAVENPORT—1946 MBS-IOWA TALL CORN

Frequency: 750 Kc.....Power: 250 Watts  
Owned-Operated By...Davenport Bcstg. Co. Inc.  
Business-Studio Address.....324 Main St.  
Phone Number.....2-3525  
Transmitter Location...2505 Rockingham Road  
Air Time.....Sunrise to sunset  
News Service.....UP  
Transcription Service.....C. P. MacGregor  
Representative.....J. P. McKinney  
President, Station Manager...Hugh R. Norman  
Commercial Manager.....Buryl Lottridge  
Program Director.....A. M. McGregor  
Chief Announcer.....William Genett  
Musical Director.....Pat Alan  
Farm Editor.....Warren Anderson

## WOC

### DAVENPORT—1921—NBC

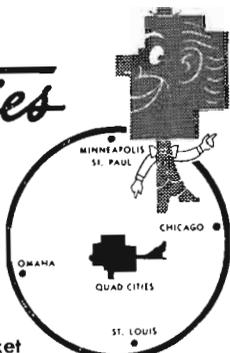
Frequency: 1420 Kc.....Power: 5000 Watts  
Owned-Operated By.....Tri-City Bcstg. Co.  
Business-Studio Address.....1000 Brady St.  
Phone Number.....3-3661  
Transmitter Location.....R. R. No. 1  
Air Time.....6 a.m.-M  
News Service.....UP  
Transcription Service...Lang-Worth, Thesaurus  
Representative.....Free & Peters  
Membership.....NAB, BMB, FMA  
President.....Col. B. J. Palmer  
V. Pres. & Treas.....D. D. Palmer  
Station Manager.....Ernie Sanders  
Commercial Manager.....L. O. Fitzgibbons  
Sales Promotion Manager.....Paul Ives  
Program-Production Director...Charles Freuburg  
Publicity Director.....Paul Ives  
Musical Director.....George O. Sontag  
Chief Engineer.....Paul G. Arvidson

## FIRST IN THE

**QUAD**  
*Cities*

DAVENPORT  
ROCK ISLAND  
MOLINE  
EAST MOLINE

The 40th Retail Market



BASIC Affiliate of NBC—  
the No. 1 Network

**WOC** AM 5,000 W., 1420 Kc.  
FM 47 Kw., 103.7 Mc.  
TV C.P. 22.9 Kw, visual and aural,  
Channel 5

DAVENPORT, IOWA

National Representatives Free & Peters, Inc.

## KDEC

DECORAH—1947

MBS-IOWA TALL CORN

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Telegraph-Herald  
 Business-Studio Address: 301 W. Broadway  
 Phone Number: 1240  
 Transmitter Location: 600 Leiv Eirikson Dr.  
 Air Time: Shares time  
 News Service: AP  
 Transcription Service: Standard  
 Representative: J. P. McKinney,  
 George Webber  
 Membership: NAB  
 President: F. W. Woodward  
 General Manager: William J. Croker  
 Commercial Manager: George Dorrington  
 Production Director: Robert Hildreth  
 Musical Director: Tom Corniea  
 Chief Engineer: Curtis Eittrheim  
 Farm Editor: Jay Spurgeon

## KCBC

DES MOINES—1946—MBS

Frequency: 1390 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Kapital City Bcstg. Co.  
 Business-Studio Address: 2323 Grand Ave.  
 Phone Number: 4-3151  
 Transmitter Location: E. 42nd & Dean Ave.  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Weed  
 President: George P. E. Caesar, Jr.  
 General-Station Mgr.: Rollo H. Bergeson  
 Exec. Vice-President: Myles H. Johns  
 V.P.-Engineering: Karl Peters  
 Sales Promotion Mgr.: C. E. Grant  
 Prog.-Musical Dir.: Don Purdy  
 Chief Engineer: Bob Brown

## KIOA

DES MOINES—1947

Frequency: 940 Kc. Power: 10,000 Watts, d.  
 5000 Watts, n.  
 Owned-Operated By: Independent Bcstg. Co.,  
 Inc.  
 Business-Studio Address: Onthank Bldg.,  
 10th & Mulberry  
 Phone Number: 2-9191  
 Transmitter Location: Hartford  
 Air Time: Unlimited  
 News Service: INS, UP  
 Transcription Service: World, Associated  
 Representative: Paul H. Raymer  
 Membership: NAB, BMB  
 Gen. Mgr.: Harold Baker  
 V. Pres. & Operations Mgr.: Donn Clayton

Sales Promotion Manager, Publicity

Director: Janice R. Hull  
 Program Director: Don D. Alt  
 Production Director: Dan Hosmer  
 Chief Announcer: Lee Harris  
 Musical Director: Bill Walloce  
 Chief Engineer: Lloyd R. Amoo  
 Farm Editor: Don Ames

## KRNT

DES MOINES—1936—ABC

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Operated By: Cowles Bcstg. Co.  
 Business-Studio Address: 715 Locust St.  
 Phone Number: 3-2111  
 Transmitter Location: S. E. 22nd & Park Ave.  
 Air Time: 6 a.m.-M  
 News Service: AP, INS, UP  
 Transcription Service: Standard, Associated  
 Station Representative: The Katz Agency  
 Membership: NAB, BMB  
 President: Gardner Cowles  
 General-Station Manager: Bob Dillon  
 Commercial Manager: Paul Elliott  
 Sales Promotion Manager: Joe Hudgens  
 Program Director: Charles Miller  
 Production Director: Dick Covey  
 Musical Director: Wayne Ackley  
 Chief Engineer: Charles Quentin  
 Farm Editor: Joseph B. Ryan

## KSO

DES MOINES—1922—CBS

Frequency: 1460 Kc. Power: 5000 Watts d.  
 Owned By: Murphy Bcstg. Co.  
 Operated By: Kingsley H. Murphy  
 Business-Studio Address: Tenth & Grand Ave.  
 Phone Number: 3-0571  
 Transmitter Location: E. 38th & Broadway  
 Air Time: Limited  
 News Service: AP, UP  
 Transcription Service: World, Cole  
 Station Representative: Headley-Reed  
 Membership: NAB, BMB  
 Pres. & General Mgr.: Kingsley H. Murphy  
 Station-Commercial Mgr.: S. H. McGovern  
 Program Director: Tom Lewis Shumate  
 Production Director: Bill C. Baldwin  
 Chief Announcer, Musical Dir.: Bill C. Baldwin  
 Chief Engineer: F. E. Bartlett

## KWDM

DES MOINES—1948—TALL CORN

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Operated By: Des Moines Bcstg. Corp.  
 Business-Studio Address: 407 Fifth  
 Phone Number: 2-8363  
 Transmitter Location: Levey Road

# IOWA

Air Time..... Unlimited  
News Service..... INS  
Transcription Service..... Cole, Capitol, Associat'd  
Representative..... J. P. McKinney  
Membership..... NAB  
President..... George W. Webber  
General-Station Manager..... Robert L. Webber  
Commercial Manager..... James L. Kelehan  
Program Director..... Les Carmichael  
Musical Director..... Esther Rauch  
Chief Engineer..... Werner Schwarz

## W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc..... Power: 50,000 Watts  
Owned-Operated By..... Central Bcstg. Co.  
Business-Studio Address..... 914 Walnut St.  
Phone Number..... 3-7147  
Transmitter Location..... Mitchellville  
Air Time..... Unlimited  
News Service..... AP, INS, UP  
Transcription Service..... Thesourus, SESAC,  
Langworth

Station Representative..... Free & Peters  
Membership..... NAB, BMB  
President..... Col. B. J. Palmer  
V. Pres. & Resident Mgr..... Paul A. Loyel  
Exsc. V. Pres..... Ralph Evans  
Commercial Manager..... Harold Fulton  
Program Director..... Jack Kerrigan  
Production Director..... Kenneth Gfeller  
Musical Director..... Don Hovey  
Chief Engineer..... Reed E. Snyder  
Farm Editor..... Herb Plambeck

## K D T H

DUBUQUE—1941

MBS-IOWA TALL CORN

Frequency: 1370 Kc..... Power: 1000 Watts  
Owned-Operated By..... Dubuque Telegraph-  
Herald

Bus-Studio Address..... Eighth Ave. & Bluff  
Phone Number..... 1603  
Transmitter Location..... East Dubuque  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... Standard  
Station Representative..... J. P. McKinney  
Membership..... NAB, BMB, FMA  
President..... F. W. Woodward  
General-Station Manager..... K. S. Gordon  
Program Director..... Arnie Stierman  
Musical Director..... Bob Gribben  
Chief Engineer..... Robert I. Hancock  
Farm Editor..... Gerald W. McAleece

## W K B B

DUBUQUE—1933—ABC

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... Dubuque Bcstg. Co.

Business-Studio Address..... 505 Main St.  
Phone Number..... 572  
Transmitter Location..... R. R. No. 2  
Air Time..... 6:30 a.m.-M  
News Service..... UP  
Transcription Service..... World  
Representative..... Robert Meeker  
Membership..... NAB, BMB  
President..... Charles T. Landon  
General-Station Manager..... James D. Carpenter  
Commercial-Sales Promotion  
Manager..... Harry Hatzenbuehler  
Program-Production Dir..... Gleason Kistler  
Publicity Director..... James D. Carpenter  
Chief Announcer..... L. Vaughn Gayman  
Musical Director..... Ethel M. Carpenter  
Chief Engineer..... John Uyeoka  
Farm Editor..... Gleason Kistler

## K V F D

FT. DODGE—1939

MBS-IOWA TALL CORN

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Northwest Bcstg. Co.  
Business-Studio Address..... 912-1st Ave. South  
(Warden Bldg.)

Phone Number..... Walnut 3761  
Transmitter..... 1 mi. S.W. of Ft. Dodge  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... Lang-Worth  
Representative..... J. P. McKinney,  
George Webber

Membership..... NAB, BMB, FMA  
President, General-Station Mgr..... Edward Breen  
Office Manager..... Mae Challberg  
Sales Promotion Manager..... Max Landes  
Program Director..... Drexel Peterson  
Publicity Director..... Kenneth Peterson  
Chief Engineer..... David G. Sinclair

## K X G I

FT. MADISON—1948

Frequency: 1360 Kc..... Power: 500 Watts  
Owned By..... Hawkeye Bcstg. Co.  
Operated By..... John F. Courier, W. L. Ashby,  
Bill M. Barron

Business-Studio Address..... KXGI, Marquette  
Bldg.

Phone Number..... 1360  
Transmitter Location..... 3 mi. W. of town  
Air Time..... Sunrise to sunset  
News Service..... AP  
Transcription Service..... Capitol  
Representative..... Burke, Kulpers & Mahoney  
Partners..... John F. Courier, Willis L. Ashby,  
Bill M. Barron

General Manager..... John F. Courier  
Station Manager..... John D. Staples

# IOWA

Sales Promotion Manager... James Fitzgerald  
Program Dir. Chief Announcer... Bill M. Barron  
Chief Engineer... Willis L. Ashby  
Farm Editor... Hal Hampton

## KXIC

IOWA CITY—1948

Frequency: 800 Kc. Power: 1000 Watts  
Owned-Oper. By... Johnson County Bcstg. Corp.  
Business-Studio Address... 108½ East Washing-  
ton St.  
Phone Number... 81181  
Transmitter Location... 1 mi. N. of Iowa City on  
R. F. D. No. 1  
Air Time... Local sunrise-local sunset  
News Service... UP  
Transcription Service... Standard, Lang-Worth  
Representative... Rural Radio  
Membership... NAB  
Pres., General-Station Mgr... Robert E. J. Snyder  
Commercial Manager... Lawrence B. Butler  
Program Director... Herbert D. Olson  
News Director... Gene Claussen  
Musical Director... Robert L. Bush  
Chief Engineer... Elliott Full  
Farm Editor... Dick Arnold

## KOKX

KEOKUK—1947—IOWA TALL CORN

Frequency: 1310 Kc. Power: 250 Watts  
Owned-Operated By... Keokuk Bcstg. Co.  
Business-Studio Address... Fifth & Main Sts.  
Phone Number... 235-6  
Transmitter Location... Main St. Rd.  
Air Time... Daytime  
News Service... UP  
Transcription Service... Lang-Worth, World  
Membership... NAB  
President... H. W. Stadler  
General-Station-Commercial-Sales Promotion  
Mgr., Publicity Dir... George B. J. Adkisson  
Program-Production Dir... Robert C. Matheny  
Chief Engineer... Alvin M. Frazee

## KFJB

MARSHALLTOWN—1923  
MBS-IOWA TALL CORN

Frequency: 1230 Kc. Power: 250 Watts  
Owned By... Times Republican Ptg. Co.  
Operated By... Marshall Electric Co.  
Business-Studio Address... 136 W. Main St.  
Phone Number... 3361  
Transmitter Location... Route No. 3  
Air Time... Unlimited  
News Service... UP  
Transcription Service... Standard  
Representative... J. P. McKinney  
Membership... NAB, BMB

President... D. W. Norris  
General-Station Manager... Paul E. Millen  
Commercial Manager... R. W. Brown  
Program Director... Ray P. Bennett  
Publicity Director... Paul G. Norris  
Chief Engineer... Herbert G. Anderson  
Farm Editor... William P. White

## KGLO

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Operated By... Lee Radio, Inc.  
Business-Studio Address... 12½ 2nd N. E.  
Phone Number... 2800  
Transmitter Location... 2 mi. W. of Mason City  
Hqwy. 18  
Air Time... Unlimited  
News Service... AP, UP  
Transcription Service... Standard, Associated  
Representative... Weed & Co.  
Membership... NAB, BMB, FMA  
President... Lee P. Loomis  
General-Station Manager... Herbert R. Ohrt  
Commercial Manager... Lloyd D. Loers  
Sales-Promotion Mgr., Pub. Dir... Henry B. Hook  
Program Director... William G. Suter  
Chief Engineer... Roger E. Sawyer  
News, Farm Editor... Charles Hilton

## KICM

MASON CITY—1948  
MBS-IOWA TALL CORN

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Mason City Bcstg. Co.  
Business-Studio Address... 5 2nd St. S. W.  
Phone Number... 5400  
Transmitter Location... 19th St. S. W.  
Air Time... 6 a.m.-M  
News Service... AP  
Transcription Service... World  
Representative... J. P. McKinney  
Membership... NAB  
President... Louis Wolf  
General-Station Manager... Charles E. Jones  
Commercial Manager... Joseph Simon  
Program-Production Director... Paul B. Patrick  
Chief Announcer, Farm Editor... James Knox  
Chief Engineer... Larry Lawson

## KSMN

MASON CITY—1948

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By... Mohawk Bcstg. Co.  
Business Address... Box 919  
Phone Number... 5840  
Transmitter Location... 5 mi. E. of city  
Air Time... Daytime  
News Service... UP

Transcription Service.....Lang-Worth  
 Representative...Joseph Hershey McGillvra  
 Pres., General-Station Mgr...Robert M. Carson  
 Commercial-Sales Promotion

Manager.....No.man W. Rice  
 Program Director.....Jane Rice  
 Chief Announcer.....Frank Sims  
 Chief Engineer.....Jack Duncan  
 Farm Editor.....Paul Pippert

## KWPC

**MUSCATINE—1947—TALL CORN**

Frequency: 860 Kc.....Power: 250 Watts  
 Owned-Operated By...Muscatine Bcstg. Co., Ltd.  
 Bus.-Studio-Transmitter Address...Mulberry  
 & Houser

Phone Number.....860  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service...Thesaurus, Associated  
 Representative.....J. P. McKinney  
 Membership.....NAB, FMA  
 General-Commercial Mgr...George J. Volger  
 Program Director.....Thelma Volger  
 Chief Engineer.....Elmer Christenson  
 Farm Editor.....John Hamlon

## KBIZ

**OTTUMWA—1941—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KBIZ, Inc.  
 Business-Studio Address.....Seven Acres,  
 2513 N. Court Rd.

Phone Number.....5600-1  
 Transmitter Location.....Community Gardens  
 Air Time.....6 a.m.-M  
 News Service.....UP  
 Transcription Service.....World  
 President, General Mgr...James I. Conroy  
 Station Manager.....Eleanor M. Haling  
 Commercial-Sales Promo. Mgr...Richard Meier  
 Program-Production Dir.....Del Donahoo  
 Musical Director.....Darrel Jones  
 Chief Engineer.....Wayne J. Hatchett

## KFNF

**SHENANDOAH—1924**

Frequency: 920 Kc.....Power: 1000 Watts d.:  
 500 Watts n.  
 Owned-Operated By.....Capital Bcstg. Co.  
 Bus.-Studio-Transmitter

Address.....403 Sycamore  
 Phone Number.....1302  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World, Standard  
 Membership.....NAB  
 Manager.....C. Earl Williams  
 Program Director.....Earl Blakesley  
 Chief Engineer.....William Hutton

## KMA

**SHENANDOAH—1925—ABC-MBS**

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Operated By.....May Bcstg. Co.  
 Business-Studio Address...Lowell & Elm Sts.  
 Phone Number.....192  
 Transmitter Location.....1 mi. NE of  
 Shenadoah on Hgwy. 48

Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....SESAC, Cole  
 Representative.....Avery-Knodel, Inc.  
 Membership.....NAB, BMB  
 President.....Edward W. May  
 General Manager.....Owen Saddler  
 Station Manager.....H. O. Peterson  
 Sales Promotion Mgr., Publicity Dir...Jim Moore  
 Program Director.....Glenn Harris  
 Chief Engineer.....R. J. Schroeder  
 Farm Editor.....Merrill J. Langfitt

## KSCJ

**SIOUX CITY—1927—CBS**

Frequency: 1360 Kc.....Power: 3000 Watts  
 Owned-Operated By.....Pe kins Bros. Co.  
 Business-Studio Address.....415 Douglas St.  
 Phone Number.....5-7993

Transmitter Location.....Leeds  
 Air Time.....6 a.m.-M  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 SESAC, Cole

Representative.....George P. Hollingbery  
 Membership.....NAB, FMA  
 President.....W. R. Perkins  
 Station-Commercial Mgr.....E. T. Floherty  
 Program Director.....Elizabeth Sammons  
 Publicity Director.....Jean Harraday  
 Chief Engineer.....S. C. Dier

## KTRI

**SIOUX CITY—1938—MBS**

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Operated By...Sioux City Bcstg. Co.  
 Business-Studio Address.....Commerce Bldg.  
 Phone Number.....8-0165

Transmitter Location.....Dakota City  
 Air Time.....Unlimited  
 News Service.....UP

Transcription Service.....Associated  
 Representative.....Taylor-Boroff  
 Membership.....NAB, BMB  
 President.....Eugene Kelly  
 General-Station-Comm. Mgr...Dietrich Dirks  
 Sales Promotion Manager.....Lennon Kelly  
 Program-Publicity Director...Sheldon Singer  
 Production Dir., Chief Announcer...Bob Hansen  
 Chief Engineer.....Willard Easterly

**K I C D**

**SPENCER—1942—MBS-TALL CORN**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Iowa Great Lakes Bcstg. Co.  
 Operated By.....Ben B. Sanders  
 Business-Studio-Transmitter Address..Hqwy. 18  
 & 71  
 Phone Number.....45-6  
 Air Time.....6 a.m.-M  
 News Service.....AP  
 Transcription Service.....World, Standard,  
 Associated  
 Representative.....J. P. McKinney  
 Pres., General-Station Mgr.....Ben B. Sanders  
 Commercial-Sales Promo. Mgr.....Henry P. Cate  
 Program-Production-Publicity Director,  
 Chief Announcer.....Mason Dixon  
 Musical Director.....Tom Edwards

Chief Engineer.....Clarence Touw  
 Farm Editor.....Lyle Swigart

**K A Y L**

**STORM LAKE—1948**

Frequency: 990 Kc.....Power: 250 Watts  
 Owned-Operated By....Cornbell Bcstg. Co.  
 Business-Studio Address.....Park Bldg.  
 Phone Number.....1490  
 Transmitter Location...Hqwys. 5 & 71 E. of  
 Storm Lake  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Capitol, Thesaurus  
 Membership.....NAB  
 President.....O. J. Grau  
 General Mgr., Program Dir....Lee Gordon  
 Rasmussen

Why is **AP** the best?

*Because* — it is controlled by those  
 who have an especial interest in  
 news — all its members.

Available through membership.



Commercial Manager.....James I. McCord  
 Chief Engineer.....Charles Woodard  
 Farm Editor.....Norman Thomsen

# KAYX

**WATERLOO—1947—TALL CORN**

Frequency: 1090 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Waterloo Bcstg. Co.  
 Business-Studio Address...620½ LaFayette St.  
 Phone Number.....6851  
 Transmitter Location.....2½ MI. S.E. on  
 Hwya. 218  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....NBC, Lang-Worth  
 Representative.....J. P. McKinney  
 President.....C. R. Miller  
 Station-Commercial Manager....A. W. Triggs  
 Program Director.....L. F. Podhaski  
 Publicity Dir., Chief Announcer...Ray Starr  
 Chief Engineer.....C. R. Schaeffer  
 Farm Editor.....Warren Kester

# KWWL

**WATERLOO—1947**

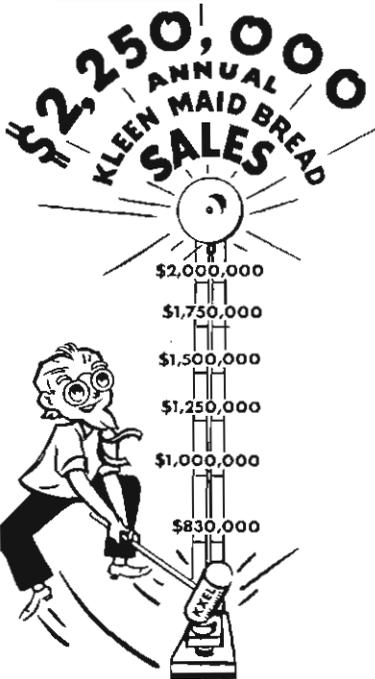
Frequency: 1320 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Black Hawk Bcstg. Co.  
 Bus.-Studio Address.....Russell-Lamson Hotel  
 Phone Number.....4406  
 News Service.....AP  
 Transcription Service.....Associated  
 President, General Mgr.....R. J. McElroy  
 Commercial Mgr.....W. Lyle Harvey  
 Program Director.....Edwin L. Falk  
 Promotion Manager.....Horb James  
 Chief Engineer.....Howard Burgess

# KXEL

**WATERLOO—1942—ABC**

Frequency: 1540 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Josh Higgins Bcstg. Co.  
 Business-Studio Address.....Insurance Bldg.  
 Phone Number.....3-337L  
 Transmitter Location.....Dysart  
 Air Time.....Unlimited  
 News Service.....INS  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President, Gen. Station Manager...Joe DuMond  
 Comm.-Sales Promotion Mgr.....A. J. DuMond  
 Program-Musical Director.....Emlyn Owen  
 Chief Engineer.....Donald E. Kassner  
 Farm Editor.....Carl Roth



# K X E L

"Backbone" of Radio's  
 Most Amazing  
**SALES SUCCESS**

- OVER THREE THOUSAND KXEL newscasts build Kleen-Maid bread sales from \$830,000 yearly to \$2,250,000.
- KXEL's newscasts increase Kleen-Maid outlets from 1020 to 1421.
- KXEL's newscasts increase Kleen-Maid routes from 27 to 40, OVER A ONE HUNDRED AND FORTY MILE AREA.

This amazing sales increase has been accomplished through KXEL's INTENSE SELLING, its GREAT PROGRAM POPULARITY and ITS BROAD 50,000 WATT COVERAGE in an area embracing Iowa's greatest concentration of wealth and people.

HERE IS POSITIVE PROOF THAT YOU CANNOT SELL THE HEART OF IOWA WITHOUT KXEL AND THE KXEL RURAL CITY.

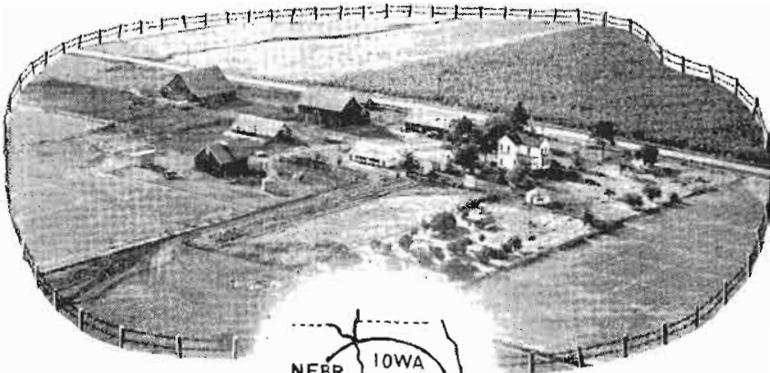
(Conlan Survey shows up to 52.4% listening audience.)

**KXEL — 50,000 watts — ABC**

JOSH HIGGINS BROADCASTING CO.  
 WATERLOO, IOWA

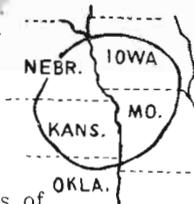
Represented by Avery-Knodel, Inc.  
 COVERING THE GREAT "KXEL RURAL CITY"

# WIBW Fences In This Rich



## Five State

Within this half millivolt line live the First Families of Agriculture—those loyal WIBW listeners who have been hitting the jackpot of bumper crops and high prices for eight consecutive years.



## Farm Market

Already one of America's most important markets, we sincerely believe that the next twelve months will see more dollars-per-person spent here than anywhere else in the country.

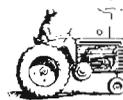
**LOOK at the BUYING POWER of WIBW's audience!**



Modern, mechanized farming is Big Business. In 1948 our listeners harvested the biggest corn crop on record and

topped it off with the third largest wheat crop. Income from these alone would put WIBW listeners on Easy Street, but it's only the beginning.

There are dozens of other diversified sources of year-round income — cattle, hogs, sheep, poultry, milk, eggs and 2½ million bushels of high priced soy beans as well as flax, barley, rye and sorghum. The dollar value of this year's crops will undoubtedly go down in history as the greatest ever produced.



IMPORTANT TO YOU is that wealth like this has been piling up for eight years. The comic strip farmer has been replaced by a scientific agriculturist. Modernization is everywhere . . . in machinery, equipment, homes and furnishings. Modern communication has made the wants of farm families and small town dwellers the same as those of the city dweller.

EQUALLY IMPORTANT is their overwhelming preference for WIBW for service, entertainment and buying guidance . . . a fact that is continuously demonstrated by sales records of WIBW advertisers.

*Seems like we ought to get together—doesn't it?*

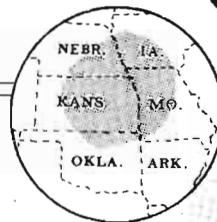


**W I B W**

SERVING AND SELLING

**"THE MAGIC CIRCLE"**

WIBW • TOPEKA, KANSAS • WIBW-FM



**C  
B  
S**

# KANSAS

Estimated Population 1,968,000—Increase +9.3%—Radio Homes 543,800  
Total Families 571,800—Stations in State 28

## KSOK

ARKANSAS CITY—1946

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By... The KSOK Bcstg. Co., Inc.  
Business-Studio Address... Home National Bank Bldg.  
Phone Number ..... 2666  
Transmitter Location... 1 Mi. N. of Arkansas City  
Air Time ..... Local sunrise-sunset  
News Service ..... AP  
Transcription Service ..... Capitol  
Representative ..... Lorenzen & Thompson  
President ..... Oscar S. Stauffer  
V.P., Gen. Station Mgr. .... S. C. Thompson  
Sales Promotion Manager... Glen E. Williams  
Program-Production Director... Don D. Chadd  
Publicity Director..... Melvin A. Haines  
Chief Announcer..... Frederick B. Uszle  
Chief Engineer..... Edward H. Howe  
Farm Editor..... Melvin A. Haines

## KXXX

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.  
Owned-Oper. By... Western Plains Bcstg. Co., Inc.  
Business-Studio Address..... 505 N. Franklin  
Phone Number ..... 790  
Transmitter Location..... 2 Mi. E. of Colby  
Air Time ..... Daytime  
News Service ..... INS  
Transcription Service..... Associated, Capitol  
Representative..... Rural Radio Co.  
Membership ..... NAB, BMB  
President, General Manager... John B. Hughes  
Commercial Manager..... Dan E. Bellus  
Program Director..... George Nickson  
Production Director..... Jerry Appy  
Publicity Director..... C. Dale Danford  
Musical Director..... George Nickson  
Chief Engineer..... U. L. Lynch  
Farm Editor..... Embert Coles

## KVAK

ATCHISON—1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Operated By..... S. H. Patterson  
Address..... 622½ Commercial St.  
Phone Number ..... 1420  
News Service ..... AP  
Transcription Service ..... KBS  
President ..... S. H. Patterson  
General Mgr. .... Norwood J. Patterson  
Commercial Mgr. .... Ed Arthur  
Program Director..... Peter Pitell  
Promotion Manager..... Sam Elliston  
Chief Engineer..... Lowden Gingre

## KGGF

COFFEYVILLE—1947—ABC

Frequency: 690 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By... The Midwest Bcstg. Co., Inc.  
Business-Studio Address..... 8th & Elm  
Phone Number ..... 147  
Transmitter Location..... So. Coffeyville, Okla.  
Air Time ..... 6 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service..... World, Thesaurus  
Representative ..... Weed  
Membership ..... NAB  
President ..... Fay N. Seaton  
General Manager..... Richard M. Seaton  
Station Manager..... Robert L. Pratt  
Commercial Manager..... E. B. Spoonamore  
Program Director..... Roger H. Stoner  
Chief Engineer..... J. S. Jaminet  
Farm Editor..... Joe Cook

## KGN0

DODGE CITY—1930  
KBS-KANSAS STATE

Frequency: 1370 Kc. Power: 1000 Watts d.;  
250 Watts n.  
Owned-Oper. By..... Dodge City Bcstg. Co.  
Business Address..... 705 Second Ave.  
Phone Number ..... 1340  
Studio Address..... Globe Bldg.  
Transmitter Location..... W. Park St.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service... Lang-Worth, Keystone  
Representative ..... Art Hagg  
Membership ..... BMB  
President, General Manager... J. C. Denious  
Station Mgr., Program Dir... Herschel Holland  
Commercial Manager..... Isadore Salm  
Sales Promotion Manager... Gordon Sanders  
Chief Engineer..... Henry McClintock

## KTSW

EMPORIA—1939  
MBS-KANSAS STATE-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Emporia Bcstg. Co., Inc.  
Business-Studio Address..... 613 Merchant St.  
Phone Number ..... 153-4  
Transmitter Location..... Sodens Grove  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service... World, Standard, KBS  
Membership ..... NAB

President, General Mgr. . . . . Julian L. Hill  
 Asst. Mgr., Chief Engineer . . . . Paul H. Daniels  
 Program Director . . . . . Mrs. Robert Grimm  
 Farm Editor . . . . . Tex Smiley

## K G A R

**GARDEN CITY—1948**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Albert B. Pyatt  
 Business-Studio Address . . . . . Radio Ranch  
 Phone Number . . . . . 3041  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, MacGregor  
 Representative . . . . . Associated  
 President, General Mgr. . . . . Albert B. Pyatt  
 Comm. Mgr., Prog. Dir. . . . . Don White  
 Chief Engineer . . . . . Claude L. Hughes

## K I U L

**GARDEN CITY—1935—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Telegram Publishing Co.  
 Business-Studio Address . . . . . 509½ N. Main St.  
 Phone Number . . . . . 4581  
 Transmitter Location . . . . . Warner Terrace  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus, Keystone  
 Membership . . . . . NAB  
 President . . . . . Robert B. Reed  
 General Manager . . . . . G. F. Reed  
 Station Manager . . . . . Robert Wells  
 Commercial Manager . . . . . Steve Aylward  
 Program-Publicity Director . . . . . Tom Lanman  
 Chief Announcer . . . . . Max Bicknell  
 Chief Engineer . . . . . Bob Bryant  
 Farm Editor . . . . . Tony Jewell

## K W G B

**GOODLAND—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Goodland Bcstg. Co.  
 Business-Studio Address . . . . . Hotel Goodland  
 Phone Number . . . . . 331  
 News Service . . . . . INS  
 Transcription Service . . . . . Lang-Worth, World  
 President, General Mgr. . . . . James E. Blair  
 Commercial Mgr. . . . . Dick Eldridge  
 Program Director . . . . . Bert Blair  
 Chief Engineer . . . . . Walt Bigelow, Jr.

## K V G B

**GREAT BEND—1937—MBS**

Frequency: 1590 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KVGB, Inc.  
 Business-Studio Address . . . . . 2103 Forest  
 Phone Number . . . . . 4317-8  
 Transmitter Location . . . . . 3 Mi. SW of Great Bend  
 Air Time . . . . . Unlimited

News Service . . . . . UP  
 Transcription Service . . . . . SESAC, Lang-Worth  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 President . . . . . Helen T. Coogan  
 General-Station Manager . . . . . Grover C. Cobb  
 Commercial Manager . . . . . Sherwood R. Parks  
 Sales Promotion Manager . . . . . Bill J. Jarvis  
 Program Director . . . . . Ray H. Beals  
 Musical Director . . . . . Howard Neighbor  
 Chief Engineer . . . . . Chester A. Wallack

## K A Y S

**HAYS—1948**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Business-Studio Address . . . . . 2401 Hall St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Capitol  
 Manager . . . . . Clem Morgan  
 Commercial Manager . . . . . Lynn Cook  
 Program Director . . . . . Paul Kelly  
 Chief Engineer . . . . . Glenn Barnett

## K W B W

**HUTCHINSON—1935—NBC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Station KWBW  
 Business-Studio Address . . . . . 101 East Ave "A"  
 Phone Number . . . . . 5202  
 Transmitter Location . . . . . 17th & Harding Sts.  
 Air Time . . . . . 18 Hrs.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President, General-Station Mgr. . . . . William Wyse  
 Comm.-Sales Promotion Mgr. . . . . Robert Rives  
 Prog.-Prod.-Pub. Director . . . . . William Michelsen  
 Musical Dir., Farm Editor . . . . . James Pyatt  
 Chief Engineer . . . . . John Swafford

## K W H K

**HUTCHINSON—1946—KBS**

Frequency: 1190 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . KWHK Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 18 W. 5th St.  
 Phone Number . . . . . 3-100  
 Transmitter Location . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Keystone  
 Representative . . . . . Homer Griffith, J. P. McKinney  
 President . . . . . R. L. Evans  
 Sec.-Treas., Gen.-Station Mgr. . . . . Vern Minor  
 Commercial Manager . . . . . Gren Darling  
 Sales Promotion Manager . . . . . Malcolm West  
 Program-Production Dir. . . . . Paul Cochran  
 Publicity Director . . . . . Don Bell  
 Musical Director . . . . . J. Bruce Murray  
 Chief Engineer . . . . . Millary Clary  
 Farm Editor . . . . . Don Bell

## KIND

INDEPENDENCE—1947—KBS

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Operated By: Central Bcstg., Inc.  
Bus.-Studio-Transmitter: Professional Bldg.  
Phone Number: 1010  
Air Time: Local sunrise-local sunset  
News Service: AP  
Transcription Service: Lang-Worth, Keystone  
Membership: BMB  
President, General Manager: J. Nelson Rupard  
Program Director: M. Keith Upson  
Publicity Director: Joe Fields  
Chief Engineer: Harry C. Butterfield

## KCKN

KANSAS CITY—1925

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: Capper Publications, Inc.  
Operated By: The KCKN Bcstg. Co., Inc.  
Business-Studio Address: 300 Walloway Bldg.  
Phone Number: Victor 3864  
Transmitter Location: 901 N. 8th St.  
Air Time: 7 a.m.-11 p.m.  
News Service: AP, UP  
Transcription Service: Lang-Worth, Standard  
Representative: Capper Publications  
President: W. A. Bailey  
General Manager: Ben Ludy  
Station Manager: Ellis Atteberry  
Commercial Manager: Joe Story  
Production Director: George Stump  
Chief Engineer: K. G. Marquardt

## KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc. Power: 500 Watts d.  
Owned-Oper. By: The Leavenworth Bcstg. Co.  
Business-Studio Address: 418½ Cherokee St.  
News Service: UP  
Transcription Service: Capitol  
President: Hon. Alf M. Landon  
General Manager: A. D. Whisenant  
Commercial Manager: Orville Hundley  
Program Director: Ron Barkley  
Chief Engineer: Mel Gleason

## KSCB

LIBERAL—1948

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Seward County Bcstg. Co.  
Business-Studio Address: E. 8th St.  
Phone Number: 385  
News Service: UP  
Transcription Service: Standard  
President: Hon. Alf M. Landon  
General Manager: Leon S. Salathell  
Program Director: Ben Barry  
Chief Engineer: Wayne Pash

## KLKC

PARSONS—1948

Frequency: 1540 Kc. Power: 250 Watts d.  
Owned-Oper. By: Community Bcstg. Co.  
Business-Studio Address: 1904 Broadway  
Phone Number: 4050  
News Service: AP  
Transcription Service: Standard  
President: Clyde M. Reed  
General Manager: Kerm Trimble  
Commercial Manager: Jerry Toland  
Program Director: Ray Drenner

## KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc. Power: 10,000 Watts d.  
Owned-Oper. By: The Pittsburg Bcstg. Co., Inc.  
Business Address: P. O. Box 603  
Phone Number: 2165  
Studio Address: Commerce Bldg.  
Transmitter Location: 3½ Mi. E. of Pittsburg  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: World  
Representative: John E. Pearson  
Membership: NAB, BMB  
President: E. V. Baxter  
Station Commercial Manager: R. E. Wade  
Chief Announcer: Bob Arthur  
Chief Engineer: Leo Stafford

## KSEK

PITTSBURG—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: The Pittsburg Publ. Co.  
Business-Studio Address: Hotel Besse Bldg.  
Phone Number: 742  
Transmitter Location: E. Quincy (extended)  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Lorenzen & Thompson  
President: O. S. Stauffer  
General Manager: James M. Griffith  
Commercial Manager: Peter J. Esser  
Program Director: Jack Lloyd  
Publicity Director: Dorothy Conner  
Chief Engineer: W. D. Brosseau

## KSAL

SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Operated By: KSAL, Inc.  
Bus.-Studio Address: Journal Bldg., Seventh &  
Iron Sts.  
Phone Number: 100-1  
Transmitter Location: New Cambria  
Air Time: Unlimited  
News Service: AP

# KANSAS

Transcription Service....Lang-Worth, Standard  
Representative.....John E. Pearson  
Membership.....BMB  
President.....R. J. Laubengayer  
Station-Comm. Mgr., Prog. Dir.....R. V. Jensen  
Sales Promotion Manager...Peter M. Macdonald  
Chief Announcer.....John G. Smith  
Musical Director.....Alfred M. Thompson  
Chief Engineer.....N. E. Vance, Jr.  
Farm Editor.....Stewart Peck

## KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....Collinson Bcstg. Co.  
Operated By.....T. Hall Collinson  
Business-Studio Address.....214 W. 5th St.  
Phone Number.....4-3444  
Transmitter Location.....N. Buchanan  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Capitol, Associated  
Representative.....Lorenzen & Thompson  
Owner, Manager.....T. Hall Collinson  
Commercial Manager.....Richard C. Scheele  
Sales Promotion Manager,  
Publicity Director.....Thad M. Sandstrom  
Program Director.....Jack Warren Ostrode  
Production Director.....William Griskey  
Chief Announcer.....Wayne M. Heady  
Chief Engineer.....David R. Stevenson

## WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts  
Owned By.....Capper Publications, Inc.  
Operated By.....Topeka Bcstg. Assn., Inc.  
Business-Studio Address.....1035 Topeka Blvd.  
Phone Number.....3-2377  
Transmitter Location.....7 Mi. W. of Topeka  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service...Lang-Worth, Standard  
Membership.....FMA  
President.....H. S. Blake  
General-Station Manager.....Ben Ludy  
Commercial Manager.....Hilton Hodges  
Prog.-Prod.-Musical Dir.....Maude Carlson  
Publicity Director.....Allan Young  
Chief Engineer.....K. G. Marquardt  
Farm Editor.....Gene Shipley

(See Page 422)

## WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc.....Power: 5000 Watts  
Owned-Operated By...Jackman & Jackman, Inc.  
Business-Studio Address.....411 W. 10th St.  
Phone Number.....2-0505-6  
Transmitter Location.....Grantville  
Air Time.....6:30 a.m.-M.

News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....George P. Hollingbery  
Membership.....NAB, BMB  
President.....R. C. Jackman  
General Manager.....John S. Major  
Comm.-Sales Promotion Mgr....Bailey Axton  
Program Director.....Fred L. Conger  
Chief Engineer.....Carl B. Bliesner

## KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...KAKE Bcstg. Co., Inc.  
Business-Studio Address...418 W. Douglas Ave.  
Phone Number.....4-9369  
Transmitter Location...19th & Hydraulic Sts.  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....World  
Membership.....NAB  
President.....Mark Adams  
General Manager.....Jack Todd  
Commercial Manager.....Martin Bass  
Sales Prom. Mgr., Program-Production  
Director.....Graeme Fletcher  
Chief Engineer.....Harold Newby

## KANS

WICHITA—1936—NBC

Frequency: 1480 Kc.....Power: 5000 Watts d.:  
1000 Watts n.  
Owned-Operated By.....Kansas Bcstg., Inc.  
Business-Studio Address...1015 N. Broadway  
Phone Number.....4-2387  
Transmitter Location.....5560 W. 13th St.  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Lang-Worth  
Representative.....Taylor-Boroff  
Membership.....NAB, BMB  
President, General Mgr.....Archie J. Taylor  
Commercial Manager.....H. W. Allen  
Program Director.....Paul A. Wilson  
Musical Director.....Raymond Shelley  
Chief Engineer.....Ted Halthecker

## KFBI

WICHITA—1923—ABC

Frequency: 1070 Kc.....Power: 10,000 Watts d.:  
1000 Watts n.  
Owned-Operated By.....KFBI, Inc.  
Business-Studio Address.....200 E. First St.  
Phone Number.....2-1447  
Transmitter Location.....RFD No. 2, Box 14  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Capitol  
Representative.....Avery-Knodel  
Membership.....NAB, BMB

# KANSAS-KENTUCKY

**President**..... Clem J. Randau  
**General-Station Manager**..... Howard Lane  
**Comm.-Sales Prom. Mgr.**..... D. W. McCoy, Sr.  
**Prog.-Prod.-Pub. Director**..... J. B. Bradshaw  
**Chief Announcer**..... Tom Belcher  
**Musical Director**..... Verne Nydegger  
**Chief Engineer**..... K. W. Pyle  
**Farm Editor**..... Lester Weatherwax

**Transmitter Location**..... RR 3  
**Air Time**..... 5 a.m.-12:05 a.m.  
**News Service**..... AP, UP  
**Transcription Service**..... Lang-Worth  
**Representative**..... Edward Pety  
**Membership**..... NAB, BMB  
**President**..... John Rigby  
**Exec. V.P.**..... Marcellus M. Murdock  
**General Manager**..... Frank V. Webb  
**Natl. Sales Mgr.**..... Frank Mathews  
**Sales Promotion Manager**..... Russel L. Lowe  
**Program Director**..... Vernon E. Reed  
**Production Director**..... John R. Speer  
**Chief Announcer**..... David M. Wilson  
**Musical Director**..... Wayne Euchner  
**Chief Engineer**..... Amos C. Daddisman  
**Farm Editor**..... Bruce Behymer

## KFH

**WICHITA—1923—CBS**

**Frequency:** 1330 Kc..... **Power:** 5000 Watts  
**Owned-Operated By**..... Radio Station KFH Co.  
**Business-Studio Address**..... KFH Bldg.  
**Phone Number**..... 2-4491

# KENTUCKY

*Estimated Population 2,819,000—Increase —0.9%—Radio Homes 635,200  
 Total Families 715,600—Stations in State 37*

## W C M I

**ASHLAND—1935—CBS-SOUTHERN**

**Frequency:** 1340 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Ashland Bcstg. Co.  
**Business-Studio Address**..... South 20th St.  
**Phone Number**..... 3010  
**Transmitter Location**..... 47th & Clay Sts.  
**Air Time**..... 6 a.m.-M.  
**News Service**..... UP  
**Transcription Service**..... Thesaurus, World  
**Representative**..... John E. Pearson  
**Membership**..... NAB, BMB  
**President**..... Gilmore N. Nunn  
**Gen.-Station-Comm. Mgr.**..... Charles C. Warren  
**Sales Prom.-Program Dir.**..... W. R. Martin  
**Prod. Dir., Chief Announcer**..... George Marshall  
**Publicity Director**..... Ed Paulin  
**Musical Director**..... David Stanley  
**Chief Engineer**..... Clarence Weaver  
**Farm Editor**..... Ed. Paulin

**Commercial Manager**..... Houston Griffin  
**Sales Prom. Mgr., Pub. Dir.**..... Alvis Temple  
**Prog.-Prod. Director**..... Joe H. Calloway  
**Chief Announcer**..... Sam Allgood  
**Musical Director**..... James Topmiller  
**Chief Engineer**..... Neal McGown  
**Farm Editor**..... Alvis Temple

## W L B J

**BOWLING GREEN—1940—MBS-KBS**

**Frequency:** 1340 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Bowling Green Bcstg. Co.,  
 Inc.  
**Bus.-Studio-Transmitter Address**..... 901 Fairview  
 Ave.  
**Phone Number**..... 1340-1  
**Air Time**..... 5 a.m.-1 a.m.  
**News Service**..... AP  
**Transcription Service**..... Capitol, Keystone  
**Representative**..... Burn-Smith  
**Membership**..... NAB  
**Pres., Gen.-Station Manager, Publicity  
 Director**..... Ken D. Given  
**Comm.-Sales Promotion Mgr.**..... Elmer A. Finley  
**Program-Production Dir.**..... William Kuznitsof  
**Chief Announcer**..... Joe Hamilton  
**Musical Director**..... Helen Given  
**Chief Engineer**..... Rondal L. Miller  
**Farm Editor**..... Joe Hamilton

## W K C T

**BOWLING GREEN—1947  
 KENTUCKY STATE**

**Frequency:** 930 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... The Daily News Bcstg. Co.  
**Business-Studio Address**..... 415 Park Row  
**Phone Number**..... 2640  
**Transmitter Location**..... Beech Bend Park  
**Air Time**..... 6 a.m.-local sunset  
**News Service**..... UP  
**Transcription Service**..... Associated, Standard,  
 SESAC  
**President**..... J. Ray Gaines  
**Gen.-Station Mgr.**..... Paul R. Huddleston

## W T C O

**CAMPBELLVILLE—1948**

**Frequency:** 1150 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... South Central Kentucky  
 Bcstg. Corp.

# KENTUCKY

Business-Studio Address.....203 Main St.  
Phone Number.....250  
Transmitter Location...On State Hway 55, 3¼  
Mi. N. of Campbellville  
Air Time.....Daytime  
News Service.....UP  
Transcription Service...Capitol, World, Cole  
Membership.....NAB  
President.....H. T. Parrott  
Gen.-Station-Comm. Mgr....James Shacklette  
Sales Promotion Mgr....William J. Harris, Jr.  
Program-Production Dir....Lemuel Felts  
Chief Announcer.....Robert Shippee  
Musical Director.....Lemuel Felts  
Chief Engineer.....J. B. Crawley

## WCTT

CORBIN—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By...Corbin Times-Tribune, Inc.  
Business Address.....308 S. Main St.  
Phone Number.....123-4, 1071  
Studio-Transmitter Location.....Falls Hway.  
Air Time.....17 Hrs.  
News Service.....AP  
Transcription Service...Thesaurus, Keystone  
Membership.....NAB, BMB  
President.....J. Springer Robinson  
General Manager.....John L. Crawford  
Station Manager.....W. Wallace Robinson  
Commercial Manager.....S. G. Hembree  
Chief Announcer.....Rufus G. Disney  
Chief Engineer.....Russell Henson

## WZIP

COVINGTON—1947

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned-Operated By...WZIP, Inc.  
Bus.-Studio Address...Sixth & Madison Aves.  
Phone Number.....JUniper 5900  
Transmitter Location.....Eighth & Horton Sts.  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....World, SESAC  
Membership.....NAB, BMB  
Pres., Gen.-Comm. Mgr....Arthur L. Eilerman  
Station-Sales Prom. Mgr., Program  
Director.....Lloyd W. Baldwin  
Production Director.....James Ferguson  
Publicity Director.....Lloyd W. Baldwin  
Chief Announcer.....Stephen Crane  
Musical Director.....Jimmy Lee  
Chief Engineer.....Richard Washington  
Farm Editor.....Raymond L. Scott

## WHIR

DANVILLE—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By...Commonwealth Bcstg. Corp.

Business Address.....P. O. Box 234  
Phone Number.....1230  
News Service.....AP  
Transcription Service.....World, Capitol  
President, Commercial Mgr.....W. T. Isaac  
V.P., Program Dir.....David B. Highbaugh

## WKY

FRANKFORT—1946  
MBS-BLUEGRASS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By...Frankfort Bcstg. Co.  
Business-Studio Address.....104 E. Main St.  
Phone Numbers.....2509-10; Transmitter, 2354  
Transmitter Location.....Crutcher's Hill  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Membership.....NAB, BMB  
President.....Garvice Kincaid  
General Manager.....Robertson C. Scott  
Program Director.....John A. Vroman  
Chief Engineer.....Wallace Roach

## WKAY

GLASGOW—1946

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By...Glasgow Bcstg. Co., Inc.  
Business-Studio Address.....Glasgow  
Phone Number.....598, 632  
Transmitter Location.....Happy Valley Rd.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, Standard  
Representative.....Helen Wood, Colton  
Membership.....NAB  
President.....Gordon E. Brown  
General Manager.....Edward C. Lockwood  
Commercial Manager.....Louis Rayburn  
Program Director.....Lee Redford  
Chief Announcer.....Noel Pass  
Chief Engineer.....Edward C. Lockwood

## WHLN

HARLAN—1941  
MBS-KBS-GOOD COAL

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Blanco Radio Co., Inc.  
Business-Studio-Transmitter Address...Harlan  
Phone Number.....625-6  
Air Time.....6 a.m.-11:30 p.m.  
News Service.....AP  
Transcription Service.....Standard, Keystone  
Representative.....Burn-Smith  
Membership.....NAB  
President, Gen.-Station Mgr.....R. B. Helms  
Comm. Mgr., Prog. Dir.....C. E. Whitehart  
Sales Prom. Mgr., Pub. Dir.....Kyle Whitehead  
Production Director.....James Morgan



# KENTUCKY

Chief Announcer.....Jay Barlow  
Chief Engineer.....John Greenwood  
Farm Editor.....Allen Davis

## WKIC

HAZARD—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....BMG Bcstg. Corp.  
Business Address.....Box 239  
Phone Number.....Main 720  
Studio Address.....Peoples Bank Bldg.  
Transmitter Location.....N. Main St.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....Thomas F. Clark Co.  
Membership.....NAB, BMB  
President, Gen-Station Mgr....Fred B. Bullard  
Commercial Manager.....Richard H. Goodlette  
Sales Prom. Mgr., Pub. Dir.....Paul Combs  
Program Director.....Charles W. Metcalf  
Prod. Dir., Chief Announcer.....Hugh Dunbar  
Chief Engineer.....Eugene S. Adams

## WSON

HENDERSON—1941—MBS

Frequency: 860 Kc.....Power: 500 Watts d.  
Owned By.....Henderson Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address.....Zion Rd.  
Phone Number.....3923  
Air Time.....Daytime  
News Service.....AP, UP  
Transcription Service.....World, Cole  
Representative.....Sears & Ayers  
Membership.....NAB  
President.....Pierce E. Lackey  
Gen.-Station-Comm.-Sales Promotion  
Manager.....Hecht S. Lackey  
Prog.-Prod.-Pub. Dir.. Tom Fitzgibbons Murray  
Chief Announcer.....Martin E. Schaeffer  
Musical Director.....R. M. Cleveland  
Chief Eng., Farm Editor.....Vernon R. Nunn

## WHOP

HOPKINSVILLE—1940—CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.  
Business Address.....P. O. Box 539  
Phone Number.....1025  
Studio-Transmitter Location.....Cadiz Rd.  
Air Time.....5 a.m.-M.  
News Service.....AP, UP  
Transcription Service.....World, Cole,  
Lang-Worth, Keystone  
Representative.....Sears & Ayer  
Membership.....NAB  
President.....Pierce E. Lackey  
General-Station-Commercial-Sales Prom.  
Manager.....F. E. Lackey  
Program Production Dir.....Katherine Peden

Publicity Director.....Charles Stratton  
Chief Ann., Musical Dir.....William L. McGee  
Chief Engineer.....Leo Y. Wilson  
Farm Editor.....Thomas B. Covington

## WKLX

LEXINGTON—1945

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Fayette Bcstg. Co.  
Address.....Phoenix Hotel  
Phone Number.....8115  
Transmitter Location.....Greendale Rd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Lang-Worth, Standard  
Representative.....Walker  
Chief Owner.....E. F. Prichard, Sr.  
General Manager.....Ted Grizzard  
Commercial Manager.....Paul Ledridge  
Program Director.....Jack Brooks  
Chief Engineer.....Bill Yount

## WLA P

LEXINGTON—1928—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By...American Bcstg. Corp.  
(Not ABC)  
Business-Studio Address.....Radio Bldg.  
Phone Number.....1721-2-3  
Transmitter Location.....Mason-Headley Rd.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, Capitol  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
President.....Gilmore N. Nunn  
V.P., General Manager.....J. E. Willis  
Commercial Manager.....Miller Welch  
Sales Promotion Manager.....James P. Young  
Program Director.....J. B. Faulconer  
Chief Announcer.....Henry Allin  
Chief Engineer.....Sanford Helt

## WLEX

LEXINGTON—1946

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Ky. Bcstg. Co.  
Business Address.....P. O. Box 985, Russell  
Cave Pike  
Phone Number.....2901, 5878  
Studio-Transmitter Location..Russell Cave Pike  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
Representative.....RA-TEL  
Membership.....NAB  
President.....D. H. Gay, Jr.  
General Manager.....Carroll Gardner  
Business Manager.....H. Guthrie Bell  
Production Director.....Bob Kimbro  
Chief Announcer.....Jim Lounsbury

# KENTUCKY

Chief Engineer.....Otho Warner  
Farm Editor.....Mark Halleck

## WAVE

LOUISVILLE—1934—NBC

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Operated By.....WAVE, Inc.  
Business Address.....334 E. Broadway  
Phone Number.....Wabash 6543  
Studio Address.....Radio Center  
Transmitter Location.....Hamburg Pike  
Air Time.....5 a.m.-M.  
News Service.....AP  
Transcription Service.....Thesaurus, Lang-Worth  
Representative.....Free & Peters  
Membership.....NAB, BMB  
President.....George W. Norton, Jr.  
General-Station Manager.....Nathan Lord  
Commercial Manager.....James Cox  
Program Director.....George Patterson  
Publicity Director.....Eugene Leake, Jr.  
Chief Announcer.....Livingston Gilbert  
Musical Director.....Earl Keller  
Chief Engineer.....Wilbur Hudson

## WGRC

LOUISVILLE—1936—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Northside Bcstg. Corp.  
Bus.-Studio Address.....4th Floor, Ky. Home  
Life Bldg.  
Phone Number.....Wa. 7781  
Transmitter Location.....Preston St. & Woodbine  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth, Standard  
Representative.....Walker  
Membership.....NAB  
President, Commercial Mgr.....J. Porter Smith  
General Manager.....Charles L. Harris  
Station Mgr., Program Director.....Ward Hatcher  
Sales Prom. Mgr., Pub. Dir.....H. R. Hunter  
Production Director.....W. S. Lukenbill  
Chief Announcer.....Jerry Fordyce  
Musical Director.....J. Bertram Harmon  
Chief Engineer.....Perry Esten  
Farm Editor.....Jerry East

## WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc.....Power: 50,000 Watts  
Owned By.....The Courier-Journal & Louisville  
Times Co.  
Operated By.....WHAS, Inc.  
Business-Studio Address.....525 W. Broadway  
Phone Number.....Wabash 2211  
Transmitter Location.....Eastwood  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....World, Associated

Representative.....Edward Petry  
President.....Barry Bingham  
Director.....Victor A. Sholis  
Sales Director.....J. M. Wynn  
Promotion Manager.....Sandy Sanders  
Program Director.....Peter R. Disney  
Continuity-Production.....William Aldridge  
Musical Director.....Edward Barret  
Technical Director.....Orrin W. Towner  
Agricultural Co-ordinator.....Frank Cooley

(See Page 264)

## WINN

LOUISVILLE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Kentucky Bcstg. Corp., Inc.  
Bus.-Studio-Transmitter Address.....Earle Hotel  
Phone Number.....Wabash 5148  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....MacGregor, SESAC,  
Capitol  
Representative.....Taylor-Borroll  
Membership.....NAB  
President, Station Manager.....Harry McTigue  
Chairman of the Board.....Nelle M. Kendrick  
Commercial Manager.....G. F. Bauer  
Program Director.....M. Katherine McCarten  
Production Director.....Sam Woodall  
Publicity Director.....Helen E. Roberts  
Chief Announcer.....Jim McIntyre  
Musical Director.....Claude Fraul  
Chief Engineer.....E. R. Rinn

## WKLO

LOUISVILLE—1948

Frequency: 1080 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By.....Mid-America Bcstg. Corp.  
Business-Studio Address.....Henry Clay Hotel,  
3rd & Chestnut Sts.  
Phone Number.....Clay 4441  
Transmitter Location.....Daisy Lane, New Albany  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Associated  
Representative.....John Blair  
President.....James F. Brownlee  
General Manager.....Joe Eaton  
Commercial Manager.....Tom Underwood  
Program Director.....W. G. Bortorff  
Publicity Director.....Russell Pirkey  
Chief Engineer.....D. C. Summerford  
Farm Editor.....Charles Farmer

## WKYW

LOUISVILLE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Radio Kentucky, Inc.  
Bus.-Studio Address.....431 W. Jefferson St.

# KENTUCKY

Phone Number.....CLay 4811  
Transmitter Address...River Rd. nr. Louisville  
Air Time .....Daytime  
News Service .....AP  
Transcription Service....Associated, Capitol.  
Standard, Cole  
Representative .....Burn-Smith  
Membership .....NAB, BMB  
President, Treasurer.....F. Eugene Sandford  
V.P.-Operations .....S. A. Cisler  
V.P.-Station Manager....Edwin E. S. Weldon  
Secretary.....W. Scott Miller  
Program Director.....David Wilburn

## WLOU

LOUISVILLE—1948

Frequency: 1350 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Louisville Bcstg. Co.  
Business-Studio Address...2549 S. Third St.  
Transcription Service .....Capitol  
Representative .....Donald Cooke  
President, Gen. Mgr....Mrs. John E. Messervy  
Prog. Dir., Sales Mgr....Fred Darwin

## WCIF

MADISONVILLE—1947

Frequency: 730 Kc.....Power: 250 Watts  
Owned-Oper. By.....Madisonville Bcstg. Co.  
Business Address.....Box 27  
Phone Number .....1297  
Transmitter-Studio Location.....Hanson Rd.  
Air Time .....Daytime  
News Service .....AP  
Membership .....BMB  
President, General Mgr.....Pierce Lackey  
Station-Commercial Mgr.....T. E. Brewer  
Program Director.....Conrad Brewer  
Chief Announcer.....Dick Harris  
Chief Engineer.....Evers Mick

## WKT M

MAYFIELD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Mayfield Bcstg. Co.  
Business Address.....Box 232  
Phone Number .....46  
Studio Address.....Mayfield Hotel  
Transmitter Location.....Fancy Farm Hwy.  
Air Time .....Sunrise-sunset  
News Service .....AP  
Transcription Service .....Lang-Worth  
Representative.....Sears & Ayer  
Membership .....NAB  
President .....Frank Evens  
General Manager.....Pierce Lackey  
Station-Commercial Mgr.....Wayne Morgan  
Sales Prom. Mgr., Prod. Dir.....Bill Shelton  
Program Director.....Edna Stubblefield  
Chief Announcer.....Jack Neely  
Chief Engineer.....Joseph M. Hargrove  
Farm Editor.....Robert G. Horton

## WNGO

MAYFIELD—1946

Frequency: 1320 Kc....Power: 1000 Watts d.  
Owned-Operated By...W. Kentucky Bcstg. Co.,  
Inc.  
Business-Studio Address.....Box 39  
Phone Number .....1204  
Transmitter Location.....City limits, Hwy.  
No. 45, Paducah Rd.  
Air Time .....5:30 a.m.-local sunset  
News Service .....AP  
Transcription Service.....SESAC, Thesaurus  
Representative .....Friedenberg  
President.....H. M. Suthard  
Gen.-Station-Commercial Manager,  
Publicity Director.....G. C. Dyer  
Prog. Dir., Chief Announcer.....J. B. Fowler  
Chief Engineer.....Lynn Lemond  
Farm Editor.....Charlie Scholes

## WFT M

MAYSVILLE—1948—KY. FOOTBALL

Frequency: 140 Kc.....Power: 250 Watts  
Owned-Oper. By.....Standard Tobacco, Inc.  
Bus. Address...626 Forrest Ave., Tobacco Sq.  
Phone Number .....1400-1  
Studio-Transmitter Location.....Tobacco Sq.  
Air Time .....6 a.m.-M.  
News Service .....UP  
Transcription Service...World, Standard, Cole  
Representative.....W. S. Grant  
Membership .....NAB  
President.....Charles P. Clarke  
Gen.-Station-Comm.-Sales Promotion  
Manager.....J. W. Betts  
Program-Prod.-Pub. Dir.....Gene Waters  
Chief Announcer.....Hal Sgraves  
Musical Director.....Louise Carter  
Chief Engineer.....William Martin  
Farm Editor.....J. Scott True

## WMIK

MIDDLESBORO—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By...Cumberland Gap Bcstg. Co.  
Bus.-Studio-Transmitter Address...Hwy. 25 E  
Phone Number .....980  
Air Time .....5:30 a.m.-M.  
News Service .....AP  
Transcription Service.....World, Cole  
Membership .....NAB  
President.....Neal Barry  
Gen.-Station Mgr....Robert L. Williamson, Jr.  
Comm.-Sales Promotion Mgr.....John Farmer  
Program-Production Dir.....Hal Bigger  
Pub. Dir., Chief Announcer,  
Musical Director.....Herbert Leach  
Chief Engineer.....George Mendenhall  
Farm Editor.....Don Soliday

## W N B S

**MURRAY—1948**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Murray Bcstg. Co.  
 Business-Studio Address . . . . . 4th & Main Sts.  
 Phone Number . . . . . 1340  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . George E. Overby  
 Station Mgr. . . . . Kenneth Z. Turner  
 Comm.-Prod. Manager . . . . . Joseph E. Griffin  
 Program Director . . . . . Troy W. Glidwell  
 Chief Engineer . . . . . Carlos M. Steele

## W N O P

**NEWPORT—1948**

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Tri-City Bcstg. Co.  
 Business-Studio Address . . . . . 606 Monmouth St.  
 Phone Number . . . . . Juniper 7100-L  
 Transmitter Location . . . . . Cold Springs  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 President . . . . . Richard J. Nesbitt  
 Station Manager . . . . . Anna Mae Rolfes  
 Commercial Manager . . . . . James G. Lang  
 Program Director . . . . . Jack Baker  
 Chief Announcer . . . . . Roy Gilligan  
 Musical Director . . . . . Burt Farber  
 Chief Engineer . . . . . Elmer C. Drake  
 Farm Editor . . . . . Paul F. Laumann

## W O M I

**OWENSBORO—1938**  
**MBS-KY. BCSTRS.-KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Owensboro Bcstg. Co., Inc.  
 Business Address . . . . . P. O. Box 536  
 Phone Number . . . . . 420-1  
 Studio-Transmitter Location . . . . . Byers Ave. &  
 Livermore Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 President . . . . . Lawrence W. Hager  
 Gen.-Station-Commercial-Sales Prom. Mgr.,  
 Publicity Director . . . . . Hugh O. Potter  
 Program Director . . . . . Norman Hall  
 Chief Announcer . . . . . Marshall Bruner  
 Musical Director . . . . . Cliffordcan Potter  
 Chief Engineer . . . . . Leslie Goodaker  
 Farm Editor . . . . . Marshall Bruner

## W V J S

**OWENSBORO—1947**

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Owensboro On The Air, Inc.  
 Business-Studio Address . . . . . 320 Allen St.  
 Phone Number . . . . . 3408-9  
 Transmitter Location . . . . . Hwray. 60 W.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . William G. Rambeau  
 Membership . . . . . NAB  
 President . . . . . V. J. Steele  
 General-Station Manager . . . . . Malcolm Grep  
 Commercial Manager . . . . . John T. Rutledge  
 Program Director . . . . . Lee Carl Meredith  
 Chief Engineer . . . . . Robert Earl Jagoe

## W K Y B

**PADUCAH—1946—MBS**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Paducah Newspapers, Inc.  
 Business-Studio Address . . . . . 504 Kentucky Ave.  
 Phone Number . . . . . 800  
 Transmitter Location . . . . . 5 Mi. S. of City on  
 U. S. 45  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Associated  
 Representative . . . . . Burke, Kuipers & Mahoney  
 Membership . . . . . NAB, BMB  
 President . . . . . Edwin J. Paxton, Sr.  
 General-Station Mgr., Pub. Dir. . . . . E. J. Paxton, Jr.  
 Comm.-Sales Prom. Mgr. . . . . Sam Livingston  
 Production Director . . . . . Zack Hill  
 Musical Director . . . . . Lois Cooper  
 Chief Engineer . . . . . C. G. Sims

## W P A D

**PADUCAH—1930—CBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Paducah Bcstg. Co., Inc.  
 Operated By . . . . . Pierce E. Lackey  
 Business-Studio Address . . . . . Taylor Bldg., 4th &  
 Broadway  
 Phone Number . . . . . 4100  
 Transmitter Location . . . . . North 8th St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, World,  
 Cole  
 Representative . . . . . Sears & Ayer  
 Membership . . . . . NAB, BMB  
 President . . . . . Pierce E. Lackey  
 General-Station Mgr. . . . . W. Prewitt Lackey  
 Sales Promotion Manager . . . . . Ray Mofield  
 Program-Publicity Director . . . . . Evelyn Carroll  
 Chief Announcer . . . . . Ray Mofield  
 Musical Dir., Farm Editor . . . . . Linn Wolff  
 Chief Engineer . . . . . U. C. Morris

... KENTUCKY ...

**W S F C**

SOMERSET—1947—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Southeastern Bcatg. Co.  
Bus.-Studio-Transmitter Address. .... Stamford Pike  
Phone Number ..... 907-8  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service..... Capitol, World  
Representative..... Helen Wood & Colton  
Membership ..... NAB  
General Manager..... S. A. Chesley, Jr.  
Commercial Manager..... John Sutterfield  
Program Director..... Donald Orwin  
Publicity Director..... J. Sam Quick  
Chief Announcer..... Harvey Murphey  
Chief Engineer..... John Agostine  
Farm Editor..... Hugh Hurst

**W M T C**

VANCLEVE—1948

Frequency: 730 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Kentucky Mt. Holiness Assn.  
Bus.-Studio-Transmitter Address. .... Vancleve  
Phone Number..... Not yet installed  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service ..... World  
President..... Dr. Lela G. McConnell  
General-Station-Comm. Mgr. .... Willfred Fisher  
Program Director..... Violet Person  
Production Dir., Chief Announcer. .... Louis Bouck  
Musical Director..... Rachel Picazo  
Chief Engineer..... M. E. Picazo

**W V L K**

VERSAILLES—1947—MBS

Frequency: 590 Kc. .... Power: 1000 Watts  
Owned-Operated By..... Bluegrass Bcatg. Co.  
Bus.-Studio Address. .... Logan-Helm Library,  
Versailles; Hotel Lafayette, Lexington  
Phone Number. .... Versailles 654; Lexington 6267  
Transmitter Location... Leestown & Yarnalton-  
Ironworks Rds., Fayette Co.  
Air Time ..... Unlimited  
News Service ..... INS  
Representative ..... Taylor-Borroff  
Membership ..... NAB  
President..... A. B. Chandler  
Gen.-Sta.-Comm. Mgr. .... Fred W. Wagenvoord  
Program-Production Dir..... Edwin L. Rogers  
Publicity Director..... Margaret Middendorf  
Chief Announcer..... Don Horton  
Musical Director..... Gordon Brown  
Chief Engineer..... Paul Dunbar  
Farm Editor..... Jim Galloway

Roland Trenchard,

Radio Station WAAT,

Newark, N. J.: "We at

WAAT believe there is

only one radio news

service — The **AP.**

We have tried all the

news services, and it is

**AP** for us."—From

the Minutes of the New

Jersey Associated Press

Radio Association, Sep-

tember 17, 1948.

*All This and More Too*

*with*

**5000 WATTS DAY  
1000 WATTS NIGHTS**

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**KMLB**

***KMLB has more  
listeners than all other  
stations combined in  
Northeastern Louisiana***

Authenticated listening surveys prove that for the **FOURTH STRAIGHT YEAR** KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious \$103,629,000 market reached only by KMLB.



**REPRESENTED BY**

**TAYLOR-BORROFF & COMPANY, INC.**

AFFILIATED WITH  
AMERICAN BROADCASTING CO.

J. C. LINER, Mgr.

# LOUISIANA

Estimated Population 2,576,000—Increase +9.0%—Radio Homes 564,900  
Total Families 671,100—Stations in State 35

## KROF

ABBEVILLE—1948

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.  
Business Address... Box 306  
Phono Number... 90  
Studio-Transmitter Location... Abbeville-  
LaFayette Hway, U. S. 167

Air Time... Sunrise-sunset  
News Service... AP  
Transcription Service... World  
Membership... NAB  
General-Station-Comm. Mgr... George P. Martin  
Program-Publicity Dir... Ebba Lou Martin  
Chief Engineer... Gordon Anderson  
Farm Editor... Alson Soirez

## KALB

ALEXANDRIA—1935—ABC-LA. NET

Frequency: 580 Kc. Power: 5000 Watts d.:  
1000 Watts n.

Owned-Oper. By... Alexandria Bcstg. Co., Inc.  
Business-Studio Address... 505½ Johnston St.  
Phone Number... 2-3335-6  
Transmitter Location... Wardville

Air Time... Unlimited  
News Service... UP  
Transcription Service... World  
Membership... NAB, BMB  
President... Walter H. Allen  
General Manager... Willard L. Cobb  
Station Director... Fred Ohl  
Commercial Manager... Walter D. Melson  
Sales Promotion Mgr... Claude Cunningham  
Program Director... Harper Clark  
Production Director... Eleanor Hall Wagner  
Publicity Director... Marie Rachal  
Chief Announcer... Alex Marchand  
Musical Director... Jane Keith  
Chief Engineer... Jesse R. Sexton  
Farm Editor... Mary Cole

## KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Radio Station KSYL  
Bus.-Studio-Transmitter Address... Bolton Ave.  
Ext.

Phone Number... 6611  
Air Time... 6 a.m.-11:35 p.m.  
News Service... AP  
Transcription Service... Lang-Worth  
Representative... Burke, Kuipers & Mahoney  
Membership... NAB, BMB  
Co-Partners... Harold Wheelahan & Sylvan Fox  
General-Station Manager... Paul H. Goldman  
Commercial-Sales Prom. Mgr... Milton Fox

Program-Production Dir... Bruce Rainey  
Publicity Director... Jack McCall  
Chief Announcer... Paul Mitchell  
Musical Director... Bruce Rainey  
Chief Engineer... E. W. McDonald  
Farm Editor... Bill Ingram

## KVOB

ALEXANDRIA—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Central Louisiana Bcstg.  
Corp.

Business-Studio Address... 1710 Jackson St.  
Phone Number... 9588  
Transmitter Location... Upper Third St.  
Air Time... 6 a.m.-M.  
News Service... AP  
Transcription Service... Thesaurus, Capitol  
Membership... NAB  
General-Station Manager... W. H. Dick  
Commercial Manager... Joel Hirsch  
Program Director... Pat McCusker  
Chief Announcer... Tommy Erwin  
Musical Director... Don Breitenmoser  
Chief Engineer... Glenn Peebles

## KTRY

BASTROP—1948

Frequency: 730 Kc. Power: 250 Watts d.  
Owned-Oper. By... Morehouse Bcstg. Co., Inc.  
Bus.-Studio Address... 217 S. Washington St.,  
P. O. Box 193

Phone Number... 1400  
Transmitter Location... N.W. of City  
Air Time... Sunrise-local sunset  
News Service... AP  
Transcription Service... Lang-Worth, Capitol  
Representative... Friedenberg  
Membership... NAB  
President... Nathan Bolton  
General Manager... Gene P. Loffler  
Commercial Manager... Salvador Scarpino  
Chief Engineer... S. E. Eckhardt

## WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Oper. By... Modern Bcstg. Co. of  
Baton Rouge, Inc.

Business-Studio Address... 1048 Florida St.  
Phone Number... 4-8571  
News Service... AP  
Transcription Service... Thesaurus  
President... Louis S. Prejean  
General Manager... Tom E. Gibbens  
Prog. Dir., Prom. Mgr... Max Feltz  
Chief Engineer... Donald K. Allan

• • • **LOUISIANA** • • •

## WCLA

**BATON ROUGE—1948**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Operated By... Community Bcstg. Co.  
 Business-Studio Address... P. O. Box 1226  
 Phone Number... 4-9493-4  
 Transmitter Location... North Baton Rouge  
 Air Time... Local sunrise-sunset  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Membership... NAB  
 General-Station Mgr., Pub. Dir... H. W. Bumpas  
 Comm.-Sales Prom. Mgr... Robert Dale,  
 Owen Perry  
 Program Director... Scott W. Erwin  
 Production Director... Robert Earle  
 Musical Director... Gladys Edwards  
 Chief Engineer... E. E. Case  
 Farm Editor... Claude N. Campbell, Jr.

## WJBO

**BATON ROUGE—1934**  
**NBC-LA. NET**

Frequency: 1150 Kc. Power: 5000 Watts  
 Owned-Oper. By... Baton Rouge Bcstg. Co., Inc.  
 Business-Studio Address... 444 Florida St.  
 Phone Number... 2-5271  
 Transmitter Location... Roosevelt Rd.  
 Air Time... Unlimited  
 News Service... AP, UP  
 Transcription Service... World, Standard  
 Representative... George P. Hollingbery  
 Membership... NAB, BMB  
 President... Charles P. Manship, Jr.  
 V.P., General Manager... Roy Dabadie  
 Sec.-Treas., National  
 Sales Manager... Charles C. Garvey  
 Program Director... Ralph H. Sims  
 Prod. Dir., Chief Announcer... Robert H. Searce  
 Publicity Director... Larry Rhodes  
 Music Librarian... Frank Donaldson  
 Chief Engineer... Vernon E. Dudley

## WLCS

**BATON ROUGE—1946—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Air Waves, Inc.  
 Business Address... 204 North St.  
 Phone Number... 24411  
 Transmitter Location... 3399 Broussard  
 Air Time... Unlimited  
 News Service... AP, INS  
 Transcription Service... Associated, Capitol,  
 Cole, SESAC  
 Representative... Burke, Kuipers & Mahoney  
 Membership... NAB, BMB, FMA  
 President... Harry B. Nelson  
 General-Station Manager... Earl Smith  
 Commercial Manager... A. Lamar Simmons  
 Sales Promotion Mgr... Martha Hundemer  
 Program Director... H. Hershel Lyons  
 Publicity Director... Mildred Bland

Musical Director... Carolyn Petrich  
 Chief Engineer... Edward Van Valkenburg  
 Farm Editor... Daisy Lee Boyd

## WIKC

**BOGALUSA—1947—LA.-MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... I. K. Corkern, Jr.  
 Business Address... Box 811  
 Phone Number... 1906  
 Studio-Transmitter Address... N. Rio Grande St.  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... World  
 Membership... NAB  
 President, Gen.-Station Mgr... I. K. Corkern, Jr.

## K SIG

**CROWLEY—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Acadia Bcstg. Co.  
 Bus.-Studio Address... 101 N. Parkerson Ave.  
 Phone Number... 1450-1, 544  
 Transmitter Location... Odd Fellow Rd. &  
 U. S. 90  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Associated, World  
 Representative... Joseph Hershey McGillvra  
 Membership... NAB  
 Owner... Max Thomas  
 General Manager... B. Hillman Bailey, Jr.  
 Commercial Manager... Lauren R. Stagg  
 Program Director... Freda S. Thomas  
 Chief Engineer... Clovis L. Bailey  
 Farm Editor... J. C. Hoffpauir

## WIHL

**HAMMOND—1947—KBS**

Frequency: 730 Kc. Power: 250 Watts d.  
 Owned-Operated By... Superior Enterprises  
 Business-Studio Address... 500 W. Morris St.  
 Partners... Joseph A. Stms, Henry A. Mentz, Jr.

## KCIL

**HOUMA—1946—MBS-LA.**

Frequency: 1490 Kc. Power: 250 Watts d.  
 Owned-Operated By... Charles W. Lamar, Jr.  
 Business Address... P. O. Box 1031  
 Phone Number... 8828-9  
 Studio-Transmitter Location... Bayou Black Dr.  
 Air Time... 5:30 a.m.-11 p.m.  
 News Service... AP  
 Transcription Service... World  
 Representative... Burke, Kuipers & Mahoney  
 Membership... NAB, BMB  
 Owner... Charles W. Lamar, Jr.  
 General Manager... Frank Conwell  
 Commercial Manager... Dick Walsh  
 Program Director... George Arceneaux



## LOUISIANA

Chief Announcer, Musical Dir. . . . . Ovide Davis  
 Chief Engineer . . . . . Donald L. Jones  
 Farm Editor . . . . . Frank King

### K V O L

LAFAYETTE—1935—NBC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Evangeline Bcstg. Co.  
 Business-Studio Address . . . . . 519 S. Buchanan St.  
 Phone Number . . . . . 336, 2101  
 Transmitter Location . . . . . Scott Rd., 1 Mi. W. of  
 Four Corners

Air Time . . . . . 6 a.m.—11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, MacGregor  
 Membership . . . . . NAB, BMB  
 President . . . . . Morgan Murphy  
 General Manager . . . . . George H. Thomas  
 Sales Prom. Mgr., Prog. Dir. . . . . Evan H. Hughes  
 Chief Engineer . . . . . C. T. Hook  
 Farm Editor . . . . . Allison Theriot

### K L O U

LAKE CHARLES—1947  
 CBS-LA. NET

Frequency: 1580 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . The Pelican Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 134 Clarence St.  
 Phone Number . . . . . 7277-8  
 Transmitter Location . . . . . North Lake Charles,  
 P. O. Box 288

Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Associated  
 Representative . . . . . Walker  
 Membership . . . . . NAB, BMB  
 President, Gen. Mgr. . . . . H. Vernon Anderson  
 Station Director . . . . . G. Frank Carroll, Jr.  
 Commercial Manager . . . . . Eugene S. Cuny  
 Sales Promotion Mgr. . . . . Kenneth I. Albrecht  
 Program Director . . . . . James H. Jesse  
 Production Director . . . . . Annette H. Bulechek  
 Publicity Director . . . . . Lucille Storer  
 Chief Announcer . . . . . James V. McConnell  
 Secretary-Treasurer . . . . . Sara M. Anderson  
 Chief Engineer . . . . . Andrew Vargo  
 Farm Editor . . . . . Charles C. Collet, Jr.

### K P L C

LAKE CHARLES—1935  
 NBC-LA. STATE

Frequency: 1470 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.

Owned-Operated By . . . . . Calcasieu Bcstg. Co.  
 Business-Studio Address . . . . . Majestic Hotel  
 Phone Number . . . . . 2713  
 Transmitter Location . . . . . 3 Mi. W. of City  
 Air Time . . . . . 6 a.m.—M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . T. B. Lanford

General Manager . . . . . David Wilson  
 Station Manager . . . . . R. M. White  
 Commercial Manager . . . . . P. E. Mills, Jr.  
 Sales Prom. Mgr., Publicity Director,

Farm Editor . . . . . Tom Journey  
 Program Director . . . . . Hester Taylor  
 Production Director . . . . . Jim Toth  
 Chief Announcer . . . . . J. Hampton Keathley  
 Chief Engineer . . . . . A. B. Craft

### K W S L

LAKE CHARLES—1947  
 MBS-LIBERTY

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Alonzo Stanford Dudley  
 Business Address . . . . . P. O. Box 1399  
 Phone Number . . . . . 6-1401, 3634  
 Studio-Transmitter Location . . . . . Mill St.  
 Air Time . . . . . Unlimited

News Service . . . . . UP  
 Transcription Service . . . . . Cole, Lang-Worth  
 Representative . . . . . Friedenberg  
 General-Station Manager . . . . . A. Stanford Dudley  
 Commercial Manager . . . . . William F. Hession  
 Sales Promotion Manager . . . . . Roger Hathorn  
 Program-Production Director,

Chief Announcer . . . . . Bob Thompson  
 Publicity Director . . . . . Helen Shea  
 Musical Director . . . . . Roger Hathorn  
 Chief Engineer . . . . . Jack Blacketer

### K M L B

MONROE—1930—ABC-LA.

Frequency: 1440 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.

Owned-Oper. By . . . . . Liner's Bcstg. Station, Inc.  
 Business Address . . . . . P. O. Box 1723  
 Phone Number . . . . . L. D. 25  
 Studio Address . . . . . Francis Hotel  
 Transmitter Location . . . . . Millhaven Rd.  
 Air Time . . . . . 5 a.m.—M.

News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Taylor-Borroff  
 Membership . . . . . NAB, BMB  
 President . . . . . J. C. Liner, Sr.  
 Gen.-Sales Prom. Manager . . . . . M. Liner Gaston  
 Program Director . . . . . Marjorie Watson  
 Commercial Manager . . . . . John Allen  
 Chief Engineer . . . . . O. L. Morgan

(See Page 434)

### K N O E

MONROE—1944—NBC-LA.

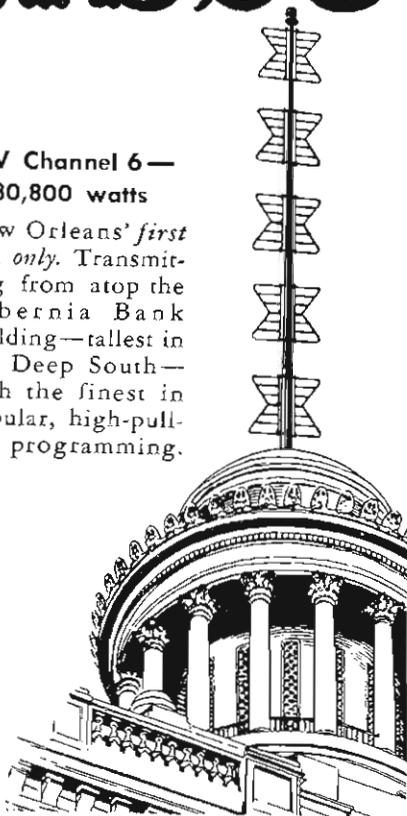
Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . James A. Noe  
 Business-Studio Address . . . . . Bernhardt Bldg.  
 Phone Number . . . . . 912  
 Transmitter Location . . . . . 23rd St.  
 Air Time . . . . . 5 a.m.—M.  
 News Service . . . . . AP

First with the most in  
**NEW ORLEANS**

# WDSU

TV Channel 6—  
30,800 watts

New Orleans' first and only. Transmitting from atop the Hibernia Bank Building—tallest in the Deep South—with the finest in popular, high-pulling programming.



AM 1280 kc—5000 watts

Covering New Orleans, South Louisiana and the Gulf Coast.

FM 287 kc—15,000 watts  
(licensed 155,000 watts)

WDSU's dominant Hooperatings, pioneering service and high listener loyalty is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

# WDSU

Represented by the John Blair Company

## LOUISIANA

Transcription Service . . . . . Capitol, Associated  
Representative . . . . . Burke, Kuipers & Mahoney  
Membership . . . . . NAB  
President . . . . . James A. Noe  
General Manager . . . . . Robert W. Dumm  
Commercial Manager . . . . . Lloyd Lenard  
Program Director . . . . . Bill Stanley  
Chief Engineer . . . . . Jack Ratliff

## KWCJ

NATCHITOCHE—1947  
MBS-LA. NET-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Natchitoches Bcstg. Co.  
Business-Studio Address . . . . . Box 232  
Phone Number . . . . . 2353  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard. KBS  
Membership . . . . . NAB, BMB  
President . . . . . Dr. William H. Pierson  
General Manager . . . . . Charles L. Planchard  
Farm Editor . . . . . Kenneth M. Dowty  
Chief Engineer . . . . . Carroll G. Crew

## KANE

NEW IBERIA—1946—MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . New Iberia Bcstg. Co.  
Business-Studio Address . . . . . 101 W. St. Peter St.  
Phone Number . . . . . 965  
Transmitter Location . . . . . 1102 W. Main St.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . SESAC, Standard  
Membership . . . . . NAB  
General Manager . . . . . George H. Thomas  
Station Manager . . . . . Dierrell Hamm  
Comm.-Sales Prom. Mgr. . . . . Charles Bradford  
Program Director . . . . . Jerry Viator  
Chief Announcer . . . . . Donald Bonin  
Musical Director . . . . . Kearney Escagne  
Chief Engineer . . . . . Errett Prichard  
Farm Editor . . . . . Kearney Escagne

## WDSU

NEW ORLEANS—1923  
ABC-LA.-UN

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . International City Bcstg.  
Service, Inc.  
Business-Studio Address . . . . . Monteleone Hotel  
Phone Number . . . . . Ra. 7135  
Transmitter Location . . . . . Gretna  
Air Time . . . . . Unlimited  
News Service . . . . . AP, UP  
Transcription Service . . . . . Associated  
Representative . . . . . John Blair  
Membership . . . . . NAB, BMB  
President . . . . . Edgar B. Stern, Jr.  
Exec. V.-P. . . . . Robert Swezey

# LOUISIANA

Commercial Manager.....Charles Price  
Sales Prom. Mgr., Pub. Dir.....Ray A. Liuzza  
Program-Production Dir.....Stanley Holiday  
Chief Announcer.....Gay Batson  
Musical Director.....Norman Bell  
Chief Engineer.....Lindsay Riddle  
Farm Editor.....Dick Bruce

## W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....C. C. Carlson  
Business-Studio Address.....324 Canal St.  
Phone Number.....Ma. 3488-9  
Transmitter Location.....3617 Bruxelles St.  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....W. G. Rambeau  
Membership.....NAB  
President, Gen.-Station Mgr.....C. C. Carlson  
Comm.-Sales Prom. Mgr.....

Publicity Director.....Pat J. Shannon  
Prog.-Prod. Dir., Chief Announcer.....

Musical Director.....Harry Nigocia  
Chief Engineer.....Charles Whitney

## W J M R

NEW ORLEANS—1946

Frequency: 990 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Supreme Bcstg. Co.  
Bus.-Studio-Transmitter Address.....Jung Hotel,  
Canal St.

Phone Number.....Ca. 0356  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Lang-Worth, Associated  
Representative.....Forjoe  
Membership.....NAB, BMB, FMA  
President.....William Cortada  
Gen.-Station-Comm.-Sales Promotion

Mgrs.....George A. Mayoral, S. W. Ray, Jr.  
Program Director.....Meredith Gibson  
Production Director.....Bertha Simpson  
Publicity Director.....Henry J. Thiele, Jr.  
Chief Engineer.....George A. Mayoral

## W N O E

NEW ORLEANS—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....James A. Noe  
Business-Studio Address.....St. Charles Hotel  
Phone Number.....Raymond 0423-4  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Standard  
Representative.....Burke, Kuipers & Mahoney  
Membership.....NAB  
Owner.....James A. Noe  
General-Station Manager.....James E. Gordon  
Commercial Manager.....Paul Beville  
Program Director.....Beverly Brown

Production Director.....Eldon Durand  
Publicity Director.....Larry Wilson  
Musical Director.....Bert Peck  
Chief Engineer.....Albert Bourgeois

## W S M B

NEW ORLEANS—1925

NBC-SO. CENTRAL

Frequency: 1350 Kc.....Power: 5000 Watts  
Owned-Operated By.....WSMB, Inc.  
Business-Studio Address.....901 Canal St.  
Phone Number.....Magnolia 5921  
News Service.....AP  
Transcription Service.....Lang-Worth, Thesaurus  
Representative.....Edward Petry  
President.....E. V. Richards  
General Manager.....H. Wheelahan  
Comm.-Prom. Mgr.....T. J. Fontelieu  
Program Director.....Harry Arthur  
Chief Engineer.....H. G. Nebe

## W T P S

NEW ORLEANS—1948

Frequency: 940 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....The Times Picayune Pub.  
Co.

Business Address.....601 Howard Ave.  
Phone Number.....Conal 5561  
News Service.....AP  
Transcription Service.....World  
General Manager.....H. F. Wehrmann  
Commercial Manager.....John R. O'Meallie  
Program Director.....Myron J. Clarke

## W W E Z

NEW ORLEANS—1947

Frequency: 690 Kc.....Power: 5000 Watts  
Owned-Operated By.....Sky Bcstg. Service  
Bus.-Studio Address.....Hotel New Orleans  
Phone Number.....Canal 3521  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
President.....A. L. Chillon  
General-Station Manager.....Joe A. Oswald  
Chief Engineer.....Harrison Mondy

## W W L

NEW ORLEANS—1922—CBS

Frequency: 870 Kc.....Power: 50,000 Watts  
Owned-Operated By.....Loyola University  
Address.....Roosevelt Hotel  
Phone Number.....Raymond 2194-5-6-7  
Air Time.....Unlimited  
News Service.....UP, AP  
Transcription Service.....Standard, World  
Representative.....Katz  
Membership.....NAB, BMB  
President.....Rev. Thomas J. Shields  
Gen.-Station Mgr.....W. H. Summerville

## LOUISIANA

Comm. Manager..... Larry Baird  
 Promotion Manager..... Jack Halladay  
 Program Director..... E. M. Hoerner  
 Chief Engineer..... J. D. Bloom, Jr.

### KSLO

**OPELOUSAS—1947**  
**MBS-LA. NET-KBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... KSLO Bcstg. Co.  
 Business Address..... P. O. Box 392  
 Studio Address..... KSLO Bldg.  
 Phone Number..... 3776  
 Air Time..... Unlimited  
 Transcription Service..... World, KBS  
 News Service..... UP  
 Representative..... Sears & Ayer  
 General Manager..... W. Eugene Jones  
 Commercial Manager..... Jack White  
 Program Director..... John Chauvin  
 Publicity Director..... Chuck Denson  
 Chief Engineer..... Freddie He Bert

### KRUS

**RUSTON—1947—MBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Ruston Bcstg. Co.  
 Bus.-Studio Address... 105 E. N. Railroad Ave.  
 Phone Number..... 1490  
 Transmitter Location... Hway. 80, 2 Mi. W. of  
 City  
 Air Time..... 6 a.m.-M.  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Membership..... NAB, BMB  
 President..... C. E. Faulk, Jr.  
 General Manager..... Lloyd A. Goodin  
 Commercial Manager... James A. Culbertson  
 Program Director..... Kenneth L. Whitaker  
 Chief Engineer..... Henry Shean

### KENT

**SHREVEPORT—1947—MBS**

Frequency: 1550 Kc..... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By..... Frank H. Ford  
 Business-Studio Address..... 311 Milam St.  
 Phone Number..... 3-3681  
 Transmitter Location... Blanchard Rd.  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... Standard  
 Representative..... Walker  
 Membership..... NAB, BMB  
 Owner, General Manager... Frank H. Ford  
 Commercial Manager..... Frank H. Ford, Jr.  
 Promotion Manager..... Elsa R. Schlubach  
 Program-Production Dir..... Todd Branson  
 Publicity Director..... Elsa R. Schlubach  
 Chief Engineer..... L. J. Carlson

### KRMD

**SHREVEPORT—1928—ABC-LA.**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Radio Station KRMD  
 Bus.-Studio Address..... New Jefferson Hotel.  
 P. O. Box 1712  
 Phone Number..... 6171  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... World, Capitol  
 Representative..... Taylor-Borhoff  
 Membership..... NAB, BMB  
 President..... T. B. Lanford  
 General-Station Manager... G. V. Wilson  
 Station Director..... W. L. Switzer  
 Program-Publicity Dir..... Elizabeth V. Allford  
 Chief Engineer..... Carl Goulden

### KTBS

**SHREVEPORT—1922**  
**NBC-TEXAS QUALITY**

Frequency: 710 Kc..... Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned-Oper. By..... Radio Station KTBS, Inc.  
 Business-Studio Address... 312 E. Kingshighway  
 Phone Number..... 7-3644  
 Transmitter Location... 1.5 Mi. W.S.W. of Dixie  
 Air Time..... 6 a.m.-M.  
 Transcription Service... Thesaurus, Lang-Worth  
 Representative..... Edward Pety  
 Membership..... NAB, BMB  
 President..... Allen D. Morris  
 General-Station Manager... C. K. Beaver  
 Commercial Manager..... Neil Cline  
 Sales Prom. Mgr., Pub. Dir... C. W. Doebler  
 Program Director..... Deane Flott  
 Production Director..... David Kent  
 Chief Engineer..... C. H. Maddox  
 Farm Editor..... Charles Phillips

### KWKH

**SHREVEPORT—1925**  
**CBS-SOUTHCENTRAL QUALITY**

Frequency: 1130 Kc..... Power: 50,000 Watts  
 Owned-Operated By... International Bcstg. Corp.  
 Business-Studio Address... Commercial Bldg.,  
 P. O. Box 1387  
 Phone Number..... 2-8711  
 Transmitter Location... Dixie  
 Air Time..... Unlimited  
 News Service..... AP, UP  
 Transcription Service... Lang-Worth  
 Representative..... Branham  
 Membership..... NAB, BMB  
 President..... John D. Ewing  
 General-Station Manager... Henry B. Clay  
 Comm. Asst. Mgr..... B. G. Robertson  
 Prom. Mgr., Pub. Dir..... James T. Briggs  
 Program Director..... Horace Logan  
 Production Director..... Joyce Culbertson  
 Chief Engineer..... W. E. Antony

# MAINE

Estimated Population 900,000—Increase +6.2%—Radio Homes 260,500  
Total Families 273,900—Stations in State 15

## WFAU

### AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By...The Twin City Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address...160 Bangor St.  
Phone Number .....2540  
Air Time .....Unlimited  
News Service .....AP  
Transcription Service .....Standard  
Representative .....Forjee  
Membership .....NAB  
President .....Faust Couture  
General Manager.....Robert I. Payne  
Program Director.....Norman Gallant  
Chief Engineer.....Robert H. Parker

## WRDO

### AUGUSTA—1932—NBC-NERN

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By...WRDO, Inc.  
Business-Studio Address.....175 Water St.  
Phone Number .....2285  
Transmitter Location .....Chelsea  
Air Time.....6 a.m.-12:05 a.m.  
News Service.....AP, UP  
Transcription Service .....Thesaurus  
Representative....Weed & Co., Bertha Bannan  
Membership .....NAB, BMB  
President.....Adeline B. Rines  
General-Station Manager.....Jack S. Atwood  
Comm.-Sales Prom. Mgr.....Donald K. Powers  
Program-Production Dir.....Leslie R. Hubley  
Musical Director.....Dan Kelly  
Chief Engineer.....Harold T. Dinamore  
Farm Editor.....Linwood H. Brofee

## WABI

### BANGOR—1921—CBS

Frequency: 910 Kc. Power: 5000 Watts d.  
Owned-Oper. By...Community Bcstg. Service  
Business-Studio Address.....57 State St.  
Phone Number .....6448-7  
Transmitter Location.....Wilson St., Brewer  
Air Time.....6:20 a.m.-M.  
News Service .....AP  
Transcription Service .....Associated  
Representative.....Adam J. Young, Jr., Kattel-Carter  
Membership .....BMB  
President, General Manager...F. B. Simpson  
Sales Promotion Manager.....Guy Carey  
Program-Production-Musical Dir.....Harold Dorr  
Chief Engineer.....Walter Dickson

## WGUY

### BANGOR—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned By...Guy Gannett Bcstg. Services  
Operated By...Radio Station WGUY  
Business Address.....Box 732  
Phone Number .....7354  
Studio-Transmitter Location...329 Mt. Hope Ave.  
Air Time .....Unlimited  
News Service .....AP  
Transcription Service.....Lang-Worth, SESAC  
Representative.....Paul H. Raymer  
Membership .....BMB, FMA  
President.....Guy P. Gannett  
General Manager.....Lawrence W. Stubbs  
Station Manager...Samuel G. Henderson, Jr.  
Commercial Manager.....Harvey M. Grant  
Program Director.....Elisabeth A. Kihlmire  
Publicity & Promotion...George F. Mulherin  
Chief Engineer.....Lauris P. MacGown

## WJOR

### BANGOR—1946 MBS-YANKEE-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By...Bangor Bcstg. Service, Inc.  
Business-Studio Address.....22 State St.  
Phone Number.....Bangor 5612  
Transmitter Location.....Bangor  
Air Time .....Unlimited  
News Service .....AP  
Transcription Service.....World, Keystone  
Representative .....Forjee  
President .....Stephen Velardi  
Station Manager.....Lawrence Slon  
Program Director.....Lawrence Slon  
Chief Engineer.....Stephen Velardi

## WLBZ

### BANGOR—1926—NBC-NERN

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By...Maine Bcstg. Co.  
Business-Studio Address.....100 Main St.  
Phone Number.....Bangor 6023  
Transmitter Location .....Broadway  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service .....Thesaurus  
Representative.....Weed, Bertha Bannan  
Membership .....NAB, BMB  
President.....William H. Rines  
Station Manager.....Edward E. Guernsey  
Program Director.....Irving S. Hunter  
Publicity Director.....George Chapman  
Musical Director.....Norman Lambert  
Chief Engineer.....John Wibby  
Farm Editor.....Linwood Brofee

**WIDE**

**BIDDEFORD—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Biddeford Bcstg. Corp.  
 Business-Studio Address: 234 Main St.  
 Phone Number: 3487  
 News Service: UP  
 Transcription Service: Capitol  
 President, Gen.-Comm. Mgr.: Gordon J. Lewis  
 Production Manager: Lucien Dumont  
 Chief Engineer: Arthur A. Delers

**WCOU**

**LEWISTON—1938—MBS-YANKEE**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Twin City Bcstg. Co., Inc.  
 Business-Studio Address: 223 Lisbon St.  
 Phone Number: 3140  
 Transmitter Location: East Ave.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Standard, SESAC  
 Representative: Forjoe, Bertha Bannan  
 Membership: NAB, BMB  
 Owner-Executive: Faust Cature  
 General-Station Mgr.: John C. Libby  
 Program Director: Eugene Parker

*Covering Central Maine  
 with 3 outlets*

**WCOU**

&

**WCOU-FM**

93.9 MGS

*of Lewiston*

**WFAU**

*of Augusta*

MUTUAL

YANKEE

*Represented Nationally by  
 Forjoe & Company  
 New York*

Publicity Director: Hal Alberghini  
 Musical Director: Marion Payne Louistell  
 Chief Engineer: Donald Mason

**WLAM**

**LEWISTON—1947—ABC**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Oper. By: Lewiston-Auburn Bcstg. Corp.  
 Business-Studio Address: 129 Lisbon St.  
 Phone Number: 4-5401-2  
 Transmitter Location: Washington St., Oakdale  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Thesaurus, Capitol  
 Representative: Adam J. Young, Jr., Kettell-Carter  
 Membership: NAB, BMB  
 President, Station Mgr.: Elden H. Shute, Jr.  
 General Manager: Frank S. Hoy  
 Commercial-Sales Prom. Manager:  
 Publicity Director: Gerald T. Higgins  
 Program Director: William Finkeldey  
 Musical Director: Bert Cole  
 Chief Engineer: Leslie R. Hall

**WCSH**

**PORTLAND—1925  
 NBC-NERN-ME.**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Oper. By: Congress Square Hotel Co.  
 Business-Studio Address: 157 High St.  
 Phone Number: 2-0181  
 Transmitter Location: Scarboro  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Thesaurus  
 Representative: Weed, Bertha Bannan  
 Membership: NAB, BMB  
 President: Adeline B. Rines  
 Station Manager: William H. Rines  
 Commercial Manager: Albert W. Smith  
 Sales Promotion Mgr.: Rudolph O. Marcoux  
 Program Director: Arthur Owens  
 Publicity Director: Linwood T. Pitman  
 Musical Director: Norman Ayres  
 Chief Engineer: G. Fred Crandon  
 Farm Editor: Linwood H. Brofee  
 News Director: John F. Hogan, Jr.

**WGAN**

**PORTLAND—1938—CBS**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By: Guy Gannett Bcstg. Services  
 Business-Studio Address: 390 Congress St., P. O. Box 1731  
 Phone Number: 2-7423  
 Transmitter Location: Riverton  
 Air Time: Unlimited

# MAINE

News Service ..... AP, UP  
Transcription Service ..... Lang-Worth  
Representative..... Paul H. Raymer  
Membership ..... NAB  
President..... Guy P. Gannett  
General Manager..... Lawrence H. Stubbs  
Station Manager..... Creighton E. Gatchell  
Commercial Manager..... Arthur K. Atherton  
Sales Promotion Manager.  
Publicity Director..... Francis H. Farnum, Jr.  
Program-Production Dir..... Richard E. Bates  
Chief Engineer..... Roger W. Hodgkins

## WMTW

PORTLAND—1946—MBS-YANKEE

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By..... The Yankee Network, Inc.  
Bus.-Studio-Transmitter Address..... Falmouth  
Hotel  
Phone Number ..... 4-2649  
Air Time..... 6 a.m.-1 a.m.  
News Service ..... AP  
Transcription Service..... Associated, Standard,  
SESAC  
Representative ..... Edward Petry  
Membership ..... NAB, BMB  
Station Manager..... William S. Brown  
Program Director..... Donald J. Curran  
Chief Announcer..... Richard D. Smith  
Chief Engineer..... Gerald J. Hessian

## WPOR

PORTLAND—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..... Oliver Bestg. Co.  
Business-Studio Address...The Chapman Bldg.  
Phone Number ..... 3-8111  
Transmitter Location..... Baxter Blvd.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Standard  
Representative..... Adam J. Young, Jr.  
Kellell-Carter  
Membership ..... NAB, BMB  
Pres., Gen.-Station Mgr..... Murray Carpenter  
Comm.-Sales Prom. Mgr..... Leon P. Gorman, Jr.  
Program-Production Publicity Director,  
Farm Editor..... Richard Bronson  
Chief Announcer..... S. Blake Ellis  
Musical Director..... Robert O'Wril  
Chief Engineer..... Roger L. Perry

## WAGM

PRESQUE ISLE—1931—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..... Aroostook Bestg. Corp.  
Business-Studio Address..... 180 State St., W.  
Phone Number ..... 8821  
Transmitter Location... U. S. Route 1, 4 Mi. N.  
of City

Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service..... Associated, SESAC,  
Keystone  
Representative ..... Continental Radio,  
Bertha Bannan  
Membership ..... NAB, BMB  
President..... Harry E. Umphrey  
General-Station Manager...Harold D. Glidden  
Commercial Manager..... Forrest Craig  
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,  
Farm Editor..... Ted Coffin  
Chief Announcer, Musical Dir... Clayton Smith  
Chief Engineer..... Lester E. Hughes

## WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By..... Kennebec Bestg. Co.  
Business-Studio Address..... 36 Silver St.  
Phone Number ..... 2700-1  
Transmitter Location..... 140 Benton Ave.,  
Winslaw  
Air Time..... 6:30 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Standard  
Representative...Robert Meeker, Kellell-Carter  
Membership ..... NAB, BMB  
Pres., Gen.-Station Mgr..... Carleton D. Brown  
Comm.-Sales Prom. Mgr..... Harold L. Vigue  
Program-Production Dir..... Paul Huber  
Chief Engineer..... Donald H. Sutherland

For the best in radio  
news writing—

# AP

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membership

**WBAL and**

**WBAL-TV**

**Mean**

**Business**

**in Baltimore!**

**NBC AFFILIATE**

**Nationally Represented By Edward Petry Co.**



# MARYLAND

Estimated Population 2,148,000—Increase +17.9%—Radio Homes 560,200  
Total Families 585,200—Stations in State 20

## WANN

ANNAPOLIS—1946

Frequency: 1190 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Annapolis Bcstg. Corp.  
Business-Studio Address . . . . . 25 School St.,  
P. O. Box 749  
Phone Number . . . . . Annapolis 2500  
Transmitter Location . . . . . Bay Ridge Rd.  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, SESAC  
President, General Mgr. . . . . Morris H. Blum  
Station-Commercial Mgr. . . . . Thomas S. Carr  
Chief Engineer . . . . . Bruce W. Harris

## WASL

ANNAPOLIS—1946

Frequency: 810 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Chesapeake Radio Corp.  
Business Address . . . . . Box 612, P. O. Bldg.  
Phone Number . . . . . 9211  
Transmitter-Studio Location . . . . . Truxton Hgts.  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . World  
Membership . . . . . NAB  
President . . . . . Robert Blalock  
General Mgr. . . . . Robert L. Blalock  
Sales Prom. Mgr., Prog.-Musical  
Director . . . . . Earle Caton  
Publicity Director . . . . . Carol Bond  
Chief Announcer . . . . . Harrison Eggles  
Chief Engineer . . . . . Stanley Leck, Jr.

## WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . Hearst Radio, Inc.  
Address . . . . . 2610 N. Charles St.  
Phone Number . . . . . Hopkins 3000  
Transmitter Location . . . . . Winans Rd.,  
Randallstown  
Air Time . . . . . Unlimited  
News Service . . . . . INS, UP, AP  
Transcription Service . . . . . World, Thesaurus  
Representative . . . . . Edward Petry  
Membership . . . . . NAB, BMB  
General Manager . . . . . Harold C. Burke  
Commercial Manager . . . . . Kenneth L. Carter  
Program Director . . . . . John Dickman  
Chief Engineer . . . . . Harold See

## WBMD

BALTIMORE—1947

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Key Bcstg. Corp.  
Business-Studio Address . . . . . 2 W. Eager St.  
Phone Number . . . . . Mulberry 7095-6-7  
Transmitter Location . . . . . 2901 Moravia Rd.  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Joseph Hershey McGillvra  
Membership . . . . . NAB  
President . . . . . George E. Hull  
General Manager . . . . . H. Shelton Earp, Jr.  
Commercial Manager . . . . . Merrill L. Carroll  
Prog. Dir., Chief Announcer . . . . . Tom O'Connor  
Chief Engineer . . . . . Russell H. Morgan

## WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Monumental Radio Co.  
Business-Studio Address . . . . . 1102 Charles St.  
Phone Number . . . . . Mulberry 0600  
Transmitter Location . . . . . Park Hgts. Ave.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NAB, BMB  
President . . . . . Lewis M. Milbourne  
Exec. V.P., General Station  
Manager . . . . . L. Waters Milbourne  
Program Director . . . . . George L. Filling  
Chief Engineer . . . . . Martin L. Jones

## WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . The Baltimore Radio Show,  
Inc.  
Business-Studio Address . . . . . 10 E. North Ave.  
Phone Number . . . . . Mulberry 1300  
Transmitter Location . . . . . 701 Waterview Ave.  
Air Time . . . . . Unlimited  
News Service . . . . . AP, UP  
Transcription Service . . . . . World  
Representative . . . . . John Blair  
Membership . . . . . NAB  
President . . . . . Robert S. Maslin  
V.P., Treas., Actg. Mgr. . . . . John H. L. Trautfelder  
Commercial Manager . . . . . William R. Dothard  
Sales Promotion Manager . . . . . William B. Roche  
Program-Production Dir. . . . . Bert Hamauer  
Publicity Director . . . . . Robert S. Maslin, Jr.  
Musical Director . . . . . Joseph Imbroglio  
Chief Engineer . . . . . William Q. Ranft

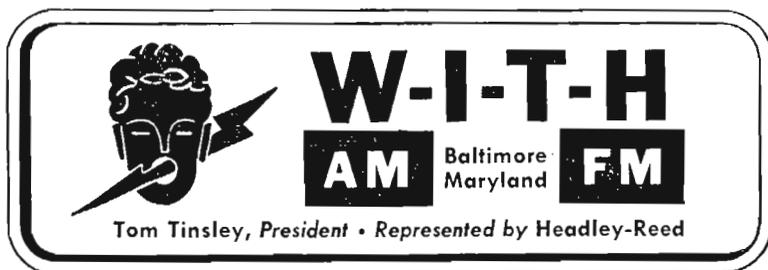
# In Baltimore the **BIGGEST BARGAIN** in Radio is **W-I-T-H**

the big independent with  
the big audience

**W-I-T-H** delivers more-listeners-per-dollar than  
any other station in town.

**W-I-T-H** covers 92.3% of all the radio homes in  
the Baltimore trading area.

See your Headley-Reed man today for the full story  
about radio station W-I-T-H.



**MARYLAND**

**W C B M**

**BALTIMORE—1924—MBS**

Frequency: 1400 Kc. (CP 680) Power: 250  
Watts (CP 10,000 d.; 5000 n.)

Owned-Oper. By..... Baltimore Bcstg. Corp.  
Bus.-Studio Address... Harford & North Aves.  
Phone Number..... Belmont 8400  
News Service..... UP, INS  
Transcription Service..... Associated  
Representative..... Weed  
President, Comm. Manager..... John Elmer  
General Manager..... George H. Roeder  
Program Director..... Charles A. Roeder  
Chief Engineer..... G. Porter Houston

**W I T H**

**BALTIMORE—1941**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... Maryland Bcstg. Co.  
Business-Studio Address... 7 E. Lexington St.  
Phone Number..... Lexington 7808  
Transmitter Location..... 1230 Curtain Ave.  
Air Time..... 24 Hrs.  
News Service..... AP  
Transcription Service..... Standard  
Representative..... Headley-Reed  
Membership..... NAB, FMA

Pres., Gen.-Sta. Mgr.... Thomas G. Tinsley, Jr.  
V.P., Commercial-Sales Promotion

Manager..... Robert C. Embry  
Program-Production Dir..... William Warren  
Publicity Director..... Mae Hughes  
Musical Director..... Anna Ray Suter  
Chief Engineer..... James S. Duff

**W S I D**

**BALTIMORE—1947**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Sidney H. Tinley  
Business-Studio Address... 136 Eastern Ave.  
Phone Number..... Peabody 8150  
Transmitter Location..... Essex  
Air Time..... Sunrise-sunset  
News Service..... AP  
Transcription Service..... MacGregor, Capitol  
Representative..... Forjoe  
Membership..... NAB  
President..... Sidney H. Tinley  
General Manager..... Howard S. Frazier  
Station Manager..... Jay Nielsen  
Comm.-Sales Promotion Mgr..... Armand Terl  
Program Director..... Jay Nielsen  
Chief Engineer..... Ben Wolfe

**MORE POWER AND A BETTER  
PLACE ON THE DIAL!**

**In 1949 we move to**

**680**

**KILOCYCLES**

*with 10,000 watts*

—and that means more **SELLING POWER** for advertisers using

Baltimore's Listening Habit

**WCBM**

Mutual Broadcasting System

John Elmer, *President*  
George H. Roeder, *General Manager*

Exclusive National Representatives  
**WEED & COMPANY**  
NEW YORK, CHICAGO, BOSTON, DETROIT,  
ATLANTA, HOLLYWOOD, SAN FRANCISCO

# WTBO

your

# Tri-STATE

## Voice



## NBC Affiliation

Cumberland, Maryland

## MARYLAND

### WBCC

BETHESDA-CHEVY CHASE—1947

Frequency: 1120 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By. . . . . Broadcast Management, Inc.  
Business-Studio Address. . . . . 5 Wilson Lane  
Phone Number. . . . . Oliver 2800  
Transmitter Location. . . . . Kenwood Golf Club  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service. . . . . Lang-Worth, Associated  
Membership . . . . . NAB  
President. . . . . Willard D. Egolf  
Commercial Manager. . . . . John Haskell  
Sales Promotion Manager. . . . . Phil Davison  
Program Director. . . . . Grace Campbell Egolf  
Chief Engineer. . . . . Vernon Story

### WCMD

CAMBRIDGE—1947

Frequency: 1240 Kc. . . . . Power: 100 Watts  
Owned-Oper. By. . . . . The Cambridge Co.  
Bus.-Studio-Transmitter Address. . . . . The Pines  
Phone Number . . . . . 1580  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service. . . . . Standard, MacGregor  
Membership . . . . . NAB  
Partners. . . . . James H. Littlepage,  
Thomas P. Littlepage  
General Manager. . . . . John Schneider, III  
Commercial Manager. . . . . James H. Wood  
Program Director. . . . . Edward H. Brigham  
Musical Director. . . . . Thomas Maquire  
Chief Engineer. . . . . Frederick W. Fischer

### WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Cumberland Bcstg. Co.  
Business-Studio Address. . . . . 31 Frederick St.  
Phone Number . . . . . 299  
Transmitter Location. . . . . Reservoir Ave.  
Air Time . . . . . Unlimited  
News Service. . . . . AP, UP  
Transcription Service . . . . . World  
Membership . . . . . NAB, BMB  
Managing Partner, Sta.-Comm.-Sales  
Promotion Manager. . . . . Aurelia S. Becker  
Chief Engineer. . . . . William Sellock  
Farm Editor. . . . . Robert Rosmond

### WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc. . . . . Power: 100 Watts  
Owned-Oper. By. . . . . The Tower Realty Co.  
Bus. Address. . . . . William Rd., P. O. Box 380  
Phone Number . . . . . 5400-1  
Studio-Transmitter Address. . . . . William Rd. &  
E. City Line

# MARYLAND

Air Time ..... Unlimited  
 News Service ..... AP, Transradio  
 Transcription Service ..... Standard  
 Representative ..... Adam J. Young, Jr.  
 Membership ..... NAB  
 President ..... Karl P. Steinmann  
 Gen. Sta. Mgr., Prog. Dir. .... Floyd v. Cozard  
 Comm.-Sales Prom. Mgr. .... William Leach  
 Publicity Director ..... Wilbur Bishop  
 Chief Engineer ..... Howard M. Burns, Jr.

## WFMD

**FREDERICK—1936—CBS-MD. NET**

Frequency: 930 Kc. .... Power: 500 Watts  
 Owned-Operated By ..... Monocacy Bcstg. Co.  
 Business-Studio Address ..... Winchester Hall  
 Phone Number ..... 1626  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NAB, BMB  
 President, Owner ..... Laurence Leonard  
 General-Station Manager ..... Bill Hardy  
 Asst. Mgr., Chief Engr. .... James W. Robertson

## WARK

**HAGERSTOWN—1947—ABC**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Annetam Bcstg. Corp.  
 Business-Studio Address ..... 128 S. Prospect St.  
 Phone Number ..... 4500  
 Transmitter Location ..... Commonwealth Rd.  
 News Service ..... AP  
 Representative ..... Robert W. Meeker  
 Membership ..... NAB  
 Chairman of Board ..... R. J. Funkhouser  
 General-Sales Prom. Mgr. .... Stewart W. Phillips  
 Commercial Manager ..... Samuel E. Phillips, Jr.  
 Prog. Dir., Farm Editor ..... Hunter Reams  
 Publicity Director ..... Jane Smith  
 Chief Engineer ..... G. Harold Brewer

## WJEJ

**HAGERSTOWN—1932—MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Hagerstown Bcstg. Co., Inc.  
 Business-Studio Address ..... Franklin Court  
 Phone Number ..... 2323  
 Transmitter Location ..... Carroll Heights  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP, Transradio  
 Transcription Service ..... World, Long-Worth,  
 SESAC  
 Representative ..... Friedenberg  
 Membership ..... NAB, BMB  
 Chief Owner, Station Mgr. .... Grover C. Crilly  
 Commercial-Sales Promotion Manager,  
 Publicity Director ..... William H. Paulsgrove  
 Program Director ..... Marie Whitcraft  
 Production Director ..... Robert Leshner  
 Chief Engineer ..... George McIntire  
 Farm Editor ..... Larry Welsh

## WASA

**HAVRE DE GRACE—1948**

Frequency: 1600 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Chesapeake Bcstg. Corp.  
 Bus.-Studio-Transmitter Address ..... Bel Air Rd.  
 Phone Number ..... 800  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 President, General-Station Mgr. .... Jason T. Pate  
 Comm.-Sales Prom. Mgr. .... Charles W. Irwin  
 Prog.-Prod.-Pub. Dir. .... Sam Lawler  
 Chief Engineer ..... William O. Kuntz

## WBOC

**SALISBURY—1940—MBS-MD.**

Frequency: 960 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... The Peninsula Bcstg. Co.  
 Bus.-Studio-Transmitter Address ..... Radio Park  
 Phone Number ..... 2480  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Burn Smith  
 President ..... John W. Dawning  
 Gen. Sta.-Comm.-Sales Mgr. .... Charles J. Truitt  
 Program Director ..... John W. Downing, Jr.  
 Chief Engineer ..... Jack W. Ward  
 Farm Editor ..... James Duncan

## WGAY

**SILVER SPRINGS—1946**

Frequency: 1050 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Tri-Suburban Bcstg. Corp.  
 Business Address ..... Silver Spring  
 Phone Number ..... Shep. 1050  
 Studio-Transmitter Location ..... Kemp Mill Rd.  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Walker  
 Membership ..... NAB, BMB  
 President ..... John W. Kluge  
 Gen. Sta.-Comm.-Sales Mgr. .... Joseph L. Brechner  
 Program Director ..... Ernest Tannen  
 Chief Engineer ..... Nicholas J. Chaconas

## WOOK

**SILVER SPRINGS—1947**

Frequency: 1590 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... United Bcstg. Co.  
 Bus.-Studio Address ..... 1143 Connecticut Ave.  
 N.W., Washington, D. C.  
 Phone Number ..... Sterling 7265  
 Air Time ..... Daytime  
 Transcription Service ..... Long-Worth  
 Representative ..... Friedenberg  
 Pres., Gen.-Comm. Mgr. .... Richard Eaton  
 Program Director ..... Albert Lamphear  
 Chief Engineer ..... James N. Gilbert

# "YANKEE"

IS THE **PASSWORD**  
TO NEW ENGLAND  
PURCHASING POWER



## 24

### Home-town Stations

providing equal local  
impact in city and  
suburban markets in  
six states.

*Acceptance is*  
**THE YANKEE NETWORK'S**  
*Foundation*

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

# MASSACHUSETTS

Estimated Population 4,718,000—Increase +9.3%—Radio Homes 1,301,500  
Total Families 1,316,200—Stations in State 41

## WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 10,000 Watts d.  
Owned-Operated By.....WBMS, Inc.  
Business-Studio Address.....35 Court St.  
Phone Number.....LATayette 3-5616  
Transmitter Location.....Medford  
Air Time.....Sunrise-sunset  
News Service.....UP  
Transcription Service.....Associated  
Membership.....NAB  
President.....Jack N. Berkman  
Managing Director.....John J. Laux  
General Manager.....Arthur E. Haley  
Program Director.....John R. Thornton  
Chief Announcer.....William Stewart  
Musical Director.....Martin Bokspan  
Chief Engineer.....Herbert Rattigan

## WBZ - WBZA

(Synchronous Operation)

BOSTON-SPRINGFIELD—1921

NBC-NERN

Frequency: 1030 Kc. Power: WBZ, 50,000  
Watts; WBZA, 1000 Watts  
Owned-Oper. By.....Westinghouse Radio Sta-  
tions, Inc. (Synchronous Operation)  
Business Address.....1170 Soldiers Field Rd.  
Phone Number.....WBZ, ALgonquin 4-5670;  
WBZA, Springfield 6-8336  
Studio Address.....WBZ, 1170 Soldiers Field Rd.;  
WBZA, Hotel Kimball  
Transmitter Location.....WBZ, Hull, Mass.;  
WBZA, East Springfield, Mass.  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Thesaurus, Associated  
Representative.....Free & Peters  
Membership.....BMB  
President.....Walter Evans  
General Manager.....J. B. Conley  
Station Manager.....W. C. Swartley  
Sales Manager.....C. Herbert Masse  
Sales Promotion Manager.....Lynn Morrow  
Program Manager.....W. Gordon Swan  
Production Manager.....Stephen J. Burke  
Publicity Manager.....W. A. Davis  
Special Events Dir.....Colton G. Morris  
Educational Dir.....Ben A. Hudelson  
Musical Director.....Avner Rakov  
Chief Engineer.....WBZ, W. H. Hauser;  
WBZA, Harold Randol  
Farm Director.....Roger Harrison

## WCOP

BOSTON—1935—ABC

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By.....Massachusetts Bcstg. Corp.  
Business-Studio Address.....485 Boylston St.  
Phone Number.....COpley 7-0123  
Transmitter Location.....Lexington  
Air Time.....Unlimited  
News Service.....AP, INS, UP  
Transcription Service.....Standard  
Representative.....Katz  
Membership.....NAB  
President.....John Cowles  
General-Station Manager.....Craig Lawrence  
Natl. Comm. Mgr.....A. N. Armstrong, Jr.  
Sales Promotion Manager.....John Wilkoff  
Program Director.....Gene King  
Production Director.....Henry Lundquist  
Publicity Director.....Caroline Harrison  
Chief Announcer.....Irvin E. Dierdorf, Jr.  
Chief Engineer.....Roland C. Hale  
Farm Editor.....George Graves

## WEEI

BOSTON—1924—CBS

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By.....CBS  
Business-Studio Address.....182 Tremont St.  
Phone Number.....HUbbard 2-2323  
Transmitter Location.....Mystic Valley Pkway.,  
Medford  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Lang-Worth  
Representative.....Radio Sales  
Membership.....NAB, BMB  
General Manager.....Harold E. Fellows  
Asst. General Manager.....Wilbur S. Edwards  
Sales Promotion Mgr.....Guy H. Cunningham  
Program Director.....Raymond G. Girardin  
Production Director.....Thomas H. Calhoun  
Publicity Director.....Marie H. Houlahan  
Chief Announcer.....Carlton H. Dickerman  
Musical Director.....Frank Bell  
Chief Engineer.....Harold A. Dorschug  
Farm Editor.....Jesse H. Buffum

## WHDH

BOSTON—1927

Frequency: 850 Kc. Power: 50,000 Watts  
Owned-Oper. By.....Bcstn Herall-Traveler  
Bus-Studio Address.....6 St. James Ave.  
Phone Number.....HANcock 6-5500  
Air Time.....Unlimited  
News Service.....AP, UP

**MASSACHUSETTS**

Transcription Service . . . . . Standard, Capitol  
Representative . . . . . John Blair  
Membership . . . . . NAB  
President . . . . . Robert B. Choate  
Managing Director . . . . . William B. McGrath  
Commercial Manager . . . . . Arthur T. Brush  
Sales Manager . . . . . William W. Warner  
Program Director . . . . . George M. Perkins  
Production Manager . . . . . George M. Watson, Jr.  
Chief Engineer . . . . . Pihlip K. Baldwin

**WMEX**

**BOSTON—1934**

Frequency: 1510 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By . . . . . The Northern Corp.  
Business-Studio Address . . . . . 70 Brookline Ave.  
Phone Number . . . . . Commonwealth 6-3900  
Transmitter Location . . . . . 71 W. Squantum St.,  
Quincy  
Air Time . . . . . 7:30 a.m.-M.  
News Service . . . . . INS  
Transcription Service . . . . . Associated, Lang-Worth,  
SESAC  
Representative . . . . . William G. Rameau  
Membership . . . . . NAB, BMB  
President . . . . . John E. Reilly  
General Manager . . . . . William S. Pote  
Technical Director . . . . . Alfred J. Pote  
Commercial Manager . . . . . Lawrence Flynn  
Sales Promotion Manager . . . . . George Kaplan  
Program Director . . . . . John E. Reilly  
Musical Director . . . . . John Kiley  
Chief Engineer . . . . . John Memishian

**WNAC**

**BOSTON—1922—MBS-YANKEE**

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . General Tire & Rubber Co.  
Operated By . . . . . The Yankee Network  
Bus.-Studio Address . . . . . 21 Brookline Ave.  
Phone Number . . . . . Commonwealth 6-0800  
Air Time . . . . . Unlimited  
News Service . . . . . AP, INS  
Transcription Service . . . . . Standard, Associated,  
SESAC  
Representative . . . . . Edward Pety  
Membership . . . . . NAB, BMB  
Chmn. of the Bd. . . . . John Shepard, III  
President, Owner . . . . . William O'Neil  
Exec. V.P., Gen. Mgr. . . . . Linus Travers  
V.P. . . . . Thomas F. O'Neil  
Dir. of Prom. & Pub. . . . . Charles W. Curtin  
Prog. Dir., V.P. . . . . George W. Steffy  
Chief Engineer . . . . . Irving B. Robinson

**WORL**

**BOSTON—1926**

Frequency: 950 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Bcstg. Service Org., Inc.  
Business-Studio Address . . . . . 216 Tremont St.

Phone Number . . . . . Liberty 4540  
Transmitter Location . . . . . Needham  
Air Time . . . . . Daytime  
News Service . . . . . AP, UP  
Representative . . . . . Forjoe  
Membership . . . . . NAB  
President . . . . . Harold A. Lafount  
General-Station Mgr. . . . . Ashley L. Robeson  
Comm. Manager . . . . . Frederic S. Bailey  
Program Director . . . . . Robert Perry  
Chief Engineer . . . . . John W. Parker

**WVOM**

**BOSTON—1948—EBS**

Frequency: 1600 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . The Boston Bcstg. Corp.  
Business Address . . . . . 1 Harvard St.  
Phone Number . . . . . Beacon 2-5650, Beacon 2-7870,  
WR 5-2466  
Studia Address . . . . . Wiswall Rd., Newton; 1 Har-  
vard St., Brookline; 251 Causeway St., Boston  
Transmitter Location . . . . . Wiswall Rd., Newton  
Air Time . . . . . 24 Hrs.  
News Service . . . . . UP  
Transcription Service . . . . . Standard, World,  
MacGregor, SESAC  
Representative . . . . . Joseph Hershey McGillvra  
Membership . . . . . NAB  
Exec. V.P., General Mgr. . . . . Benjamin Barzloff  
Musical Director . . . . . Gene Dennis  
Chief Engineer . . . . . Ervin Crandell

**WBET**

**BROCKTON—1946**

Frequency: 990 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Enterprise Publishing Co.  
Business-Studio Address . . . . . 60 Main St.  
Phone Number . . . . . Brockton 7062  
Transmitter Location . . . . . Cor. West & Belmont Sts.  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus, SESAC,  
Lang-Worth, World  
Membership . . . . . NAB  
General-Station-Comm. Mgr. . . . . Charles A. Fuller  
Production Director . . . . . Joseph G. Quill

**WBKA**

**BROCKTON—1948**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Cur-Nan Compony  
Bus.-Studio-Transmitter Address . . . . . 205 E. Ash-  
land St.  
Phone Number . . . . . 8-0621-2  
Air Time . . . . . 6:30 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Associated  
Representative . . . . . Kettell-Carter  
President . . . . . Joseph F. Curran  
General Manager . . . . . Matthew Noonan



# MASSACHUSETTS

Station Manager..... Charles F. Curran  
Commercial Manager..... Paul Belaire  
Program Director..... Harlan W. Newell  
Chief Announcer..... Robert E. Fuller  
Chief Engineer..... Mark L. MacAdam  
Farm Editor..... Arthur Jones

## WACE

CHICOPEE—1946

Frequency: 730 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... Regional Bcstg. Co.  
Bus.-Studio-Transmitter Address..... 326 Chicopee  
St.

Phone Number..... Springfield 6-1323,  
Chicopee 2330

Air Time..... Sunrise-sunset  
News Service..... AP  
Transcription Service..... World  
Representative..... McGeehan & O'Mara,  
Kettell-Carter

Membership..... NAB, FMA  
President..... David Hayes  
Treasurer..... John S. Begley  
General Manager..... Ralph J. Robinson  
Commercial Manager..... David Hayes  
Sales Promotion Manager..... Ralph J. Robinson  
Prog.-Prod.-Pub. Dir..... Lee Smith  
Chief Announcer..... Kris Martin  
Chief Engineer..... Ralph J. Robinson

## WALE

FALL RIVER—1948

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Oper. By..... Narragansett Bcstg. Co.  
Business-Studio Address..... 374 Central St.  
Phone Number..... 4-1400  
News Service..... UP, INS  
Transcription Service..... Associated, Capitol,  
SESAC

Representative..... Kettell-Carter  
President, Mng. Dir..... George L. Sisson, Jr.  
Station Manager..... J. Buz Way  
Program Director..... Nellie F. McCain  
Chief Engineer..... Norman P. Guimond

## WSAR

FALL RIVER—1921—MBS-YANKEE

Frequency: 1480 Kc..... Power: 5000 Watts  
Owned-Oper. By..... The Fall River Bcstg. Co.,  
Inc.

Business-Studio Address..... Academy B'dg.  
Phone Number..... 7-9477  
Transmitter Location..... So. Somerset  
Air Time..... 6:30 a.m.-M.  
News Service..... UP  
Transcription Service..... Thesaurus, Lang-Worth  
Representative..... Headley-Reed, Bertha Bannan  
Membership..... NAB, BMB  
President, General Mgr..... Melvin Lahr  
Commercial Manager..... John Harrington

Sales Prom. Mgr., Pub. Dir..... John Crowley  
Prog. Dir., Prod. Mgr..... Angus Bailey  
Musical Director..... John Zmuda  
Chief Engineer..... John Pavao

## WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... WEIM, Fitchburg, Inc.  
Business-Studio Address..... 717 Main St.  
Phone Number..... 1600-1  
Transmitter Location..... Summer St., Lunenburg  
Air Time..... Unlimited  
News Service..... AP  
Representative..... Bertha Bannan  
Membership..... NAB  
General Mgr..... Henry G. Molina, Jr.  
Commercial Manager..... Ford Billings  
Program Director..... George Gray  
Chief Engineer..... Ted Kalin

## WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... Suburban Bcstg. Co.  
Business-Studio Address..... Smith Bldg., Irving  
Square

Phone Number..... Framingham 7400, 5003  
Transmitter Location..... Mt. Wayte Ave.  
Air Time..... Local sunrise-sunset  
News Service..... UP  
Transcription Service..... Capitol  
Representative..... Friedenber, Kettell-Carter  
Membership..... NAB  
Station Manager..... Richard E. Adams  
Commercial Manager..... James H. Shoemaker  
Program Director..... Lee Emmerich  
Publicity Director..... Robert Fuller  
Chief Announcer..... Lee Emmerich  
Chief Engineer..... Frank Bartol

## WHOB

GARDNER—1946

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... Gardner Bcstg. Co.  
Business-Studio Address..... 39 Pleasant St.  
Phone Number..... 1490  
Transmitter Location..... Green St.  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... SESAC  
Representative..... William G. Rambeau  
Membership..... NAB, BMB  
President, General Mgr..... David M. Richman  
Station Manager..... Frank Hull  
Comm.-Sales Promotion Mgr..... Robert Kelley  
Program-Production Dir..... West W. Willcox  
Chief Announcer..... Martin Tall  
Chief Engineer..... Parker Vincent

## W H A I

### GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . John W. Haigis  
 Business-Studio Address . . . . . 356 Main St.  
 Phone Number . . . . . 4301-2  
 Transmitter Location . . . . . Woodard Rd.  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Associated  
 Representative . . . . . Bertha Bannan  
 Membership . . . . . NAB, BMB  
 President . . . . . John W. Haigis, Sr.  
 General Manager . . . . . John W. Haigis, Jr.  
 Commercial Manager . . . . . H. W. Nichols  
 Sales Promotion Manager . . . . . Thomas J. Kelly  
 Program Director,  
 Chief Announcer . . . . . Lawrence A. Coney  
 Musical Director . . . . . Charles D. Prentice  
 Chief Engineer . . . . . Leland F. Wheeler  
 Farm Editor . . . . . Donald A. Tuttle

## W H A V

### HAVERHILL—1946

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Haverhill Gazette Co.  
 Business-Studio Address . . . . . 30 Hew St.  
 Phone Number . . . . . 7090  
 Transmitter Location . . . . . 110 Observatory Ave.  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, World,  
 SESAC  
 Representative . . . . . McGeehan & O'Mara,  
 Kettell-Carter  
 Membership . . . . . NAB  
 President, General Manager . . . . . John T. Russ  
 Station Manager . . . . . Lewis F. Sargent  
 Program Director . . . . . Warren Greenwood  
 Chief Announcer . . . . . Ken Ash  
 Chief Engineer . . . . . Paul A. Hurd  
 Farm Editor . . . . . Roland Dubois

## W H Y N

### HOLYOKE—1941—MBS-YANKEE

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Hampden-Hampshire Corp.  
 Business Address . . . . . 180 High St.  
 Phone Number . . . . . 8238-9  
 Studio Addresses . . . . . 180 High St.; Conal S., So.  
 Hadley Falls; 78 Main St., Northampton  
 Transmitter Location . . . . . Canal St., So. Hadley  
 Falls  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Lang-Worth  
 Representative . . . . . Walker, Bertha Bannan  
 Membership . . . . . NAB, FMA  
 President . . . . . William Dwight  
 General-Station Mgr. . . . . Charles N. DeRose  
 Commercial Manager . . . . . Patrick J. Montague

Prog. Mgr., Pub. Dir. . . . . Jay Heitin  
 Musical Director . . . . . John Vendell  
 Chief Operator . . . . . Jack Paley

## W C C M

### LAWRENCE—1947

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . The Lawrence Bcstg. Co.  
 Business Address . . . . . 54 Essex St.  
 Phone Number . . . . . Lawrence 3-7171, Lowell 8359  
 Studio Addresses . . . . . 54 Essex St., 11 Kearney Sq.  
 Transmitter Location . . . . . Chandler Rd., Andover  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Representative . . . . . Forjoe, Bertha Bannan  
 Membership . . . . . NAB  
 President . . . . . George H. Jaspers  
 General Manager . . . . . Gordon S. Ley  
 Station Manager . . . . . Thomas C. May, Jr.  
 Commercial Manager . . . . . William C. Engel  
 Sales Manager . . . . . Lawrence: Alex G. MacBeth;  
 Lowell: Phil Rubin  
 Prog.-Prod.-Musical Dir. . . . . Thomas F. Frank  
 Publicity Director . . . . . Sally B. Zamblera  
 Chief Engineer . . . . . Harold Davis

## W L A W

### LAWRENCE—1937 ABC-N. E. MAJOR

Frequency: 880 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Hildreth & Rogers Co.  
 Business Address . . . . . 278 Essex St.  
 Phone Number . . . . . Lawrence 4107  
 Studio Addresses . . . . . 278 Essex St., 216 Tremont  
 St., Boston; Fairburn Bldg., Lowell.  
 Transmitter Location . . . . . Burlington  
 Air Time . . . . . 6 a.m.-2 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 President . . . . . Irving E. Rogers  
 General-Station Mgr. . . . . Harold B. Morrill  
 Commercial Manager . . . . . David M. Kimel  
 Regional Sales Manager . . . . . Nona Kirby  
 Program Director . . . . . James T. Mahoney  
 Publicity Director . . . . . Fred A. Sullivan  
 Chief Announcer . . . . . Frederick P. Laffey  
 Chief Engineer . . . . . George A. Hinckley

## W L L H

### LOWELL-LAWRENCE—1937 MBS-YANKEE

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Merrimoc Bcstg. Co., Inc.  
 Business Address . . . . . 39 Kearney Sq.  
 Phone Number . . . . . 8715  
 Studio-Transmitter Location . . . . . 39 Kearney Sq.,  
 Lowell; Cregg Bldg., Lawrence  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP

**MASSACHUSETTS**

Transcription Service ..... Associated  
 Representative ..... Edward Pety  
 President ..... Gerald Harrison  
 Vice-President ..... Carl S. Wheeler  
 Station Manager ..... Dana W. Fitzgerald  
 Commercial Manager ..... Haskell Bloomberg  
 Prog. Dir., Chief Announcer ..... Tom Clayton  
 Chief Engineer ..... A. G. Michaels

**WLYN**

**LYNN—1946**

Frequency: 1360 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Puritan Bcst. Service, Inc.  
 Business-Studio Address ..... 7 Willow St.  
 Phone Number ..... LY. 5-6200  
 Transmitter Location ..... Fox Hill Bridge  
 A'r Time ..... 6:30 a.m.-Sunset  
 News Service ..... UP  
 Transcription Service ..... Associated. SESAC  
 Membership ..... NAB  
 President, General Manager ..... A. M. Morgan  
 Station Manager ..... Cyril Morgan  
 Sales Promotion Manager ..... Harold Goldman  
 Program Director ..... Ethel Adams  
 Chief Announcer ..... Bill Bradley  
 Musical Director ..... Harry Freeman  
 Chief Engineer ..... John Parker

**WNBH**

**NEW BEDFORD—1921—ABC**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Bristol Bcstg. Co., Inc.  
 Business-Studio Address ..... 588 Pleasant St.  
 Phone Number ..... 8-5228  
 Transmitter Location ..... Crow Island, New Bedford Harbor, Fairhaven  
 Air Time ..... 6 a.m.-11:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Walker Co., Bertha Bannan  
 Membership ..... NAB, BMB  
 Vice-President ..... Basil Brewer  
 General Manager ..... James M. Patt  
 Commercial Manager ..... Theodore M. Healy  
 Sales Promotion Manager,  
 Program Director ..... Edward Boghosian  
 Chief Engineer ..... Stanley Emery

**WKOB**

**NORTH ADAMS—1947**

Frequency: 860 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Citizens Bcstg. Co.  
 Business Address ..... 20 State St.  
 Phone Number ..... 860-1

**WLAW**

**680 Kc.**

**YOUR  
BEST  
RADIO  
BUY**

**50,000 watts**  
*New England's*  
**MOST POWERFUL**  
*Radio Station*

**SERVING  
PROSPEROUS  
INDUSTRIAL  
NEW  
ENGLAND**

**BASIC ABC STATION: LAWRENCE**

DELIVERS AN EFFECTIVE SIGNAL FROM PORTLAND, ME. TO NEWPORT, R. I.  
 93.7 megacycles **WLAW — FM** Channel 229

Main Studios and Offices: Lawrence, Mass. Other Studios: Boston and Lowell.  
 NATIONAL REPRESENTATIVES: PAUL H. RAYMER CO., INC.

**MASSACHUSETTS**

Studio Address.....Hotel Wellington  
Transmitter Location.....Curron Hway.  
Air Time.....Sunrise-sunset  
News Service.....UP  
Transcription Service.....Standard, Capitol  
Representative.....Joseph Hershey McGillvra  
Station Manager.....James H. McKnight  
Program Director.....J. William Quinn  
Farm Editor.....Theodore Salford  
Chief Engineer.....Charles H. Smith

**WJDA**

**QUINCY—1947**

Frequency: 1390 Kc....Power: 1000 Watts d.  
Owned-Oper. By South Shore Bcstg. Co., Inc.  
Business-Studio Address...29 Brackett St.  
Phone Number.....Mayflower 9-1300  
Transmitter Location.....Germantown  
Air Time.....Sunrise-sunset  
News Service.....AF  
Transcription Service.....World  
President, Station Mgr.....Joseph H. Tobin  
Comm.-Sales Prom.....James D. Asher

**WMNB**

**NORTH ADAMS—1947**

Frequency: 1230 Kc.....Power: 100 Watts  
Owned-Oper. By Northern Berkshire Bcstg. Co.  
Bus.-Studio-Transmitter Address...466 Curran  
Phone Number.....1230  
Air Time.....6:30 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....World  
General-Station Mgr.....J. Gordon Keyworth  
Commercial Rep.....Richard J. O'Brien  
Program Manager.....Benjamin A. Hubley  
Musical Director.....Joyce Merrill

**WESX**

**SALEM—1939**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By North Shore Bcstg. Co.  
Business-Studio Address...49-53 Washington St.  
Phone Number.....5670  
Transmitter.....Naugus Head, Marblehead  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, Lang-Worth  
Representative.....Bertha Bannan  
President.....Charles W. Phelan  
General Manager.....Edmund L. Phelan  
Commercial Manager.....John Sullivan  
Sales Promotion Manager.....Robert Rogers

**WBEC**

**PITTSFIELD—1947—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By Wester Mass. Bcstg. Co.  
Business-Studio Address.....30 Eagle St.  
Phone Number.....8292  
Transmitter Location.....30 Eagle St.  
Air Time.....6:45 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard, Lang-Worth  
Representative.....J. P. McKinney  
Membership.....NAB  
Owners.....L. K. Miller, D. B. Miller  
General Manager.....W. Wendell Budrow  
Chief Engineer.....James L. Spotes

**WMAS**

**SPRINGFIELD—1932—CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....WMAS, Inc.  
Business-Studio Address.....1757 Main St.  
Phone Number.....Springfield 7-1414  
Transmitter Location.....Pynchon Pk.  
Air Time.....6:30 a.m.-12:05 a.m.  
News Service.....UP  
Representative.....Edward Petry  
Membership.....NAB  
President.....Gerald Harrison  
Station Manager.....Robert Donahue  
Commercial Manager.....Robert Feldman  
Sales Promotion Manager.....Paul Peltier  
Chief Engineer.....John Michnovetz

**WBRK**

**PITTSFIELD—1938—MBS-YANKEE**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....Greylock Bcstg. Co.  
Operated By.....Leon Podolsky  
Business-Studio Address.....8 Bank Row  
Phone Number.....2-1553  
Transmitter Location.....100 East St.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Membership.....NAB  
President.....Leon Podolsky  
General-Station Manager.....John T. Parsons  
Commercial Manager.....Robert Burbank  
Publicity Director.....Richard Bolander

**WSPR**

**SPRINGFIELD—1936—ABC**

Frequency: 1270 Kc.....Power: 1000 Watts  
Owned-Operated By.....WSPR, Inc.  
Business.....WSPR Bldg., 63 Chestnut St.  
Phone Number.....Springfield 6-2757-8, 6-4218  
Transmitter Location.....Union St. & Palmer Ave.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....George P. Hollingbery

**MASSACHUSETTS**

Membership ..... NAB, BMB  
 President..... Quincy A. Brackett  
 V.P., Gen.-Sta. Mgr..... Milton W. Stoughton  
 Commercial Manager..... William H. Burleigh  
 Sales Prom. Mgr., Pub. Dir., Howard S. Keeffe  
 Prog.-Prod. Director..... Wayne H. Latham  
 Chief Announcer..... Robert L. Jones  
 Musical Director..... Grace B. Manchester  
 Chief Engineer..... Lawrence A. Reilly

Transmitter Location ..... Holden  
 Air Time ..... Unlimited  
 News Service ..... AP, INS, Reuters  
 Representative ..... Edward Petry  
 Membership ..... NAB, BMB  
 President ..... William O'Neil  
 Chairman of Board..... John Shepard, 3rd  
 General Manager..... Linus Travers  
 Station Manager..... Richard A. Cobb

**WCRB**

**WALTHAM—1948**

Frequency: 1330 Kc.....Power: 500 Watts d.  
 Owned-Oper. By..... Charles River Bcstg. Co.  
 Business-Studio Address..... 4 Gordon St.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Station Manager..... Deuel Richardson  
 Sales Manager..... Frank McArdle  
 Program Director..... Bill Sherman

**WRMS**

**WARE—1948**

Frequency: 1250 Kc.....Power: 500 Watts  
 Owned-Operated By..... Donald W. Howe  
 Business-Studio Address..... East St.  
 Phone Number ..... 23  
 Transmitter Location.. Atop Coy's Hill, Warren  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Owner..... Donald W. Howe  
 General-Comm. Mgr..... Ansel E. Gridley

**WOCB**

**WEST YARMOUTH—1944—ABC-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By... Bristol Bcstg. Co., Inc.  
 Business-Studio Address..... West Yarmouth  
 Phone Number..... Hyannis 502  
 Transmitter Location..... South Sea Ave.  
 News Service ..... AP  
 Transcription Service..... World, Keystone  
 Representative..... Walker, Bertha Bannan  
 President ..... Basil Brewer  
 Station Commercial Mgr..... David J. Shurtleff

**WAAB**

**WORCESTER—1931—MBS**

Frequency: 1440 Kc.....Power: 5000 Watts  
 Owned By..... General Tire & Rubber Co.  
 Operated By..... The Yankee Network  
 Business-Studio Address..... 34 Mechanics St.  
 Phone Number ..... 2-5611

**WNEB**

**WORCESTER—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By..... New England Bcstg. Co.  
 Bus.-Studio..... Park Bldg., 507 Main St.  
 Phone Number ..... 6-4672  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Thesaurus, Capitol  
 Representative ..... Adam J. Young  
 Membership ..... NAB  
 President..... Paul C. Lytle  
 General Manager..... John J. Hurley  
 Commercial Manager..... Kenneth B. Murray

**WORC**

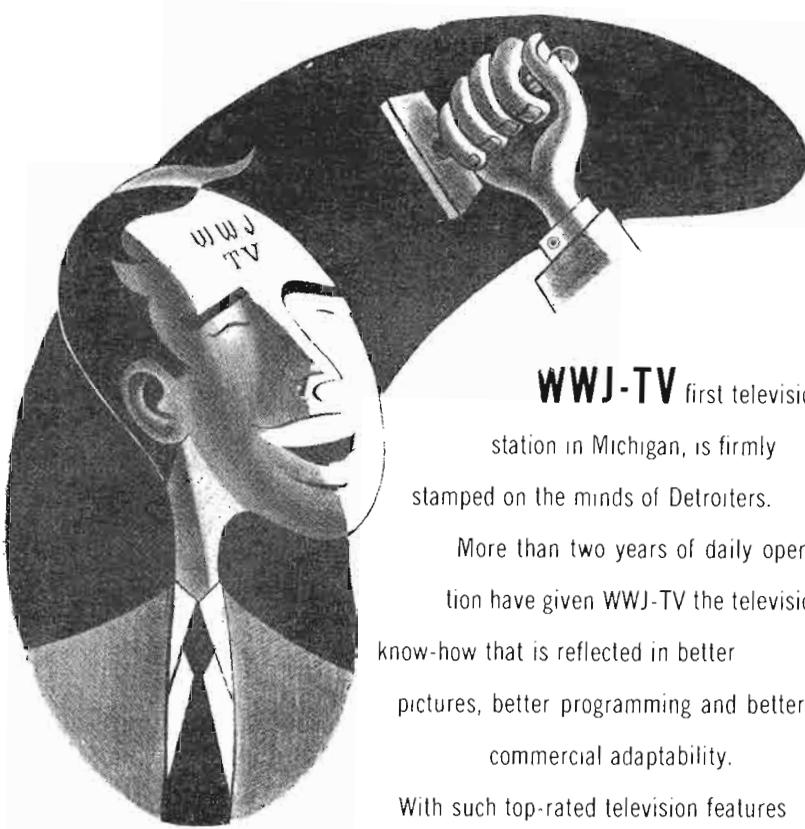
**WORCESTER—1929—ABC**

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Operated By..... Alfred F. Kleindienst  
 Business-Studio Address..... 65 Elm St.  
 Phone Number ..... 5-3101  
 Transmitter Location.. Pachachoag St., Auburn  
 Air Time..... 7 a.m.-M.  
 News Service ..... INS  
 Transcription Service ..... Lang-Worth  
 Representative ..... Weed  
 Membership ..... NAB

**WTAG**

**WORCESTER—1924—CBS**

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By..... WTAG, Inc.  
 Business-Studio Address..... 18 Franklin St.  
 Phone Number ..... 5-4321  
 Transmitter Location.. Shrewsbury St., Holden  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service..... World, Associated  
 Representative..... Paul H. Raymer  
 Membership ..... NAB, BMB  
 Executive V.P..... E. E. Hill  
 Vice-Pres., Gen. Mgr..... Robert W. Booth  
 Commercial Manager..... Herbert L. Krueger  
 Program Director..... A. J. Brissette  
 Publicity Director..... A. C. Fuller  
 Chief Engineer..... E. A. Browning



## **WWJ-TV** first television

station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features

as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the screens of the more than 35,000 television sets in the Detroit market.

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

# **WWJ-TV**

NBC Television Network

ASSOCIATE AM-FM STATION WWJ

# MICHIGAN

Estimated Population 6,195,000—Increase +17.9%—Radio Homes 1,707,706  
Total Families 1,741,900—Stations in State 54

## W A B J

ADRIAN—1946

Frequency: 1500 Kc. Power: 250 Watts d.  
Owned By James Gerity, Jr.  
Business Address 2982 Tread Rd.  
Phone Number 9000-1  
Air Time Daytime  
News Service UP  
Transcription Service World  
Representative Ra-Tel  
Membership NAB  
Manager O. William Myers  
Commercial Manager Harley West  
Program Director Larry Payne  
Chief Engineer Gail D. Griner

## W F Y C

ALMA—1947

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Operated By Alma Bcstg. Co.  
Business-Studio Address 408 Gratiot St.  
Phone Number 95  
News Service UP  
Transcription Service World  
President, General Mgr. Merle E. Rhoads  
Commercial Mgr. Cleon Vanriper  
Chief Engineer Frank D. Tefft

## W A T Z

ALPENA—1946  
MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Midwestern Bcstg. Co.  
Business Address Alpena  
Phone Number 1049  
Studio-Transmitter Location M-32 West  
Air Time 7 a.m.-11 p.m.  
News Service AP  
Transcription Service Keystone  
Representative Hal Holman  
Membership BMB  
President Les Biederman  
General Manager Drew McClay  
Chief Engineer William Kiker

## W H R V

ANN ARBOR—1947—ABC

Frequency: 1600 Kc. Power: 1900 Watts  
Owned-Oper. By Huron Valley Bcstg., Inc.  
Business Address Box 608  
Phone Number 2-4573  
News Service AP  
Transcription Service World  
Representative Forjoe

President, General Mgr. J. F. Hopkins  
Commercial Mgr. R. S. Augustus  
Program Director Amy H. Wilcox  
Chief Engineer James W. Allen

## W P A G

ANN ARBOR—1945

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By Washtenaw Bcstg. Co.  
Bus. Studio Address 3rd Floor, Hutzel Bldg.  
Phone Number 2-5517  
Transmitter Location 1795 So. Maple Rd.  
Air Time Sunrise-sunset  
News Service AP  
Transcription Service Standard, Associated  
Representative Hal Holman  
Membership NAB, FMA  
President Arthur E. Greene  
Exec. V.P., Gen. Mgr. Edward F. Baughn  
Commercial Manager Ted Turner  
Program Director Wendell Hester  
Chief Announcer Pat Quinn  
Chief Engineer George D. Stearns  
Farm Editor Howard E. Heath

## W B C K

BATTLE CREEK—1948  
MBS-GOEBEL BASEBALL

Frequency: 930 Kc. Power: 1000 Watts  
Owned By Michigan Bcstg. Co.  
Business-Studio Address 402 Security Natl.  
Bank Bldg.  
Phone Number 3-5555  
Transmitter Location Golden Ave.  
Air Time Unlimited  
News Service UP  
Transcription Service Associated, Capitol  
Representative Ra-Tel  
Pres., Gen. Sta. Comm. Mgr. Robert H. Holmes  
Local Sales Manager F. K. Doyle  
Program-Production Director Adrian R. Cooper  
Publicity Director Molly Sue Doran  
Chief Announcer Don Callen  
Chief Engineer Charles W. Dewey, Jr.

## W E L L

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Federated Publications, Inc.  
Bus. Studio-Transmitter Address Michigan  
National Bank Bldg.  
Phone Number 5655, 7166  
Air Time Unlimited  
News Service AP  
Transcription Service Standard, Lang-Worth

BIG THINGS are  
IN THE CARDS  
for CKLW



*We're Going  
50 kw. at 800 kc.  
early in '49*

[ The DETROIT Area's  
Best RADIO Buy! ]

**CKLW**

ADAM J. YOUNG, JR., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.

J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM



# MICHIGAN

Representative ..... Burn-Smith  
Membership ..... NAB, BMB, FMA  
President ..... A. L. Miller  
General-Station Manager ..... Dan E. Jayne  
Commercial Manager ..... E. P. Mills, Jr.  
Program Director ..... Forrest F. Owen  
Chief Engineer ..... Earl J. Stone

## W B C M

BAY CITY—1928—ABC

Frequency: 1440 Kc. .... Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By ..... Bay Bcstg. Co., Inc.  
Business-Studio Address ..... Mezzanine Floor,  
Wenonah Hotel  
Phone Number ..... 7551-2  
Transmitter Address ..... Tuscola Rd., Hampton  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Lang-Worth, World  
Representative ..... George P. Hollingbery  
Membership ..... BMB, FMA  
President ..... Harley D. Peet  
Gen.-Station-Comm. Mgr. .... Hugh A. Giesel  
Program Director ..... Charles E. Anthony  
Musical Director ..... Lionel H. DeRemer  
Chief Engineer ..... Ralph H. Carpenter  
Farm Editor ..... G. Edward Vallender

## W H F B

BENTON HARBOR—1947—GOEBEL

Frequency: 1060 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... The Palladium Publishing  
Co.  
Business Address ..... 59 Wall St.  
Phone Number ..... Benton Harbor 8141  
Studio-Transmitter Location ..... Fairplain Ave.  
Air Time ..... Sunrise-sunset  
News Service ..... AP  
Transcription Service ..... Lang-Worth, Capitol  
Representative ..... Hal Holman  
Membership ..... NAB  
President ..... Stanley R. Banyon  
General Manager ..... Jacob P. Scherer  
Commercial Manager ..... W. Curtis Beck  
Program Director ..... Phil Molloy  
Chief Announcer ..... John Pershing Chase  
Musical Director ..... Lee Lockwood  
Chief Engineer ..... Munson W. Robinson  
Farm Editor ..... John Pershing Chase

## W A T T

CADILLAC—1945

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Midwestern Bcstg. Co.  
Business-Studio Address ..... Cadillac  
Phone Number ..... 1270  
News Service ..... AP  
Transcription Service ..... SESAC, KBS

Representative ..... Hal Holman  
President ..... Les Biederman  
General Manager ..... John Cundiff  
Commercial Manager ..... Mary Chandler  
Chief Engineer ..... William Kiker

## W K M H

DEARBORN—1946

Frequency: 1310 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... WKMH, Inc.  
Business-Studio Address ..... WKMH Bldg.  
Phone Number ..... Logan 2-4000  
Transmitter Location ..... Detroit Industrial  
Express Hwy.  
Air Time ..... 24 Hrs.  
News Service ..... INS, UP  
Transcription Service ..... Lang-Worth  
Representative ..... Weed  
Membership ..... NAB  
President, General Manager ..... Fred A. Knorr  
Comm.-Sales Prom. Mgr. .... Walter Patterson  
Program Director ..... Richard Buller  
Publicity Director ..... Pat Hobar  
Chief Announcer ..... Bob Seymour  
Musical Director ..... Albert Gross  
Chief Engineer ..... Jerrold Martin  
Farm Editor ..... Alan Douglas

## C K L W

DETROIT-WINDSOR—1932

MBS-CBC

Frequency: 800 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... Western Ontario Bcstg. Co.,  
Ltd.  
Business Address ..... Canada Trust Bldg.  
Phone Number ..... (Windsor) 4-1155,  
(Detroit) Cadillac 7200  
Air Time ..... Unlimited  
News Service ..... INS, UP, PN  
Transcription Service ..... Standard, World, United  
Representative ..... H. N. Stovin,  
Adam J. Young, Jr.  
President, General Mgr. .... J. E. Campeau  
Commercial Manager ..... E. Wilson  
Program Director ..... S. Campbell Ritchie  
Promotion Mgr. .... Barbara MacFarland  
Chief Engineer ..... W. C. Carter

## W J B K

DETROIT—1925—WOLVERINE

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Fort Industry Co.  
Business-Studio Address ..... 500 Temple Ave.  
Phone Number ..... Temple 3-7900  
Transmitter Location ..... 15555 Woodrow Wilson  
Air Time ..... 6 a.m.-1 a.m.  
News Service ..... INS, UP  
Transcription Service ..... Lang-Worth  
Representative ..... Katz Agency

MICHIGAN

Membership . . . . . NAB
President . . . . . George B. Storer
General Manager . . . . . Richard E. Jones
Commercial Manager . . . . . George Millar
Program Director . . . . . Hal Hough
Promotion Director . . . . . Joyce Chapman
Chief Announcer . . . . . Earl Hayes
Musical Director . . . . . Sally Cooper
Chief Engineer . . . . . Paul Frincke

WJLB

DETROIT—1924—GOEBEL

Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . Booth Radio Stations, Inc.
Business Address . . . . . 600 Buhl Bldg.
Phone Number . . . . . Woodward 2-0220
Studio Address . . . 3100 David Broderick Tower
Transmitter Location . . . 375 Midland Ave.,
Highland Park
Air Time . . . . . 24 Hrs.
News Service . . . . . AP
Transcription Service . . . . . Standard, World
Representative . . . . . William G. Rambeau
President, Gen. Station Mgr. . . . . John L. Booth
Commercial Manager . . . . . Eric V. Hay
Program Director . . . . . George Kendall
Publicity Director . . . . . Arthur Naylor
Chief Announcer . . . . . Richard Pavey
Chief Engineer . . . . . Edward H. Clark

WJRB

DETROIT—1927—CBS

Frequency: 760 Kc. . . . . Power: 50,000 Watts
Owned-Oper. By . . . WJR, The Goodwill Station,
Inc.
Business-Studio Address . . . 2100 Fisher Bldg.
Phone Number . . . . . MADison 4440
Transmitter Location . . . . . Trenton
Air Time . . . . . 24 Hrs.
News Service . . . . . AP, INS, UP
Transcription Service . . . . . Cole, Lang-Worth,
Standard, Thesaurus, Associated
Representative . . . . . Edward Petry
Membership . . . . . NAB
President . . . . . Frank E. Mullen
Asst. to Pres., Gen. Mgr. . . . . Harry Wismer
Asst. Gen. Mgr. . . . . Worth Kramer
Commercial Manager . . . . . Arch Shawd
Sales Promotion Manager . . . . . James H. Quello
Program Director . . . . . Franklin C. Mitchell
Production Director . . . . . Norman L. White
Education & Public Relations . . . . . Mark Haas
Chief Announcer . . . . . Ron Gamble
Musical Director . . . . . Paul LaVoie
Chief Engineer . . . . . G. F. Leydorf
Farm Editor . . . . . Marshall Wells

WWJ

DETROIT—1920—NBC

Frequency: 950 Kc. . . . . Power: 5000 Watts
Owned-Oper. By . . . . . Evening News Assn.

Business-Studio Address . . . 622 W. Lafayette
Ave.
Phone Number . . . . . Woodward 2-2000
Transmitter Location . . . . . Oak Park
Air Time . . . . . 5:30 a.m.-2 a.m.
News Service . . . . . AP, UP
Transcription Service . . . . . Standard, Lang-Worth
Representative . . . . . George P. Hollingbery
Membership . . . . . NAB, FMA
President . . . . . W. E. Scripps
General Manager . . . . . Harry Bannister
Asst. General Manager . . . . . Edwin K. Wheeler
General Sales Manager . . . . . Harry Betteridge
Promotion Manager . . . . . Jake Albert
Gen. Program Manager . . . . . Melvin C. Wissman
Production Manager . . . . . Jack Hill
Publicity Manager . . . . . Richard Spencer, Jr.
Program Supervisor . . . . . Stanley Swales
Musical Director . . . . . Mischa Kottler
General Engineering Manager . . . . . E. J. Love
Farm Editor . . . . . John Merrifield

(See Page 458)

WXYZ

DETROIT—1925—ABC-MRN

Frequency: 1270 Kc. . . . . Power: 5000 Watts
Owned By . . . . . American Bcstg. Co.
Operated By . . . . . WXYZ, Inc.
Business Address . . . . . 1700 Stroh Bldg.
Phone Number . . . . . CHerry 8321
Studio Address . . . . . 8415 E. Jefferson Ave.
Transmitter Location . . . . . Joy Rd. & Greenfield
Air Time . . . . . Unlimited
News Service . . . . . INS, UP
Transcription Service . . . . . World, Lang-Worth
Membership . . . . . NAB, BMB
General Manager . . . . . James G. Riddell
Commercial Manager . . . . . Harold Christian
Sales Promotion Mgr. . . . . William J. Heidricks
Program Director . . . . . Jack McCarthy
Musical Director . . . . . Phil Brestoff
Chief Engineer . . . . . Charles Kotcher

WDBC

ESCANABA—1941—MBS-KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Delta Bcstg. Co.
Business Address . . . . . Escanabo
Phone Number . . . . . 3190-1
Studio-Transmitter Address . . . . . Lud. & First Sts.
Air Time . . . . . 6:30 a.m.-11:30 p.m.
News Service . . . . . UP
Transcription Service . . . . . World, Keystone
Representative . . . . . Walker
Membership . . . . . NAB
President . . . . . John P. Norton
General-Station Mgr. . . . . George D. Lindenthal
Comm.-Sales Prom. Mgr. . . . . Richard Morenus
Program-Production-Publicity Director . . . . .
Chief Announcer . . . . . Scott Runge
Musical Director . . . . . George Jaap, Jr.
Chief Engineer . . . . . Jack W. Foster

**WBBC**

FLINT—1946—MBS

Frequency: 1330 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . Booth Radio Stations, Inc.  
 Business-Studio Address . . . 112 W. Water St.  
 Phone Number . . . . . Detroit, Ran. 0220;  
 Flint, 9-8686  
 Transmitter Location . . . . . G-3052 Bristol Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . MacGregor  
 Representative . . . . . Forjoe  
 President . . . . . John Lord Booth  
 V.P., Gen.-Sta. Mgr. . . . . Robert L. Ballour  
 Comm.-Sales Prom. Mgr. . . . . W. Eldon Garner  
 Program Director . . . . . Robert L. Mabry  
 Production-Publicity Director . . . . .  
 Farm Editor . . . . . L. George Geiger  
 Musical Director . . . . . Jerry Schroeder  
 Chief Engineer . . . . . G. Elwood Ryan

**WFDF**

FLINT—1922  
 ABC-MRN-WOLVERINE

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . The Trebit Corp.  
 Bus.-Studio Address . . . . . Mott Foundation Bldg.  
 Phone Number . . . . . 2-7158  
 Transmitter Location . . . . . Bristol & Howe Rds.,  
 Burton Township  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Thesaurus,  
 Lang-Worth, Standard  
 Representative . . . . . Katz Agency  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . Lester W. Lindow  
 Commercial Manager . . . . . J. R. McKinley  
 Sales Promotion Manager . . . . . James Rash  
 Program Director . . . . . Elmer Knopf  
 Production Director . . . . . Larry Arnold  
 Musical Director . . . . . Billy Geyer  
 Chief Engineer . . . . . Frank D. Fallain

**WMRP**

FLINT—1943—KBS

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . Methodist Radio Parish, Inc.  
 Business-Studio Address . . . . . 573 Mary St.  
 Phone Number . . . . . 3-5112  
 Transmitter Location . . . . . 3217 Lapeer Rd.  
 Air Time . . . . . Limited  
 Transcription Service . . . . . Standard, SESAC,  
 World, KBS  
 President . . . . . Daniel M. Robins  
 Gen.-Sta.-Comm.-Sales Prom. . . . .  
 Manager . . . . . William H. Morford  
 Prog. Dir., Prod. Mgr. . . . . Cedric Harger  
 Chief Engineer . . . . . Homer Blumerich

**WTAC**

FLINT—1946—NBC

Frequency: 600 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . Trendle-Campbell Bcstg.  
 Corp.  
 Business-Studio Address . . . . . 740 S. Saginaw St.  
 Phone Number . . . . . Flint 2-1136  
 Transmitter Location . . . . . 6171 Center Rd.,  
 Grand Blanc  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Lang-Worth  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . BMB  
 President . . . . . George W. Trendle  
 V.P., General Mgr. . . . . H. Allen Campbell  
 Station Manager . . . . . Don DeGroot  
 Commercial Manager . . . . . Leo D. Smith  
 Program Director . . . . . Frank W. Crombie  
 Chief Engineer . . . . . Darrell Jnes

**WWOK**

FLINT—1947—WOLVERINE

Frequency: 1470 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . Cooperative Radio Co.  
 Business Address . . . 2111 Westheimer, Houston,  
 Texas  
 Studio Address . . . . . Saginaw at E. Second Ave.  
 Transmitter Location . . . . . 3338 E. Briston Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Burn Smith  
 President . . . . . Max Chris'ianson  
 Gen.-Sta. Mgr., Prog. Dir. . . . . Rex Moad  
 Chief Announcer . . . . . Leon McNew  
 Chief Engineer . . . . . Ed Forsyth

**WFUR**

GRAND RAPIDS—1947  
 WOLVERINE

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Furniture City Bcstg. Corp.  
 Business-Studio Address . . . 430 Federal Square  
 Bldg.  
 Phone Number . . . . . Gl. 6-9541  
 Transmitter Location . . . 502 Garfield Ave., S.W.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Capitol  
 Representative . . . . . Walker  
 Pres., Gen. Sta. Mgr. . . . . Simon W. Oppenhuizen  
 Comm.-Sales Prom. Mgr. . . . . Arthur M. Switt  
 Program-Production Dir. . . . . Gordon F. Kibby  
 Publicity Director . . . . . Henry G. Bosch  
 Musical Director . . . . . Norma Jean Norman  
 Chief Engineer . . . . . John D. Timmer  
 Farm Editor . . . . . Harry Webster

**WGRD**

**GRAND RAPIDS—1947**

Frequency: 1410 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Music Bcstg. Co.  
 Business-Studio Address: 35 Lafayette N.  
 Phone Number: 9-4111  
 Transmitter Location: 1388 Plymouth Rd., S.E.  
 Air Time: 6:30 a.m.-local sunset  
 News Service: AP  
 Transcription Service: Standard, Associated  
 Representative: Joseph Hershey McGillvra  
 President, General Mgr.: Paul F. Eichhorn  
 Program Director: Donald M. Mullen  
 Chief Announcer: Robert Smith  
 Chief Engineer: Richard Groenevelt

**WJEF**

**GRAND RAPIDS—1945—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Fetzer Bcstg. Co.  
 Business Address: Pantlind Hotel  
 Phone Number: Glendale 6-8512  
 Transmitter-Studio Location: Pantlind Hotel  
 Air Time: 6:30 a.m.-1 a.m.  
 News Service: AP  
 Transcription Service: Capitol  
 Representative: Avery-Knodel  
 Membership: NAB, BMB  
 Pres., Owner, Gen. Mgr.: John E. Fetzer  
 Production Manager: John R. Speer  
 Commercial Manager: John W. O'Harrow  
 Publicity Director: Richard L. Kowalkosi  
 Chief Announcer: Nathan H. Bryant, Jr.  
 Chief Engineer: Carl E. Lee  
 Farm Editor: Carleton W. Collin

**WLAV**

**GRAND RAPIDS—1940—ABC-MRN**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Leonard A. Versluis  
 Bus.-Studio-Transmitter Address: 6 Fountain St., N.E.  
 Phone Number: Glendale 6-5461  
 Air Time: 7 a.m.-M.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: John E. Pearson  
 Membership: BMB, FMA  
 Owner: Leonard A. Versluis  
 General-Commercial Mgr.: Hy M. Steed  
 Sales Promotion Manager: D. D. Knight  
 Production Director: Dave Hoyle  
 Musical Director: Howard Sloomaker  
 Chief Engineer: Lee Stevens

**WOOD**

**GRAND RAPIDS—1924—NBC**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By: Grandwood Bcstg. Co.

Business-Studio Address: 1408 Grand Rapids  
 Natl. Bank Bldg.  
 Phone Number: 9-4211  
 Transmitter Location: 633 — 60th St.  
 Air Time: 6:30 a.m.-M.  
 News Service: UP  
 Transcription Service: World, Lang-Worth  
 Representative: Katz Agency  
 Membership: BMB  
 V.P., Sup. Dir.: Harry M. Bitner, Jr.  
 Secretary, Gen. Mgr.: Stanley W. Barnett  
 Asst. Sec., Controller: Melvin C. Green  
 Commercial Manager: Walter A. Bass  
 Pub. Rel. & Prom. Dir.: Lenore Little  
 Program-Production Director: Sandy Meek  
 Chief Engineer: Fred Russell

**WHTC**

**HOLLAND—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Holland Bcstg. Co.  
 Business Address: 5 E. Eighth St.  
 Phone Number: 6-6610  
 Studio-Transmitter Location: 87 Central Ave.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World, Lang-Worth  
 Membership: NAB  
 President, Chief Engineer: Millard C. Westrate  
 Sales Promotion Manager: Kenneth Welch  
 Program Director: Willard C. Wichers  
 Production Director: Miles Olsen

**WHDF**

**HOUGHTON-CALUMET—1929—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Upper Michigan Bcstg. Co.  
 Business-Studio Address: Douglass House,  
 Houghton; 515 Scott St., Calumet  
 Phone Number: Houghton, I; Calumet, 869  
 Transmitter Location: Hancock  
 Air Time: 7 a.m.-11 p.m.  
 Transcription Service: World  
 Representative: Walker  
 Membership: NAB  
 Exec. V.P.: John W. Rice  
 Station Manager: Albert W. Payne  
 Prog. Dir., Chief Announcer: Earl Norden  
 Chief Engineer: George L. Burgan

**WIKB**

**IRON MOUNTAIN—1946—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Upper Michigan Wisconsin  
 Bcstg. Co., Inc.  
 Business-Studio Address: Dickinson Hotel  
 Phone Number: 2020  
 Transmitter Location: West "C" St.  
 Air Time: 6:55 a.m.-M.  
 News Service: UP

Transcription Service.....Standard, Keystone  
 Representative .....Walker  
 Membership .....NAB, BMB  
 President.....William L. Johnson  
 V.P., General Manager.....J. W. Huss  
 Station Manager.....James Kauper  
 Commercial Manager.....John Harvey  
 Program Director.....Ran Jensen  
 Chief Announcer.....Bob Sorenson  
 Chief Engineer.....Eugene Kaari

**WMIQ**  
**IRON MOUNTAIN—1947**  
**ABC-NORTHERN**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Iron Mountain-Kingsford  
 Bcstg. Co.  
 Business-Studio Address..211 E. Ludington St.  
 Phone Number.....2031-2  
 Transmitter Location.....Pewabic Hill  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Capitol  
 Membership.....BMB  
 President.....William F. Russell  
 General Manager.....Russell J. Staffeld  
 Station Manager.....William C. Johnson  
 Commercial Manager.....Lester S. Staple  
 Sales Promotion Manager.....John S. Wallis  
 Program Director.....Ronald F. Bothe

Chief Announcer.....Frank J. Thibert  
 Chief Engineer.....Robert W. Berry

**WJMS**  
**IRONWOOD—1931—MBS-KBS**

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Upper Michigan-Wisconsin  
 Bcstg. Co., Inc.  
 Business-Studio Address..124 E. McLeod Ave.  
 Phone Number.....20  
 Transmitter Location.....Cary, Wis.  
 Air Time.....6:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard, Keystone  
 Representative .....Walker  
 Membership .....NAB, BMB  
 President.....William L. Johnson  
 V.P., General Manager.....J. W. Huss  
 Station Manager.....Donald R. Hoover  
 Commercial Manager.....Gordon F. Scott  
 Program-Musical Director.....Laura Johnson  
 Chief Engineer.....Arne Dahlbacka

**WJPD**  
**ISHPEMING—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ishpeming Bcstg. Co.  
 Business-Studio Address.....Jenks Block  
 Phone Number.....1892

**YOU MIGHT BOX FOR 110 ROUNDS\*—**  
**BUT...**  
**YOU COULDN'T FIGHT THROUGH THE**  
**RING AROUND WESTERN MICHIGAN**



If you want to win in Western Michigan, you'll have to consider the "wall of fading" that surrounds that area—that stops satisfactory reception of "outside" stations. Unless you're using stations *inside* the wall, you're just not OK—you're KO!

When it comes to *inside* stations, you can project our ratings and discover that WJEF and WKZO give you nearly 23% more listeners in Kalamazoo and Grand Rapids than any other two-station

combination available. What's more, BMB audience figures will convince you that WJEF-WKZO do an *even more impressive* job in the rural areas of Western Michigan. Then, finally, "Radio Rates" will prove that the combination rate on WJEF-WKZO is *the best bargain in our area* . . .

Get the facts, and you'll never again try to cover Western Michigan with *any* stations except WJEF-WKZO! Write—or ask Avery-Knodel, Inc.

\* Andy Bower and Jack Burke fought 110 rounds in 7 hrs., 19 min. on April 6, 1893, in New Orleans.

EVERY-KNODEL, INC.  
 Exclusive  
 National  
 Representatives



BOTH OWNED  
 AND OPERATED  
 BY FETZER  
 BROADCASTING CO.

# MICHIGAN

Transmitter Location..... Hwy. 41  
Air Time..... 7 a.m.-10:30 p.m.  
News Service..... AP  
Transcription Service..... Lang-Worth  
President, General Manager..... J. P. Deegan  
Program Director..... Paul C. Crowley  
Production Director..... Carl B. Tupala  
Chief Engineer..... Bernard R. Maltney

## W I B M

JACKSON—1922—ABC-MRN

Frequency: 1450 Kc..... Power: 250 Watts  
Owned By..... WIBM, Inc.  
Bus. Studio-Transmitter Address..... 2511 Kibby Rd.  
Phone Number..... 6121  
Air Time..... 6:30 a.m.-M.  
Transcription Service..... Thesaurus  
Representative..... Forjoe, Hal Holman  
President..... Herman Radner  
Vice President..... Roy Radner  
Station-Commercial Manager..... William Cizek  
Prog. Dir., Chief Announcer, Jack Underwood  
Production Director..... Dar Hollinrake  
Publicity Director..... George Morris  
Chief Engineer..... Charles Wirtanen  
Farm Editor..... S. J. Culver

## W G F G

KALAMAZOO—1947—ABC-MRN

Frequency: 1360 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Southwestern Michigan Bcstg. Co.  
Business-Studio Address..... State Theatre Bldg.  
Phone Number..... 4-0111  
Transmitter Location..... 2729 Gull Rd.  
Air Time..... 5:45 a.m.-12:30 a.m.  
News Service..... UP  
Transcription Service..... Standard  
Representative..... Robert Meeker  
Pres., Gen.-Comm. Mgr..... Harold F. Gross  
Station Manager..... Irene A. Ginther  
Program Director..... Charles T. Lynch  
Musical Director..... Warren A. Anderson  
Chief Engineer..... Carl E. Stephens

## W K Z O

KALAMAZOO—1923—CBS

Frequency: 590 Kc..... Power: 5000 Watts  
Owned-Operated By..... Felzer Bcstg. Co.  
Business Address..... 124 W. Michigan Ave.  
Phone Number..... 3-1223  
Studio Address..... Burdick Hotel  
Transmitter Location..... Route 2, Richards Dr.  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... Capitol  
Representative..... Avery-Knodel  
Membership..... NAB, BMB

President, Gen.-Station Mgr..... John E. Felzer  
Comm.-Sales P. om. Mgr..... John W. O'Harrow  
Program-Production Dir..... Edward E. McKean  
Publicity Director..... Richard Kishpaugh  
Chief Announcer..... Otis T. Gaston  
Chief Engineer..... Carl E. Lee  
Farm Editor..... Carleton W. Callin

(See Page 465)

## W I L S

LANSING—1946—MBS

Frequency: 1430 Kc..... Power: 500 Watts d.  
Owned-Operated By..... Lansing Bcstg. Co.  
Bus. Studio Address..... 407-11 N. Washington Ave.  
Phone Number..... 2-1655  
Transmitter Location..... East Mi. Hope Rd.  
Air Time..... 6 a.m.-local sunset  
News Service..... AP  
Transcription Service..... Lang-Worth, Capitol  
Representative..... Hal Holman  
Membership..... NAB  
Pres., Gen.-Sta.-Comm. Mgr..... W. A. Pomeroy  
Sales Promotion Manager..... Walt Zahrt  
Prog.-Prod. Director..... Alex Dillingham  
Publicity Director..... Walt Zahrt  
Chief Announcer..... Chet Bear  
Musical Director..... Lee Tuttle  
Chief Engineer..... John C. Pomeroy  
Farm Editor..... Dave Froh

## W J I M

LANSING—1934—ABC-MRN

Frequency: 1240 Kc..... Power: 250 Watts  
Owned By..... WJIM, Inc.  
Operated By..... Harold F. Gross  
Bus. Studio-Transmitter Address..... Bank of Lansing Bldg.  
Phone Number..... 2-1333-4-5  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... World, Standard  
Representative..... Robert Meeker  
Membership..... NAB  
Pres., Gen.-Sta.-Comm. Mgr..... Harold F. Gross  
Program-Production Director..... Howard K. Finch  
Musical Director..... Robert Clayton

## W K L A

LUDINGTON—1944

ABC-KBS-MRN-WOLVERINE

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... Ludington Bcstg. Co.  
Business Address..... Stearns Bldg.  
Phone Number..... 842  
Studio-Transmitter Address..... 204 E. Ludington Ave.  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... Keystone

. . . **M I C H I G A N** . . .

Representative . . . . . Burn-Smith  
 Membership . . . . . NAB  
 Pres., Gen. Sta. Comm. Sales Prom.  
 Manager . . . . . K. L. Ashbacker  
 Prog. Prod. Pub. Musical Dir. . . . . Peter A. Mars  
 Chief Engineer . . . . . Clyde J. Hull  
 Fa. m. Editor . . . . . Clair Mattes

**W D M J**

**MARQUETTE—1941**  
**MBS-KBS-NORTHERN**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Lake Superior Bstg. Co., Inc.  
 Business-Studio Address . . . . . W. Washington St.  
 Phone Number . . . . . 616  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Walker  
 President . . . . . Frank J. Russell, Jr.  
 General Manager . . . . . Leo G. Brott  
 Commercial Manager . . . . . W. H. Treloar  
 Program Director . . . . . Eldon W. Wallace  
 Promotion Manager . . . . . R. W. Palmer  
 Chief Engineer . . . . . G. H. Brozek

**W M D N**

**MIDLAND—1948**

Frequency: 1490 Kc. . . . . Power: 250 Watts

Owned-Oper. By. . . . . Rich Publ. House, Inc.  
 Business-Studio Address . . . . . 124 S. McDonald St.  
 Phone Number . . . . . 4000  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . Philip T. Rich  
 Gen. Comm. Prom. Mgr. . . . . Walt Jaimes  
 Program Director . . . . . Don Gehring  
 Chief Engineer . . . . . Peter Wolke

**W K B Z**

**MUSKEGON—1926**  
**ABC-WOLVERINE**

Frequency: 850 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Ashbacker Radio Corp.  
 Business-Studio Address . . . . . 432 Apple Ave.  
 Phone Number . . . . . 2-6051  
 Transmitter Location . . . . . Norton Township  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Burn-Smith  
 Pres., Gen. Station-Comm. Sales Prom.

Manager . . . . . Grant F. Ashbacker  
 Program Director . . . . . Robert Quinn  
 Publicity Director . . . . . Alice Sutherland  
 Musical Director . . . . . Y. Courtright  
 Chief Engineer . . . . . Kenneth Pendleton

**THE GIRLS ARE LOOKING AT US—**

*We have our Long Pants now!*

*As a multiple city market, Muskegon, Muskegon Heights, and North Muskegon with a combined population of over 80,000, but not the official recognition,*

**GREATER MUSKEGON**

*is at last recognized by the Bureau of Census as a Metropolitan Market. See Sales Management, 1949 "Survey of Buying Power" for the late figures.*

*served by*

**W K B Z**

*"Your ABC Station"*

**MUSKEGON—MICHIGAN**

1000 watts — Full Time — 850 Kilocycles

National Representatives

Burn-Smith Company, Inc., Chicago - New York

. . . **MICHIGAN** . . .

**WMUS**

**MUSKEGON—1947**

Frequency: 1090 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Greater Muskegon Bcstrs., Inc.  
 Business-Studio Address: 1769 Peck St.  
 Phone Number: 2-7608  
 Transmitter Location: 4 Mi. E. Hwy. 31 on Giles Rd.  
 Air Time: Daytime  
 News Service: UP  
 Transcription Service: Capitol. Associated  
 Representative: Hal Holman  
 President, Comm.-Sales Promotion Manager: William C. Wester  
 General-Station Manager: B. L. Bennett  
 Program-Publicity Dir.: B. L. Bennett  
 Chief Announcer: Ken Carter  
 Chief Engineer: George Krivitsky

**WOAP**

**OWOSSO—1948**

Frequency: 1080 Kc. Power: 250 Watts d.  
 Owned-Operated By: Argus Press Co.  
 Bus. Studio-Transmitter Address: 2300 N. Shiawassee  
 Phone Number: 980  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB  
 President: J. E. Campbell  
 Manager: M. H. Wirth  
 Comm. Mgr., Prog. Dir.: R. W. Cessna  
 Musical Director: M. Carson  
 Chief Engineer: S. Bristol

**WMBN**

**PETOSKEY—1948**

**MBS-KBS-BUNYAN-WOLVERINE**

Frequency: 1130 Kc. Power: 250 Watts  
 Owned-Oper. By: Midwestern Bcstg. Co.  
 Business-Studio Address: Petoskey  
 Phone Number: 3633  
 News Service: AP  
 Representative: Hal Holman  
 President: Les Biederman  
 Manager: Ralph Pierson  
 Commercial Manager: Merten Carter  
 Program Director: Max Anspaugh  
 Chief Engineer: William H. Kiker

**WCAR**

**PONTIAC—1939**

Frequency: 1130 Kc. Power: 1000 Watts d.  
 Owned-Operated By: WCAR, Inc.  
 Business-Studio Address: Riker Bldg.  
 Phone Number: 7141

Transmitter Location: Bet. Square Lake & Telegraph Rds.  
 Air Time: Local sunrise-local sunset  
 News Service: AP, INS  
 Transcription Service: Standard  
 Representative: John E. Pearson  
 President, General Mgr.: H. Y. Levinson

**WHLS**

**PORT HURON—1938—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Port Huron Bcstg. Co.  
 Business-Studio Address: 932 Military St.  
 Phone Number: 2-3151  
 Transmitter Location: 540 — 32nd St.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth. World, Keystone  
 Representative: Hal Holman, Gene Grant  
 Membership: NAB  
 Partners: Harmon L. & Herman L. Stevens  
 General-Station Manager: Helen Nelson  
 Prog.-Prod. Dir., Chief Announcer, Musical Director: Lyle Patterson  
 Chief Engineer: Leslie Conant  
 Farm Editor: Lyle Patterson

**WTTH**

**PORT HURON—1947**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Times Herald Co.  
 Business-Studio Address: 903 Sixth St.  
 Phone Number: 5171  
 Transmitter Location: 3800 Dove Rd.  
 Air Time: Sunrise-sunset  
 News Service: AP  
 Transcription Service: Associated, Standard, Capitol  
 Representative: McGeehan & O'Mara  
 Membership: NAB, FMA  
 President: Louis A. Weil  
 General-Station Manager: F. Granger Weil  
 Commercial Manager: William Weil  
 Prod. Dir., Chief Announcer: Phil Sanford  
 Chief Engineer: Marion Stoner  
 Farm Editor: Frank Harmon

**WEXL**

**ROYAL OAK—1923**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Royal Oak Bcstg. Co.  
 Business Address: 212 W. Sixth St.  
 Phone Number: Jordan 4-6523-4  
 Studio Address: 212 W. Sixth St., Royal Oak;  
 2201 Woodward Hts. Blvd., Ferndale  
 Transmitter Location: 2201 Woodward Hts. Blvd., Ferndale  
 Air Time: Unlimited  
 News Service: AP, INS



# MICHIGAN

Transcription Service ..... Standard  
Membership ..... NAB  
President ..... George B. Hartrick  
General Manager ..... Jacob B. Sparks  
Sta. Comm.-Sales Prom. Manager,  
Publicity Director ..... Calvert M. Hill  
Prog.-Prod. Dir., Chief  
Announcer ..... Gordon A. Sparks  
Musical Director ..... John Harrison  
Chief Engineer ..... Garnet G. Sparks

## WKNX

### SAGINAW—1947—WOLVERINE

Frequency: 1210 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Lake Huron Bcstg. Co.  
Bus.-Studio-Transmitter Address ..... 221 S.  
Washington Ave.  
Phone Number ..... 3-4471-2-3  
Air Time ..... Daytime  
News Service ..... JP  
Transcription Service ..... Associated, Lang-Worth  
Representative ..... Hal Ho'man  
Membership ..... NAB, BMB  
General-Station Manager ..... O. J. Kelchner  
Commercial Manager ..... W. J. Edwards  
Sales Promotion Manager ..... H. H. Wolfe  
Prog.-Prod.-Pub. Dir. .... Ernest T. Guy  
Chief Announcer, Farm Editor ..... Don Andrews  
Musical Director ..... James Hughes  
Chief Engineer ..... Max Thomas

## WSAM

### SAGINAW—1940—NBC

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Saginaw Bcstg. Co.  
Business-Studio Address ..... Radio Bldg.  
Phone Number ..... 2-8161  
Transmitter Location ..... Bay Rd.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Headley-Reed  
Membership ..... NAB, BMB  
President, Gen. Mgr. .... Milton L. Greenebaum  
Station-Commercial Mgr. .... Robert W. Phillips  
Program-Production Director ..... Jack D. Parker  
Chief Engineer ..... Meredith Koerner  
Farm Editor ..... Robert Liggelt

## WSOO

### SAULT STE. MARIE—1940 ABC-NORTHERN

Frequency: 1230 Kc. .... Power: 250 Watts d.;  
100 Watts n.  
Owned-Operated By ..... Hiawathaland Bcstg. Co.  
Business-Studio Address ..... 107 W. Portage Ave.  
Phone Number ..... 3000  
Transmitter Location ..... Hway. No. 2, 5 Mi. S.  
of City  
Air Time ..... 6:45 a.m.-M.

News Service ..... AP  
Transcription Service ..... Lang-Worth, SESAC  
Membership ..... NAB, BMB  
President, General Manager ..... Stanley R. Pratt  
Station Manager ..... Richard Y. Burnett  
Commercial Manager ..... Russell J. Staffeld  
Sales Prom. Mgr., Chief Announcer,  
Farm Editor ..... Ed Krieger  
Program-Production Director ..... Ray Ulbrich  
Publicity Director ..... Eddie John  
Musical Director ..... Phil Ruskin  
Chief Engineer ..... William F. Morris

## WTCM

### TRAVERSE CITY—1941 MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Midwestern Bcstg. Co.  
Business-Studio Address ..... Paul Bunyan Bldg.  
Phone Number ..... 1150  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Hal Holman  
President, General Mgr. .... Les Biederman  
Commercial Manager ..... R. E. Detwiler  
Program Director ..... Ken Haven  
Chief Engineer ..... William H. Kiker

The World's Largest

Source of News—

# AP

Available through

membership

# GATEWAY TO THE MINNEAPOLIS - ST. PAUL MARKET

Selecting the *right* radio station in this market is important. You want to reach the rich Twin City retail market most effectively, and KSTP is the gateway to faster results. Programming and promotion — plus NBC — plus greater facilities — plus 50,000 powerful watts all combine to do the job you want done in a big time manner. Your message on KSTP will have greater impact — for KSTP is a great advertising influence...for twenty years — The Northwest's Leading Radio Station. And if television is your medium, KSTP-TV has the audience exclusively.

**KSTP RADIO CITY**

KEY STATION FOR THE NORTHWEST NETWORK  
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES  
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**KSTP**  
MINNEAPOLIS ... ST. PAUL

# MINNESOTA

Estimated Population 2,940,000—Increase + 5.3%—Radio Homes 780,206  
Total Families 799,300—Stations in State 34

## KATE

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Albert Lea-Austin Bcstg.  
Co., Inc.  
Business-Studio Address . . . . . 332 S. Broadway  
Phone Number . . . . . 2338  
Transmitter Location . . . . . W. Seventh St. S.W.  
of Albert Lea  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Representative . . . . . John E. Pearson.  
Bulmer & Johnson  
Membership . . . . . NAB, BMB  
President . . . . . Bennett O. Knudson  
Gen.-Station-Comm. Mgr. . . . . James J. Delmont  
Sales Prom. Mgr., Pub. Dir. . . . . W. Lee Meredith  
Program Director . . . . . Danny E. Gilbert  
Production Director . . . . . Margaret D. Haley  
Musical Director . . . . . Ilena Henrichs  
Chief Engineer . . . . . Larry Lawson  
Farm Editor . . . . . Jack Turner

## KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Cedar Valley Bcstg. Co.  
Business-Studio Address . . . . . 405A N. Main St.  
Phone Number . . . . . 8836  
Transmitter Location . . . . . 2½ Mi. S. of Austin  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Lorenzen & Thompson  
Membership . . . . . NAB  
President . . . . . Harry M. Smith  
Gen.-Station-Comm. Mgr. . . . . L. L. McCurnin  
Sales Promotion Manager . . . . . Tom Steensland  
Chief Engineer . . . . . Glen Klein  
Farm Editor . . . . . Don Richardson

## KBUN

BEMIDJI—1946—MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Butler Bcstg. Co., Inc.  
Business Address . . . . . 419½ Beltrami Ave.  
Phone Number . . . . . 1900  
Air Time . . . . . 6:30 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Walker  
General Manager . . . . . Edward W. Butler  
Chief Engineer . . . . . Merville Jacobs

## KLIZ

BRAINERD—1946  
MBS-UPPER MINN.

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Brainerd Bcstg. Co.  
Business Address . . . . . Brainerd  
Phone Number . . . . . 1400, 1689  
Studio-Transmitter Address . . . . . 2700 E. Oak  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Walker  
Membership . . . . . NAB  
President, General Manager . . . . . E. T. O'Brien  
Station Manager . . . . . Lucille Grosse  
Commercial Manager . . . . . Ray Schwartz  
Chief Announcer . . . . . M. C. Gorham  
Chief Engineer . . . . . Arthur Vandersluis

## KBMW

BRECKENRIDGE—1948

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . The Inte.-state Bcstg. Corp.  
Business Address . . . . . 519 Dakota Ave.,  
Wahpeton, N. D.  
Phone Number . . . . . 527  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus, Standard  
President, General Mgr. . . . . K. E. Bower  
Asst. Mgr., Chief Engineer . . . . . V. E. Baumgartner  
Program Director . . . . . Donn Dwyer

## KROX

CROOKSTON—1948

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Crookston Bcstg. Co.  
Business-Studio Address . . . . . Eagles Bldg.  
Phone Number . . . . . 1049-50  
Transmitter Location . . . . . 1.5 Mi. N. of Crookston  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, Thesaurus  
Representative . . . . . Donald Cook  
Membership . . . . . NAB  
President . . . . . D. A. McKenzie  
General-Station Manager,  
Production Dir. . . . . Donald Keith Van Velzer  
Commercial Manager . . . . . Glenn Simpson  
Sales Promotion Manager . . . . . Ralph Melbye  
Program Director . . . . . Evelyn Baustian  
Publicity Director . . . . . Jerry Dahlberg  
Chief Announcer . . . . . Glenn Walker  
Musical Director . . . . . Evelyn Baustian  
Farm Editor . . . . . Melvin Woell  
Chief Engineer . . . . . William Klewel

**K D A L**

**DULUTH—1936—CBS**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Oper. By... Red River Bcstg. Co., Inc.  
 Business-Studio Address... 218 Bradley Bldg.  
 Phone Number... Melrose 2628  
 Transmitter Location... Foot of 63rd Ave. W.,  
 West Duluth

Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... Avery-Knodel  
 Membership... NAB, BMB  
 President, Gen. Mgr... Dalton Le Masurier  
 Station-Comm. Mgr... Odin S. Ramsland  
 Sales Promotion Manager... Leigh Kamman  
 Program Director... Dick Lawrence  
 Publicity Director... Jean Conelison  
 Chief Engineer... Robert A. Deltman

**W E B C**

**DULUTH—1924**

**NBC-NORTHWEST-ARROWHEAD**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By... Head of the Lakes Bcstg. Co.  
 Business-Studio Address... WNBC Bldg.  
 Phone Number... Melrose 2873  
 Transmitter Location... 3925 Tower Ave.,  
 Superior, Wis.

Air Time... Unlimited  
 News Service... UP  
 Transcription Service... Associated, Thesaurus  
 Representative... George P. Hollingbery,  
 Bulmer & Johnson  
 President... Morgan Murphy  
 General Manager... W. C. Bridges  
 Director of Operations... H. E. Westmoreland  
 Sales Promotion Manager... L. G. Anderson  
 Program Director... W. E. Conner  
 Dir. of News & Special Events... Earl Henton  
 Publicity Director... L. G. Anderson  
 Musical Director... John Kleive  
 Chief Engineer... Norman Gill

**W R E X**

**DULUTH—1947—MBS**

Frequency: 1080 Kc. Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned-Oper. By... Lake Superior Bcstg. Co.  
 Business-Studio Address... 213 E. Superior St.  
 Phone Number... Radisson 2911  
 Transmitter Location... McCuen St.  
 Air Time... 6:30 a.m.-M.  
 News Service... UP  
 Transcription Service... World  
 Representative... Weed  
 President... Thomas McCabe  
 General Manager... James R. King  
 Station Mgr., Prog.-Prod. Dir... Rolf M. Erickson

Commercial Manager... Thomas Gavin  
 Sales Prom. Mgr., Pub. Dir... Don Graham  
 Chief Announcer... John Leslie  
 Musical Director... Dennis Murphy  
 Chief Engineer... William Lounsberry  
 Farm Editor... Gordon Paymar

**W X L T**

**ELY—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By... Radio Station WXL T  
 Operated By... Charles W. Ingersoll  
 Bus.-Studio-Transmitter Address... Box 450, So.  
 Central Ave.

Phone Number... 226  
 News Service... UP  
 Transcription Service... MacGregor  
 Representative... Walker  
 President, General-Station-Commercial  
 Manager... Charles W. Ingersoll  
 Sales Prom. Mgr., Prog. Dir... Leo J. Kuhn  
 Production Director... Ray Slogar  
 Publicity Director... Marion E. Herrala  
 Chief Announcer... Leo J. Kuhn  
 Chief Engineer... Darrel F. Gander

**W E V E**

**EVELETH—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Ridson, Inc.  
 Business Address... 921 Tower Ave.,  
 Superior, Wisc.

Phone Number... 4451  
 News Service... AP  
 Transcription Service... Lang-Worth  
 President... Robert B. Ridder  
 General Manager... Carl Bloomquist  
 Commercial Manager... Elden Soberg  
 Chief Engineer... J. Melvin Laskey

**K D H L**

**FARIBAULT—1947**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned By... Lee-Smith Bcstg. Co.  
 Operated By... Herbert H. Lee, Palmer Dragsten,  
 John E. Hyde

Business-Studio Address... 213 Central Ave. N.  
 Phone Number... 2312  
 Transmitter Location... Hwy. 65  
 Air Time... 6 a.m.-M.  
 News Service... AP  
 Transcription Service... Standard  
 Representative... Walker  
 Gen.-Station Mgr... Herbert H. Lee (part owner)  
 Comm.-Sales Prom. Mgr... Palmer Dragsten  
 (part owner)  
 Program-Production Director... Jergen D. Nash  
 Musical Director... Mera Ballis  
 Chief Engineer... John E. Hyde (part owner)

**K G D E**

**FERGUS FALLS—1926  
MBS-GREAT NORTHERN**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Fergus Radio Corp.  
 Business-Studio Address: Fergus Falls  
 Phone Number: 3986  
 Transmitter Location: W. City limits  
 Air Time: 6 a.m.-M.  
 Representative: Walker  
 Executive Director: Harold L. Dell  
 Station Manager: Don L. Albertson  
 Asst. Mgr.: Frederic T. Dell  
 Chief Engineer: Harold E. Ailen

**K B Z Y**

**GRAND RAPIDS—1948—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Itasca Bcstg. Co.  
 Business-Studio Address: 207 N. 1st Ave. W.  
 Phone Number: 198  
 Transmitter Location: Grand Rapids  
 Air Time: 6:30 a.m.-11 p.m.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 General Manager: Robert D. Kennedy  
 Commercial Manager: Richard L. Bishop  
 Chief Engineer: Ross A. Fessenmeyer

**W M F G**

**HIBBING—1935—NBC-ARROWHEAD**  
 Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Head of the Lakes Bcstg. Co.  
 Business-Studio Address: Androy Hotel  
 Phone Number: 1150  
 Air Time: 6 a.m.-11:05 p.m.  
 News Service: UP  
 Transcription Service: Associated  
 Representative: George P. Hollingbery  
 Pres., Owner, Chief Exec.: Morgan Murphy  
 General Manager: W. C. Bridges  
 Sta.-Comm. Mgr.: Oscar H. Peterson  
 Sales Promotion Mgr.: James McDougall  
 Prog. Dir., Prod. Mgr.: Ruth E. Coe  
 Chief Engineer: Norman Gill

**K Y S M**

**MANKATO—1938  
NBC-NORTHWEST**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By: F. B. Clements & Co.  
 Operated By: Southern Minnesota Supply Co.  
 Business-Studio Address: 101 N. Second St.  
 Phone Number: 4573  
 Transmitter Location: Belgrade Hill,  
 N. Mankato  
 Air Time: Unlimited  
 News Service: UP

Transcription Service: Lang-Worth, Thesaurus  
 Representative: John E. Pearson  
 Membership: NAB, BMB  
 Gen.-Station-Comm. Mgr.: John F. Meagher  
 Program Director: Bob Gardner  
 Musical Director: Maurice Piché  
 Chief Engineer: James Houts  
 Farm Editor: Galen Kooser

**K M H L**

**MARSHALL—1946—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: KMHL Bcstg. Co.  
 Business-Studio Address: KMHL Bldg.  
 Phone Number: 2282-3  
 Transmitter Location: 1/2 Mi. E. of City,  
 Hway. 19  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Representative: John E. Pearson  
 Owner: Harry W. Linder  
 Manager: Gilmore F. Frayseth  
 Program Director: Homer Lane, Jr.  
 Technical Director: H. Willard Linder

**W C C O**

**MINNEAPOLIS—1924—CBS**

Frequency: 830 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Columbia Bcstg. System,  
 Inc.  
 Business-Studio Address: 625 Second Ave. S.  
 Phone Number: Main 1202  
 Transmitter Location: Anoka  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Lang-Worth  
 Representative: Radio Sales  
 Membership: NAB, BMB  
 General-Station Manager: Merle S. Jones  
 Commercial Manager: Alfred J. Harding  
 Sales Prom. Mgr., Pub. Dir.: Tony Moe  
 Program Director: Gene Wilkey  
 Production Director: Sig Mickelson  
 Musical Director: Wallace Olson  
 Chief Engineer: J. J. Beloungy  
 Farm Editor: Larry Haeg

**W D G Y**

**MINNEAPOLIS—1923**

Frequency: 1130 Kc. Power: 5000 Watts d.  
 500 Watts for 1 hr. after local sunset (CP  
 50,000 Watts full time)  
 Owned-Oper. By: Twin Cities Bcstg. Corp.  
 Business-Studio Address: Hotel Nicollet  
 Phone Number: Bridgeport 2271, Midway 5363  
 Transmitter Location: 7401 Wayzata Blvd.,  
 St. Louis Park  
 Air Time: Daytime (CP 50,000 Watts full-time)

# MINNESOTA

**News Service** ..... AP  
**Transcription Service** ..... Capitol, Standard  
**Representative** ..... Avey-Knodel  
**Membership** ..... NAB, BMB  
**President** ..... James Stuart  
**V.P., Station Manager** ..... Melvin Drake  
**Sales Manager** ..... Robert W. Owens  
**Program Director** ..... B. Kendall Crane  
**Asst. Production Director** ..... Harland Horness  
**Musical Director** ..... Walter Rudd  
**Chief Engineer** ..... Charles W. Winkler  
**Farm Editor** ..... Bob Allen

## WLOL

**MINNEAPOLIS—1940—MBS**

**Frequency:** 1330 Kc. .... Power: 5000 Watts  
**Owned-Oper. By** ..... Independendnt Merchants  
 Bcstg. Co.  
**Business-Studio Address** ..... 1730 Hennepin Ave.  
**Phone Number** ..... Atlantic 0406, Midway 4043  
**Transmitter Location** ..... 1370 Davern, St. Paul  
**Air Time** ..... Unlimited  
**News Service** ..... UP  
**Representative** ..... John Blair  
**Membership** ..... NAB  
**Chief Owner** ..... Ralph Atlas  
**General Manager** ..... C. T. Hagman

## WTCN

**MINNEAPOLIS-ST. PAUL—1934  
ABC-DAIRYLAND**

**Frequency:** 1280 Kc. .... Power: 5000 Watts d.:  
 1000 Watts n.  
**Owned-Oper. By** ..... Minnesota Bcstg. Corp.  
**Business Address** ..... Wesley Temple Bldg.  
**Phone Number** ..... Ma'n 6562, Nestor 8661  
**Studio Addresses** ..... Wesley Temple Bldg.,  
 Minneapolis; Dispatch Bldg., St. Paul  
**Transmitter Location** ..... 2235 N. Snelling  
**Air Time** ..... 6 a.m.-M.  
**News Service** ..... AP, UP  
**Transcription Service** ..... Associated, Capitol  
**Representative** ..... Free & Peters  
**Membership** ..... NAB, BMB  
**P. resident** ..... Robert B. Ridder  
**V.P., Gen.-Station Mgr.** ..... F. Van Konynenberg  
**Commercial Manager** ..... Robert N. Ekstrum  
**Sales Prom. Mgr., Pub. Dir.** ..... Cliff Rian  
**P.ogram Director** ..... Judy Bryson  
**Production Director** ..... Max Karl  
**Chief Announcer** ..... Jack Bell  
**Musical Director** ..... William Metchnek  
**Chief Engineer** ..... John Sherman  
**Farm Editor** ..... Robert Carlson

## KVOX

**MOORHEAD—1937  
MBS-GREAT NORTHERN**

**Frequency:** 1340 Kc. .... Power: 250 Watts  
**Owned-Operated By** ..... KVOX Bcstg. Co.

**Business-Studio Address** ..... 818 Center Ave.  
**Phone Number** ..... 3-1523  
**Transmitter Location** ..... 14th St. & 12th Ave. So.  
**Air Time** ..... Unlimited  
**News Service** ..... UP  
**Transcription Service** ..... Capitol  
**Representative** ..... Walker  
**Membership** ..... NAB, BMB  
**P. resident** ..... Leo Johnson  
**General-Station Manager** ..... M. M. Margel  
**Comm.-Sales Prom. Manager** ..... E. J. McKellar  
**P.ogram Director** ..... Dale Howard  
**Production Director** ..... Sterling Kuhlmeiy  
**Chief Engineer** ..... Don Geiken

## KLER

**ROCHESTER—1948—ABC**

**Frequency:** 970 Kc. .... Power: 500 Watts d.:  
 1000 Watts n.  
**Owned-Operated By** ..... Rochester Bcstg. Co.  
**Business Address** ..... 229 First Ave. S.W.  
**News Service** ..... UP  
**Transcription Service** ..... Associated  
**Representative** ..... Adam J. Young, Jr.  
**President, General Mgr.** ..... Alice P. Mayo  
**Commercial Manager** ..... Robert Fick  
**Program Director** ..... Robert Bauchier  
**Chief Engineer** ..... Boynton Hageman

## KROC

**ROCHESTER—1935  
NBC-NORTHWEST**

**Frequency:** 1340 Kc. .... Power: 250 Watts  
**Owned-Oper. By** ..... Southern Minnesota  
 Bcstg. Co.  
**Business-Studio Address** ..... 100 1st Ave. Bldg.  
**Phone Number** ..... 3924  
**Transmitter Location** ..... Cascade Township  
**Air Time** ..... 6 a.m.-M.  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Representative** ..... John E. Pearson,  
 Bulmer & Johnson  
**Membership** ..... NAB, BMB  
**P. resident** ..... Mrs. G. P. Gentling  
**General-Station Manager** ..... G. David Gentling  
**Comm.-Sales Prom. Mgr.** ..... Walter Bruzek  
**Program Director** ..... Cal Smith  
**Prod. Dir., Chief Announcer** ..... Joe Foss  
**Publicity Director** ..... Jerry Brataas  
**Musical Director** ..... Jerry Boyum  
**Chief Engineer** ..... Bob Cross  
**Farm Editor** ..... Ray Thompson

## KFAM

**ST. CLOUD—1938  
NBC-NORTHWEST**

**Frequency:** 1450 Kc. .... Power: 250 Watts  
**Owned-Oper. By** ..... Times Publishing Co.

## MINNESOTA

Business-Studio Address..... Weber Bldg.  
 Phone Number..... 3330-1  
 Transmitter Location..... Washington Memorial  
 Dr. & 16th St.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Thesaurus, Lang-Worth  
 Membership..... NAB, BMB  
 Pres., Gen.-Sta.-Sales Promotion  
 Manager..... Frederick C. Schilplin  
 Commercial Manager..... John F. Green  
 Prog.-Pub. Dir..... Avis Russell  
 Prod. Dir., Chief Announcer..... Gene Nelson  
 Chief Engineer..... Robert Witschen  
 Farm Editor..... Cliff Sakry

### KEYD

#### ST. PAUL-MINNEAPOLIS—1948

Frequency: 1440 Kc..... Power: 5000 Watts d.  
 Owned-Operated By..... Family Bcstg. Corp.  
 Business-Studio Address..... 15 N. Ninth St.  
 Phone Number..... Lincoln 8451  
 Transcription Service..... SESAC, Standard  
 General Manager..... Lee L. Whiting  
 Sales Manager..... Harold A. Winther

### WMIN

#### ST. PAUL—1936

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... WMIN Bcstg. Co.  
 Business-Studio Address..... 538 Hamm Bldg.  
 Phone Number..... Garfield 1361  
 Air Time..... 6:30 a.m.-M.  
 News Service..... AP  
 Representative..... Fo-joe  
 Membership..... NAB  
 General Manager..... Frank Devaney  
 Chief Engineer..... Warren Fritze

### KSTP

#### ST. PAUL-MINNEAPOLIS—1928 NBC-NORTHWEST

Frequency: 1500 Kc..... Power: 50,000 Watts  
 Owned By..... KSTP, Inc.  
 Bus.-Studio Address..... 3415 University Ave.,  
 3415 University Ave. S.E., St. Paul-Minne-  
 apolis  
 Phone Number..... Prior 2717  
 Transmitter Location..... County Rd. C. &  
 Hway. 61, St. Paul  
 Air Time..... Unlimited  
 News Service..... AP, INS, Radio News Assn.  
 Transcription Service..... Thesaurus, World,  
 Lang-Worth, Standard  
 Representative..... Edward Petry  
 Membership..... NAB  
 President, Gen. Mgr..... Stanley E. Hubbard  
 V.P., Asst. Manager..... K. M. Hance  
 Commercial Manager..... Miller C. Robertson

Production Manager..... C. Brooks Henderson  
 Promotion-Publicity Director..... Joe Cook  
 News Director..... Walt Raschick  
 Actg. Chief Engineer..... John McMahon  
 Farm Director..... Gary Wiegand  
 (See Page 470)

### KTRF

#### THIEF RIVER FALLS—1947—KBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Henry K. Arneson  
 Bus.-Studio-Transmitter Address..... Thief River  
 Falls  
 Phone Number..... 13-14  
 Air Time..... 7 a.m.-11 p.m.  
 News Service..... UP  
 Transcription Service..... Thesaurus, SESAC,  
 Keystone  
 Representative..... Walker  
 Membership..... NAB, BMB  
 President..... H. K. Arneson  
 Commercial Manager..... A. C. Christofferson  
 Production Director..... T. E. Speer  
 Publicity Director..... Kay Barzen  
 Chief Announcer..... R. G. Boddick  
 Musical Director..... James E. Arneson  
 Chief Engineer..... H. J. Bothman

### WHLB

#### VIRGINIA—1936

#### NBC-NORTHWEST-ARROWHEAD

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Head of the Lakes Bcstg.  
 Business-Studio Address..... Virginia  
 Phone Number..... Virginia 2000  
 Air Time..... 6:25 a.m.-11:09 p.m.  
 News Service..... UP  
 Transcription Service..... Associated, SESAC  
 Representative..... George P. Hollingbery  
 Membership..... NAB, BMB  
 President..... Morgan Murphy  
 General Manager..... Walter B idges  
 Sta.-Comm.-Sales Prom. Mgr..... A. F. Nelson  
 Chief Engineer..... Norman Gill

### KWAD

#### WADENA—1948

Frequency: 920 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Associated Bcstrs., Inc.  
 Bus.-Studio Address..... First Natl. Bank Bldg.  
 Phone Number..... 920  
 News Service..... UP  
 Transcription Service..... Cole, Capitol  
 Representatives..... McGeehan & OMara,  
 Bulmer & Johnson  
 President..... C. V. Phillips  
 Gen. Mgr., Chief Engineer..... H. G. Alexander  
 Commercial Manager..... Carl E. Holt  
 Program Director..... Esther Marie Hosterman

## MINNESOTA-MISSISSIPPI

### K W L M

#### WILLMAR—1940—ABC-DAIRYLAND

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Lakeland Bcstg. Co.  
 Business-Studio Address 307 W. 6th St.  
 Phone Number 1340  
 Transmitter Location Foot Lake  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service Cole  
 Representative John E. Pearson  
 Membership NAB, BMB  
 President, Gen. Station Manager, H. W. Linder  
 V.P., Chief Engineer Willard Linder  
 Comm. Mgr., Prog. Dir. Jack Lynch  
 Publicity Director Don Linder  
 Chief Announcer Joe Marlinton

### K W N O

#### WINONA—1938—ABC-DAIRYLAND

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Winona Radio Service  
 Business-Studio Address 216 Center St.  
 Phone Number 3314  
 Transmitter Location Tower Bluff  
 Air Time 6 a.m.-M.

News Service AP  
 Transcription Service World  
 Representative John E. Pearson  
 Membership NAB, BMB, FMA  
 President M. H. White  
 General-Commercial Manager Ken Marsh  
 Program Director Doris Cooper  
 Publicity Director Ethel Goetzman  
 Chief Announcer Charles Williams  
 Chief Engineer Stanley Johnson

### K W O A

#### WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Worthington Bcstg. Co., Inc.  
 Bus.-Studio Address Thompson Hotel Bldg.  
 Phone Number 2-7310-1  
 Transmitter Location 4 Mi. W. of City  
 Air Time Sunrise-sunset  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Bulmer & Johnson  
 Membership NAB  
 President R. W. Olson  
 General-Commercial Mgr. Wallace E. Stone  
 Program Director Frank W. Enderse  
 Chief Engineer Clinton W. Knapp  
 Farm Editor Richard W. Olson

# MISSISSIPPI

*Estimated Population 2,121,000—Increase —2.9%—Radio Homes 426,300  
 Total Families 533,600—Stations in State 35*

### W L O X

#### BILOXI—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By WLOX Bcstg. Co.  
 Bus.-Studio-Transmitter Address Buena Vista  
 Hotel  
 Phone Number 683  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service Standard  
 Representative William G. Rambeau  
 Membership NAB  
 President James S. Love, Jr.  
 Gen.-Station Mgr., Pub. Dir. Gene Tibbett  
 Comm.-Sales Prom. Mgr. Carl H. Upchurch  
 Program Director Hugh Smith  
 Production Director Dorothy Harris  
 Chief Announcer Ken Carlton  
 Musical Director Gwen Gollotte  
 Chief Engineer Thomas B. Majure  
 Farm Editor Jerry Thompson

### W J M B

#### BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Brookhaven Bcstg. Co.  
 Address P. O. Box 115  
 Phone Number 1298  
 Gen.-Comm. Manager Tullius Brady  
 Prog. Dir., Prom. Mgr. Chuck Allen  
 Chief Engineer Tom Pharris

### W R O X

#### CLARKSDALE—1934 MID-SOUTH-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By The Imes Estate  
 Operated By Birney Imes, Jr.  
 Business Address Delta Ave.  
 Phone Number 1566-7  
 Studio Address Delta Ave. (downtown)  
 Transmitter Location Delta Ave.  
 (outside city limits)  
 Air Time 6:30 a.m.-10:30 p.m.  
 News Service AP



MISSISSIPPI

Representative...Sears & Ayer
Membership...NAB
President...Birney Imes, Jr.
General Manager...Bob McRaney
Station Manager...P. B. Hinman
Commercial Manager...H. E. Gurney
Chief Announcer...Jack Cristil
Musical Director...John Thomas
Chief Engineer...R. Wilson
Farm Editor...Bill Dollarhite

WCJU

COLUMBIA—1946—MBS-KBS

Frequency: 1450 Kc...Power: 250 Watts
Owned By...WCJU, Inc.
Operated By...Lester Williams
Business Address...WCJU, Columbia
Phone Number...755-6
Studio Address...So. Main St.
Transmitter Location...Hwy. 24, S.
News Service...AP
Transcription Service...World, Keystone
Owner, Gen. Mgr...Lester Williams
Asst. Mgr., Prog. Dir...Charles E. Newman, Jr.
Chief Announcer...Bill Barrett
Chief Engineer...Ray Tolar
Farm Editor...John Bleckley

WCBI

COLUMBUS—1940
MBS-KBS-MID SOUTH

Frequency: 1340 Kc...Power: 250 Watts
Owned-Operated By...Birney Imes
Business-Studio Address...Gilmer Hotel
Phone Number...1313
Transmitter Location...Foot of Ma'n St. So.
Air Time...Unlimited
News Service...AP
Transcription Service...Keystone
Representative...Sears & Ayer
Membership...NAB
President...Birney Imes
General Manager...Bob McRaney
Station-Comm. Mgr...James Eatherton
Sales Promotion Manager...Bob McRaney
Program Director...Herbert Taylor
Chief Announcer...Dick Crago
Musical Director...Jim Frazier
Chief Engineer...Thomas McFerrin
Farm Editor...Chuck Deloney

WCMA

CORINTH—1945—MBS-DIXIE

Frequency: 1230 Kc...Power: 250 Watts
Owned-Operated By...Corinth Bcstg. Co., Inc.
Business-Studio Address...Ray Bldg.
Phone Number...1166-7
Transmitter Location...Hwy. No. 72 E.
Air Time...5:30 a.m.-M.
News Service...UP

Transcription Service...World
Representative...Burn-Smith
Membership...NAB, BMB
President...Dr. Frank M. Davis
V.P., General Mgr...Aaron B. Robinson
Station-Comm. Sales Prom. Mgr...John E. Bell
Prog.-Prod.-Pub. Dir...William T. McLain
Chief Announcer...Almos S. Young
Musical Director...George S. Irving
Chief Engineer...William M. Essary
Farm Editor...Thomas J. Williams

WGVM

GREENVILLE—1948

Frequency: 1260 Kc...Power: 1000 Watts d.
Owned-Operated By...David M. Segel
Bus.-Studio Address...316 Washington Ave.
News Service...UP
Owner, General Mgr...David M. Segel
Station Manager...Merle Stein
Chief Engineer...Welton Jetton

WJPR

GREENVILLE—1939—MBS-KBS

Frequency: 1340 Kc...Power: 250 Watts
Owned-Oper. By...Radio Services Co.
Business-Studio Address...107 So. Poplar St.
Phone Number...2434-5
Transmitter Location...N. on Hwy. 1
Air Time...6 a.m.-11 p.m.
News Service...AP
Transcription Service...Associated, Capitol, Keystone
Representative...Sears & Ayer
Membership...NAB, BMB
General-Station Manager...Emmet H. McMurry
Commercial Manager...Frank W. Baldwin
Program Director...Paul Artman
Chief Announcer...Bill McHan
Musical Director...Eddie Guss
Chief Engineer...Percy L. Kuhn

WGRM

GREENWOOD—1938—NBC-KBS

Frequency: 1240 Kc...Power: 250 Watts
Operated By...F. C. Ewing
Phone Number...1900
Studio-Transmitter Location...Walnut St.
Air Time...6 a.m.-11 p.m.
News Service...AP
Transcription Service...Keystone
Membership...NAB
President...P. K. Ewing, Sr.
General-Station Manager...F. C. Ewing
Commercial Manager...Van Power
Production Director...Grace Harris
Publicity Director...Tip Allen
Chief Announcer...Dan Smith
Musical Director...Curtis Caffy
Chief Engineer...Louis Pierce

MISSISSIPPI

WGCM

GULFPORT—1929—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WGCM Bcstg. Co.
Bus.-Studio Address: Hewes-Martin Bldg.
Phone Number: 1110
Air Time: 5:55 a.m.-M.
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB
Gen.-Sta.-Comm. Mgr.: Hugh O. Jones
Sales Prom.-Prod. Mgr., Prog. Dir.: C. E. Vann
Publicity Director: Marc Leon
Chief Engineer: Donovan Murphy

WFOR

HATTIESBURG—1926
NBC-REBEL-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Forrest Bcstg. Co.
Business-Studio Address: 302 Hemphill St.,
P. O. Box 312
Phone Number: 1866-7
Transmitter Location: Cor. 25th Ave. &
W, 7th St.
Air Time: Unlimited
News Service: UP
Transcription Service: World, Capitol,
Keystone
Representative: George P. Hollingbery
Membership: NAB
President, General-Station Mgr.: C. J. Wright
Commercial Manager: H. L. Patterson
Program Director: E. M. Jenkins
Chief Engineer: B. B. McLemore

WHSY

HATTIESBURG—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By: Hub City Bcstg. Co.
Bus.-Studio Address: 920 S. Lawrence St.
Partners: Charles Welmer Holt,
Marvin Reubin, Vernon J. Cheek

WJDX

JACKSON—1929—NBC

Frequency: 1300 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By: Lamar Life Ins. Co.
Business Address: P. O. Box 2171
Phone Number: 2-1183
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus, MacGregor,
Lang-Wo-th. Cole, Capitol, World
Representative: George P. Hollingbery
Membership: NAB, BMB

General Manager: Wiley P. Harris
Commercial Manager: Frank Gentry
Program Director: Howard Langfitt
Chief Engineer: Percy G. Root

WJQS

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Mississippi Bcstg. Co., Inc.
Business-Studio Address: Edwards Hotel
Phone Number: 3-9681
Transmitter Location: Pleasant Ave.
Air Time: 6 a.m.-12:10 a.m.
News Service: AP
Transcription Service: Standard
Membership: FMA
President, General Manager: Withers Gavin

WJXN

JACKSON—1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Ewing Bcstg. Co.
Business-Studio Address: Deposit Guaranty
Bank Bldg.
Phone Number: 4-6673
Transmitter Location: Fair Grounds
Co-Managers: P. K. Ewing, Jr.; F. C. Ewing
Station Manager: James T. Ownby

WRBC

JACKSON—1947—MBS

Frequency: 620 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: Rebel Bcstg. Co., Inc.
Business-Studio Address: P. O. Box 986,
125 So. Lamar
Phone Number: 3-9641
Transmitter Location: Fannin Rd., Luckney
Air Time: 5:30 a.m.-12:05 a.m.
News Service: INS
Transcription Service: Associated
Representative: Branham
Membership: NAB, BMB
President: T. E. Wright
General Manager: John Cleghorn
Sales-Sales Prom. Mgr.: J. W. Carlier
Prog. Dir., Farm Editor: Forrest Cox
Production Director: Les Birchfield
Publicity Director: Frank Mayerhoff
Chief Engineer: G. G. Benson

WSLI

JACKSON—1938—ABC

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By: Standard Life Bcstg. Co., Inc.
Business Address: P. O. Box 1847
Phone Number: 3-2788
Studio Address: Robert E. Lee Hotel

# MISSISSIPPI

Transmitter Location ..... Hwy. 51 N.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Weed  
 Membership ..... NAB, BMB  
 President ..... C. H. Russell  
 General-Station Manager ..... L. M. Sepaugh  
 Commercial Manager ..... F. E. Wilkerson, Jr.  
 Sales Promotion Manager ..... M. B. Wray  
 Program Director ..... B. K. Smith  
 Chief Announcer ..... Bill Lohmeier  
 Musical Director ..... Roger Noble  
 Chief Engineer ..... C. A. Perkins  
 Farm Editor ..... Jim Neal

## WKOZ

**KOSCIUSKO—1947—KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Kosciusko Bcstg. Co.  
 Business Address ..... P. O. Box 392  
 Phone Number ..... 782  
 Studio Address ..... Jefferson St.  
 Transmitter Location ..... Golf Course Rd.  
 Air Time ..... 5a.m.-10 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol, World,  
 Keystone  
 Membership ..... NAB  
 General-Station Manager ..... Cy. N. Bahakel  
 Commercial Manager ..... Melvin C. Lee  
 Program Director ..... Mims Boswell, Jr.  
 Chief Engineer ..... George C. Ray

## WAML

**LAUREL—1935—NBC-REBEL-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... New Laurel Radio Station,  
 Inc.  
 Business-Studio Address ..... 535½ Central Ave.  
 Phone Number ..... 288, 1575  
 Transmitter Location ..... Laurel Fairgrounds  
 Air Time ..... 6 a.m.-11:05 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol, Keystone  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB  
 President ..... D. A. Matison, Sr.  
 General-Station Manager ..... Granville Walters  
 Comm. Sales Prom. Manager ..... M. M. Caver  
 Program Director ..... Stanley Walters  
 Chief Announcer, Musical Dir. .... Ed Breland  
 Chief Engineer ..... Clyde Graves

## WLAU

**LAUREL—1946—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Southland Bcstg. Co.  
 Business-Studio Address ..... 437 N. Magnolia St.

Phone Number ..... 420  
 Transmitter Location ..... E. 19th St.  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... UP  
 Membership ..... NAB  
 President ..... C. H. Leggett  
 General-Station Manager ..... Hugh M. Smith  
 Commercial Manager ..... W. E. Jones  
 Program Director ..... David Kane  
 Publicity Director ..... Dean Matteson  
 Chief Engineer ..... Ed Pierce

## WMBC

**MACON—1946—MISS.**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Mississippi Bcstg. Co., Inc.  
 Business-Studio Address ..... Thomas Jefferson  
 Hotel  
 Phone Number ..... 310  
 Transmitter Location ..... Old Starkville Rd. near  
 city limits  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 President, General Manager ..... Withers Gavin

## WAPF

**McCOMB—1948—KBS**

Frequency: 1010 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Southwestern Bcstg. Co. of  
 Mississippi  
 Business-Studio Address ..... Saphie Bldg.,  
 Box 604  
 Phone Number ..... 1884  
 Transmitter Location ..... 2 Mi. S.W. of city  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Keystone  
 President ..... Dr. J. P. Melvin  
 General-Station Manager ..... Wyllard G. Stone  
 Program Director ..... Harold Hill  
 Chief Announcer, Farm Editor ..... Malcom Jones  
 Chief Engineer ..... Philip Brady

## WSKB

**McCOMB—1937—MISS.**

Frequency: 1250 Kc. .... Power: 5000 Watts d.:  
 500 Watts n.  
 Owned-Operated By ..... McCamb Bcstg. Corp.  
 Address ..... P. O. Box 111  
 Phone Number ..... 37  
 News Service ..... AP  
 Transcription Service ..... Associated, Capitol  
 Representative ..... Gene Grant  
 President, Gen. Mgr. .... George Blumenstock  
 Commercial Mgr. .... Jack Evans Jones  
 Program Director ..... Julia Blumenstock  
 Promotion Manager ..... Charles Palmer  
 Chief Engineer ..... Robert Louis Sanders

**WCOC**

**MERIDIAN—1926—CBS-MISS.**

Frequency: 910 Kc. Power: 5000 Watts d.  
1000 Watts n.  
Owned-Oper. By Mississippi Bcstg. Co., Inc.  
Business-Studio Address Threefoot Bldg.  
Phone Number 1042  
Transmitter Location Hwy. 45 N.  
Air Time 6 a.m.-12:10 a.m.  
News Service UP  
Transcription Service Standard  
President, General Manager Withers Gavin  
Program Director Mrs. Withers Gavin

**WMOX**

**MERIDIAN—1946  
MBS-KBS-MIDSOUTH**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Birney Imes, Jr.  
Business-Studio Address WMOX Bldg.  
Phone Number 495  
Transmitter Location 31st Ave. S.  
Air Time 5:30 a.m.-M.  
News Service AP  
Transcription Service World, Keystone  
Representative Sears & Ayer  
Membership NAB, BMB  
Owner Birney Imes, Jr.  
General Manager Bob McRaney  
Station-Sales Prom. Mgr. Jerry Kerns  
Commercial Manager Jerry Kerns  
Program Director Mary Fane Collins  
Production Director Chris Everson  
Pub. Dir., Chief Announcer Jim Shelton  
Musical Director Marilyn Lawrence  
Chief Engineer Al Betmarik  
Farm Editor Earl Hanna

**WTOK**

**MERIDIAN—1946—ABC-REBEL**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Meridian Bcstg. Co.  
Business-Studio Address Citizens Natl. Bank  
Bldg.  
Phone Number 5070  
Transmitter Location 3rd Ave. & 20th St.  
Air Time 6 a.m.-11:05 p.m.  
News Service INS  
Transcription Service Lang-Worth  
Representative Headley-Reed  
P es., General-Station Mgr. Robert F. Wright  
Comm.-Sales Prom. Mgr. William B. Crooks  
Prog.-Pub. Director Frank Holifield  
Chief Announcer Cecil Germany  
Chief Engineer Joe H. Saxon

**WMIS**

**NATCHEZ—1941—NBC-KBS-LA.**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Natchez Bcstg. Co.  
Business-Studio Address 615 Main St.  
Phone Number 580  
News Service AP  
Transcription Service Lang-Worth  
President P. K. Ewing  
Gen.-Prom. Mgr. P. K. Ewing, Jr.  
Commercial Mgr. Paul Schilling  
Program Dir. Wilma Nichols  
Chief Engineer George W. Wilson

**WHOC**

**PHILADELPHIA—1948—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By William Howard Cole  
Bus.-Studio-Transmitter Address Hways 15 &  
16, ext. of Beacon St.  
Phone Number 740  
Air Time Unlimited  
News Service UP  
Transcription Service World, Cole, Keystone  
Membership NAB  
Owner William Howard Cole  
General Manager W. C. DeHority  
Prog. Dir., Chief Announcer Jim Sparks  
Chief Engineer F. H. Frantz

**WACR**

**STARKVILLE—1948—MISS.**

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned By Mississippi Bcstg. Co., Inc.  
Business Address Starkville  
Air Time Daytime  
President, General Manager Withers Gavin

**WSSO**

**STARKVILLE—1948—MID-SOUTH**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Starkville Bcstg. Co.  
Business-Studio Address WSSO Bldg.  
Phone Number 1230  
News Service AP  
Transcription Service Capitol  
Partners Joe Phillips, Grady Imes,  
J. P. Hartness, C. C. Hollinshead  
General Manager Joe Phillips  
Comm. Mgr., Prog. Dir. Bob Whitely

**WELO**

**TUPELO—1944  
MBS-KBS-MID SOUTH**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Tupelo Bcstg. Co.

# MISSISSIPPI

Business-Studio Address.....WELO Bldg.,  
So. Spring St.  
Phone Number .....1400-1  
Transmitter Location.....Hwy. 45 So.  
Air Time.....5:43 a.m.-11 p.m.  
News Service .....AP  
Transcription Service .....Keystone  
Representative.....Sears & Ayer  
Membership .....NAB  
Owner.....Birney Imes, Jr.  
General Manager.....Bob McRaney  
Station Manager.....Bob Evans  
Comm.-Sales Prom. Manager...Reeves Whirley  
Prog.-Prod.-Pub. Director.....Gene Grotz  
Chief Engineer.....LeRoy Green

## W Q B C

### VICKSBURG—1931—MBS-KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By.....Delta Bcstg. Co.  
Business-Studio Address.....Hotel Vicksburg  
Phone Number .....312  
Transmitter Location.....2½ Mi. E. of City  
Air Time.....6:30 a.m.-11 p.m.  
News Service .....AP  
Transcription Service.....World, Keystone  
Representative.....Sears & Ayer  
Membership .....NAB, BMB  
President.....L. P. Cashman  
General-Station Mgr.....Mary-Van Cashman  
Commercial Manager.....L. L. Miller  
Chief Engineer.....C. E. Drake  
Farm Editor.....Charles Nobors

## W V I M

### VICKSBURG—1948 MISS. DIAMOND

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Ewing Bcstg. Co.  
Business Address.....708 Clay St.  
Phone Number .....1920-1  
Studio Address.....Hotel Carroll  
Transmitter Location...Thompson & Floyd Sis.  
Air Time.....6:30 a.m.-M.  
News Service .....AP  
Transcription Service .....Lang-Worth  
Membership .....NAB  
Partners.....P. K. Ewing, Jr., F. C. Ewing,  
Myrtle M. Ewing  
General Manager.....P. K. Ewing, Jr.  
Commercial Manager.....Walter F. Smith, Jr.  
Program Director.....Paul Simpkins  
Chief Engineer.....W. A. Lewis

## W R O B

### WEST POINT—1947 MBS-MID SOUTH-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Bob McRaney, Sr.  
Bus.-Studio-Transmitter Address.....Forrest St.

Phone Number .....807  
Air Time.....6 a.m.-11 p.m.  
Transcription Service .....Keystone  
Representative.....Sears & Ayer  
President, General Mgr.....Bob McRaney, Sr.  
Sta.-Comm.-Sales Prom. Mgr..  
Publicity Director.....Ed McRaney  
Prog. Dir., Chief Announcer,  
Chief Engineer.....John E. King, Jr.  
Prod.-Musical Dir.....Hugh W. Shankle

## W A Z F

### YAZOO CITY—1947—MISS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Yazoo Bcstg. Co.  
Operated By.....Borrier, Holmes & Barrier  
Business Address.....P. O. Box 14  
Phone Number .....1040  
Studio Address.....321 S. Main St.  
Transmitter Location.....State Hwy. 49 E.  
Air Time.....6 a.m.-10 p.m.  
News Service .....AP  
Transcription Service.....World, Keystone  
President.....H. T. Barrier  
General-Comm. Manager.....Guy Corley  
Station-Sales Promotion Manager, Program-  
Publicity Director.....R. A. Novak  
Production Director.....Beverly Warren  
Chief Announcer, Musical Director,  
Farm Editor.....Warren Desmond  
Chief Engineer.....D. A. Flinspach

"We, the California state radio members of THE ASSOCIATED PRESS, reaffirm our recognition of the principle of mutual exchange of news, and pledge our fullest cooperation in carrying out our obligations of membership."—From the Minutes of the California AP Radio Association, February 19, 1949.

# Listeners In Kansas City's Primary Trade Area VOTE FOR *The* **KMBC-KFRM** *Team*

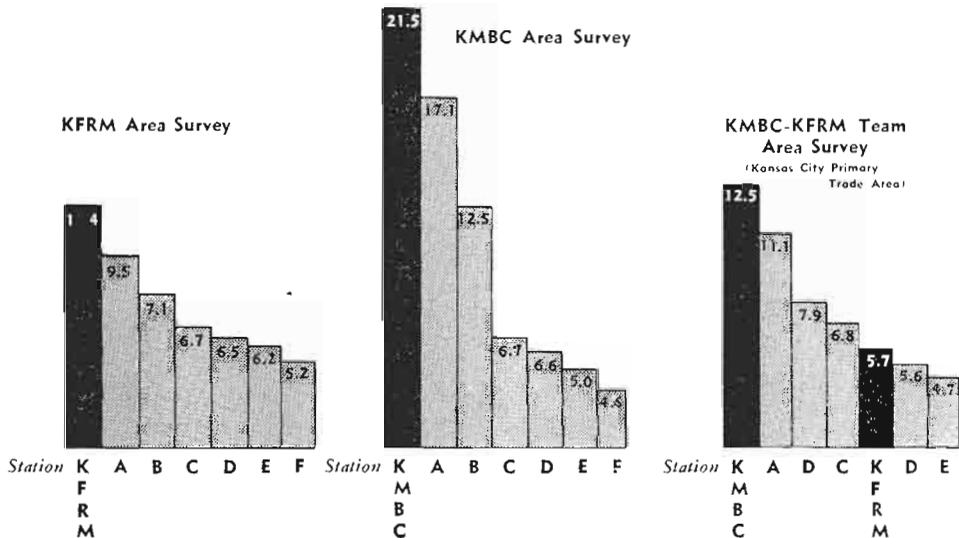
The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)



These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by

Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.

**KMBC**  
OF KANSAS CITY



**KFRM**  
For Kansas Farm Coverage

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

# MISSOURI

Estimated Population 3,947,000—Increase +4.3%—Radio Homes 1,072,800  
Total Families 1,137,400—Stations in State 39

## KFVS

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc. Power: 1000 Watts d.:  
500 Watts n.  
Owned-Operated By.....Hirsch Bcstg. Co.  
Business-Studio Address.....324 Broadway  
Phone Number.....2104-5  
Transmitter Location.....Illinois  
Air Time.....Unlimited  
News Service.....UP  
Membership.....NAB, BMB  
President, General Manager.....Oscar C. Hirsch  
Station-Comm. Manager.....Ralph Hirsch

## KDMO

CARTHAGE—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned By.....Carthage Bcstg. Co.  
Operated By.....L. C. McKenney, J. J. Daly  
Bus.-Studio-Transmitter Address.....1201 E.  
Chestnut  
Phone Number.....2648  
Air Time.....6 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....Thesaurus, Capitol.  
Keystone  
Membership.....NAB  
Station Manager.....L. C. McKenney  
Commercial Manager.....J. J. Daly  
Sales Promotion Manager.....Phil Hannum  
Program Director.....Lee Crocker  
Publicity Director.....Bob Young  
Chief Engineer.....Jack Langford  
Farm Editor.....B. P. Cameron

## KFRU

COLUMBIA—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....KFRU, Inc.  
Operated By.....H. J. Waters,  
Mahlon R. Aldridge, Jr.  
Business Address.....13 S. 8th St.  
Phone Number.....4141  
Studio-Transmitter Location.....Hickman Hall,  
Stephens College  
Air Time.....6:30 a.m.-M.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....John Blair  
Membership.....NAB, BMB  
President.....H. J. Waters, Jr.  
Gen.-Station-Comm.-Sales Promotion  
Manager.....Mahlon R. Aldridge, Jr.  
Program Director.....Harold Douglas  
Publicity Director.....M. R. Aldridge, Jr.  
Chief Engineer.....Robert Haigh

## KREI

FARMINGTON—1947—KBS

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Cecil W. Roberts  
Business Address.....Farmington  
Phone Number.....710  
Studio-Transmitter Address.....Burks Rd. &  
Webster St.  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service.....Lang-Worth, Keystone  
Owner.....Cecil W. Roberts  
Station Manager.....Mrs. Mary Burton  
Sales Manager.....Howard G. Rion  
Chief Engineer.....Kermit Barker

## KFMO

FLAT RIVER—1947  
GRIESEDECK

Frequency: 1240 Kc. Power: 250 Watts  
Owned By.....Lead Belt Bcstg. Corp.  
Operated By.....Oscar C. Hirsch  
Business-Studio Address.....Flat River  
Phone Number.....1000  
Transmitter Location.....U. S. Hwy. 61  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Cole  
Representative.....Jonh E. Pearson  
Membership.....NAB  
President, General Manager.....Oscar C. Hirsch  
Station-Comm. Mgr.....James F. Collins  
Program-Production Dir.....Virginia Collins

## KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.:  
1000 Watts n.  
Owned-Oper. By.....Courier-Post Publishing Co.  
Business-Studio Address.....102-A Broadway  
Phone Number.....3450  
Transmitter Address.....6 Mi. S. of Hannibal  
on Old New London Dirt Rd.  
Air Time.....5:30 a.m.-M.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
Sec.-Treas.....F. L. Sparks  
Gen.-Sta.-Sales Prom. Mgr.....Wayne W. Cribb  
Commercial Manager.....R. A. Conner  
Program Director.....Paul McClelland  
Publicity Director.....Larry Grubb  
Chief Engineer.....Ben Parrish  
Farm Editor.....George Allen, Jr.

# MISSOURI

## K I M O

INDEPENDENCE—1947

Frequency: 1510 Kc. Power: 1000 Watts d.  
Owned-Oper. By: The Blue Valley Co.  
Business-Studio Address: 310 N. Osage  
Phone Number: CL 9810  
Transmitter Location: 28th & Northern Blvd.  
Air Time: Sunrise-sunset  
News Service: AP  
Transcription Service: Capitol  
Representative: Lorenzen & Thompson  
Membership: NAB  
General Manager: Craig Siegfried  
Program Director: John Waddell  
Chief Announcer: Harry Becker  
Musical Director: Kaye Elliotte  
Chief Engineer: Eldon Ryan

## K W O S

JEFFERSON CITY—1937—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Capital Bcstg. Co.  
Business-Studio Address: 210-212 Monroe St.  
Phone Number: 4000  
Transmitter Location: St. Mary's Blvd.  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Lang-Worth, Keystone  
Representative: Sears & Ayer  
Membership: BMB  
President: R. C. Goshorn  
General Manager: Catherine Roer  
Chief Engineer: Leroy S. Hackmann

## K F S B

JOPLIN—1948

Frequency: 1310 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By: Four States Bcsters, Inc.  
Business-Studio Address: 1025 Main  
Phone Number: 1310  
Transmitter Location: N.W. of Joplin  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: Lang-Worth, Standard  
Representative: Walker  
President: Harry Easley  
General Manager: W. H. Clark  
Program Director: Ray Arvin  
Chief Engineer: Ralph Meador

## K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Air Time, Inc.  
Business-Studio Address: Hotel Connor  
Phone Number: 7260  
Transmitter Location: 1928 W. 13th St.  
Air Time: 6 a.m.-M.

News Service: UP  
Transcription Service: World  
Representative: William G. Rambeau  
Membership: NAB  
President, Gen.-Sta. Comm. Mgr.

Publicity Director: Austin A. Harrison  
Sales Promotion Mgr.: Rot V. Whisnand  
Prog.-Prod.-Musical Dir.: Noel E. Ball  
Chief Announcer: Claude Evans  
Chief Engineer: Austin A. Harrison

## W M B H

JOPLIN—1926—MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Joplin Bcstg. Co.  
Business-Studio Address: Frisco Bldg.  
Phone Number: 330  
Transmitter Location: 15th & Munroe  
Air Time: 18 Hrs.  
News Service: AP  
Transcription Service: Lang-Worth, Standard  
Representative: Sears & Ayer  
Membership: NAB, BMB  
Pres., Gen.-Station-Comm. Mgr.: D. J. Poynor  
Sales Prom. Mgr., Pub. Dir.: Dave Blair  
Program Director: Charlotte Tappana  
Production Director: Mary Curtis  
Chief Announcer: Leonard Brown  
Musical Director: Stella Lukens  
Chief Engineer: Dick Meek  
Farm Editor: Charles McIntire

## K C K N

KANSAS CITY

(See Listing, Kansas City, Kans.)

## K C M O

KANSAS CITY—1936—ABC

Frequency: 810 Kc. Power: 50,000 Watts d.;  
10,000 Watts n.  
Owned-Operated By: KCMO Bcstg. Co.  
Business-Studio Address: 1515 Commerce  
Bldg.  
Phone Number: Baltimore 1234  
Transmitter Location: Nashua  
Air Time: 20 Hrs.  
News Service: AP, UP  
Transcription Service: Thesaurus  
Representative: John E. Pearson  
Membership: NAB, BMB  
President: Tom L. Evans  
Gen.-Comm.-Sta. Mgr.: E. K. Hartenbower  
Asst. Manager: Clarence E. Breazeal  
Sales Prom. Mgr., Pub. Dir.: F. C. Strawn  
Program Director: S. B. Tremble  
Production Director: Kenneth Heody  
Chief Announcer: Dal Stallard  
Musical Director: Eugene Moore  
Chief Engineer: Karl Troeglen  
Farm Editor: C. W. Jackson



# KFRM

KANSAS CITY—1947

Frequency: 550 Kc. Power: 5000 Watts d.  
Owned-Operated By: Midland Bcstg. Co.  
Business-Studio Address: Pickwick Hotel  
Phone Number: HA. 2650  
Transmitter Location: 10 Mi. S. of Concordia,  
Kansas

Air Time: Sunrise-sunset  
News Service: AP, UP  
Representative: Free & Peters  
Membership: NAB, BMB  
President: Arthur B. Church  
V.P., General Manager: Karl Koerper  
V.P. in Chg. of Sales: Sam H. Bennett  
Promotion Director: John S. McDermott  
Program Director: Rod B. Cupp  
Production Director: Fran Heyser  
Chief Announcer: Lee Stewart  
Musical Director: P. Hans Flath  
Chief Engineer: Ray Moler  
Farm Editor: Phil Evans

(See Page 482)

# KMBC

KANSAS CITY—1922—CBS

Frequency: 980 Kc. Power: 5000 Watts  
Owned-Operated By: Midland Bcstg. Co.  
Business-Studio Address: Pickwick Hotel  
Phone Number: HARRISON 2650  
Transmitter Location: 50th & Belinder,  
Johnson County, Kansas

Air Time: 5 a.m.-M.  
News Service: AP, UP  
Transcription Service: Associated, World  
Representative: Free & Peters  
Membership: NAB, BMB  
President: Arthur B. Church  
V.P., Managing Director: Karl Koerper  
V.P., Sales: Sam H. Bennett  
Promotion Director: John S. McDermott  
Program Director: Rod Cupp  
Production Director: Fran Heyser  
Chief Announcer: Lee Stewart  
Musical Director: P. Hans Flath  
Chief Engineer: Ray Moler  
Farm Editor: Phil Evans

(See Page 482)

# WDAF

KANSAS CITY—1922—NBC

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By: The Kansas City Star Co.  
Business-Studio Address: 1729 Grand Ave.  
Phone Number: Harrison 1200  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Standard  
Representative: Edward Petry

Membership: NAB, BMB  
President: Roy A. Roberts  
General-Station Manager: Deon Fitzer  
Comm.-Sales Prom. Mgr.: Manne E. Russo  
Prog. Dir., Prod. Mgr.:  
Musical Director: Harry J. Kaufmann  
Chief Engineer: J. A. Flaherty

# WHB

KANSAS CITY—1922—MBS

Frequency: 710 Kc. Power: 10,000 Watts d.:  
5000 Watts n.  
Owned-Operated By: WHB Bcstg. Co.  
Business-Studio Address: Scarritt Bldg.,  
9th & Grand Ave.  
Phone Number: HARRISON 1161  
Transmitter Location: Route No. 1, Liberty  
Air Time: 6 a.m.-1 a.m.  
News Service: AP  
Transcription Service: Lang-Worth, Associated  
Representative: John Blair  
Membership: NAB, BMB  
Pres., Comm. Mgr.: Donald Dwight Davis  
General-Station Mgr.: John T. Schilling  
Sales Promotion Manager: Mori Greiner  
Program Director: Dick Smith  
Publicity Director: Warren Bowman  
Chief Announcer: Bob Grinde  
Musical Director: Ednalee Crouch  
Chief Engineer: Henry Goldenberg

# KBOA

KENNETT—1947

Frequency: 830 Kc. Power: 1000 Watts d.  
Owned-Operated By: Kennett Bcstg. Corp.  
Bus.-Studio-Transmitter Address: Kennett  
Phone Number: 830  
Air Time: Daytime  
News Service: AP  
Transcription Service: Standard, SESAC  
Membership: NAB, BMB  
President, General Manager: Paul C. Jones  
Program Director: Ray Van Hooser  
Chief Engineer: Robert H. Conner

# KIRX

KIRKSVILLE—1947—GRIESEDEICK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: North Mo. Bcstg. Co.  
Bus.-Studio-Transmitter Address: KIRX Bldg.  
Phone Number: 86  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Capitol, Standard  
Membership: NAB, BMB  
General-Station Manager: Samuel A. Burk  
Commercial Manager: John O. Conwell  
Program Director: Lee Jones  
Chief Announcer: Carl Fisher  
Chief Engineer: Leon Brauhn

# MORE

# POWER

*Now ... 5000 WATTS both day and NIGHT  
on 550 KC...the most desirable spot on the dial...  
to provide a THREE BILLION DOLLAR MARKET of  
THREE MILLION POPULATION for nighttime advertisers*



# KSD

THE ST. LOUIS POST-DISPATCH STATION

NBC Network • Associated Press News

National Advertising Representatives: **FREE & PETERS, INC.**

# KLWT

LEBANON—1947—MBS

Frequency 1230 Kc. Power: 250 Watts  
 Owned-Operated By Lebanon Bcstg. Co.  
 Bus. Studio Address 221 E. Commercial St.  
 Phone Number 1015  
 Transmitter Location Buffalo Rd.  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service Lang-Worth, SESAC  
 President Robert C. Fields  
 General Manager O. R. Wright  
 Prog.-Musical Director Thomas H. Miller  
 Production Director Harold E. Mott  
 Chief Engineer E. L. Hendry

# KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Audrain Bcstg. Corp.  
 Address P. O. Box 260  
 News Service AP  
 Transcription Service Capitol  
 Representative John E. Pearson  
 President John Badaracco  
 General Manager P. H. Cunningham  
 Program Director Marge Studer  
 Chief Engineer R. A. Bavier

# KWOC

POPLAR BLUFF—1938  
 MBS-GRIESE DIECK-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By A. L. McCarthy,  
 J. H. Wolpers  
 Bus. Studio-Transmitter Address KWOC Bldg.  
 Phone Number 3922  
 Air Time 7 a.m.-11 p.m.  
 News Service AP  
 Transcription Service SESAC, Keystone  
 Representative John E. Pearson  
 Membership NAB  
 Chief Owner A. L. McCarthy  
 Gen. Station-Commercial-Sales Prom.  
 Manager William R. Tedrick  
 Program-Production Dir. Byron Keathey, Jr.  
 Publicity Director John A. Thies  
 Chief Announcer Tom Hunnicutt  
 Chief Engineer Don M. Lidenton  
 Farm Editor W. F. James

# KTTR

ROLLA—1947—KBS

Frequency 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Show-Me Bcstg. Co.  
 Bus. Studio-Transmitter Address P. O. Box 567,  
 Soest Rd.  
 Phone Number 380  
 Air Time 6 a.m.-11 p.m.

News Service AP  
 Transcription Service Capitol, SESAC,  
 Keystone  
 Pres., Gen.-Station Mgr. Luther W. Martin  
 Program Director Mary Kay Montalto  
 Chief Engineer Martin M. Mitchum  
 Farm Editor Wilson C. Burkhead

# KFEQ

ST. JOSEPH—1926—MBS

Frequency: 680 Kc. Power: 5000 Watts  
 Owned-Operated By KFEQ, Inc.  
 Business-Studio 814 Frederick Ave.  
 Phone Number 4-0813-4  
 Transmitter Location Hwy. No. 71  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Capitol  
 Representative Headley Reed  
 President, General Manager Barton Pitts  
 Commercial Manager Glenn G. Griswold  
 Promotion Manager J. Ted Branson  
 Program Director R. Thompson Mabie  
 Chief Engineer J. Wesley Kach  
 Farm Editor Harold J. Schmitz

# KRES

ST. JOSEPH—1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Missouri Valley Bcstg. Corp.  
 Business-Studio Address 7th & Edmond Sts.  
 Phone Number 4-6346  
 Transmitter Location Hwy. 59  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Standard  
 Representative McGeehan & O'Mara  
 Membership NAB, BMB  
 President B. L. Kaufmann  
 Gen.-Sta.-Comm.-Sales Prom. Mgr.  
 Publicity Director Robert D. Buchanan  
 Program Director Allen Menefee  
 Prcd. Dir., Chief Announcer Ken Gooding  
 Chief Engineer Charles Weismann  
 Farm Editor Bill Sharpe

# KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By Pulitzer Publishing Co.  
 Business-Studio Address 1111 Olive St.  
 Phone Number Main 1111  
 Transmitter Location Hwy. 66, Granite City,  
 Ill.  
 Air Time Unlimited  
 News Service AP  
 Transcription Service World, Thesaurus  
 Representative Free & Peters  
 Membership NAB  
 President Joseph Pulitzer  
 General Manager George M. Burbach  
 Commercial Manager Edward W. Hamlin

**K M O X**

ST. LOUIS—1925—CBS

Frequency: 1120 Kc. Power: 50,000 Watts  
Owned-Oper. By: Columbia Bcstg. System, Inc.  
Business-Studio Address: 401 So. 12th St.  
Phone Number: Central 8240  
Transmitter Location: Route No. 2, Granite City, Ill.

Air Time: Unlimited  
News Service: AP, UP  
Transcription Service: Lang-Worth, Associated  
Representative: Radio Sales  
Membership: NAB, BMB  
General Manager: Wendell B. Campbell  
Local Sales: P. S. Anderson  
National Spot: C. Gilman Johnston  
Sales Promotion Manager: Albert J. Gredell  
Program Director: T. A. Bland  
Production Director: George M. Clare  
Publicity Director: Robert S. Holcomb  
Musical Director: Stan Daugherty  
Chief Engineer: Harry Harvey  
Farm Editor: Ted Mangner

**KSTL**

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.  
Owned-Operated By: Radio St. Louis, Inc.  
Business-Studio Address: American Hotel,  
Seventh at Market  
Phone Number: MA. 0600  
Transmitter Location: 999 So. Sixth St.,  
E. St. Louis, Ill.

Air Time: Sunrise-sunset  
News Service: UP  
Transcription Service: Standard  
Representative: Lorenzen & Thompson  
Membership: NAB  
President: Frank E. Pellegrin  
General Manager: Ralph L. Stufflebam  
Sales Promotion Manager: Dick J. Kasten  
Prog.-Musical Director: Edward M. Galloway  
Chief Announcer: Brad Harrison  
Chief Engineer: John H. Fleet

**KWK**

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Operated By: Thomas Patrick, Inc.  
Bus.-Studio Address: 9th Fl., Hotel Chase  
Phone Number: ROSedale 3210  
Transmitter Location: 500 Logon St., Baden  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World  
Representative: Paul H. Raymer  
President, General Mgr.: Robert T. Convey  
V.P., Station Director: Ray E. Dady  
Asst. Station Dir.: John W. Tinnea  
V.P., Sales Mgr.: V. E. Carmichael

Merchondising Mgr.: Russell C. Kaiser  
Production Mgr.: John Traxler  
Chief Engineer: N. J. Zehr

**KXLW**

ST. LOUIS—1946

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Oper. By: St. Louis County Bcstg. Co.  
Bus.-Studio Address: 8135 Forsythe B'vd.  
Phone Number: Delmar 1320  
Transmitter Location: 9700 Old Bonhomme Rd.  
Air Time: 6 a.m.-local sunset  
News Service: AP, UP  
Representative: Forjoe  
President, General Mgr.: Guy Runion  
Promotion Mgr.: Edgar J. Mothershead  
Sales Manager: Myles J. McNally  
Program Director: Pat O. Bradley

**KXOK**

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Oper. By: Star-Times Publishing Co.  
Business-Studio Address: 12th & Delmar  
Phone Number: Chestnut 3700  
Transmitter Location: Madison, Ill.  
Air Time: Unlimited  
News Service: AP, INS, UP  
Transcription Service: Associated, Standard  
Representative: John Blair  
Membership: NAB, BMB  
President: Elzey Roberts  
General Manager: C. L. Thomas  
Commercial Manager: V. N. Springgate  
Sales Promotion Manager: Foster H. Brown  
Program Director: Elmer Muschany  
Production Director: Robert Holt  
Publicity Director: Harry Renfro  
Musical Director: Robert Golch  
Chief Engineer: Arthur F. Rekart  
Form Editor: Charley Stookey

**WEW**

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.  
Owned-Oper. By: The St. Louis University  
Bus.-Studio-Transmitter Address: 3542 Lindell  
Blvd.  
Phone Number: Franklin 5665  
Air Time: 6 a.m.-local sunset  
News Service: INS  
Transcription Service: World, Standard,  
Lang-Worth  
Representative: John E. Pearson  
Membership: NAB, FMA  
President (St. Louis U.): Very Rev. Patrick  
J. Holloran, S.J.  
General Manager: Nicholas Pagliara  
Commercial Manager: Leonard Frankel

# MISSOURI

Program Director.....Don Lochner  
Production Director.....Syl Binkin  
Publicity (St. Louis U. Public Relations)  
Chief Announcer.....O. J. McQuigg  
Musical Director.....Ralph Stein  
Chief Engineer.....Joseph A. Volk

## W I L

ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned-Operated By.....Missouri Bcstg. Corp.  
Business-Studio Address.....3601 Lindell Blvd.  
Phone Number.....Jefferson 8403  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Standard, Lang-Worth,  
MacGregor  
Representative.....William G. Rambeau  
Membership.....NAB  
President.....L. A. Benson  
Program Director.....Neil Norman  
Publicity Director.....Mel Kampe  
Chief Engineer.....Edward Goodberlet

## K S G M

STE. GENEVIEVE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....The Donze Co.  
Business Address.....P. O. Box 352  
Phone Number.....580  
Studio Address.....245 Merchant St.  
Transmitter Location.....Maxwell Hill  
Air Time.....6 a.m.-10 p.m.  
News Service.....UP  
Transcription Service.....Lang-Worth, Keystone  
President, General Manager.....Elmer L. Donze  
Station-Comm. Mgr.....Norbert B. Donze  
Sales Promotion Manager.....Donald M. Donze  
Prog. Dir., Farm Editor.....C. M. Poindexter  
Prod.-Pub. Director.....William Bullington  
Chief Announcer.....James Toebe  
Musical Director.....Aileen Donze  
Chief Engineer.....Murel L. Rose

## K D R O

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Milton J. Hinlein  
Bus.-Studio Address.....2100 W. Broadway  
Phone Number.....4004-5  
Air Time.....Unlimited  
News Service.....UP  
Representative.....Forjoe  
Membership.....NAB  
President.....Milton J. Hinlein  
General Manager.....Herbert W. Brandes  
Commercial Manager.....James F. Glenn

## K S I M

SIRESTON—1948—GRIESEDEICK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Sikeston Community Bcstg. Co.,  
Inc.  
Operated By.....H. C. Young  
Bus.-Studio-Transmitter Address.....Hwy. 60 W.  
Phone Number.....  
Air Time.....Unlimited  
News Service.....AP  
Representative.....H. C. Young  
Gen.-Sta.-Comm.-Sales Prom. Mgr.,  
Program Director.....H. C. Young  
Chief Engineer.....Ralph Hirsch

## K G B X

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts  
Owned-Operated By.....Springfield Bcstg. Co.  
Address.....605 Boonville Ave.  
Phone Number.....3-3200  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....George P. Hollingbery  
Membership.....NAB  
President.....Tams Bixby, Jr.  
Gen.-Comm. Mgr.....J. Gordon Wardell  
Program Director.....Carl Fox  
Promotion Manager.....Dudley Morris  
Chief Engineer.....E. Dennis White

## K T T S

SPRINGFIELD—1941—CBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Independent Bcstg. Co.  
Bus.-Studio-Transmitter Address.....Chamber of  
Commerce Bldg.  
Phone Number.....4304  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....Sears & Ayer  
Membership.....BMB  
President.....J. H. G. Cooper  
Gen.-Sta.-Sales Prom. Mgr.....G. Pearson Ward  
Commercial Manager.....Bob Burke  
Program Director.....Wendel Smith  
Chief Engineer.....William F. Curry

## K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned Operated By.....Ozarks Bcstg. Co.

Business-Studio Address . . . 606 E. St. Louis St.  
 Phone Number . . . . . 3-2800  
 Transmitter Location . . . . . So. Fremont Rd.  
 Air Time . . . . . 5 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Station Manager . . . . . Ralph D. Foster  
 Commercial Manager . . . . . Leslie L. Kennon  
 Promotion Manager . . . . . Jean Lightfoot  
 Program Director . . . . . Bill Ring  
 Production Director . . . . . Lou Black  
 Chief Engineer . . . . . Fritz Bauer  
 Farm Editor . . . . . C. C. Keller

## KWPM

WEST PLAINS—1947  
 KBS-GRIESEDECK

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Robert F. Neathery  
 Bus.-Studio-Transmitter Address . . . . . E. Abe Taylor  
 Blvd.  
 Phone Number . . . . . 700  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Keystone  
 President, General Mgr. . . . . Robert F. Neathery  
 Commercial Manager . . . . . Fritze Williams Dixon  
 Program Director . . . . . Nola Langston

# MONTANA

*Estimated Population 511,000—Increase —8.6%—Radio Homes 134,900  
 Total Families 138,800—Stations in State 23*

## KANA

ANACONDA—1946

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Mosby's, Inc.  
 Business Address . . . . . P. O. Box 727  
 Phone Number . . . . . 136  
 Studio-Transmitter Location . . . . . Lincoln St.  
 Air Time . . . . . 7 a.m.-10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Weed  
 Membership . . . . . NAB  
 President . . . . . A. J. Mosby  
 Gen.-Sta.-Comm.-Sales Prom. Mgr.,  
 Publicity Director . . . . . H. Michael  
 Program-Production Dir. . . . . Jack Combes  
 Chief Announcer . . . . . John Dziak  
 Chief Engineer . . . . . Kenneth Farrance

## KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Northwestern Auto Supply  
 Co.  
 Bus.-Studio Address . . . . . 5th & No. Broadway  
 Phone Number . . . . . 2222  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, World,  
 Standard, SESAC  
 Representative . . . . . Katz  
 President . . . . . C. O. Campbell  
 General Manager . . . . . Edward Yocum  
 Sta. Mgr., Prog. Dir. . . . . M. V. Braunberger  
 Chief Engineer . . . . . Jeff A. Kichli

## KBMY

BILLINGS—1946

MBS-INTERMOUNTAIN-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Billings Bestg. Co.  
 Bus.-Studio-Transmitter Address . . . . . W. of City  
 Phone Number . . . . . 3838, 9-2389  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB  
 President . . . . . Don C. Foote  
 General-Station Mgr. . . . . Franz J. Robischon  
 Commercial Manager . . . . . Ken Nybo  
 Program Director . . . . . Leroy W. Swecker  
 Chief Announcer . . . . . Charles Du Bois  
 Chief Engineer . . . . . Theodore Hildebrand

## KXLQ

BOZEMAN—1939

NBC-PACIFIC NORTHWEST Z NET

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KRBM Besters, Inc.  
 Business Address . . . . . Bozeman  
 Phone Number . . . . . 1420  
 Transmitter Location . . . . . 2½ Mi. E. of City  
 Air Time . . . . . 6:30 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Pres., General-Station Mgr. . . . . Ernest A. Neath  
 Commercial Manager . . . . . J. Ray Bridges  
 Program Director . . . . . Homer Stenersen  
 Chief Engineer . . . . . Jack Pravis

## K B O W

BUTTE—1947—CBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Copper City Radio Co.  
 Business Address: P. O. Box 1932  
 Phone Number: 7429  
 Studio-Transmitter Location: 720 Yale Ave.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Thesaurus, Capitol, Keystone  
 Representative: Donald Cooke, Gene Grant  
 Membership: NAB  
 President: Frank Reardon  
 Gen.-Sta.-Comm.-Sales Prom. Mgr.:  
 Publicity Director: Roger C. Patrick  
 Prog. Dir., Chief Announcer: Art Collins  
 Chief Engineer: Don Anderegg

## K O P R

BUTTE—1948—ABC

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Operated By: Copper Bcstg. Co.  
 Business-Studio Address: Hotel Finlen  
 Phone Number: 6546  
 Transmitter Location: Beef Trail Heights  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: World  
 Representative: George P. Hollingbery  
 Membership: NAB, BMB  
 President: Frank C. Carman  
 General Manager: Ed Cooney  
 Commercial Manager: Milo Petersen  
 Prog. Dir., Chief Announcer: Bill Plummer  
 Production Director: Steve Buck  
 Publicity Director: Shirley Davis  
 Musical Director: Bill Daniels  
 Chief Engineer: Jim Skidmore

## K X L F

BUTTE—1929—NBC-Z NET

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Operated By: KGIR, Inc.  
 Business Address: Box 1956  
 Phone Number: 2-2344  
 Studio-Transmitter Location: Butte  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: MacGregor, Lang-Worth  
 Representative: Walker  
 President: E. B. Croney  
 Station Mgr., Prog. Dir.: Arne E. Anzjon  
 Commercial Manager: George Weber  
 Chief Engineer: W. J. Provis

## K X G N

GLENDIVE—1948

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By: Lewis Wiles Moore  
 Business-Studio Address: 314 McDougal St.  
 Phone Number: 122  
 News Service: UP  
 Transcription Service: Capitol  
 President: Lewis W. Moore  
 Gen. Mgr., Chief Engr.: Harry A. Sievers  
 Program Director: Ruth Pomeroy

## K F B B

GREAT FALLS—1922—CBS

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By: Bultrey Bcst., Inc.  
 Bus.-Studio Address: 607 First Natl. Bank Bldg.  
 Phone Number: 4377  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: World  
 Representative: Weed  
 Membership: NAB, BMB  
 President: Fred Birch  
 Manager, Commercial Mgr.: J. P. Wilkins  
 Program Director: W. J. Towner  
 Chief Engineer: Wilbur L. Myhre

## K M O N

GREAT FALLS—1948  
 MBS-INTERMOUNTAIN

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By: Montana Farmer Bcstg. Co.  
 Business Address: Box 1954  
 Phone Number: 4382  
 Studio Address: Tribune Bldg.  
 Transmitter Location: 5 Mi. S. of City  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Avery-Kncdel  
 President: Lester Cole  
 General Manager: Robert H. Warner  
 Chief Announcer: Ned Serrell  
 Chief Engineer: Eugene Bunker

## K X L K

GREAT FALLS—1938—NBC-Z NET

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Great Falls Bcstg. Co.  
 Bus.-Studio-Transmitter Address: Park Hotel  
 Phone Number: 2-2453  
 Air Time: 7 a.m.-M.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Walker  
 President: J. R. Larcombe  
 General-Station Manager: K. O. MacPherson  
 Commercial Manager: Carl F. Argabrite  
 Program Director: Betty Schmidt  
 Chief Engineer: E. R. Kukkola

MONTANA

KAVR

HAVRE—1946—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KAVR, Inc.
Business Address: P. O. Box 672
Phone Number: 1240
Studio-Transmitter Location: 1 1/4 Mi. E. of Havre on U. S. No. 2
Air Time: Unlimited
News Service: UP
Transcription Service: World, Keystone
Representative: W. S. Grant
President, General Mgr.: Jessica L. Longston
Sta.-Comm. Mgr., Prog. Dir.: Larry Gordon
Chief Announcer, Chief Engineer: Sol Fulchino
Farm Editor: Jim Schroeder

KOJM

HAVRE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: No. Montana Bcstg. Co.
Business-Studio Address: Box 70, Liberty Hotel Bldg.
Phone Number: 1096
Transmitter Location: 2 1/2 Mi. N.E. of Havre on Shepard Rd.
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Associated, MacGregor, Cole, Standard
Representative: Friedenber
Membership: NAB, BMB
President: Dr. Francis W. Aubin
General-Station Mgr.: Edwin T. Lovelace
Commercial Manager: William F. Murphy
Program Director: James R. Saenger
Chief Announcer: John Derrick
Chief Engineer: George H. Bauer

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Peoples Forum of the Air
Address: 1306 Eleventh Ave.
Phone Number: 1240
Transmitter Location: Helena
Air Time: 6:45 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker
President: A. T. Hibbard
General-Comm. Mgr.: Paul A. Hatton, Jr.
Program Director: Al Plachta

KGEZ

KALISPELL—1927

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Donald C. Treloar

Business-Studio Address: 7 Main St.
Phone Number: 331-2
Transmitter Location: 2 1/2 Mi. S. on Hwy. No 93
Air Time: Unlimited
News Service: UP
Transcription Service: World, SESAC
Membership: NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr.: Donald C. Treloar
Program Director: Maurice Driscoll
Musical Director: Les Sterling
Chief Engineer: William H. Patterson
Farm Editor: Glenn Millhouse

KXLO

LEWISTON—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Capital Bcstg. Co.
Bus.-Studio-Transmitter Address: E. Main St.
Phone Number: 1210-1
Air Time: 6:30 a.m.-10:45 p.m.
News Service: AP
Transcription Service: Standard, World
Representative: Friedenber
Membership: NAB
President: George Bennitt
Sta. Mgr., Prog. Dir., Chief Announcer, Farm Editor: Lee S. Belding
Commercial Manager: Bob Gray
Musical Director: Ellen Belding
Chief Engineer: W. R. Parker

KPRK

LIVINGSTON—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Yellowstone Amuse. Co.
Business Address: Box 952
Phone Number: 1000
Transmitter-Studio Address: E. Park St.
Air Time: Unlimited
News Service: AP
Transcription Service: World, SESAC, KBS
Representative: Homer Griffith
Membership: NAB
Pres., Gen.-Sta. Mgr.: Paul B. McAdam
Comm.-Sales Prom. Mgr.: Jack Hinman
Prod. Mgr., Prog.-Music Dir.: Jim Duncan
Publicity Director: Audrey Waters
Chief Engineer: Norm Penwell
Farm Editor: Gerald Tyo

KRJF

MILES CITY—1941

MBS-INTERMOUNTAIN-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Star Printing Co.
Business Address: 13 No. 5th
Phone Number: 60
Transmitter-Studio Location: Haynes Ave.



. . . MONTANA . . .

Air Time.....6:30 a.m.-11 p.m.  
 News Service .....UP  
 Transcription Service.....World, KBS  
 Representative .....Avery Knodel  
 Membership .....NAB, BMB  
 General Mgr.....W. F. Flinn  
 Sales Prom. Mgr., Pub. Dir.....Norm Ingstrom  
 Prog. Dir., Prod. Mgr.....Bob Wilson  
 Chief Announcer.....William Beoch  
 Chief Engineer.....Charles Scofield

## K G V O

MISSOULA—1931—CBS

Frequency: 1290 Kc....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Mosby's, Inc.  
 Business Address.....127 E. Main  
 Phone Number.....2155  
 Studio Address.....132 W. Front St.  
 Transmitter Location.....3½ Mi. W. of City on  
 Hwy. 93 & 10  
 Air Time.....6:30 a.m.-M.  
 News Service .....UP  
 Transcription Service...Lang-Worth, MacGregor,  
 Standard  
 Representative.....George P. Hollingbery  
 Membership .....NAB, BMB  
 President.....A. J. Mosby  
 Commercial Manager.....Marion E. Dixon  
 Program Director.....W. C. Blanchette

## K M S U

MISSOULA—1948

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Missoula Radio Assn.  
 Business-Studio Address.....218 N. Higgins  
 Phone Number .....6882  
 President.....R. B. Cummins  
 Vice President.....Oakley Coffee  
 Director.....N. B. Matthews

## K X L L

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Montana Assoc.  
 Business Address.....Box 1503  
 Phone Number .....4114  
 Studio-Transmitter Location.....River Rd.,  
 Orchard Homes  
 Air Time.....7 a.m.-M.  
 News Service .....UP  
 Representative .....Walker  
 President, Gen. Station Manager,  
 Program Director.....Pat M. Goodover  
 Comm.-Sales Prom. Mgr.....Frank Field  
 Publicity Director.....Bill Emerson  
 Chief Engineer.....F. W. E. Smith

## K I Y I

SHELBY—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Tri County Radio Corp.  
 Business Address.....P. O. Box 255  
 Phone Number .....560  
 Studio-Transmitter Location...N. Marias Ave.  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service.....World, Keystone  
 Representative .....William Grant  
 President.....John J. Hurley  
 General Manager.....Frank Krshka  
 Comm.-Sales Prom. Mgr.....L. R. Wing  
 Program Director.....George Potter  
 Publicity Director.....Jimmy Larson  
 Chief Announcer.....Richard Bannon  
 Chief Engineer.....Richard Velo

## K G C X

SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....E. E. Krebsbach  
 Business Address.....109 So. Central Ave.  
 Phone Number .....408  
 Studio Address.....109 So. Central Ave.,  
 Sidney, Mont.; Masonic Bldg., Williston,  
 No. Dak.  
 Transmitter Location.....4 Mi. N. of City  
 Air Time.....5:30 a.m.-11 p.m.  
 News Service .....AP  
 Transcription Service.....Capitol, Keystone  
 Representative .....Walker  
 Membership .....NAB, BMB  
 General Manager.....E. E. Krebsbach  
 Station Mgrs.....(Sidney) Keith Krebsbach,  
 (Williston) E. Clair Krebsbach  
 Sales Promotion Manager.....Jerry Karleton  
 Program Director.....Mel King  
 Production Director.....E. Clair Krebsbach  
 Musical Director.....Bud Bailey  
 Chief Engineer.....O. H. Halvorson  
 Farm Editor.....Bill Corkins

HELP



THE RED  
 CROSS

# NEBRASKA

Estimated Population 1,301,000—Increase —1.1%—Radio Homes 359,100  
Total Families 375,300—Stations in State 17

## KJSK

COLUMBUS—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By George Basil Anderson  
Business Address Box 460  
Phone Number 5154  
Studio-Transmitter Location Columbus  
Air Time Sunrise-sunset  
News Service AP  
Transcription Service World, SESAC  
Representative Waller Biddick  
Manager & Owner George Basil Anderson  
Program Director Florence L. Anderson  
Chief Engineer Harold Hardy  
Farm Editor Eugene Jones

## KORN

FREMONT—1939

MBS-NEB. WIRELESS-KBS

Frequency: 1340 Kc. Power: 100 Watts  
Owned-Operated By Inland Bcstg. Co.  
Business-Studio Address Equitable Bldg.  
Phone Number 1060  
Transmitter Location E. 16th St.  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Thesaurus, Keystone  
Representative McGeehan & O'Mara  
President John K. Morrison  
General Manager Paul R. Fry  
Station-Commercial Mgr. William H. Baldwin  
Sales Promotion Manager Helen Norwood  
Program Director Robert Lambert  
Chief Announcer Harry Gehrett  
Chief Engineer Percy Ziegler  
Farm Editor Don Jackson

## KMMJ

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Operated By KMMJ, Inc.  
Business-Studio Address Division at Cedar  
Phone Number 703-4  
Transmitter Location Phillips  
Air Time Daytime  
News Service UP  
Transcription Service World, Cole  
Representative Headley-Reed  
Membership NAB, BMB  
President Don Searle  
General Manager Wick Heath  
Asst. Gen.-Comm. Mgr. Bill Martin  
Sales Promotion Manager Rex Lathen  
Program-Production Director  
Chief Announcer Orie Kerwood

Publicity Director George Johnson  
Musical Director Dick Stahl  
Chief Engineer Norval Larson  
Farm Editor George Kistler

## KHAS

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Nebraska Bcstg. Co.  
Bus.-Studio-Transmitter Address 906½ W.  
Second St.  
Phone Number 1745  
Air Time Unlimited  
News Service INS  
Transcription Service Capitol, Keystone  
Representative John E. Pearson  
President D. W. Clarke  
Gen.-Station-Comm. Mgr. Duane L. Walls  
Sales Promotion Manager  
Prog.-Prod. Director Warren L. Mowder  
Chief Announcer Oscar A. Henry  
Musical Director Charles E. Wright  
Chief Engineer Duane B. Allison  
Farm Editor Lloyd Thomas

## KGFW

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts d.  
Owned-Oper. By Central Nebraska Bcstg.  
Corp.  
Business-Studio Address Federal Annex Bldg.  
Phone Number Business, 2-3541; Program,  
3-1551  
Transmitter Location Lakeside  
Air Time 6 a.m.-11 p.m.  
News Service UP  
Transcription Service Capitol, Keystone  
Membership NAB  
President, General Manager, Lloyd C. Thomas  
Station-Commercial-Sales Promotion  
Manager E. Anson Thomas  
Prog.-Musical Dir. Peg Biber  
Prod. Dir., Farm Editor Jack Yeager  
Publicity Director Jeanette Harrison  
Chief Announcer Al Sage  
Chief Engineer Jack Lewis

## KFOR

LINCOLN—1924—ABC-NEBR. NET

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Cornbelt Bcstg. Corp.  
Business-Studio Address Sixth Fl., Stuart Bldg.  
Phone Number 2-6965  
Transmitter Location 48th & Vine Sts.

# NEBRASKA

Air Time ..... Unlimited  
 News Service ..... AP, INS  
 Transcription Service ..... Capitol, Standard  
 Representative ..... Edward Petry  
 Membership ..... NAB, BMB  
 President ..... James Stuart  
 V.P., Sta.-Comm. Mgr. .... Harry D. Peck  
 Prom.-Pub. Director ..... Dale V. Berger  
 Program Director ..... Jack Huston  
 Chief Announcer ..... Robert Johnson  
 Musical Director ..... Fledz Ziegenbein  
 Chief Engineer ..... Charles W. Winkler

## KOLN

**LINCOLN—1947—MBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Inland Bcstg. Co.  
 Bus.-Studio Address ..... 212 Federal  
 Securities Bldg.  
 Phone Number ..... 2-7218  
 Transmitter Location ..... 40th & W Sts.  
 Air Time ..... 6:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NAB  
 President ..... John K. Morrison  
 V.P., General Manager ..... Paul B. Fry  
 Station Manager ..... W. B. Waugh  
 Program Director ..... Edwin T. Smith  
 Chief Engineer ..... M. J. Korinek

## KBRL

**McCOOK—1947—MBS-NEBR. NET**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... The McCook Bcstg. Co.  
 Bus.-Studio-Transmitter Address ..... Hway 83 &  
 "J" St.  
 Phone Number ..... 1450  
 Air Time ..... 6:30 a.m.-10:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Friedenberg  
 Membership ..... NAB  
 Owners ..... William J. Cox, LeRoy W. Lenwell,  
 Edward Cooper & Arthur V. Henri  
 Gen.-Station Manager ..... LeRoy W. Lenwell  
 Comm.-Sales Prom. Mgr.,  
 Publicity Director ..... Robert A. Morris  
 Program-Production Dir., Chief Announcer,  
 Farm Editor ..... Dale Chronicle  
 Musical Director ..... Ed Huot  
 Chief Engineer ..... Paul Leonard

## WJAG

**NORFOLK—1922**

Frequency: 780 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... The Norfolk Daily News  
 Bus.-Studio Address ..... Norfolk Ave. & Sixth St.  
 Phone Number ..... 432  
 Transmitter Location ..... 3½ Mi. W. of Norfolk

Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Walker  
 Membership ..... NAB, BMB  
 President ..... Gene Huse  
 General-Station Manager ..... Art Thomas  
 Commercial Manager ..... Vernon Stedry  
 Sales Promotion Manager ..... Hollis Francis  
 Prog. Dir., Chief Announcer ..... Wayne Larson  
 Chief Engineer ..... Frank Wiedenbach

## KODY

**NORTH PLATTE—1930—NBC-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Station WOW, Inc.  
 Bus.-Studio-Transmitter Address ..... 1521 W. 12th  
 St.  
 Phone Number ..... 382  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth, Keystone  
 Representative ..... John Blair  
 Membership ..... NAB, BMB  
 President ..... John J. Gillin, Jr.  
 General-Station Mgr. .... John Alexander  
 Local Sales Manager ..... Joe di Natale  
 Program Director ..... Ed Launer  
 Publicity Director ..... Jerry Wing  
 Chief Engineer ..... Jay Blakesley  
 Farm Editor ..... Ed Launer

## KBON

**OMAHA—1942—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Inland Bcstg. Co.  
 Bus.-Studio Address ..... 676 Saunders-  
 Kennedy Bldg.  
 Phone Number ..... JACKSON 8282  
 Transmitter Location ..... 2807 So. 38th St.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... McGeehan & O'Mara  
 Membership ..... NAB, BMB  
 President ..... John K. Morrison  
 V.P., General Manager ..... Paul R. Fry  
 Station Manager ..... Richard E. Welna  
 Sales Prom. Mgr., Pub. Dir. .... Joe H. Bader  
 Program Director ..... Hugh E. Bader  
 Chief Engineer ..... Percy Zeigler

## KFAB

**OMAHA—1924—CBS**

Frequency: 1110 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... KFAB Bcstg. Co.  
 Bus.-Studio Address ..... 620 Farnam Bldg.  
 Phone Number ..... JA. 3420  
 Transmitter Location ..... 10 Mi. S. of Omaha  
 Air Time ..... Unlimited  
 News Service ..... AP, UP

Transcription Service.....Standard, SESAC  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 Chairman of the Board.....Joe W. Seacrest  
 President.....Fred S. Sidles  
 Gen.-Sta.-Comm. Manager.....Harry Burke  
 Sales Prom. Mgr., Pub. Dir.....Don Shoemaker  
 Program-Production Dir.....L. A. Miller  
 Farm Editor.....W. E. Macdonald

## KOIL

### OMAHA—1925—ABC-NEBR. NET

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned By.....Stuart Investment Co.  
 Operated By.....Central States Bcstg. Co.  
 Business-Studio Address.....Omaha Natl. Bank Bldg.  
 Phone Number.....Jackson 7626  
 Transmitter Location.....Box 479, Council Bluffs, Ia.  
 Air Time.....Unlimited  
 News Service.....AP, INS  
 Transcription Service.....Capitol, Standard  
 Representative.....Edward Pely  
 Membership.....NAB, BMB  
 President.....James Stuart  
 Exec. V.P.....Albert Koenig  
 Station Manager.....William J. Newens  
 Commercial Manager.....Forrest Blair  
 Sales Promotion Manager.....Donald Dahlberg  
 Program-Production Director.....Virgil Sharpe  
 Chief Engineer.....Charles W. Winkler

## KOWH

### OMAHA—1922

#### MIDWEST BASEBALL-NEB. NET

Frequency: 660 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....World Publishing Co.  
 Business-Studio Address.....15th & Farnam  
 Phone Number.....Atlantic 2228  
 Transmitter Location.....69th & Redmon  
 Air Time.....6 a.m.-local sunset  
 News Service.....UP  
 Transcription Service.....Standard, World, Associated  
 Representative.....George P. Hollingbery  
 Membership.....FMA  
 President.....H. Doorly  
 Gen.-Sta.-Comm. Mgr.....B. C. Corrigan  
 Musical Director.....Walter Scott  
 Farm Editor.....Adam Reinemund

## WOW

### OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Radio Station WOW, Inc.

Business-Studio Address.....280 Insurance Bldg.  
 Phone Number.....Webster 3400  
 Transmitter Location.....5500 Kansas Ave.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Standard, Thesaurus, SESAC, Associated  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 President, General Manager.....John J. Gillin, Jr.  
 Sales Promotion Manager.....Bill Wiseman  
 Program Director.....Lyle DeMoss  
 Production Director.....Ray Olson  
 Publicity Director.....Harold Storm  
 Chief Announcer.....Merrill Workhoven  
 Musical Director.....Morton Wells  
 Chief Engineer.....William J. Koler  
 Farm Editor.....Mal Hansen

## KNEB

### SCOTTSBLUFF—1948

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Platte Valley Bcstg. Corp.  
 Business-Studio Address.....Golden Rule Bldg.  
 Phone Number.....1820  
 Transmitter Location.....1/4 Mi. S.E. of City  
 Air Time.....Local sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Capitol, World  
 Representative.....Hal Holmon  
 Membership.....NAB  
 President.....John R. Jirton  
 General-Station Mgr.....Russ M. Stewart  
 Commercial Manager.....Byron Joachim  
 Program Director.....Bill Scharton  
 Chief Announcer, Chief Engineer.....Les Proctor  
 Farm Editor.....Bob Hyde

## KOLT

### SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Hilliard Co.  
 Business-Studio Address.....1517 1/2 Broadway  
 Phone Number.....856  
 Transmitter Location.....2 Mi. W. of City on West 20th  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Lorenzen & Thompson  
 Membership.....NAB, BMB  
 President, General-Sta. Mgr.....L. L. Hilliard  
 Commercial Manager.....Roy Cummings  
 Soles Promotion Manager.....Viril Davis  
 Program Director.....Bill Walter  
 Chief Announcer.....Harold Ellis  
 Musical Director.....Lois Lewis  
 Chief Engineer.....Harland Morrison  
 Farm Editor.....Wes Antles

# NEVADA

Estimated Population 142,000—Increase +28.4%—Radio Homes 40,100  
Total Families 41,600—Stations in State 9

## KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Elko Bcstg. Co.  
Business-Studio Address: Elko  
Phone Number: 260  
Air Time: 6:30 a.m.-M.  
News Service: UP  
President: Chris Sheerin  
General Manager: Edward Denkema  
Commercial Manager: John J. Gammick  
Program Director: Evard Van Welch  
Chief Announcer: Kenneth Smith  
Chief Engineer: Evard Van Welch

## KENO

LAS VEGAS—1940—ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Nevada Bcstg. Co.  
Business Address: Box 1310  
Phone Number: 1400  
Studio-Transmitter Location: The Strip,  
Hwy. 91  
Air Time: 6 a.m.-1:30 a.m.  
News Service: INS  
Transcription Service: Thesaurus  
Representative: W. S. Grant  
General-Station Manager: Maxwell Kelch  
Comm.-Sales Prom. Mgr.: Paul R. Gang  
Prog.-Prod.-Pub. Dir.: L. A. Newsome, Jr.  
Chief Announcer: William H. Guy  
Chief Engineer: James W. Harford

## KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Las Vegas Bcstrs., Inc.  
Address: Box 1510  
Phone Number: 4646  
News Service: UP  
Transcription Service: Capitol  
Representatives: Gene Grant, Donald Cooke  
General Manager: Richard E. Goebel  
Chief Engineer: Ralph Dow

## KRAM

LAS VEGAS—1948  
KBS-INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned By: Boulder City Bcstg. Corp.  
Operated By: Edward J. Jansen,  
Truman B. Hinkle  
Business Address: Box 1712  
Phone Number: 920, 4620-1  
Studio Address: Hwy. 91

Transmitter Location: E. of Cemetery  
Air Time: Sunrise-sunset  
News Service: UP  
Transcription Service: Keystone  
President: Edward J. Jansen  
General-Station Mgr.: Truman B. Hinkle  
Sales Promotion Manager: Charlotte Brader  
Prog. Dir., Chief Announcer: Carl Paige  
Chief Engineer: Fred Young

## KATO

RENO—1946—MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Sierra Bcstg. Co.  
Business Address: Box 2231  
Phone Number: 2-4501  
Studio Address: Elks Bldg.  
Transmitter Location: 6th & Cassinelli Rds.  
Air Time: 6:30 a.m.-M.  
Representative: John E. Pearson  
Membership: NAB  
President: R. K. Wittenberg  
General Manager: Robert L. Stoddard  
Commercial Manager: F. L. Tower  
Chief Engineer: R. K. Wittenberg  
Farm Editor: Bert Kennington

## KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Oper. By: McClatchy Bcstg. Co. of  
Nev.  
Business-Studio Address: 143 Stevenson St.  
Phone Number: Reno 5106  
Transmitter Location: Sparks  
Air Time: Unlimited  
News Service: UP  
Transcription Service: World  
Representative: Paul H. Raymer  
Membership: NAB, BMB  
President: Eleanor McClatchy  
Station Manager: Hewitt Kees  
Office Manager: Merle L. Snider  
Program Manager: Eberle T. Shields, Jr.  
Traffic Manager: Amalia Ibarra  
Chief Technician: Wesley Craig  
Farm Editor: Herbert E. Samuels

## KOLO

RENO—1946—CBS

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Operated By: Reno Bcstg. Co.  
Business Studio Address: 33 Sierra St.  
Phone Number: 2-4516  
Transmitter Location: Sparks  
Air Time: 6 a.m.-M.  
News Service: AP, UP

# NEVADA-NEW HAMPSHIRE

Transcription Service ..... Lang-Worth  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB  
 President ..... Dave McKay  
 General-Station Manager ..... H. G. Wells  
 Comm.-Sales Prom. Manager ..... Stan Jones  
 Program Director ..... Al Coon  
 Production-Publicity Director ..... Jack Kehoe  
 Chief Engineer ..... Merle Peterson

News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Walker  
 Membership ..... NAB  
 President ..... Merritt C. Speidel  
 General Manager ..... Merrill Inch  
 Commercial Manager ..... John A. Long  
 Program Director ..... Gene Shumate  
 Chief Engineer ..... Wilbur C. Comer

## KWRN

RENO—1947—ABC

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Reno Newspapers, Inc.  
 Business-Studio Address ..... Gazette Bldg.  
 Phone Number ..... 6156  
 Transmitter Location ..... Reno  
 Air Time ..... 7 a.m.-M.

## KXXL

RENO—1947

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Station KXXL  
 Address ..... Box 1329  
 Phone Number ..... 3122  
 News Service ..... UP  
 President, General Mgr. .... Chet L. Gance

# NEW HAMPSHIRE

*Estimated Population 548,000—Increase +11.6%—Radio Homes 162,400  
 Total Families 168,100—Stations in State 11*

## WMOU

BERLIN—1946—KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... White Mountains Bstg. Co.,  
 Inc.  
 Business-Studio Address ..... 40 Main St.  
 Phone Number ..... Berlin 1797-8  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Radio Reps., Kettell-Carter  
 Membership ..... NAB  
 President, Sales Mgr. .... Charles S. Holbrook  
 Program Manager ..... Wendell C. Mackenzie  
 Chief Engineer ..... James F. Hennessey

Business-Studio Address ..... Eogie Hotel  
 Phone Number ..... 4180  
 Transmitter Location ..... Redington St.  
 Air Time ..... 6:00 a.m.-11:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Walker  
 General Manager ..... Hon. Charles M. Dale  
 Asst. Mgr., Prog. Dir. .... Thomas S. Pingree  
 Publicity Director ..... James R. Newton  
 Chief Announcer ..... Win Blake  
 Chief Engineer ..... George Davis

## WTSV

CLAREMONT—1948  
 MBS-YANKEE-GRANITE

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Granite State Bstg. Co.  
 Phone Number ..... 9456  
 Transcription Service ..... Lang-Worth  
 Representative ..... Balling  
 President ..... William J. Barkley  
 General Manager ..... W. F. Rust, Jr.  
 Commercial Manager ..... Ted Sterns  
 Program Director ..... Dick Hill  
 Chief Engineer ..... A. Davis

## WKNE

KEENE—1941—CBS

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WKNE Corp.  
 Business-Studio Address ..... 17 Dunbar St.  
 Phone Number ..... 2080-1  
 Transmitter Location ..... Stanhope Ave.  
 Air Time ..... 5:58 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Thescurus  
 Representative ..... Adom J. Young, Jr.,  
 Kettell-Carter  
 Membership ..... NAB, BMB  
 Pres., Gen.-Sta. Mgr. .... Joseph K. Close  
 Asst. Gen. Mgr., Program Production  
 Director ..... Robert M. Peebles  
 Sales Prom. Mgr., Pub. Dir. .... Sears Larrabee  
 Chief Engineer ..... Ernest F. Botchelder, Jr.  
 Farm Editor ..... Stacey Cole

## WKXL

CONCORD—1946—MBS-YANKEE

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Hon. Charles M. Dale

# growing ... in the granite state!



From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMi, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

maine and  
massachusetts  
too!



WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMi, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

**W F M I**  
PORTSMOUTH, NEW HAMPSHIRE

FOR DETAILS ON ALL THREE:

The WALKER Company  
New York  
Owned and Operated by  
Governor Charles M. Dale

Bertha Bannan  
Boston  
Vice President and General Manager  
Bert Georges — WHEB

## WLNH

### LACONIA—1922—MBS-YANKEE-KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Northern Bcstg. Corp.  
 Business-Studio Address . . . . . 653 Main St.  
 Phone Number . . . . . 2-300  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Kettell-Carter  
 Membership . . . . . NAB  
 General Manager . . . . . Warren H. Brewster  
 Program Director . . . . . Al Maffie  
 Chief Engineer . . . . . Walter Avery

## WFEA

### MANCHESTER—1932—CBS

Frequency: 1370 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . N. H. Bcstg., Inc.  
 Business-Studio Address . . . . . 286 Franklin St.  
 Phone Number . . . . . Manchester 4656  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Adam J. Young, Jr.  
     Kettell-Carter  
 Membership . . . . . NAB, BMB  
 President . . . . . Morris Silver  
 General Manager . . . . . Arthur I. Rothafel  
 Commercial Manager . . . . . Saul Gross  
 Program Director . . . . . Warren Journey  
 Production Director . . . . . Frank Finning  
 Publicity Director . . . . . Bill Leahy  
 Chief Engineer . . . . . Reginald Schow

## WKBR

### MANCHESTER—1946

#### MBS-YANKEE

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Granite State Bcstg., Inc.  
 Business-Studio Address . . . . . 155 Front St.  
 Phone Number . . . . . 9456  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Balling  
 Membership . . . . . NAB  
 President . . . . . W. J. Barkley  
 General Manager . . . . . W. F. Rust, Jr.  
 Commercial Mgr. . . . . Ralph Gottlieb  
 Program Director . . . . . Norman Bailey  
 Chief Engineer . . . . . Rayston Phillips

## WMUR

### MANCHESTER—1941—ABC

Frequency: 610 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By . . . . . The Radio Voice of  
 New Hampshire, Inc.  
 Business-Studio Address . . . . . 1819 Elm St.  
 Phone Number . . . . . 2090  
 News Service . . . . . AP

Transcription Service . . . . . World  
 Representative . . . . . Weed  
 Membership . . . . . NAB, BMB  
 President, Owner . . . . . Francis P. Murphy  
 General Manager . . . . . Harvey Carter  
 Chief Engineer . . . . . Vincent Chandler

## WOTW

### NASHUA—1947—GRANITE STATE

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Nashua Bcstg. Corp.  
 Bus.-Studio-Transmitter Location . . . . . Lund Rd.  
 Phone Number . . . . . 5000  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Bertha Bannan, Walker  
 Membership . . . . . NAB  
 Pres., Gen.-Station Mgr.,  
     Program Director . . . . . Arthur A. Newcomb  
 Soles Prom. Mgr., Pub. Dir. . . . . Carter S. Knight  
 Chief Engineer . . . . . Robert C. Bingham

## WHEB

### PORTSMOUTH—1932

#### MBS-YANKEE

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WHEB, Inc.  
 Bus.-Studio-Transmitter Address . . . . . Lafayette Rd.  
 Phone Number . . . . . 4080  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker, Bertha Bannan  
 Membership . . . . . BMB, FMA  
 President . . . . . Hon. Charles M. Dale  
 V.P., Gen.-Sta. Mgr. . . . . Herbert F. Georges  
 Commercial Manager . . . . . William A. Dawson, Jr.  
 Sales Prom. Mgr., Pub. Dir. . . . . Keith S. Field  
 Prog.-Prod. Dir. . . . . Winslow Bettinson  
 Chief Announcer . . . . . William I. Elliot  
 Musical Director . . . . . Joyce Hubbard  
 Chief Engineer . . . . . Paul G. Lindsay  
 Farm Editor . . . . . Prof. J. R. Heppler  
     (See Page 499)

## WWNH

### ROCHESTER—1948

#### GRANITE STATE

Frequency: 930 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Strafford Bcstg. Corp.  
 Bus.-Studio . . . . . Rochester Hill Rd.  
 Phone Number . . . . . 1400-1  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Ralph Gottlieb  
 Membership . . . . . NAB  
 President . . . . . Albin J. K. Malin  
 Station Manager . . . . . Chester P. Harford  
 Commercial Manager . . . . . M. Chester Ball  
 Program Director . . . . . Richard Purcell  
 Chief Engineer . . . . . E. J. Babkes



# NEW JERSEY

Estimated Population 4,729,000—Increase +13.7%—Radio Homes 1,203,800  
Total Families 1,247,100—Stations in State 18

## WCAP

ASBURY PARK—1926

Frequency: 1310 Kc. Power: 500 Watts  
Owned-Operated By: Radio Industries Bcst. Co.  
Business-Studio Address: Charms Bldg.  
Phone Number: Asbury Park 2-8600  
Transmitter Location: W. Bangs Ave.  
News Service: AP  
Transcription Service: World  
Membership: NAB, BMB  
President: Walter W. Reid, Jr.  
Gen.-Sta.-Sales Prom. Mgr.: Gene Milner  
Comm. Mgr., Pub. Dir.: Walter L. Reid  
Program-Production Director: Robert Barry  
Chief Engineer: Matthew Porter  
Farm Editor: Pat Flannigan

## WBAB

ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Press-Union Publishing Co.  
Business Address: 1900 Atlantic Ave.  
Phone Number: Atlantic City 5-1111  
Studio Address: Absecon Blvd. & Beach  
Thorofare, 1900 Atlantic Ave.  
News Service: AP  
Transcription Service: World  
Representative: Headley-Reed  
Membership: NAB, BMB  
President: Albert J. Feyl  
Gen.-Sta.-Comm.-Sales Promotion  
Manager: Monroe L. Mendelsohn  
Prog. Dir., Chief Announcer: Ralph Shoemaker  
Chief Engineer: Earle Godfrey

## WFPG

ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Neptune Bcstg. Corp.  
Business-Studio Address: Steel Pier  
Phone Number: 5-2188  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Burke, Kuipers & Mahoney  
President: John J. Laux  
Gen.-Sta.-Comm.-Sales Promotion  
Manager: Irving F. Teetsell  
Asst. Manager: Blair K. Thron  
Prog. Dir., Office Mgr.: Richard C. McNamara  
Publicity Director: Sheldon Gross  
Chief Engineer: Blair K. Thron

## WMID

ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Mid-Atlantic Bcstg. Co., Inc.

Business-Studio Address: Convention Hall  
Phone Number: 4-1340, 4-7131  
Transmitter Location: Absecon Blvd.  
News Service: AP  
Transcription Service: Associated  
Membership: NAB  
President: Earl M. Johnson  
General-Station Mgr.: David H. Freedman  
Commercial Manager: Jack J. Sidoroff  
Sales Prom. Mgr., Prog.-Prod. Dir.: Milt Mitler  
Chief Engineer: Quincy Knight

## WSNJ

BRIDGETON—1937—KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Eastern States Bcstg. Co.  
Business-Studio Address: Bridgeton  
Phone Number: 1600, 2353  
News Service: UP  
Transcription Service: Thesaurus, Keystone  
Representative: Thomas Clark  
President: Senator Elmer H. Wene  
General-Station Manager: Paul Alger  
Commercial Manager: Jerry Alden  
Sales Prom. Mgr., Pub. Dir.: Arthur Scholz  
Program Director: Joe McCulley  
Chief Engineer: Francis Fekel  
Farm Editor: Don Hart

## WCAM

CAMDEN—1924

Frequency: 1310 Kc. Power: 500 Watts  
Owned-Operated By: City of Camden  
Business-Studio Address: City Hall  
Phone Number: CA 4-0907, 4-4523, 4-9000  
Transmitter Location: Civic Center  
News Service: UP  
Transcription Service: Standard, Capitol  
Station Mgr.: Mildred Carroll Longendorfer  
Chief Engineer: C. E. Onens

## WKDN

CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By: So. Jersey Bcstg. Co.  
Bus.-Studio Address: 2881 Mt. Ephraim Ave.  
Phone Number: Emerson 5-7200  
President: Ranulf Compton  
Program Director: Edwin W. Tucker  
Chief Engineer: Roger S. Whitlock

## WHOM

JERSEY CITY

(See Listing, New York, N. Y.)



# WPAT

"North Jersey's Own Station"

---

OWNED BY  
**THE HERALD-NEWS**

Passaic, N. J.

*"New Jersey's 4th Largest Evening Newspaper"*

---

STUDIOS: PATERSON, N. J.

ARmory 43400

New York Phone:  
PENNSYLVANIA 6-2945

## W M T R

**MORRISTOWN—1948**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Operated By... Morrystown Bcstg. Co.  
 Address... P. O. Bcx 345, Park Square Bldg.  
 Phone Number... MO 4-5700  
 Studio Address... 10 Park Pl.  
 Transmitter Location... Evergreen Ave.  
 News Service... AP  
 Transcription Service... Associated  
 Membership... NAB  
 Co-Managers... George S. Croy,  
 Kenneth A. Croy  
 Business Manager... G. Joseph Porter  
 Program Director... Jack Allen Polls  
 Chief Engineer... Rudolph C. Prow  
 Farm Editor... Merrill Morris

## W A A T

**NEWARK—1921**

Frequency: 970 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By... Bremer Bcstg. Corp.  
 Business-Studio Address... 11 Hill St.  
 Phone... Mitchell 2-6400; Barkley 7-8216  
 Transmitter Location... Kearny  
 News Service... AP  
 Transcription Service... World, Associated  
 Representative... Weed  
 Membership... NAB  
 President, Gen. Mgr... Irving R. Rosenhaus  
 Commercial Manager... E. S. Lennon  
 Promotion Director... James Sondheim  
 Program Director... George Green  
 Public Relations Director... Roland Trenchard  
 Director, Educ. Activities... Robert B. Macdougall  
 Musical Director... Jay Stanley  
 Chief Engineer... Frank V. Bremer

## W H B I

**NEWARK—1922**

Frequency: 1280 Kc. Power: 2500 Watts d.;  
 1000 Watts n.  
 Owned-Operated By... May Radio Bcst. Corp.  
 Business-Studio Address... 100 Shipman St.  
 Phone Number... Mitchell 2-7354  
 Pres., Gen. Mgr., Prog. Dir... James L. Shearer  
 Station-Comm. Manager... William Masi  
 Chief Engineer... Herman Foster

## W N J R

**NEWARK—1947**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By... North Jersey Radio, Inc.  
 Business-Studio Address... 91 Halsey St.  
 Phone Number... MARket 3-2700  
 Transmitter Location... Union  
 Air Time... 6 a.m.-M.

News Service... INS, UP  
 Transcription Service... World, Capitol  
 Representative... Avery-Knodel  
 Membership... NAB  
 President... Edward W. Scudder, Jr.  
 General Manager... Harry D. Goodwin  
 Director of Operations... John H. McNeill  
 Sales Promotion Manager... James R. Ryall  
 Program Director... Steven Van Gluck  
 Production Director... G. Thomas Marshall  
 Publicity Director... Ann Jack  
 Chief Announcer... Edgar Kobak, Jr.  
 Chief Engineer... Peter Testan  
 Farm Editor... Will Peigelbeck

## W V N J

**NEWARK—1948**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By... Newark Bcstg. Corp.  
 Business-Studio Address... 45 Central Ave.  
 Phone Number... Mitchell 3-7600  
 Transmitter Location... Livingston  
 Air Time... 6 a.m.-1 a.m.  
 News Service... UP  
 Transcription Service... Standard  
 Representative... George P. Hollingbery  
 Membership... NAB  
 V.P., Gen.-Comm Mgr... Ivon B. Newman  
 Station Manager... Helen Sutton

## W C T C

**NEW BRUNSWICK—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Chanticleer Bcstg. Co.  
 Business-Studio Address... 385 George St.  
 Phone Number... Charter 7-1450  
 Transmitter Location... Highland Park  
 Air Time... 7 a.m.-11 p.m.  
 News Service... AP  
 Transcription Service... Associated, World  
 Membership... NAB, BMB  
 Owner, Pres., Gen Mgr... James L. Howe  
 Commercial Manager... Edwin C. Derryberry  
 Sales Promotion Manager... Edith Brandt  
 Program Director... Robert Bell  
 Chief Engineer... Robert L. Williams

## W P A T

**PATERSON—1941**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... North Jersey Bcstg. Co., Inc.  
 Business Address... 7 Church St.  
 Phone Number... Armory 4-3400;  
 Pennsylvania 6-2945  
 Studio Address... 66 Hamilton St.  
 Transmitter Location... Broad St. at Hepburn  
 Rd., Clifton  
 Air Time... Local sunrise-sunset  
 News Service... UP  
 Transcription Service... Associated

## NEW JERSEY

Representative ..... Donold Cooke  
Membership ..... NAB  
Chairman of Board ..... Dow H. Drukker  
President ..... Dow H. Drukker, Jr.  
Exec. V.P., Gen. Mgr. .... James V. Cosman  
V.P., Pub. Relations Dir. .... Richard Drukker  
Asst. V.P., Asst. Gen. Mgr. .... Arthur Mundarff  
Asst. V.P., Chief Engineer ..... Earl F. Lucas  
Treasurer ..... Harry Adsit  
Mgr. Pub., Spec. Events ..... David T. Golden  
Sales Manager ..... Robert McGready

### WTNJ

TRENTON—1922

Frequency: 1300 Kc. .... Power: 250 Watts d.  
Owned-Operated By ..... WOAX, Inc.  
Business-Studio Address ..... 416 Bellevue Ave.  
Phone Number ..... 8149  
V.P., General Manager ..... F. J. Wolff

### WTTM

TRENTON—1942—NBC

Frequency: 920 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Trent Bcst. Corp.  
Business-Studio Address ..... 541-43 E. State St.  
Phone Number ..... 5-8515-6-7-8  
Transmitter Location ..... Yardley, Pa.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Representative ..... Forjoe  
Membership ..... NAB  
President ..... Hon. Elmer H. Wene  
General Manager ..... Carl Mark  
Commercial Manager ..... F. A. Wellman  
Program Director ..... William R. Griffin  
Publicity Director ..... Edward W. Brown  
Musical Director ..... James P. O'Brien  
Chief Engineer ..... Theodore P. Kilmer  
Farm Editor ..... Roy Grove

### WWBZ

VINELAND—1946

Frequency: 1360 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Community Bcstg. Service,  
Inc.  
Business-Studio Address ..... 633 Wood St.  
Phone Number ..... Vineland 7-1360  
Transmitter Location ..... Brotmanville  
Air Time ..... Sunrise-sunset  
News Service ..... UP  
Transcription Service ..... World  
President ..... Joseph M. Bullock  
General Manager ..... Fred M. Wood  
Program Director ..... Dorothy H. Carlson  
Sales Manager ..... Warren Hoff  
Chief Announcer ..... Ted Jaffee  
Chief Engineer ..... C. V. Mullen

### WWBZ

1360 K.C. 1000 Watts

Vineland, N. J.

South Jersey's Progressive Station

**BIG** { Coverage  
Audience } **RESULTS**  
Programs }

WWBZ  
Vineland, N. J.

Fred Wood,  
Gen'l Mgr.

# NEW MEXICO

*Estimated Population 571,000—Increase +7.4%—Radio Homes 119,700  
Total Families 132,100—Stations in State 19*

## K G G M

**ALBUQUERQUE—1927—CBS**

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By New Mexico Bcstg. Co.  
Address Kimo Bldg.  
Phone Number 4543  
Studio Address Kimo Theater Bldg.  
Transmitter Location So. 2nd St.  
News Service UP, AP  
Transcription Service World  
Representative Taylor-Borroff  
Membership BMB  
Pres., Station Mgr. A. R. Hebenstreit  
Vice President S. P. Vidal  
Commercial Manager Jack Skillen  
Program Director Robert Van Driel  
Chief Engineer Leonard F. Dodds  
Traffic Manager Virgie Abeyta

## K V E R

**ALBUQUERQUE—1947  
MBS-GREAT WEST**

Frequency: 1340 Kc. Power: 250 Watts  
Owned By (Application on file to transfer to  
Westernair, Inc.)  
Business-Studio Address 317 N. Broadway,  
Box 1388  
Phone Number 3-1744  
Transmitter Location Old Albuquerque  
Air Time 6 a.m.-M.  
News Service UP  
Representative Forjoe  
Membership NAB  
General Manager William T. Kemp  
Commercial Manager Paul A. Kehle  
Program Director Ralph B. Henry  
Chief Engineer John H. Morrison

## K O A T

**ALBUQUERQUE—1946  
ABC-ZIA NET**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Rio Grande Bcstg. Co., Inc.  
Business Address Box 1419  
Phone Number 3-2247  
Studio Address 122 S. Tulane  
Transmitter 2000 W. Indian School Rd.  
News Service UP  
Transcription Service Capitol  
Representative Lorenzen & Thompson  
Membership NAB, BMB  
P-esident A. E. Buck  
V.P., Gen.-Sta.-Comm. Mgr. Merle H. Tucker  
Chief Engineer Lewis Hake, Jr.

## K S V P

**ARTESIA—1946—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned By (Changing ownership to Artesia  
Bcsters, Inc.)  
Operated By Artesia Bcsters.  
Business-Studio Address 511 W. Main  
Phone Number 650  
Transmitter Location Roselawn Addition  
Air Time 7 a.m.-10 p.m.  
News Service AP  
Transcription Service Capitol, Standard,  
Keystone  
General Manager Burney Jones  
Commercial Manager Wayne Griffin  
Program Director Bill Angel  
Chief Engineer Burney Jones

## K O B

**ALBUQUERQUE—1920—NBC-MBS**

Frequency: 770 Kc. Power: 50,000 Watts d.:  
25,000 Watts n.  
Owned-Oper. By Albuquerque Bcstg. Co.  
Bus.-Studio Address Fifth & West Silver  
Phone Number 4411  
Transmitter Location Alameda  
Air Time Unlimited  
News Service AP  
Transcription Service Thesaurus  
Representative Free & Peters  
Owner, Gen. Mgr. T. M. Pepperday  
Station Manager Bob Seal  
Asst. Manager Rolf S. Nielsen  
Publicity Director Jean Toncre  
Musical Director Noel Martin  
Chief Engineer George S. Johnson

## K A V E

**CARLSBAD—1936—CBS-SWN**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Carlsbad Bcstg. Corp.  
Business-Studio Address 800 S. Canal St.  
Phone Number 244  
Transmitter Location La Huerta  
Air Time 6 a.m.-M.  
News Service AP  
Representative Taylor-Borroff  
President Val Lawrence  
General-Station Mgr. Norman R. Loose  
Commercial Manager Gail Boles  
Program Director Alexander Pitcaithley  
Chief Engineer William Sene

**KICA**

**CLOVIS—1933—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By: Hugh DeWitt Landis,  
 R. B. McAlister  
 Operated By: R. B. McAlister  
 Business Address: Box 111  
 Phone Number: 3  
 Studio Address: 520 Pile St.  
 Transmitter Location: Hillcrest Park  
 Air Time: 6 a.m.-11 p.m.  
 News Service: UP  
 Transcription Service: MacGregor  
 Representative: Continental Radio Sales  
 Membership: NAB  
 President: Hugh DeWitt Landis  
 General-Station Mgr.: R. B. McAlister  
 Commercial Manager: Don Boles  
 Sales Promotion Manager: Sammy Goadman  
 Program Director: John Kirkwood  
 Chief Announcer: Harold Cook  
 Musical Director: Joni Nieves  
 Chief Engineer: Vernon Hughes

**KGAK**

**GALLUP—1946—ABC-ZIA**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Rio Grande Bcstg. Co.  
 Business-Studio Address: Box 1150  
 Phone Number: 726  
 News Service: UP  
 Representative: Donald Coker  
 General Manager: Merle H. Tucker  
 Commercial Mgr.: Mike Kirkmeyer  
 Program Director: Edith Thurston  
 Chief Engineer: John L. Ioanides

**KWEW**

**HOBBS—1938  
 MBS-KBS-SOUTHWEST**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned-Operated By: W. E. Whitmore  
 Business-Studio Address: 116 E. Dunham  
 Phone Number: 495  
 News Service: UP  
 Transcription Service: MacGregor, KBS  
 Representative: Taylor-Borroll  
 President: W. W. Whitmore  
 Station Manager: Harry McAdams  
 Commercial Manager: Phil McGee  
 Chief Engineer: Ray Evans

**KCHS**

**HOT SPRINGS—1946—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Sierra Bcstg. Service  
 Business-Studio Address: 401 Broadway  
 Phone Number: 161  
 Transmitter Location: Yucca Heights

Air Time: 6:30 a.m.-10 p.m.  
 News Service: UP  
 Transcription Service: Capitol, Keystone  
 Representative: Continental Radio Sales  
 General Manager: Leonard R. Trainor  
 Chief Engineer: Reginald H. Shirk

**KOBE**

**LAS CRUCES—1947—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Mesilla Valley Bcstg. Co.  
 Bus. Studio Address: Main & Picacho Ave.  
 Phone Number: 205  
 Transmitter Location: W. Adamor Ave.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World, Thesaurus  
 Membership: NAB  
 President: Robert Porter  
 General-Station Mgr.: Harry H. Stair  
 Commercial Manager: L. H. McDonald  
 Program Director: L. S. Sleppy  
 Chief Engineer: K. M. Dean

**KFUN**

**LAS VEGAS—1941—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Southwest Bcsters. Inc.  
 Business Address: Box 710  
 Phone Number: 12  
 Studio-Transmitter Location: Radio Heights  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Transcription Service: Standard  
 Membership: NAB, BMB  
 Pres., Gen. Station Mgr.: Ernest N. Thwaites  
 Commercial Manager: Burke Ormsby  
 Program Director: Dorothy G. Thwaites  
 Chief Engineer: A. F. Schultz

**KRTN**

**RATON—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Southwest Bcsters. Inc.  
 Business Address: Box 710, Las Vegas:  
 Box 767, Raton  
 Studio-Transmitter Address: 1128 State St.  
 Air Time: Daytime  
 News Service: UP  
 Transcription Service: Standard, World  
 Membership: BMB  
 Pres., Gen. Manager: Ernest N. Thwaites  
 Station Manager: Stanley K. Brown

**KGFL**

**ROSWELL—1927—MBS-SW, N-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: KGFL, Inc.  
 Business-Studio Address: 310 N. Richardson

Phone Number ..... 2000  
 Transmitter Location..... 511 W. 16th St.  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... UP  
 Transcription Service... Lang-Worth, Keystone  
 Representative ..... Taylor-Boroff  
 Membership ..... NAB, BMB  
 General-Station Manager..... W. E. Whitmore  
 Commercial Manager..... G. F. Roberts  
 Program Director..... G. N. Venrick

## K S W S

### ROS WELL—1947—ABC-ZIA NET

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... McEvoy Bcstg. Co.  
 Bus. Studio Address..... 401 N. Richardson St.  
 Phone Number ..... 2400  
 Transmitter Location..... 19th & Railroad Ave.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Lorenzen & Thompson  
 Membership ..... NAB, BMB  
 V.P., General Manager..... John A. McBoyle  
 Commercial Manager..... M. I. Montgomery  
 Sales Promotion Manager..... John L. Meyers  
 Program Director..... George R. Walsh  
 Chief Announcer..... Tom Foulkes  
 Chief Engineer..... Ray R. Summersgill

## K T R C

### SANTA FE—1946—ABC-ZIA NET

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By... Rio Grande Bcstg. Co., Inc.  
 Bus. Address..... P. O. Box 1419, Albuquerque  
 Phone Number ..... 3-2247  
 Studio-Transmitter Address..... 210 E. Marcy  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Lorenzen & Thompson  
 President..... A. E. Buck  
 General Manager..... Merle H. Tucker  
 Station Manager..... Hugh Gray  
 Chief Engineer..... Mark Tallan

## K V S F

### SANTA FE—1936—CBS

Frequency: 1260 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... New Mexico Bcstg. Co.  
 Business-Studio Address..... 759 Cerrillos Rd.  
 Air Time..... 6 a.m.-M.  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Taylor-Boroff  
 Membership ..... BMB  
 President..... A. R. Hebenstreit  
 General Manager..... Ivan R. Head  
 Sales ..... Paul Theil  
 Chief Engineer..... E. J. Vanderwood

## K S I L

### SILVER CITY—1946—CBS-SW. NET

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By... Dorrance D. Roderick  
 Bus. Studio-Transmitter Address... 17th & Cactus  
 St., P. O. Box 590  
 Air Time..... 6 a.m.-11:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard, Cole  
 Representative ..... Taylor-Boroff  
 Pres., Owner..... Dorrance D. Roderick  
 General Manager..... Carl Dunbar  
 Asst. General Manager..... Harold T. Welsh  
 Program Director..... Al Wheeler  
 Chief Engineer..... Franklin P. Keeler

## K T N M

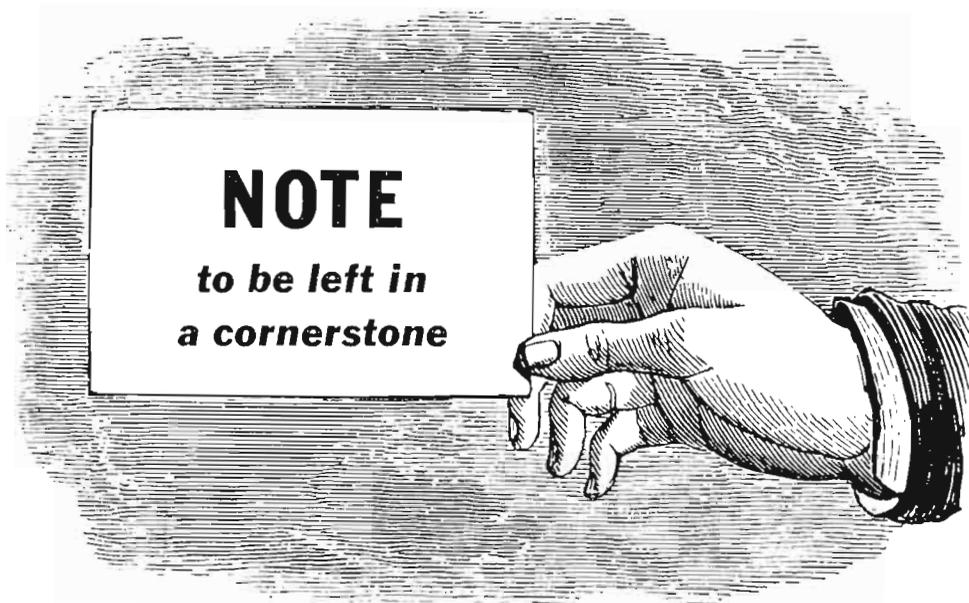
### TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned By..... The McMa Agency  
 Operated By..... Grady Maples  
 Business Address..... Box 668  
 Phone Number ..... 100  
 Studio Address..... Second & Main Sts.  
 Transmitter Location... Outside E. City Limits  
 Air Time..... 6 a.m.-10:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Keystone  
 Partners..... Grady Maples, R. B. McAlister  
 Commercial Manager..... J. Paul Aley  
 Sales Prom. Mgr., Prog. Dir.... Grady Maples  
 Chief Announcer..... John Davis  
 Chief Engineer..... David Fred White, Jr.

For News Prestige—

# A P

Available through  
 membership



**WOR** is a powerful force in the lives of the majority of 36,000,000 men, women and children in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, its voice is a welcome and forceful one.

WOR is deliberately programmed to be an intimate medium. It's probably the warmth it creates in the hearts and minds of millions of people that makes it one of the most successful selling forces in America today.

May we tell you more about this great station?  
Our address is

*—that power-full station  
at 1440 Broadway, in New York*

*Mutual*

**WOR**



# NEW YORK

Estimated Population 14,386,000—Increase +6.7%—Radio Homes 4,001,700  
Total Families 4,135,800—Stations in State 87

## W A B Y

ALBANY—1934

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . Adirondack Bcstg. Co., Inc.  
Business-Studio Address . . . . . Strand Bldg.,  
110 No. Pearl St.  
Phone Number . . . . . 4-4193  
Transmitter Location . . . Braintree St., Colonie  
Air Time . . . . . 7 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus, Standard  
Representative . . . . . Evelett-McKinney  
Membership . . . . . NAB  
President . . . . . A. J. McDonald  
General-Station Manager . . . . . Russell B. Wilde  
Comm.-Sales Prom. Mgr. . . . . Eugene P. Weil  
Prog.-Musical Director . . . . . Ned Trudeau  
Production Director . . . . . Thomas R. Sternfeld  
Chief Announcer . . . . . Bill Phillips  
Chief Engineer . . . . . James H. Corey

## W O K O

ALBANY—1924—UBS

Frequency: 1460 Kc. . . . . Power: 1000 Watts d.:  
500 Watts n.  
Owned-Oper. By . . . Gov. Dongan Bcstg. Corp.  
Bus.-Studio Address . . . . . Hotel Wellington,  
136 State St.  
Phone Number . . . . . 3-6638  
Transmitter Location . . . . . Tremont St.  
Air Time . . . . . Unlimited  
News Service . . . . . AP, INS  
Transcription Service . . . . . Standard, SESAC  
Representative . . . . . Lorenzen & Thompson  
President, General Mgr. . . . . James T. Healey  
Station Manager . . . . . Kay Feily  
Commercial Manager . . . . . A. Kellert  
Program Director . . . . . Sherb Herrick  
Chief Announcer . . . . . Lyle Bosley  
Musical Director . . . . . Gordon Seaman  
Chief Engineer . . . . . Al Sardi

## W P T R

ALBANY—1948

Frequency: 1540 Kc. . . . . Power: 10,000 Watts  
(CP 50,000)  
Owned-Operated By . . . Patroon Bcstg. Co., Inc.  
Business-Studio Address . . . . . 87 State St.,  
Hotel Ten Eyck  
Phone Number . . . . . 5-3345, 5-5422  
Transmitter Location . . . . . Middle Rd., Colonie  
Air Time . . . . . Unlimited  
News Service . . . . . AP, INS  
Transcription Service . . . . . Capitol, SESAC  
Representative . . . . . William G. Rambeau

Membership . . . . . NAB  
President . . . . . J. Myer Schine  
General-Station Mgr. . . . . Leonard L. Asch  
Commercial Manager . . . . . Joseph R. Fife  
Sales Prom. Mgr., Pub. Dir. . . . . Robert Snyder  
Program Director . . . . . Howard W. Maschmeier  
Production Director . . . . . William Van Steenburgh  
Chief Announcer . . . . . Glen Walrath  
Musical Director . . . . . Frank D'Armond  
Chief Engineer . . . . . Dwelle S. Hoag  
Farm Editor . . . . . Bernard Buck

## W R O W

ALBANY—1947—MBS

Frequency: 590 Kc. . . . . Power: 5000 Watts d.:  
1000 Watts n.  
Owned-Oper. By . . . Hudson Valley Bcstg. Co.,  
Inc.  
Business-Studio Address . . . . . 112 State St.  
Phone Number . . . . . Albany 3-2225  
Transmitter Location . . . . . Route 9W, So. of City  
Air Time . . . . . 6 a.m.-1 a.m.  
News Service . . . . . INS, UP  
Representative . . . . . Avery-Knodel  
Membership . . . . . NAB, BMB  
President . . . . . Dr. John J. Quinlan  
General-Station Mgr. . . . . Harry L. Goldman  
Commercial Manager . . . . . Stanley Roberts  
Sales Prom. Mgr., Pub. Dir. . . . . Leo Rosen  
Program Director . . . . . Johnny Lee  
Production Director . . . . . Richard Armfield  
Musical Director . . . . . Richard Hartigan  
Chief Engineer . . . . . Charles Heisler  
Farm Editor . . . . . George Michaels

## W X K W

ALBANY—1948—ABC

Frequency: 850 Kc. . . . . Power: 10,000 Watts  
Owned-Oper. By . . . Champlain Valley Bcstg.  
Corp.  
Business-Studio Address . . . . . 444 Broadway  
Phone Number . . . . . 6-7676  
Transmitter Location . . . . . Selkirk  
Air Time . . . . . 5:30 a.m.-1 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Katz  
Membership . . . . . NAB, BMB  
President . . . . . Stephen R. Rintoul  
General Manager . . . . . Harold H. Meyer  
Commercial Manager . . . . . Gren Rand  
Program Director . . . . . Fred Daiger  
Production Director . . . . . Walter Neals  
Publicity Director . . . . . D. Hay  
Chief Engineer . . . . . Arthur Schoenfuss  
Farm Editor . . . . . Peter Ten Eyck

## W C S S

**AMSTERDAM—1948**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Community Service Bcst.  
 Corp.  
 Bus.-Studio-Transmitter Address. Upper Locust  
 Ave.  
 Phone Number . . . . . 4000  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 President . . . . . Arthur Carter  
 Gen.-Sta.-Comm.-Sales Prom.  
 Manager . . . . . Cecil Woodland  
 Program-Production Dir. . . . . Roy Cheney  
 Publicity Director . . . . . Joan MacGregor  
 Chief Engineer . . . . . Guy Rauer

## W M B O

**AUBURN—1926—MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WMBO, Inc.  
 Business-Studio Address. . . . . 141 Genesee St.  
 Phone Number . . . . . 433  
 Transmitter Location. . . . . York & Division Sts.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service. . . . . Thesaurus, SESAC, KBS  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . NAB, BMB  
 President . . . . . William O. Dapping  
 Gen.-Sta.-Comm. Mgr. . . . . Frederick L. Keesee  
 Sales Prom. Mgr., Prog. Dir. . . . . Robert B. Morgan  
 Chief Announcer. . . . . A. John Helner  
 Chief Engineer. . . . . Herbert House  
 Farm Editor. . . . . A. John Helner

## W B T A

**BATAVIA—1941—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Batavia Bcstg. Corp.  
 Business-Studio Address. . . . . 90 Main St.  
 Phone Number . . . . . 715  
 Transmitter Location. . . . . Creek Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Helen Wood & Colton  
 Membership . . . . . NAB  
 Pres., Gen.-Station Mgr. . . . . Edmund R. Gamble  
 Comm.-Sales Prom. Mgr., Robert E. Newstead  
 Program-Production Dir. . . . . J. Gordon Bridge  
 Pub. Dir., Farm Editor. . . . . James Gerrety  
 Chief Announcer. . . . . Bernie Sandler  
 Musical Director. . . . . Malt Regan  
 Chief Engineer. . . . . Fred Callendar

## W I N R

**BINGHAMTON—1946—NBC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Southern Tier Radio Service,  
 Inc.  
 Business-Studio Address. . . . . Court House Square  
 Phone Number . . . . . 4-4318  
 Transmitter Location. . . . . Cleveland & Stokes Ave.  
 Air Time. . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative. . . . . George P. Hallingbery  
 Membership . . . . . NAB  
 President . . . . . Donald Kramer  
 General Manager. . . . . C. A. Bengtson  
 Station Executive. . . . . E. R. Vadeboncoeur  
 Sales Manager. . . . . H. R. Nicholson  
 Program Director. . . . . Charles Bishara  
 Promotion Director. . . . . George O'Connor  
 Chief Announcer. . . . . Jan Costley  
 Chief Engineer. . . . . A. A. Kelley

## W K O P

**BINGHAMTON—1947—MBS**

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . The Binghamton Bcstrs., Inc.  
 Business-Studio Address. . . . . 34 Chenango St.  
 Phone Number . . . . . 2-3437  
 Transmitter Location. . . . . Morgan Rd.,  
 Carman Hill  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB  
 Pres., Gen.-Sta. Mgr. . . . . Andrew Jarema  
 Commercial Manager. . . . . Norman Stewart  
 Prog. Dir., Farm Editor. . . . . Wally Buman  
 Chief Engineer. . . . . Charles Hallinan

## W N B F

**BINGHAMTON—1928—CBS**

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . Clark Associates, Inc.  
 Business Address. . . . . P. O. Box 48  
 Phone Number. . . . . Binghamton 2-3451  
 Studio Address. . . . . Arlington Hotel  
 Transmitter Location. . . . . Ingraham Hill  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service. . . . . Capitol, Standard  
 Representative . . . . . Bolling  
 Membership . . . . . NAB, BMB, FMA  
 President. . . . . John C. Clark  
 General Manager. . . . . Cecil D. Moslin  
 Station Manager. . . . . L. L. Rogers  
 Commercial Manager. . . . . S. N. Heslop  
 Sales Prom. Mgr., Pub. Dir. . . . . E. R. McCloskey  
 Prog.-Prod. Dir., Chief Announcer. . . . . F. M. Scala  
 Musical Director. . . . . Ethel Henton  
 Chief Engineer. . . . . L. H. Stantz  
 Farm Editor. . . . . Sam Page

## WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc. Power: 5000 Watts  
 Owned By: Buffalo Evening News  
 Operated By: WBEN, Inc.  
 Business-Studio Address: Hotel Statler  
 Phone Number: Cleveland 8400  
 Transmitter Location: Grand Island  
 Air Time: Unlimited  
 News Service: AP, INS, UP  
 Transcription Service: Standard, Thesaurus, Lang-Worth  
 Representative: Edward Petry  
 Membership: NAB  
 President: Edward H. Butler  
 V.P., General Mgr.: Alfred H. Kirchofer  
 Station Manager: C. Robert Thompson  
 Commercial Manager: Frank W. Kelly  
 Publicity Director: Joseph Haeflner  
 Musical Director: Max Miller  
 Chief Engineer: Rolph J. Kingsley

## WBNY

BUFFALO—1935

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Roy L. Albertson  
 Business-Studio Address: 485 Main St.  
 Phone Number: Madison 4000  
 Transmitter Location: 154 E. Eagle St.  
 Air Time: 7 a.m.-M.  
 News Service: AP, INS, UP  
 Transcription Service: Associated  
 Representative: Adom J. Young, Jr.  
 Membership: NAB, FMA  
 Pres., General-Station Mgr.: Roy L. Albertson  
 Cmm.-Sales Prom. Mgr.: Virginia C. Fyda  
 Prog.-Prod. Mgr.: Howard Schellenberg  
 Chief Announcer: Carl Spavento  
 Musical Director: Art Crosson  
 Chief Engineer: Thomas L. Vines

## WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts  
 Owned By: WEBR, Inc.  
 Operated By: Buffalo Courier Express  
 Business-Studio Address: 23 North St.  
 Phone Number: Lincoln 7133  
 Transmitter Location: Cloverbank Rd., Hamburg  
 Air Time: Unlimited  
 News Service: AP, INS, Reuters  
 Transcription Service: Lang-Worth, Standard  
 Representative: Weed  
 Membership: NAB  
 President: Paul E. Fitzpatrick  
 General Manager: Cy King  
 Commercial Manager: William Doerr, Jr.  
 Program Director: Clare Allen  
 Production Director: Robert Damboch

Publicity Director: William Schweitzer  
 Chief Announcer: John Boothby  
 Musical Director: Wallace McManus  
 Chief Engineer: Frank B. Ridgeway

## WGR

BUFFALO—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts d.  
 Owned-Operated By: WGR Bcsig. Corp.  
 Business-Studio Address: Rand Bldg.  
 Phone Number: Washington 3100  
 Transmitter Location: Hamburg  
 Air Time: 5:30 a.m.-1:30 a.m.  
 News Service: AP  
 Transcription Service: SESAC, World  
 Representative: Free & Peters  
 Membership: NAB  
 Chairman of Board: Leo J. Fitzpatrick  
 P.es., Gen.-Station Mgr.: I. R. Lounsberry  
 Comm. Mgr.: N. Cohen, local; F. R. Greeno,  
 National spot  
 Sales Promotion Manager: R. McPherson  
 Program-Production Dir.: Robert Strigl  
 Publicity Director: F. L. Lounsberry  
 Chief Announcer: Allon Lewis  
 Musical Director: David Cheskin  
 Chief Engineer: K. B. Hoffman  
 Farm Editor: Donald Huckle

Roland Trenchard, Radio Station WAAT, Newark, N. J.:

"We at WAAT believe there is only one radio news service

— The **AP.** We

have tried all the news services, and it is **AP**

for us."—From the Minutes

of the New Jersey Associated

Press Radio Association, Sep-

tember 17, 1948.

**BUFFALO'S  
ONLY  
50,000 WATT  
STATION**

# WKBW

**PRODUCES**

## *Action for Advertisers*

- 50,000 WATTS** → There's power plus to pound home your message.
- ABC NETWORK** → ABC network programs build habitual audiences.
- NATIONAL SPOTS** → Powerful selling concentrated in a rich market.
- LOCAL PROGRAMS** → Local programs prove WKBW's "sell" power. They renew . . . and renew . . . and renew.

**BUFFALO'S ONLY 24 HOUR STATION**

**AVERY-  
KNODEL  
INC.  
NATIONAL  
REPRESENTATIVE**

# WKBW

**BUFFALO'S MOST POWERFUL STATION**

**W K B W**

**BUFFALO—1925—ABC**

Frequency: 1520 Kc. Power: 50,000 Watts  
 Owned-Operated By: WKBW, Inc.  
 Business-Studio Address: Rand Bldg.  
 Phone Number: MOhawk 1520  
 Transmitter Location: R.F.D. No. 5, Hamburg  
 Air Time: 24 Hrs.  
 News Service: UP  
 Representative: Avery Knodel  
 Membership: NAB  
 President, General Mgr.: Clinton H. Churchill  
 Commercial Manager: Roger M. Baker  
 Program Director: John R. Gelzer  
 Public Relations Dir.: Alfred E. Ancombe  
 Musical Director: Robert Nicholson  
 Chief Engineer: Leroy Fiedler

**W X R A**

**BUFFALO—1948**

Frequency: 1080 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Western N. Y. Bcstg. Co.  
 Business-Studio Address: Kenmore  
 Phone Number: AMherst 1161  
 Transmitter Location: 1515 Niagara Falls Blvd.,  
 Amherst  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Donald Cooke  
 Membership: NAB  
 General Manager: Thaddeus Podblelniak  
 Commercial Manager: Richard C. Shepard  
 Program Director: James J. Frieling  
 Chief Announcer: George Lorenz  
 Chief Engineer: John J. Schueler

**W K R T**

**CORTLAND—1947**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Cortland Bcstg. Co., Inc.  
 Business-Studio Address: State Theater B'dg.  
 Phone Number: 2990  
 Transmitter Location: Cortlandville-Virgil  
 Townline Rd.  
 News Service: UP  
 Transcription Service: Associated, Thesaurus  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB, FMA  
 President, General Mgr.: J. Gerald Mayer  
 Asst. Station Mgr.: William J. Hall  
 Commercial Manager: W. A. Bradley  
 Prog.-Musical Dir.: William J. Hall  
 Production Director: Betty Sweetland  
 Pub. Dir., Farm Editor: Ernst Greup  
 Chief Announcer: Don Schardt  
 Chief Engineer: William Barron

**W E L M**

**ELMIRA—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: James Robert Meachem  
 Business-Studio Address: 222 E. Market St.  
 Phone Number: Elmira 2-1400, 2-8378  
 Transmitter Location: Sheridan Ave. &  
 Kingsbury Rd.  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Standard, Cole  
 Representative: Walker  
 Membership: NAB, BMB  
 General Manager: J. R. Meachem  
 Comm.-Sales Prom. Mgr.:  
 Publicity Director: Claude R. Snyder, Jr.  
 Prog.-Prod. Dir., Chief  
 Announcer: Preston L. Taplin  
 Musical Director: Ken Powell  
 Chief Engineer: T. M. Duay  
 Farm Editor: Gordon M. Ridenour

**W E N Y**

**ELMIRA—1939—NBC-MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Elmira Sta-Gazette, Inc.  
 Bus.-Studio Address: Mark Twain Hotel  
 Phone Number: 5181  
 Transmitter Location: Milton St.  
 Air Time: 6:30 a.m.-1 a.m.  
 News Service: UP  
 Transcription Service: World, Lang-Worth  
 Representative: Everett & McKinney  
 Membership: NAB, BMB  
 General Manager: Dale Taylor  
 Comm.-Sales Prom. Mgr.: Ernest F. Oliver  
 Production Director: Ted Hodge  
 Musical Director: Harry Springer  
 Chief Engineer: Thurlow A. Greene

**W E N E**

**ENDICOTT—1947—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Empire Newspapers-Radio,  
 Inc.  
 Business-Studio Address: Radio Center,  
 909 E. Main St.  
 Phone Number: 5-3351  
 Transmitter Location: Pierce Hill, Vestal  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Associated, Capitol  
 Representative: Walker  
 Membership: NAB, BMB  
 President: James H. Ottaway  
 Vice-Pres., Gen. Mgr.: Byron E. French  
 Station Manager: Stephen W. Ryder  
 Commercial Mgr.: William C. Lundquest  
 Sales Promotion Manager: Robert McCarthy  
 Program Director: Harold E. Graves

# On LONG ISLAND

IT'S

# W H L I

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM  
98.3 Mc.

# W H L I

AM  
1100 Kc.

**HEMPSTEAD, NEW YORK**

ELIAS I. GODOFSKY, *President*

*"The Voice of Long Island"*

Production Director.....Norman Flynn  
 Publicity Director.....James A. McKechnie  
 Chief Announcer.....Hal Kent  
 Music Librarian.....Betty Stevens  
 Chief Engineer.....J. Harold Merchant

## W G B B

**FREERPORT—1924**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....Harry H. Carman  
 Business-Studio Address.....44 So. Grove St.  
 Phone Number.....Freeport 9-2418  
 Transmitter Location.....215 Bedell St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Pres., Gen.-Sta.-Comm. Mgr., Harry H. Carman  
 Sales Promotion Mgr., Neal Seaman  
 Program-Musical Dir., A. Cheesman  
 Production Director.....Gordon Breidenthal  
 Publicity Director.....Robert Stirrat  
 Chief Announcer.....Andrew Benedict  
 Chief Engineer.....Robert Milos

## W G V A

**GENEVA—1947—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Bcstg. Co., Inc.  
 Business-Studio Address.....Geneva Federal  
 Savings Bldg.  
 Phone Number.....6691  
 Transmitter Location.....Lennox Park  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB, BMB  
 President.....M. R. Forman  
 V.P., General Manager.....Thomas L. Brown  
 Commercial Manager.....Lloyd B. Gibson  
 Program Director.....Robert S. Kieve  
 Production Director.....Alex Lamutis  
 Chief Engineer.....R. Carleton Greene

## W G L N

**GLENS FALLS—1946—ABC**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Glens Falls Publicity Corp.  
 Business-Studio Address.....13 Warren St.  
 Phone Number.....2-1230  
 Transmitter Location.....Lower Dix Ave.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....J. P. McKinney  
 Membership.....NAB, BMB  
 General Manager.....Earl C. Pace  
 Commercial Manager.....E. M. Frink  
 Program Director.....Bill Krough  
 Publicity Director.....Earl Shorland  
 Chief Engineer.....Earl C. Pace

## W W S C

**GLENS FALLS—1946—MBS-UBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Great Northern Radio, Inc.  
 Business-Studio Address.....14 South St.  
 Phone Number.....Glens Falls 2-6518  
 Transmitter Location.....Pruyns Island  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Keystone  
 Representative.....Lorenzen & Thompson  
 Membership.....NAB, BMB  
 President.....Martin Karig  
 General Manager.....Carl Mattison  
 Commercial Manager.....Alfred Brown  
 Sales Prom. Mgr., Pub. Dir.....Kent Jones  
 Prog. Dir., Farm Editor.....Dick Weld  
 Chief Announcer, Musical Dir., James Sowdon  
 Chief Engineer.....Joseph Thomas

## W E N T

**GLOVERSVILLE—1944—CBS-MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sacandaga Bcstg. Corp.  
 Business-Studio Address.....8 W. Fulton St.  
 Phone Number.....4900-1  
 Transmitter Location.....Harrison St.  
 Air Time.....6:45 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Adam J. Young  
 Membership.....NAB, BMB  
 President, Owner.....George Bissell  
 Gen. Mgr., Pub. Dir.....Dale Robertson  
 Program Dir.....George Malcolm Weaver  
 Chief Engineer.....Richard Stewart

## W H L I

**HEMPSTEAD—1947**

Frequency: 1100 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....FM Bcstg. Corp.  
 Business-Studio Address.....245 Baldwin Rd.  
 Phone Number.....Hempstead 2-8000  
 Transmitter Location.....470 Milburn Ave.  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Associated, World  
 President, Gen. Mgr.....Elias I. Godofsky  
 Exec. V.P., Station Mgr.....Paul Godofsky  
 V.P., Sales.....Joseph A. Lenn  
 News Director.....Jerome J. Karpl, Jr.  
 Production-Musical Dir.....Roger Wayne  
 Publicity Director.....Arthur E. Paterson, Jr.  
 V.P., Chief Engineer.....Frank E. Knaack  
 Farm Editor.....Jerry Carr  
 (See Page 529)

## W L E A

**HORNELL—1948**

Frequency: 1320 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Canisteo Radio Corp.  
 Business-Studio Address.....99 Main St.  
 Phone Number.....1320  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Forjoe  
 Pres., General Mgr.....John S. Booth  
 Station Manager.....Gene Gosch  
 Commercial Manager.....Harlan Howe  
 Program Director.....Carl Princi  
 Chief Engineer.....O. K. Gibboney

**WHUC**

HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Colgren Bcstg. Co.  
 Business-Studio Address.....Union Turnpike  
 Phone Number.....Hudson 1166-7  
 Transmitter Location.....Union Turnpike, Hudson;  
 Main St., Catskill  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Coiptol,  
 Keystone  
 Membership.....NAB  
 Partners.....John Kearney, Robert Strakos  
 Station Manager.....John Kearney  
 Commercial Manager.....Robert Strakos  
 Sales Promotion Manager.....Thomas Stack  
 Program Director.....Paul Baron  
 Chief Announcer.....Cal Bolwinkel  
 Chief Engineer.....Michael Tackach  
 Farm Editor.....Richard Miller

**WHCU**

ITHACA—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Cornell University  
 Business-Studio Address.....Savings Bank Bldg.  
 Phone Number.....Ithaca 3438  
 Transmitter Location.....R. D. No. 2, Freeville  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth  
 Membership.....NAB, BMB  
 General Manager.....Michael R. Hanna  
 Commercial Manager.....Earl S. Cobey  
 Program-Production Dir.....Joseph A. Short  
 Publicity Director.....Theodore T. Howes  
 Chief Announcer, Musical Dir.....John H. Deal  
 Chief Engineer.....True McLean  
 Farm Editor.....Louis W. Kaiser

**WJOC**

JAMESTOWN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Air Waves, Inc.  
 Business-Studio Address.....415 W. Fourth St.  
 Phone Number.....5-108  
 Transmitter Location.....Busi

Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Friedenberg  
 Gen.-Sta.-Comm. Mgr.....Harry E. Layman  
 Program Director.....Jerry Lawson  
 Chief Announcer, Farm Editor.....Bill Kirby  
 Chief Engineer.....Harry E. Layman

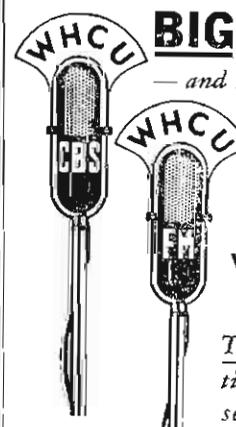
**WJTN**

JAMESTOWN—1936—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....James Bcstg. Co., Inc.  
 Bus.-Studio Address.....Hotel Jamestown Bldg.  
 Phone Number.....7-151  
 Transmitter Location.....Jones & Gifford Aves.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....William G. Rameau  
 Membership.....NAB, BMB, FMA  
 President, Program Dir.....Jay E. Mason  
 Gen.-Sta.-Comm.-Sales Prom.  
 Manager.....Simon Goldman  
 Prod. Dir., Chief Announcer, J. Ralph Carlson  
 Pub. Dirs.....Raymond Finch, Stanley Alexander  
 Musical Director.....George Pflieger  
 Chief Engineer.....Harold J. Kratzer  
 Farm Editor.....William Winn

**WHCU's young brother also has**

**BIG FEET**—  
*— and they're planted solidly, from Jersey to Georgian Bay!*



**NOW—watch WHCU-FM grow and GROW!**

*TWO great stations effectively serving a big, loyal audience.*

ITHACA, N. Y.  
 NAB — BMB

97.3 MC                      40,000 WATTS  
 "LIVE CENTER OF THE FM DIAL"



## W K N Y

**KINGSTON—1939—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Kingston Bcstg. Corp.  
 Business-Studio Address . . . . . 601 Broadway  
 Phone Number . . . . . Kingston 4500  
 Transmitter Location . . . . . Plainfield St.  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC  
 Representative . . . . . Joseph Hershey McGillvra  
 President . . . . . John Laux  
 General-Station Mgr. . . . . Claude S. Middagh  
 Program Director . . . . . Richard McCarthy  
 Chief Engineer . . . . . Herbert Inman  
 Farm Editor . . . . . Edward Eckert

## W W O L

**LACKAWANNA—1947**

Frequency: 1120 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Leon Wyszatycki  
 Business-Studio Address . . . . . 315 Main St.  
 Phone Number . . . . . Cleveland 8291  
 President . . . . . Leon Wyszatycki  
 Gen. Mgr., Prog. Dir. . . . . Stanley Jasinski  
 Commercial Manager . . . . . Chester Widlak  
 Chief Engineer . . . . . Howard E. Seyse

## W V O S

**LIBERTY—1947**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Sullivan County Bcstg. Co.  
 Business Address . . . . . Liberty  
 Phone Number . . . . . 1680  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 President . . . . . David A. Kyle  
 Gen.-Comm. Mgr. . . . . A. C. Kyle, Jr.  
 Chief Engineer . . . . . John R. Benson

## W I C Y

**MALONE—1946—MBS-KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . North Country Bcstg. Co.,  
 Inc.  
 Bus.-Studio-Transmitter Address . . . . . 65 Woodward  
 St.  
 Phone Number . . . . . 186-7, 578  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Keystone  
 Membership . . . . . NAB  
 Pres., Production Mgr. . . . . Mitchell C. Tackley  
 V.P., Commercial Mgr. . . . . Ralph M. Cardinal  
 Program Director . . . . . Donald J. Paye  
 Chief Announcer . . . . . Jack Burke  
 Chief Engineer . . . . . Bernard Reisdorf

## W M S A

**MASSENA—1945—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Brockway Co.  
 Business Address . . . . . Central Bldg.  
 Phone Number . . . . . 990  
 Studio-Transmitter Location . . . . . So. Main St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, SESAC  
 Representative . . . . . Weed  
 Membership . . . . . NAB, BMB  
 President . . . . . Harold B. Johnson  
 General Manager . . . . . Louis Salff, Jr.  
 Station-Comm. Mgr. . . . . Thomas R. McHugh  
 Program Director . . . . . James H. Nash  
 Publicity Director . . . . . Robert E. Anderson  
 Chief Engineer . . . . . Michael Tarkullch  
 Farm Editor . . . . . George Strader

## W A L L

**MIDDLETOWN—1942—KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The Community Bcstg. Corp.  
 Business-Studio Address . . . . . 14 South St.  
 Phone Number . . . . . 3119  
 Transmitter Location . . . . . 229 Monhagen Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Keystone  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . BMB  
 President . . . . . John Morgan Davis  
 Gen.-Station-Comm. Mgr. . . . . Paul E. Wagner  
 Program-Production Dir. . . . . George Shepard  
 Publicity Director . . . . . Jeanne Favre  
 Musical Director . . . . . Sus Doscher  
 Chief Engineer . . . . . Deidrick Doscher  
 Farm Editor . . . . . Morris Weinstein

## W G N Y

**NEWBURGH—1933**

Frequency: 1220 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WGNV Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 161 Broadway  
 Phone Number . . . . . 4600  
 Transmitter Location . . . . . Cochection Turnpike  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB, BMB  
 President . . . . . M. C. Spedel  
 General Manager . . . . . George W. Bingham  
 Commercial Manager . . . . . Joseph Rake  
 Program Director . . . . . Richard Crans  
 Chief Announcer . . . . . Edward J. Burns  
 Chief Engineer . . . . . Marvin S. Seimes

**STEP  
OUT OF THE  
DARKNESS  
NOW..**



**LET US SHOW YOU THE LIGHT ABOUT  
PROGRAMMING FOR LESS RADIO DOLLARS**

**NEWS—SPORTS  
MUSIC**

Outstanding **PUBLIC SERVICE FEATURES** that constantly build community confidence and public interest.

With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

**ENGLISH and FOREIGN  
LANGUAGE AUDIENCES**

For information on how to sell over this Market-Wise station . . .

**Write, Call or Phone MEIrose 5-0333  
FOR RATES AND MARKET COVERAGE**



**5000 WATTS DIRECTIONAL OVER NEW YORK  
260 E. 161 ST. NEW YORK 51, N. Y.**

# W B N X

NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By: WBNX Bcstg. Co., Inc.  
 Bus.-Studia Address: 260 E. 161st St., Bronx  
 Phone Number: MEIrose 5-0333  
 Transmitter Location: Carlstadt, N. J.  
 News Service: AP  
 Transcription Service: SESAC, Standard  
 Representative: King  
 Membership: NAB  
 President: A. L. Haskell  
 V.P., General Manager: William I. Moore  
 Program Director: Edward Ervin  
 Production Director: Frank Johnson  
 Musical Director: Fred Mendelsohn

# W C B S

NEW YORK—1924—CBS

Frequency: 880 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Columbia Bcstg. System, Inc.  
 Business Address: 485 Madison Ave.  
 Phone Number: PLaza 5-2000  
 Studio Addresses: 109 W. 39 St., 111 E. 58 St.,  
 207 E. 30 St., 485 Madison Ave., 49 E. 52 St.,  
 1697 Broadway, 251 W. 45 St., 254 W. 54 St.  
 Transmitter Location: Columbia Island,  
 New Rochelle  
 Air Time: 20¼ Hrs.  
 News Service: AP, INS, UP

Why is **AP**  
 the best?

*Because* — it is controlled  
 by those who have an  
 especial interest in news—  
 all its members.

Available through mem-  
 bership.

Transcription Service: Lang-Worth  
 Representative: Radio Sales  
 Membership: NAB, BMB, FMA  
 Chmn. of the Bd.: CBS, William S. Paley, Jr.  
 President: Frank Stanton  
 Gen.-Sta. Mgr.: Arthur Hull Hayes  
 Sales Manager: Don Miller  
 Adv. & Sales Prom. Mgr.: Robert G. Patt  
 Program Director: G. Richard Swift  
 Production Director: William Elwell  
 Publicity Director: Michael Boscia  
 Chief Engineer: R. G. Thompson

# W E V D

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By: Debs Memorial Radio Fund,  
 Inc.  
 Business-Studio Address: 117 W. 46th St.  
 Phone Number: PLaza 7-0880  
 Transmitter Location: 4701 Maspeth Ave.,  
 Maspeth, L. I.  
 News Service: AP  
 President: Adolph Held  
 General-Station Mgr.: Henry Greenfield  
 Program-Publicity Dir.: George Field  
 Chief Announcer: David Niles  
 Musical Director: Nicholas Saslowsky  
 Chief Engineer: Charles Brown

5000 WATTS 1330 Kc  


ENGLISH · JEWISH · ITALIAN

For millions of high-income families  
 in the great Metropolitan New York  
 Market WEVD is the *first* station of  
 interest . . .

because nowhere else can they obtain  
 WEVD's unique cultural, educational  
 and entertainment features.

A large number of national advertisers  
 have for years capitalized this fact and  
 include WEVD as a "must" on their  
 schedules.

Ask for "Who's Who on WEVD" . . .  
 sent on request.

# W E V D

117-119 West 46th St., New York, N. Y.

EVERYBODY'S TALKING ABOUT THE FOREIGN  
LANGUAGE LEADERSHIP IN NEW YORK OF

# WHOM

"THE IL PROGRESSO STATION"

**5000 Watts Day and Night**

JUST LOOK AT THESE QUOTES:

"Today WHOM and its \$250,000 studios are proving that the foreign language station can be an astounding success where there is a big foreign population. Under Fortune Pope, WHOM became one of a handful of top foreign language stations."

*NEWSWEEK, November 29, 1948*

"Under Fortune Pope's aegis, WHOM has risen to the status of one of the foremost foreign language outlets in the country."

*BROADCASTING, December 27, 1948*

"WHOM is the foremost foreign talk operation in the country."

*BEN GROSS, N. Y. DAILY NEWS, January 10, 1949*

OUTSTANDING RADIO PRODUCTIONS IN  
ITALIAN

**POLISH**

**JEWISH**

**GERMAN**

**SPANISH**

plus

THE AFTER HOURS SWING SESSION NIGHTLY from 11 p.m. to 2 a.m.



136 West 52nd Street, New York 19, N. Y.

Circle 6-3900

GENEROSO POPE, *President*

FORTUNE POPE, *General Manager*

**WHLI**

NEW YORK

(See Listing Hempstead, N. Y.)

**WHOM**

NEW YORK—1930

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned By: Il Progresso Italo-Americano Publishing Co.  
 Operated By: Atlantic Bcstg. Co., Inc.  
 Business Address: 136 W. 52nd St.  
 Phone Number: Circle 6-3900  
 Studio Addresses: 136 W. 52nd St., New York.  
 30 Journal Sq., Jersey City, N. J.  
 Transmitter Location: Ridgfield Park, N. J.  
 Air Time: 6 a.m.-2 a.m.  
 News Service: UP  
 Membership: NAB  
 President: Generoso Pope  
 General-Station Manager: Fortune Pope  
 Asst. Mgr., Prog.-Pub. Dir.: Charles Baltin  
 Exec. Sales Asst.: Ralph Nardella  
 Production Director: Ralph Costantino

Musical Director: Michael Rosco  
 Chief Engineer: George Steiger

**WINS**

NEW YORK—1931

Frequency: 1010 Kc. Power: 50,000 Watts d.:  
 10,000 Watts n.  
 Owned-Operated By: Crosley Bcstg. Corp.  
 Business-Studio Address: 28 W. 44th St.  
 Phone Number: BRyant 9-6000  
 Transmitter Location: Lyndhurst, N. J.  
 Air Time: 24 Hrs.  
 News Service: INS, UP  
 Transcription Service: World  
 Representative: Crosley  
 President: James D. Shouse  
 V.P., General Mgr.: Robert E. Dunville  
 V.P., Station Mgr.: Eldon A. Park  
 Commercial Manager: Kieran T. Murphy  
 Sales Manager: Wilmot Losee  
 Program Director: John Neal  
 Production Director: Joseph Terry  
 Dir. P. om. Act.: Joe Beach  
 Musical Director: Irving Landau  
 Chief Engineer: Paul von Kunits

(See Page 522)

Tom Eaton, Radio Station WTIC, Hartford, Conn.:

"There is no question but that The

**AP**

is vastly superior to that afforded by any other service

I have seen." — From the Minutes of the Connecticut

Association of Associated Press Broadcasters, January

12, 1949.

What time-buyers see first when they consider the New York market.



Who time buyers see when they want the facts

New York - Phone Circle 6-1750  
Warren Jennings - Stuart MacHarrie - Bernard Musnick  
Edwin Jameson - Harry Folts

New York - Phone Bryant 9-6000  
Roy Holmes - Jack Flynn - John F. Sloan - Marvin Cole

Chicago - Phone State 2-0366  
Harry Albrecht - George Jensen - Andy Niedenthal  
Will H. Oldham

Cincinnati - Phone Cherry 1822  
Walter Callahan - Herbert Flaig

Hollywood - Phone Hollywood 5408  
Tracy Moore

San Francisco - Phone EXbrook 2-8033  
Tracy Moore

CROSLY BROADCASTING CORPORATION

## W J Z

**NEW YORK—1921—ABC**

Frequency: 770 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . American Bcstg. Co., Inc.  
 Business Address . . . . . 7 W. 66th St.  
 Phone Number . . . . . TR. 3-7000  
 Studio Addresses . . . . . 30 Rockefeller Plaza; Ritz  
 Theatre, 219 W. 48th St.; Playhouse Theatre,  
 137 W. 48th St.; Vanderbilt Theatre, 148 W.  
 48th St.  
 Transmitter Location . . . . . Lodi, N. J.  
 Air Time . . . . . 5:45 a.m.-1 a.m.  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . ABC Spot Sales  
 Membership . . . . . NAB, BMB  
 President . . . . . Mark Woods  
 Station Manager . . . . . Murray B. Grabhorn  
 Sales Manager . . . . . C. L. Doty  
 WJZ Promotion Manager . . . . . Alfred Cohan  
 Program Director . . . . . John Hade  
 Production Director . . . . . Henry Cox  
 Publicity Director . . . . . Earl Mullen  
 Spvr. of Announcers . . . . . James Bixler  
 Musical Director . . . . . Frank Vagnoni

Dir. of Technical Operations . . . . . George Milne  
 Farm Editor . . . . . Philip Alampi

## W L I B

**NEW YORK—1942**

Frequency: 1190 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . WLIB, Inc.  
 Operated By . . . . . Dorothy S. Thackrey  
 Business-Studio Address . . . . . 207 E. 30th St.  
 Phone Number . . . . . ORegon 9-2720  
 Transmitter Location . . . . . 180 Morgan Ave., Bklyn.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated, SESAC  
 Representative . . . . . Adam J. Young, Jr.  
 Membership . . . . . NAB  
 President . . . . . Dorothy S. Thackrey  
 Gen.-Sta. Comm. Mgr. . . . . Herman M. Bess  
 Sales Prom. Mgr., Prog.-Prod. Pub.  
 Director . . . . . Samuel Elfert  
 Chief Announcer . . . . . Murray Jordan  
 Musical Director . . . . . Mimi Trepel  
 Chief Engineer . . . . . Edward Darlington  
 (See Page 524)

The Red Cross Needs



Your Unstinting Assistance

**GIVE!**

W  
L  
I  
B

**WLIB**  
**NEW YORK**

**wLIB** A VITAL FORCE  
IN NEW YORK CITY'S  
BI-LINGUAL SYSTEM

...  
**FOR THE LISTENERS:**

Musical variety and news

**FOR THE SPONSOR:**

A loyal, responsive bi-lingual audience

**wLIB • 1190 on your dial**

Dorothy S. Thackrey, President

Herman M. Bess, Mgr. Director

207 EAST 30th STREET, NEW YORK 16, N. Y.



• • • **NEW YORK** • • •

**W M C A**

**NEW YORK—1925**

Frequency: 570 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . WMCA, Inc.  
Business-Studio Address . . . . . 1657 Broadway  
Phone Number . . . . . Circle 6-2200  
Transmitter Location . . . . . Kearny, N. J.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Free & Peters  
President . . . . . Nathan Straus  
General Manager . . . . . Norman Boggs  
Director of Promotion . . . . . Howard Klarman  
V.P. in Chg. of Programs . . . . . Leon Goldstein  
Dir. News & Special Events . . . . . R. Peter Straus  
Chief Announcer . . . . . A'un Williams

*(See Page 526)*

**W M G M**

**NEW YORK—1922**

Frequency: 1050 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By . . . . . Marcus Loew Booking  
Agency  
Business-Studio Address . . . . . 711 Fifth Ave.  
Phone Number . . . . . MUrray Hill 8-1000  
Transmitter Location . . . . . E. Rutherford, N. J.  
Air Time . . . . . 6 a.m.-2 a.m.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Associated  
Pres. (Loew's, Inc.) . . . . . Nicholas M. Schenck  
Director . . . . . Herbert L. Petzey  
General Manager . . . . . Frank Roehrenbeck  
Dir. of Sales . . . . . Bertram Lebharr, Jr.  
Program Director . . . . . Raymond Katz  
Publicity Director . . . . . Jo Ranson  
Chief Announcer . . . . . Ted Schneider  
Musical Director . . . . . Joel Herron  
Chief Engineer . . . . . Paul Fuehling

*(See Page 528)*

For the best in radio  
news writing—

**AP**

Available through  
membership

**NAMES  
MAKE NEWS**

**NAMES  
MAKE SALES**

**TED STEELE**

Master salesman—entertainer

**MR. & MRS. MUSIC**

Bea Wain and Andre Baruch at the turntables.

**DUKE ELLINGTON**

Popular composer—platter spinner

**JOE FRANKLIN**

National authority on rare old records

**SYMPHONY SID**

All-night, all-frantic be-hop show

**N. Y. GIANTS BASEBALL SERIES**

Blanketing the Metropolitan Area  
at First on BOTH Dials  
in New York



**W N B C**

NEW YORK—1922—NBC

Frequency: 660 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . National Bcstg. Co., Inc.  
 Bus. Studio Address . . . . . 30 Rockefeller Plaza  
 Phone Number . . . . . Circle 7-8300  
 Transmitter Location . . . . . Port Washington  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Thesaurus, Associated  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NAB, BMB  
 President . . . . . Niles Trammell  
 General Manager . . . . . Thomas B. McFadden  
 Asst. Mgr. . . . . Daniel A. Norman  
 Sales Manager . . . . . John C. Warren  
 Adv. & Prom. Mgr. . . . . Murry Harris  
 Program Manager . . . . . D. L. Provost  
 News & Spec. Events Dir. . . . . Fred S. Heywood  
 Publicity Director . . . . . Schuyler G. Chapin  
 Dir. of Service & Traffic . . . . . Harvey J. Gannon  
 Production Manager . . . . . Clay Daniel  
 Chief Engineer . . . . . O. B. Hanson  
 Agricultural Director . . . . . Tom Page

**W N E W**

NEW YORK—1934

Frequency: 1130 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . Greater N. Y. Bcstg. Corp.  
 Business Studio Address . . . . . 565 Fifth Ave.  
 Phone Number . . . . . PLaza 3-3300  
 Transmitter Location . . . . . Keedny, N. J.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John Blair  
 Membership . . . . . NAB  
 V.P., Gen. Station Mgr. . . . . Bernice Judis  
 V.P., Commercial Mgr. . . . . Ira Herbert  
 Sales Promotion Manager . . . . . Robert Guthrie  
 V.P., Program Director . . . . . Ted Cott  
 Production Manager . . . . . Jack Grogan  
 Publicity Director . . . . . Richard Pack  
 Chief Announcer . . . . . John Jaeger  
 Musical Director . . . . . Roy Ross  
 Chief Engineer . . . . . Max Weiner

(See Page 530)

**Aid Your Own Industry by Supporting**

**National Radio Week**

**Oct. 30 to Nov. 5**

**A Joint Sponsorship of NAB—RMA**

*and*

**National Junior Chamber of Commerce**



Progress can mean a lot of things in a year's time. New studios—new programs—new business—new technical facilities—even magical new call letters are all part of the past year's advancements for WMGM, the Metro-Goldwyn-Mayer radio station in New York.



The station which has always catered to New York's particular program tastes, with *top sports coverage, dominant news reporting, and delightful entertainment* around the clock, has added bright new shows—sparkling audience participation shows and many other distinctive features from WMGM's new million-dollar Fifth Avenue studios, plus a parade of showmanship from Metro-Goldwyn-Mayer in Hollywood.



Already one of the nation's top-powered stations, WMGM has improved its technical leadership over competing stations through all-new, higher-fidelity input equipment throughout; through acoustically-perfected studios, lending sharp new brilliance of signal over the most populous, most prosperous market on earth. Duplication of programs on WMGM-FM, too, now gives WMGM advertisers *redoubled impact* in the New York area.



Proven (by Billboard Radio Promotion Awards for the past two successive years) the pacesetter in promoting radio programs and the products they advertise right up to the point-of-purchase, WMGM played true-to-form in telling the world about its new studios and new call letters—in the press and over the air, on the screen and everywhere!



Two hundred thirty-seven advertisers have chosen WMGM for their broadcast campaigns during the past year. Most of them—and many new ones—are continuing right on through 1949. *Only results* can bring them back like that—results in terms of *listeners, or in terms of mail pull, or, most important, in cash sales of the products you want to sell.*

Yes, in New York, the *progressive* station, the *well-programmed*, the *promotion-wise*, the *preferred* station is the *powerful* WMGM.

50,000 WATTS  
1050 KCS. CLEAR CHANNEL  
WMGM-FM 100.3 MC.



711 FIFTH AVENUE  
MURRAY HILL 8-1000

**W O R**

**NEW YORK—1922—MBS**

Frequency: 710 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Bamberger Bcstg. Service, Inc.  
 Business-Studio Address: 1440 Broadway  
 Phone Number: LOngacre 4-8000  
 Transmitter Location: Carteret, N. J.  
 Air Time: Unlimited  
 News Service: AP, INS, UP  
 Transcription Service: Associated  
 Representative: Keenan & Eickelberg, Kettell & Carter  
 Membership: NAB, BMB, FMA  
 President: Theodore C. Streibert  
 V.P. in Chg. of Sales: R. C. Maddux  
 Adv. & Prom. Dir.: Joseph Creamer  
 Prod. Mgr. & Chief Announcer: Jeff Smith  
 Publicity Director: Robert Blake  
 Musical Director: Sylvan Levin  
 V.P. in Chg. of Eng.: J. R. Poppele

**W O V**

**NEW YORK—1926**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Operated By: Wodacm Corp.  
 Business-Studio Address: 730 Fifth Ave.  
 Phone Number: Circle 5-7979  
 Transmitter Location: Carlstadt, N. J.  
 Air Time: Unlimited  
 News Service: AP, ANSA  
 Representative: Bolling  
 Membership: NAB  
 President: Harry D. Henshel  
 General Manager: Ralph N. Weil  
 Commercial Manager: Herbert Schorr  
 Sales Promotion Mgr.: C. Carroll Forbes  
 Program Director: Arnold Hartley  
 Publicity Director: Anne C. Baldwin  
 Chief Announcer: George Padovani  
 Musical Director: Paul Romeo  
 Chief Engineer: Hillis Holt  
 (See Page 532)

**On LONG ISLAND  
 IT'S  
 W H L I**

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM  
98.3 Mc.

**W H L I**

AM  
1100 Kc.

**HEMPSTEAD, NEW YORK**

ELIAS I. GODOFSKY, *President*

*"The Voice of Long Island"*

**GREATER NEW YORK'S  
FAVORITE STATION FOR  
MUSIC AND NEWS**

**WNEW**

*1130 on your dial*

**ON THE AIR 24 HOURS A DAY**

See pages 100-101 for

# **LISTING OF NEW YORK PHONE NUMBERS**



NETWORKS



PUBLICATIONS



ORGANIZATIONS



TALENT AGENCIES



FM RADIO STATIONS



AM RADIO STATIONS



NEWS ASSOCIATIONS



TELEVISION STATIONS



PROGRAM PRODUCERS



RECORDING COMPANIES



ADVERTISING AGENCIES



TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES

# 44 ADVERTISERS

have been selling over WOV for an average of 9 years each. They know that on WOV

**RESULTS is the Buy-Word**  
Your WOV salesman will give you specific market information on each of 5 Audited Audiences. You too can take the guess out of buying.

Wake Up New York  
1280 Club  
Band Parade  
Prairie Stars

Italian language market  
2,100,000 individuals  
larger than St. Louis and  
Kansas City combined.

Originators of

*Audited Audiences*

RALPH N. WEIL, Gen. Mgr.

The Bolling Company,  
National Representatives

# WOV

NEW YORK





## W Q X R

### NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts  
 Owned By: The New York Times Co.  
 Operated By: Interstate Bcstg. Co., Inc.  
 Business-Studio Address: 730 Fifth Ave.  
 Phone Number: Circle 5-5566  
 Transmitter Location: Rear of 5000 Grand Ave., Maspeth  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World, Associated, London  
 Representative: Paul H. Raymer  
 Membership: NAB, FMA  
 President: John V. L. Hogan  
 Exec. V.P., Gen. Mgr.: Elliott M. Sanger  
 V.P., Sales: Norman S. McGee  
 Sales Prom.: The N. Y. Times Prom. Dept.  
 Program Director: Eleanor N. Sanger  
 Prod. Dir., Chief Announcer: Albert A. Grobe  
 Publicity Director: Eleonore Hurley  
 Musical Director: Abram Chasins  
 Chief Engineer: Russell D. Valentine  
*(See Page 292)*

## W W R L

### NEW YORK

(For Listing See Woodside, N. Y.)

## W H L D

### NIAGARA FALLS—1940

#### RURAL-COLONIAL-CONTINENTAL

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: The Niagara Falls Gazette Publishing Co.  
 Business-Studio Address: Hotel Niagara  
 Phone Number: 8421  
 Transmitter Location: Lockport Rd.  
 Air Time: Daytime  
 News Service: UP  
 Transcription Service: World, Lang-Worth, Associated, SESAC  
 Representative: Headley-Reed  
 Membership: FMA  
 V.P., Gen. Station Mgr.: Earl C. Hull  
 Commercial Manager: Richard G. Robbins  
 Program Director: Robert J. Manning  
 Musical Director: Harold Bradley  
 Chief Engineer: Robert Wilson  
 Farm Editor: John F. Mahl, Jr.

## W J J L

### NIAGARA FALLS—1948

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Operated By: John J. Laux  
 Business-Studio Address: 129 Main St.  
 Phone Number: 5286

Transmitter Location: New Rd.  
 Air Time: 6 a.m.-local sunset  
 News Service: UP  
 Transcription Service: Lang-Worth, Cole  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB  
 President: John J. Laux  
 General-Station Mgr.: Robert F. Kliment  
 Commercial Manager: Tom W. Talbot  
 Prog. Dir., Chief Announcer: Earle Hamrick  
 Chief Engineer: Gustav Czaplak  
 Farm Editor: John Carlton

## W S L B

### OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: St. Lawrence Bcstg. Corp.  
 Business Address: Ogdensburg  
 Phone Number: 500  
 Studio-Transmitter Location: 2315 Knox St.  
 Air Time: 7 a.m.-11:15 p.m.  
 News Service: UP  
 Transcription Service: Standard, Keystone  
 Representative: Walker  
 Membership: NAB, BMB, FMA  
 President: Joseph R. Brandy  
 Sec.-Treas.: Harold J. Frank  
 Prog.-Prod.-Pub. Director:  
 Chief Announcer: Hal Gilman  
 Musical Dir., Farm Editor: Flo Beach Rowe  
 Chief Engineer: Ellsworth Hall

## W H D L

### OLEAN—1936—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Times Herald Corp.  
 Operated By: WHDL, Inc.  
 Bus.-Studio-Transmitter Address: Olean  
 Phone Number: 4149  
 Air Time: 6:55 a.m.-11:15 p.m.  
 News Service: UP  
 Transcription Service: Associated, Keystone  
 Representative: Everett & McKinney  
 Membership: BMB  
 President: E. B. Fitzpatrick  
 General-Station Mgr.: John R. Henzel  
 Commercial Manager: Joseph K. Eade  
 Program Director: Donald Merriman  
 Chief Announcer: Robert Nanno  
 Chief Engineer: Jack Atherton  
 Farm Editor: Ned McGrath

## W D O S

### ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: The Oneonta Star, Inc.  
 Bus.-Studio Address: The Oneonta Hotel Bldg.  
 Phone Number: 2470  
 Transmitter Location: So. Side of Oneonta  
 Air Time: Unlimited

**ROCHESTER, N. Y.**

is not just a city...

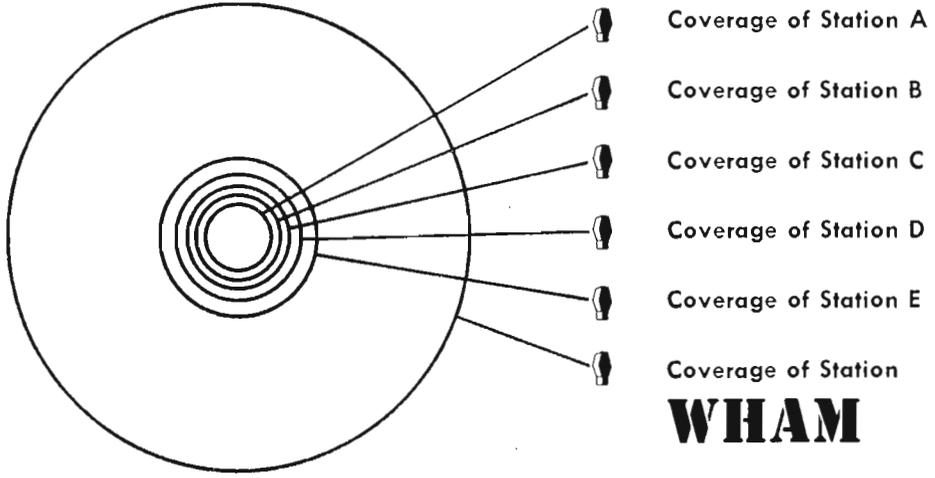
It's a trading area  
of 2,114,948



and only **WHAM** covers it!

If you or your clients want to reach one of the richest markets in all the Eastern United States... use 50,000-watt, clear-channel WHAM. You'll tap cities like Rochester, Elmira,

Batavia, Geneva, Binghamton—plus a huge farm country outstanding for modern character and extraordinarily high income. Study the chart below—such facts can't be ignored!





**WHAM** ★ **ROCHESTER RADIO CITY**  
 "The Stromberg-Carlson Station"  
*AM—FM—and TV Coming in '49!*  
 N.B.C. AFFILIATE • GEO. P. HOLLINGBERY CO. • NAT'L REP.

News Service ..... AP  
 Transcription Service..... Capitol, World  
 Representative ..... Walker  
 President..... James H. Oltaway  
 General Manager..... Eugene J. Brown  
 Station Manager..... Walton F. Deming  
 Commercial Manager..... George R. Smith  
 Program-Publicity Dir..... Charles Hobart  
 Production Director..... Harriette I. Dunbar  
 Chief Announcer..... David T. Squires  
 Chief Engineer..... Wiley Bates  
 Farm Editor..... Robert Warner

## WONO

ONEONTA—1948

Frequency: 1110 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Oneonta Bcstg. Co.  
 Business-Studio Address..... 285 River St.

## WKBS

OYSTER BAY—1948

Frequency: 1520 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Key Bcstg. System, Inc.  
 Business-Studio Address..... 25 E. Main St.  
 Phone Number..... Oyster Bay 6-2500  
 Transmitter Location..... Battery Pk., Oyster Bay  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Theaurus  
 President..... R. Lee Hollingsworth  
 Exec. V.P..... A. J. Griffiths, Jr.  
 Publicity Director..... Henry Frielinghaus, III

## WLNA

PEEKSKILL—1948

Frequency: 1420 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... Highland Bcstg. Corp.  
 Business-Studio Address..... 1037 Main St.

## WEAV

PLATTSBURG—1935—ABC

Frequency: 960 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Plattsburg Bcstg. Corp.  
 Business-Studio Address..... Radio Centre  
 Phone Number ..... 1600  
 Transmitter Location..... Lake Shore Rd.  
 Air Time ..... 6:45 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Theaurus  
 Representative..... Joseph Hershey McGillvra  
 Membership ..... NAB  
 President, Gen.-Sta. Mgr..... George F. Bissell  
 Commercial Manager..... Joel H. Scheier  
 Sales Prom. Mgr., Prog.-Pub. Dir.,  
 Farm Editor..... Martin Mannix  
 Production Director..... Alex Coursey  
 Chief Announcer..... Henry Clark  
 Chief Engineer..... Jack Nazak

## WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Radio Div., Poughkeepsie  
 Newspapers, Inc.  
 Business-Studio Address..... Memorial Sq.  
 Phone Number ..... 6800  
 Transmitter Location..... Nelson House  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service..... Standard, Associated  
 Membership..... NAB, BMB, FMA  
 President..... M. C. Spedel  
 General Manager..... George W. Bingham  
 Program Director..... Richard Crans  
 Chief Engineer..... Marvin S. Seimes

## WARC

ROCHESTER—1947—ABC

Frequency: 950 Kc..... Power: 1000 Watts  
 Owned-Operated By..... WARC, Inc.  
 Bus.-Studio Address..... Sheraton Hotel,  
 111 East Ave.  
 Phone Number..... HAmilton 8920  
 Transmitter Location..... 2670 Clinton Ave. So.  
 Air Time..... 6:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Katz  
 Membership ..... NAB, BMB  
 President, Gen.-Sta. Mgr..... S. W. Townsend  
 Commercial Manager..... Harland Evans  
 Sales Prom. Mgr., Publicity Director,  
 Farm Editor..... Mark O'Brien  
 Program-Musical Dir..... Frederick Essex  
 Prod. Dir., Chief Announcer... Thomas Kane  
 Chief Engineer..... Robert Emch

## WHAM

ROCHESTER—1922—NBC

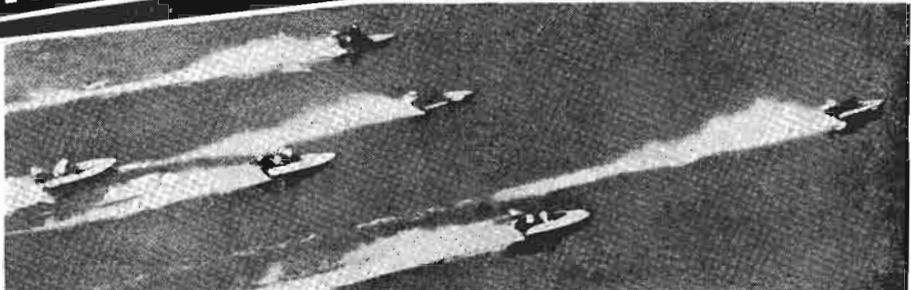
Frequency: 1180 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... Stromberg-Carlson Co.  
 Business Address..... 100 Carlson Rd.  
 Studio Address..... 201 Humbolt St.  
 Transmitter Location..... Rochester  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... World, Standard  
 Representative..... George P. Hollingbery  
 Membership ..... NAB, BMB, FMA  
 Pres. (Stromberg-Carlson  
 Co.)..... Dr. Ray H. Manson  
 Gen. Mgr. (Stromberg-Carlson  
 Co.)..... Leo McCanne  
 Station Mgr. (Stromberg-Carlson  
 Co.)..... William Fay, V.P. in Chg.  
 of Bcstg. & Gen. Mgr. WHAM  
 Comm.-Sales Prom. Mgr... John W. Kennedy, Jr.  
 Program Director..... Charles W. Siverson  
 Production Director..... Sylvester Novell  
 Publicity Director..... Armin N. Bender



**....FIRST BY LENGTHS!**



**....IN ROCHESTER!**



**WHEC is Rochester's most-listened-to station and has been ever since Rochester has been "Hooperated!"**

**Furthermore, Station WHEC is one of the select Hooper "Top Twenty" stations in the whole United States!**

*Latest Hooper before closing time*

**BUY WHERE THEY'RE LISTENING:—**



**WHEC**

MEMBER GANNETT  
RADIO GROUP

*of Rochester*

N. Y.

**5,000 WATTS**

**Representatives: EVERETT & McKINNEY, New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco**

Chief Announcer.....Homer Bliss  
Musical Director.....Eugene Zacher  
Chief Engineer.....Kenneth Gardner  
Actg. Farm Editor.....George Haefner

**W H E C**

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts  
Owned-Operated By.....WHEC, Inc.  
Business-Studio Address.....40 Franklin St.  
Phone Number.....Baker 6740  
Transmitter Location.....1850 S. Winton Rd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated, Standard  
Representative.....J. P. McKinney  
Membership.....NAB, BMB  
President.....Frank E. Gannett  
Executive V.P.....Clarence Wheeler  
General-Station Manager.....Gunnar O. Wiig  
Commercial Manager.....Le Moine C. Wheeler  
Program Director.....William J. Adams  
Production Director.....L. H. MacMillan  
Publicity Director.....Virginia Savage  
Chief Announcer.....Roger Goodrich  
Musical Director.....Gerald Vogt  
Chief Engineer.....Bern C. O'Brien

**W R N Y**

ROCHESTER—1947

Frequency: 680 Kc.....Power: 250 Watts d.  
Owned-Operated By...Monroe Bcstg. Co., Inc.  
Business-Studio Address.....191 East Ave.  
Phone Number.....Hamilton 9775  
Transmitter Location.....Mt. Read Blvd.  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service.....Lang-Worth  
Pres., Gen.-Sta.-Comm. Mgr.. George B. Kelly  
Program Director.....Addison Penfield  
Production Director.....Paul Robinson  
Chief Engineer.....Felix Bonvouloir

**W S A Y**

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts d.  
(CP 5000 Watts d.)  
Owned-Oper. By...Federal Bcstg. System, Inc.  
Business-Studio Address.....328 Main St. E.  
Phone Number.....Baker 4870  
Transmitter Location.....French Rd., Brighton  
Air Time.....Daytime  
News Service.....INS  
Representative.....Walker  
President, General-Station Manager,  
Chief Engineer.....Gordon P. Brown  
Comm.-Sales Prom. Mgr.....Will Union  
Program Director.....Jack Turner

**W V E T**

ROCHESTER—1947

Frequency: 1280 Kc.....Power: 5000 Watts  
Owned-Operated By.....Veterans Bcstg. Co.  
Business Address.....Clinton Bldg.  
Phone Number.....Hamilton 4820  
News Service.....UP  
Transcription Service.....Associated, Capitol  
Representative.....Weed  
Pres., General Mgr.....William B. Maillefert  
Chief Engineer.....Irving F. Lyke

**W K A L**

ROME-UTICA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By...Copper City Bcstg. Corp.  
Business-Studio Address...Capitol Theatre Bldg.  
Rome  
Phone Number.....3616-7  
Transmitter Location.....Muck Rd. & Jay St.  
Rome  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Donald Cooke  
President.....Myron J. Kallet  
Gen.-Station Mgr.....Michael Carlo Fusco  
Comm. Mgr., Pub. Dir.....George Cramer  
Sales Promotion Manager.....Joseph Treia  
Program Director.....Charles King  
Production Director.....Dan Fusco  
Chief Announcer.....Robert Storey  
Chief Engineer.....Deforest T. Layton, Jr.  
Farm Editor.....Jack Fredericks

**W N B Z**

SARANAC LAKE—1929—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Upstate Bcstg. Corp.  
Business-Studio Address.....88 Main St.  
Phone Number.....1320  
Transmitter Location.....Merrill St.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus, Keystone  
Representative.....Thomas F. Clark  
President, General Manager...John F. Grimes  
Commercial Manager.....Jacques DeMaitos  
Program Director.....Albert C. Bagdasarlan  
Chief Announcer.....John Birmingham  
Chief Engineer.....H. Berwind Williams

**W G Y**

SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....General Electric Co.  
Business-Studio Address.....1 River Rd.  
Phone Number.....3-2121  
Transmitter Location.....R. D. No. 5,  
So. Schenectady

Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service.....Lang-Worth, Thesaurus  
 Representative.....NBC Spot Sales  
 Membership ..... NAB, BMB  
 V.P., Mgr. of Bcstg..... R. S. Peare  
 Asst. Mgr. of Bcstg..... B. J. Rowan  
 Station Manager.....G. Emerson Markham  
 Asst. to Station Mgr..... R. W. Welpott  
 Supervisor of Sales.....A. G. MacDonald  
 Actg. Spvr. of Promotion.....R. W. O'Brian  
 Spvr. of News.....W. T. Meenam  
 Spvr. of Music.....A. O. Coggeshall  
 Spvr. of Farm Bcstg.....G. W. Givens  
 Spvr. of Programs.....Caleb Paine  
 Chief Engineer.....W. J. Purcell

**W S N Y**

**SCHENECTADY—1942**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Gateway Bcstg.  
 Corp.  
 Business-Studio Address.....619 State St.  
 Phone Number.....3-3622  
 Transmitter Location.....Campbell Rd.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth

President, Gen. Mgr.....Winslow Leighton  
 Comm-Sales Prom. Mgr.....Harry H. Averill  
 Program Director.....Robert Wallace  
 Asst. Prog.-Pub. Director...Martha M. Smith  
 Chief Announcer.....Steve Fitz  
 Musical Director.....Frank Huber  
 Chief Engineer.....Irving P. Beck

**W A G E**

**SYRACUSE—1941—ABC**

Frequency: 620 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....WAGE, Inc.  
 Business-Studio Address.....Loew Bldg.,  
 108 W. Jefferson St.  
 Phone Number .....2-0277  
 Transmitter Location.....626 Liverpool Rd.,  
 Liverpool  
 Air Time .....Unjimited  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Edward Petry  
 Membership ..... NAB  
 President.....Frank G. Revoir  
 General-Station Manager...William T. Lane  
 Commercial Manager.....Aaron Beckwith  
 Program Director.....Gordon Alderman  
 Musical Director.....Carl Silber  
 Chief Engineer.....Donald F. Langham



GOES TO

**5 Kw**

Daytime

**Increases Area Coverage 60.8%**

In January, 1949, WAGE increased its daytime power to 5 Kw (1 Kw nighttime power unchanged) retaining its choice frequency at 620 Kc.

Total population falling within WAGE daytime 0.5 Mv contour increased from 664,359 to 1,012,720, a population gain of 52.5%. Land area covered by WAGE interference-free signal increased from 7,400 sq. mi. to 11,900 sq. mi., a 60.8% gain of 4,500 sq. mi.

**BASIC ABC • Represented by Edward Petry Co.**

**WFBL**

**SYRACUSE—1922—CBS**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Onondaga Radio Bcstg. Corp.  
 Bus. Studio Address.....433 S. Warren St.  
 Phone Number.....2-1147  
 Transmitter Location.....Collamer  
 Air Time.....Unlimited  
 News Service.....UP  
 Representative.....Free & Peters  
 Membership.....NAB  
 President.....Oscar F. Soule  
 General Manager.....Samuel Woodworth  
 V.P., Merch. & Promotion.....Robert G. Soule  
 V.P., Commercial Mgr.....Charles Pbillips  
 Sales Manager.....L. F. Wylie  
 Program-Musical Dir., Production Manager.....Raymond Gantter  
 Publicity Director.....Hendrick Soule  
 Chief Engineer.....James Kelly  
 Farm Editor.....Al Warren

**WNDR**

**SYRACUSE—1947—MBS**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Operated By...Syracuse Bcstg. Corp.  
 Business-Studio Address...306 S. Salina St.  
 Phone Number.....2-6101  
 Transmitter Location.....Dewitt & Pompey  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Associated, Lang-Worth  
 Representative.....Donald Cooke  
 Membership.....NAB, BMB  
 President.....T. Frank Dolan  
 General Manager.....Martin Kariq  
 Commercial Manager.....Arthur Cooper  
 Program Director.....Harry Fisher  
 Merchandising Mgr.....Frank Bahouth, Jr.  
 Chief Announcer, Farm Editor....Bill Martin  
 Musical Director.....Don Hayes  
 Chief Engineer.....Robert Dye

**WOLF**

**SYRACUSE—1940**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Civic Bcstg. Corp.  
 Business-Studio Address.....Onondaga Hotel  
 Phone Number.....2-7211  
 Transmitter Location.....Kirkpatrick & Van Rensselaer Sts.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Walker  
 President, General Mgr., T. Sherman Marshall  
 Sta. Mgr., Prog. Dir.....Hamilton M. Woodle  
 Commercial Manager.....Dan Dwyer  
 Pub. Dir., Chief Announcer.....Charles Shaw

Musical Director.....Norman Meservey  
 Chief Engineer.....Don Muir

**WSYR**

**SYRACUSE—1922—NBC**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By.....Central N. Y. Bcstg.  
 Phone Number.....3-7111  
 Transmitter Location.....Valley Dr.  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....Associated, Lang-Worth  
 Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 President.....Harry C. Wilder  
 Vice President.....E. R. Vadeboncoeur  
 Commercial Manager.....W. R. Allford, Jr.  
 Sales Prom. Mgr., Pub. Dir.....John F. Hurlbut  
 Program Director.....Bill Rothrum  
 Chief Announcer.....Elliott Gove  
 Musical Director.....Murray Bernthal  
 Chief Engineer.....G. Armond Belle Isle  
 Farm Editor.....R. F. Doubleday

**WHAZ**

**TROY—1922**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Oper. By...Rensselaer Polytechnic Inst.

**WNDR**

CENTRAL NEW YORK'S

*Friendly*

STATION

**WNDR**

SYRACUSE, N. Y.

Basic Mutual Network

AM, 5,000 Watts,  
 1260 Kc. FM, 8500  
 Watts, 102.5 Mc.

AFFILIATED IN MANAGEMENT WITH  
 WWSC, GLENS FALLS, and WVOS, LIBERTY, N.Y.

Address ..... Troy  
 Phone Number ..... 6810  
 Air Time ..... Limited  
 Promotion Manager: ..... W. J. Williams

## W T R Y

**TROY—1940—CBS**

Frequency: 980 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Troy Bcstg. Co., Inc.  
 Business-Studio Address ..... 92 Fourth St.  
 Phone Number ..... Troy 2100, Albany 4-2500  
 Transmitter Location ..... Niskayuna  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Associated  
 Representative ..... Headley-Reed  
 Membership ..... NAB, BMB  
 President ..... H. C. Wilder  
 General Manager ..... W. A. Riple  
 Station Manager ..... W. W. Carter, Jr.  
 Commercial Manager ..... J. W. Sutphen, Jr.  
 Sales Prom. Mgr., Pub. Dir. .... James F. Baker, Jr.  
 Program-Musical Dir. .... H. H. Sharpe, III  
 Production Director ..... Randolph English  
 Chief Engineer ..... A. H. Chismark

## W G A T

**UTICA—1946**

Frequency: 1310 Kc. .... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned By ..... Central Bcstg. Co.  
 Operated By ..... J. Eric Williams  
 Business-Studio Address ..... The Kempf Bldg.,  
 250 Genesee St.  
 Phone Number ..... 2-9231  
 Transmitter Location ..... Kellogg Rd.,  
 New Hartford  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Representative ..... Robert Meeker  
 General Manager ..... J. Eric Williams  
 Comm.-Sales Prom. Mgr. .... Roland L. Fowler  
 Chief Announcer ..... Bill Cerri  
 Chief Engineer ..... Robert N. Blair

## W I B X

**UTICA—1925—CBS**

Frequency: 950 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WIBX, Inc.  
 Bus.-Studio Address ..... First Natl. Bank Bldg.  
 Phone Number ..... 2-2101  
 Transmitter Location ..... Clark Mills  
 Air Time ..... Unlimited  
 News Service ..... INS, UP  
 Transcription Service ..... World  
 Representative ..... Helen Wood & Colton,  
 Bertha Bannan, Walter Biddick  
 Membership ..... NAB, BMB, FMA  
 President, Gen. Mgr. .... Margaret P. Bowen  
 V.P., Secretary ..... Gladys P. Moore

Sta. Mgr., Prog. Dir. .... Elliott A. Stewart  
 Comm.-Sales Prom. Mgr., Pub. Dir.,  
 Farm Editor ..... Nathan W. Cook  
 Production Dir. .... Betty Cushing Griffin  
 Chief Announcer ..... Robert Mahoney  
 Musical Director ..... William Walters  
 Chief Engineer ..... John T. Dowdell

## W R U N

**UTICA—1947—ABC**

Frequency: 1150 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By ..... The Rome Sentinel Co.  
 Business Address ..... 258 Genesee St.  
 Phone Number ..... 2-5111  
 Studio Addresses ..... 258 Genesee St., Utica,  
 127 W. Liberty St., Rome  
 Transmitter Location ..... Oriskany  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, Associated  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President ..... Bradley C. Barnard  
 General Manager ..... Fritz S. Updike  
 Station Manager ..... Thomas E. Marlin  
 Comm.-Sales Prom. Mgr. .... Richard A. Clark  
 Program Director ..... Stewart T. Spencer  
 Public Relations Director ..... Searle Rudd  
 Transmitter Supervisor ..... George S. Woods  
 Musical Director ..... Ann Houser  
 Studio Supervisor ..... C. F. Henry  
 Farm Editor ..... Robert Kilgore

## W A T N

**WATERTOWN—1941—MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Watertown Bcstg. Corp.  
 Bus.-Studio-Transmitter Location ..... 118 Wash-  
 ington St.  
 Phone Number ..... 2424  
 Air Time ..... 7 a.m.-12:15 a.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Helen Wood & Colton  
 Membership ..... NAB  
 Pres., Gen.-Sta.-Comm.-Sales Prom.  
 Manager ..... G. Harry Righter  
 Program Director ..... Hugh L. Coslune, Jr.  
 Chief Engineer ..... Donald Schryver  
 Farm Editor ..... G. Harry Righter

## W W N Y

**WATERTOWN—1941—CBS**

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned By ..... Brockway Co.  
 Operated By ..... The Watertown Daily Times  
 Business-Studio Address ..... Hotel Woodruff  
 Phone Number ..... 4120  
 Transmitter Location ..... Ives St. Rd.



Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World, Associated  
 Representative ..... Weed  
 Membership ..... NAB, BMB  
 President ..... Harold B. Johnson  
 General-Comm. Mgr. .... Louls Salf, Jr.  
 Sta. Mgr., Farm Editor ..... Earl R. Kelly  
 Asst. Mgr., Prog. Dir. .... James W. Higgins  
 Production Director ..... David G. Graves  
 Publicity Director ..... Jack Cleveland  
 Chief Engineer ..... Maynard B. Davis

Representative ..... Headley-Reed  
 Membership ..... NAB  
 President ..... Valentine E. Macy, Jr.  
 Gen.-Sta. Mgr., Chief Engineer ..... Frank A. Seitz  
 Comm.-Sales Prom. Mgr. .... John E. Arens  
 Prog. Musical Dir. .... Randall Kaler  
 Chief Announcer ..... Robert F. Peters

**W F A S**

WHITE PLAINS—1932

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Westchester Bcstg. Corp.  
 Bus.-Studio Address: Reporter Dispatch Bldg.,  
 8 Church St.  
 Phone Number ..... White Plains 9-6400  
 Transmitter Location ... Secor Rd., Greenburgh  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World, Associated

**W W R L**

WOODSIDE—1926

Frequency: 1600 Kc. .... Power: 250 Watts  
 (C.P. 5000 Watts)  
 Owned-Oper. By ..... Long Island Bcstg. Corp.  
 Bus.-Studio-Transmitter Address: 41-30 58th St.  
 Phone Number ..... Newtown 9-3300  
 Air Time ..... 8 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Capitol, Associated  
 Pres., Treas., Gen. Mgr.,  
 Chief Engineer ..... W. H. Reuman  
 Station-Comm. Mgr. .... Edith Dick  
 Sales Prom. Mgr. .... Selvin Donneson  
 Prog.-Prod. Musical Dir. .... Fred Barr  
 Publicity Director ..... Walter Kaner  
 Chief Announcer ..... Johnny Harper

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Reliability . . .

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The world's largest news  
 service available through  
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 9,005,442 potential buyers in the  
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 with  
 intensive, blanket coverage of  
 Queens County, pop. 1,422,996.

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 Market at the Lowest Cost.

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COMING—5,000 WATTS



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THE 6th CITY OF AMERICA"

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*IN SERVICE*

HOOPER STATION LISTENING INDEX  
CITY ZONE

Summer 1948	Greensboro, N. C.
	WBIG
Monday thru Friday 8:00 AM—12 N	38.1
Monday thru Friday 12:00 N—6:00 PM	40.6
Sunday thru Saturday 6:30 PM—10:00 PM	55.6

**WBIG**

greensboro, n. c.

5000 w. day & nite

columbia affiliate

represented by hollingbery

# NORTH CAROLINA

Estimated Population 3,715,000—Increase +4.0%—Radio Homes 749,300  
Total Families 860,200—Stations in State 85

## WRCS

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Roanoke-Chowan Bcstg.  
Co., Inc.  
Business Address: P. O. Box 89  
Phone Number: 333  
Studio-Transmitter Location: Ahoskie-Aulander  
Hwy. (N. C. 350)  
Air Time: Sunrise-sunset  
News Service: UP  
Transcription Service: Associated  
Membership: NAB  
President: Charles H. Jenkins  
Gen.-Sta.-Comm.-Sales Prom.  
Manager: P. G. Sewell  
Prog. Dir. Farm Editor: William R. Harris  
Publicly Director: Mayvis Ellis  
Chief Announcer: Burt Derman  
Musical Director: Johnny Palmer  
Chief Engineer: John M. Sherwood

## WABZ

ALBEMARLE—1947—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Radio Station WABZ, Inc.  
Business-Studio Address: Hotel Albemarle  
Phone Number: 1010  
News Service: AP  
Transcription Service: Capitol, KBS, Thesaurus  
General Manager: Ira E. Leigh  
Comm.-Prog. Dir.: Bob Raiford  
Chief Engineer: James Wise

## WGWR

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Asheboro Bcstg. Co., Inc.  
Business-Studio Address: 303 E. Salisbury St.  
Phone Number: 798, 800  
Transmitter Location: Okie Mt.  
Air Time: 5 a.m.-sunset  
News Service: UP  
Transcription Service: Associated  
Membership: BMB  
President: Roy Cox  
Gen.-Sta.-Comm.-Sales Prom.  
Manager: J. R. Marlowe  
Prog.-Pub. Dir., Chief Announcer:  
Farm Editor: A. B. Brown  
Production Director: Roy Morris  
Musical Dir.: Nelson J. Harrill  
Chief Engineer: Clyde C. Penny

## WISE

ASHEVILLE—1939—NBC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Radio Station WISE  
Bus.-Studio-Transmitter Address: 100 College  
St.  
Phone Number: 3-5381  
Air Time: Unlimited  
News Service: AP  
Representative: Avery-Knodel  
Membership: NAB, BMB  
President, Gen. Mgr.: Harold H. Thoms  
Station-Comm. Mgr.: Loyd B. Leonard  
Sales Prom. Manager: Floyd Bowers  
Program Director: Harold Moon  
Chief Announcer: Jimmy Patterson  
Chief Engineer: Matthew C. Munn

## WLOS

ASHEVILLE—1946—MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By: Skyway Bcstg. Corp.  
Business-Studio Address: Battery Park Hotel  
Phone Number: 2-2431  
Transmitter Location: Emma  
Air Time: Unlimited  
News Service: INS, UP  
Transcription Service: Standard  
Representative: Taylor-Borhoff  
Membership: NAB  
President: Charles M. Britt  
V.P., General Manager: Charles B. Britt  
Station Manager: Kenneth Beachboard  
Program Director: Grady Edney  
Chief Engineer: Bill Chambers

## WSKY

ASHEVILLE—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Radio Asheville, Inc.  
Business-Studio Address: 12 Church St.  
Phone Number: 3-4451  
Transmitter Location: Campbell Woods  
Air Time: 18 Hrs.  
News Service: AP  
Transcription Service: Lang-Worth, Capitol  
President: Carl R. Bamford  
Gen.-Sta. Mgr., Prog. Dir.: Zeb Lee  
Commercial Manager: F. Baxter Barkley  
Sales Prom. Mgr., Pub. Dir.: James Young  
Chief Engineer: Charles W. Sumner  
Farm Editor: Bill Dorsey

## W W N C

### ASHEVILLE—1927—CBS

Frequency: 570 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. Asheville Citizen-Times Co.  
 Business-Studio Address. . . . 14 O'Henry Ave.  
 Phone Number . . . . . 5611  
 Transmitter Location . . . . . Emma  
 Air Time . . . . . 5:30 a.m.-12:04 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB, BMB  
 President . . . . . Charles A. Webb  
 Vice-President . . . . . Don S. Elias  
 General Manager . . . . . D. Hiden Ramsey  
 Station Manager . . . . . Cecil B. Hoskins  
 Commercial Manager . . . . . James A. Hagan  
 Program Director . . . . . William F. Melia  
 Chief Announcer . . . . . Read Wilson  
 Chief Engineer . . . . . William H. Hamrick  
 Farm Editor . . . . . Harry Varner

## W B B B

### BURLINGTON—1941 MBS-KBS-CAROLINA SPORTS

Frequency: 920 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. Alliance Bcstg. Co., Inc.  
 Business-Studio Address. . . . 310 S. Main St.  
 Phone Number . . . . . 6-6378  
 Transmitter Location . . . . . W. Front St. Ext.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service. . . . . Associated, Lang-Worth,  
 Capital, Keystone  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB, BMB, FMA  
 Managing Dir., Sta. Mgr. . . . . E. Z. Jones  
 Commercial Manager . . . . . Frank Parton  
 Sales Promotion Manager . . . . Robert Weston  
 Prog.-Prod. Dir., Farm Editor . . . Edgar Brooks  
 Publicity Director . . . . . Doris Rickard  
 Chief Engineer . . . . . Berry Tysor

## W F N S

### BURLINGTON—1947

Frequency: 1150 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Burlington-Graham Bcstg.  
 Co.  
 Business-Studio Address. . . . 103 W. Andrews St.  
 Phone Number . . . . . 6-5536-7  
 Transmitter Location . . . . . Birch Bridge Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 General Manager . . . . . Everett C. Qualls, Sr.  
 Commercial Manager . . . . . Phillip Eakin  
 Program Director . . . . . Ed Menke  
 Chief Engineer . . . . . Thomas Mackintosh

## W A Y S

### CHARLOTTE—1942—ABC-MBS

Frequency: 610 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By. . . . . Inter-City Advertising Co.  
 Business-Studio Address. . . . 120 E. Third St.  
 Phone Number . . . . . 3-7173  
 Transmitter Location . . . . . Oakdale Section  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS  
 Representative . . . . . Avery-Knode  
 Membership . . . . . NAB, BMB  
 President . . . . . George W. Dowdy  
 General-Station Mgr. . . . . Walter H. Goan  
 Commercial Manager . . . . . Jack Gaaney  
 Program Director . . . . . Harry Hosfield  
 Musical Director . . . . . Alonzo G. Squires  
 Chief Engineer . . . . . A. L. Chaney, Jr.

## W B T

### CHARLOTTE—1921—CBS

Frequency: 1110 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . Jefferson Standard Bcstg. Co.  
 Business-Studio Address. . . . . Wilder Bldg.  
 Phone Number . . . . . 3-8833  
 Transmitter Location. . . . . 9 Mi. S. of Charlotte,  
 Nation's Ford Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Radio Sales  
 Membership . . . . . NAB, BMB, FMA  
 Chmn. of the Bd. . . . . Ralph C. Price  
 President . . . . . J. M. Bryan  
 V.P., Gen. Mgr. . . . . Charles H. Crutchfield  
 Business Manager . . . . . C. K. Spicer  
 Sales Manager . . . . . Keith Byerly  
 Promotion Manager . . . . . J. R. Covington  
 Program Director . . . . . Larry Walker  
 Chief Engineer . . . . . M. I. Minor  
 Farm Editor . . . . . Grady Cole

## W G I V

### CHARLOTTE—1947

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Publix Bcstg. Serv. of  
 Charlotte, Inc. (WGIV)  
 Business Address . . . . . P. O. Box 58  
 Phone Number . . . . . 4-3237, 5-2225, 6669  
 Studio-Transmitter Location. . . 2520 Toomey Ave.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, World  
 Membership . . . . . NAB  
 Pres., Gen.-Sta. Mgr. . . . . Francis M. Fitzgerald  
 Sec., Treas., Comm.-Sales Prom.  
 Manager . . . . . J. Law Epps  
 Prog. Dir., Chief Announcer. . . Fred W. Vinroot  
 V.P., Chief Engineer . . . . . Thomas C. Brandon

## WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Station WSOC, Inc.  
 Bus.-Studio-Transmitter Address . . . 1925 N. Tryon  
 St.  
 Phone Number . . . . . 7138  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Standard  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Sta. Mgr. . . . . E. J. Gluck  
 Commercial Mgr. . . . . Bomar A. Lowrance  
 Sales Prom. Mgr., Pub. Dir. . . . . Clyde Clem  
 Prog.-Prod. Dir. . . . . Paul Marion  
 Chief Engineer . . . . . L. L. Caudle, Jr.

## WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Radio Station WRRZ, Inc.  
 Bus.-Studio Address . . . . . Butler Bldg., Main St.  
 Phone Number . . . . . 2354  
 Transmitter Location . . . 1.6 Mi. S. of Clinton.  
 on Hway. 701  
 Air Time . . . . . Local sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . For Joe  
 Membership . . . . . NAB, BMB  
 President . . . . . W. R. Roberson, Sr.  
 Exec. V.P. . . . . W. R. Roberson, Jr.  
 Station-Comm. Mgr. . . . . George S. Walston  
 Program Director . . . . . Richard Welsh  
 Publicity Director . . . . . Christine T. Moore  
 Chief Announcer . . . . . Joseph Tew  
 Chief Engineer . . . . . Herman P. Jolitz

## WEGO

CONCORD—1941—KBS

Frequency: 1410 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Wayne M. Nelson  
 Business-Studio Address . . . . . Concord  
 Phone Number . . . . . 2271  
 Transmitter Location . . . . . Concord  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard, SESAC, Cole  
 KBS  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . BMB  
 General-Station Mgr. . . . . Wayne M. Nelson  
 Commercial Mgr. . . . . James P. Poston  
 Program Director . . . . . Leona Showmar  
 Chief Engineer . . . . . Edwin M. Stanton

## WCKB

DUNN—1946—KBS

Frequency: 780 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . North Carolina Central  
 Bcstrs., Inc.  
 Business Address . . . . . Box 431  
 Phone Number . . . . . 3133-4  
 Studio-Transmitter Address . . . . . Hway. 421  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, SESAC,  
 Keystone  
 Membership . . . . . NAB, BMB  
 President . . . . . Earl McD. Westbrook  
 General-Station Mgr. . . . . A. Lincoln Faulk  
 Comm.-Sales Prom. Mgr. . . . . William A. Creech  
 Prog.-Prod. Director . . . . . Richard Terfler  
 Chief Engineer . . . . . William Burwell  
 Farm Editor . . . . . Jim Mahoney

## WDNC

DURHAM—1934—CBS

Frequency: 620 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . The Durham Radio Corp.  
 Bus.-Studio Address . . . 138½ E. Chapel Hill St.  
 Phone Number . . . . . R-155  
 Transmitter Location . . . . . Hillsboro Rd.  
 Air Time . . . . . 5:30 a.m.-12:05 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 President . . . . . C. C. Council  
 Gen.-Sales P. om. Mgr. . . . . J. Frank Jarman  
 Office Manager . . . . . Sue Taylor  
 Commercial Manager . . . . . C. James Woodhouse  
 Program Director . . . . . E. R. Higgins, Jr.  
 Chief Engineer . . . . . K. A. Taylor  
 Farm Editor . . . . . Mark Davis

## WDUK

DURHAM—1946—ABC

Frequency: 1310 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . WDUK, Inc.  
 Business Address . . . . . Box 1891  
 Phone Number . . . . . R-101  
 Studio Address . . . . . 205½ W. Main  
 Transmitter Location . . . . . Leon & Glendale  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 President . . . . . S. H. Campbell, Jr.  
 General-Station Mgr. . . . . Harmon L. Duncan  
 Commercial Manager . . . . . Tom Morkis  
 Sales Prom. Mgr. . . . . Bob Misenheimer  
 Program Director . . . . . Bob Andrew  
 Chief Announcer . . . . . Charlie Shepherd  
 Chief Engineer . . . . . Roy E. Fullen

## W H H T

**DURHAM—1946—MBS**

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Harold H. Thoms  
 Business-Studio Address . . . . . 310 Main St.  
 Phone Number . . . . . L-975  
 Transmitter Location . . . . . Guess Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . INS  
 Transcription Service . . . . . Standard  
 Representative . . . . . Burn-Smith  
 Membership . . . . . BMB  
 President, Owner . . . . . Harold H. Thoms  
 Gen.-Sta. Sales Prom. Mgr. . . . . W. R. Kirby  
 Commercial Manager . . . . . Edward McLocklan  
 Prog.-Musical Dir. . . . . J. Patterson  
 Prod. Mgr., Pub. Dir. . . . . H. A. Edwards  
 Chief Engineer . . . . . Carl Pickette  
 Farm Editor . . . . . Phillip Spaletta

## W S S B

**DURHAM—1948**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Public Information Corp.  
 Business-Studio Address . . . . . 211 Rigsbee Ave.  
 Phone Number . . . . . 8919  
 Transmitter Location . . . . . Cole Rd., Forest Hills  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 President . . . . . Tom Sawyer  
 General Manager . . . . . Guy Griffen  
 Chief Engineer . . . . . Edward Norman

## W T I K

**DURHAM—1946—TOBACCO**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Durham Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 211½ E. Main St.  
 Phone Number . . . . . N-187  
 Transmitter Location . . . . . Ellis Rd.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Thesaurus  
 Representative . . . . . Donald Cooke, Walker  
 Membership . . . . . NAB, BMB  
 President . . . . . W. Kenan Rand  
 General-Station Mgr. . . . . Floyd Fletcher  
 Commercial Manager . . . . . Tom Mitchel  
 Program-Production Dir. . . . . Ken Corbitt  
 Chief Announcer . . . . . Don Yeager  
 Chief Engineer . . . . . Arlis A. White

## W C N C

**ELIZABETH CITY—1939**  
**MBS-KBS-TARHEEL**

Frequency: 1400 Kc. . . . . Power: 250 Watts

Owned-Oper. By . . . . . Albemarle Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 104 E. Colonial Ave.  
 Phone Number . . . . . 1400, 1472  
 Transmitter Location . . . . . Parsonage St., Extended  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 President . . . . . Dr. Joseph Gill  
 General-Station Manager . . . . . Bob Bingham  
 Commercial Manager . . . . . Ed Trent  
 Program Director . . . . . Jack Walters  
 Prod. Dir., Chief Announcer . . . . . Norman Ragsdale  
 Publicity Director . . . . . Eleanor Bingham  
 Musical Director . . . . . John W. Pascoe  
 Chief Engineer . . . . . Joe Kyle  
 Farm Editor . . . . . George Haskett

## W G A I

**ELIZABETH CITY—1947**

Frequency: 560 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Daily Advance  
 Business Address . . . . . Kramer Bldg.  
 Phone Number . . . . . 757  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Gen.-Comm. Mgr. . . . . W. P. Heffernan  
 Promotion Mgr. . . . . Bob Thomas  
 Program Director . . . . . Frank Brown  
 Chief Engineer . . . . . Frederick Wagner

## W F L B

**FAYETTEVILLE—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Fayetteville Bcstrs., Inc.  
 Business Address . . . . . P. O. Box 1258  
 Phone Number . . . . . 7136  
 Studio-Transmitter Location . . . . . Bragg Blvd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . INS  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Cox & Tans  
 Membership . . . . . NAB, BMB  
 President . . . . . Harry B. Stein  
 General Station Manager . . . . . L. W. Allen  
 Chief Engineer . . . . . W. D. Bailey

## W F N C

**FAYETTEVILLE—1940**  
**MBS-TOBACCO**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Cape Fear Bcstg. Co.  
 Business-Studio Address . . . . . 114 Anderson St.  
 Phone Number . . . . . 4848  
 Transmitter Location . . . . . Murchison Rd.  
 Air Time . . . . . 18 Hrs.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker

# NORTH CAROLINA

Membership.....NAB, BMB, FMA  
General Manager.....Victor W. Dawson  
Commercial Manager.....Luther A. Gambill  
Program Director.....Nat R. Martin  
Sec.-Treas.....Ann Dawson Highsmith  
Chief Engineer.....William H. Alford  
Farm Editor.....N. R. Martin

## WWNF

FAYETTEVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Wayne M. Nelson, Inc.  
Operated By.....Carl Jack Aley  
Business-Studio Address.....WWNF, Fayetteville  
Phone Number.....7101-2  
Transmitter Location.....Raleigh Rd.  
News Service.....UP  
Transcription Service.....Lang-Worth. Standard.  
SESAC, MacGregor  
Representative.....Friedenberg  
Membership.....NAB  
President.....Wayne M. Nelson  
General-Station Mgr.....Carl Jack Aley  
Commercial Manager.....William Lowder  
Program Director.....Carl Caudill, Jr.  
Chief Announcer.....Ray Woodard  
Musical Director.....Charles Friar  
Chief Engineer.....Alfred Jordon

## WBBO

FOREST CITY—1947—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Rutherford County Radio  
Co., Inc.  
Bus.-Studio-Transmitter Address.....Forest City  
Phone Number.....3205  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service.....Lang-Worth. Capitol.  
Keystone  
Membership.....NAB, BMB, FMA  
Pres., Gen.-Sta. Mgr.....Ed M. Anderson  
Commercial Manager.....L. O. Hutchins  
Sales Prom. Mgr., Prog. Dir.....Jane Smith  
Prod. Dir., Chief Announcer,  
Farm Editor.....Charles Melton  
Publicity Director.....Ed Anderson  
Musical Director.....Donald McLain  
Chief Engineer.....Merton Iwerks

## WGNC

GASTONIA—1939—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....F. C. Todd  
Bus.-Studio Address.....Natl. Bank of Commerce  
Bldg.  
Phone Number.....732  
Transmitter Location.....Dallas Rd.  
Air Time.....6 a.m.-11:15 p.m.  
News Service.....UP

Transcription Service.....Lang-Worth. Keystone  
Representative.....Continental Radio Sales  
Membership.....BMB  
President.....F. C. Todd  
General-Station Mgr.....Pat McSwain  
Comm.-Sales Prom. Mgr.....F. C. Abernethy  
Program Director.....Fred Gray  
Chief Engineer.....W. C. Groves, Jr.

## WLTC

GASTONIA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Gastonia Bcstg. Serv. Inc.  
Bus.-Studio-Transmitter Address.....P. O. Box  
1142, Vista Drive  
Phone Number.....5-1079  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....World, Capitol  
Representative.....Thomas F. Clark  
Membership.....NAB  
Pres., Chief Engineer.....James B. Petty  
General Manager.....William E. Abernathy  
Commercial Manager.....Boyce C. Morrow  
Program-Publicity Director,  
Chief Announcer.....Harry Carroll  
Musical Director.....A. G. Phillips  
Farm Editor.....Don C. Voigt

## WGBR

GOLDSBORO—1939—TOBACCO

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Eastern Carolina Bcstg. Co.  
Business-Studio Address.....Borden Bldg.  
Phone Number.....1550-1  
Transmitter Location.....1 Mi. W. of Goldsboro,  
on Raleigh Hwy.  
Air Time.....6:30 a.m.-M.  
News Service.....AP  
Transcription Service.....World, Thesaurus  
Representative.....Walker  
Membership.....NAB, FMA  
President.....A. T. Hawkins  
Gen.-Sta.-Comm.-Sales Prom.  
Manager.....Coleman Scott  
Prog.-Prod. Director.....Vassie G. Balkcum  
Chief Engineer.....Daniel B. Trueblood

## WBIG

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Oper. By.....North Carolina Bcstg. Co.  
Business Address.....P. O. Box 1807  
Phone Number.....6125  
Studio Address.....O. Henry Hotel Bldg.  
Transmitter Location.....Battleground Blvd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus, World

# NORTH CAROLINA

Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 Commercial Manager....Gilbert M. Hutchison  
 Sales Prom. Mgr.....William P. Mitchell  
 Program-Production Dir.....Al Rice  
 Publicity Director.....Aileen Gilmore  
 Chief Announcer.....Mike Brooks  
 Musical Director.....Margaret Banks  
 Chief Engineer.....Earl F. Allison  
 Farm Editor.....Bob Jones

(See Page 542)

## WCOG

**GREENSBORO—1948—ABC**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Inter-City Adv. Co., Inc.  
 Business-Studio Address.....314 S. Greene St.  
 Phone Number.....3-6925-6  
 Transmitter Location.....Muir's Chapel Rd.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....INS  
 Transcription Service.....Lang-Worth  
 Representative.....Aveyr-Knodel  
 President.....George W. Dowdy  
 General Manager.....Walter H. Goan  
 Station Manager.....Gordon Anderson  
 Commercial Mgr.....Virgil E. Evans, Jr.  
 Sales Prom. Mgr., Pub. Dir.....Jeta Pace  
 Program Director.....Wally Williams  
 Production Dir.....John C. Munro  
 Musical Dir., Farm Editor.....Vic Smith  
 Chief Engineer.....A. L. Chaney, Jr.

## WGBG

**GREENSBORO—1942**

Frequency: 980 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Greensboro Bcstg. Co., Inc.  
 Business Address.....P. O. Box 2280  
 Phone Number.....3-3631  
 Studio-Transmitter Location.....Ashe St. Ext.  
 Air Time.....6 a.m.-local sunset  
 News Service.....UP  
 Transcription Service.....Capitol, Associated  
 Representative.....Burn-Smith  
 Pres., Gen.-Sta. Mgr.....Ralph M. Lambeth  
 Commercial Manager.....Earl O. Sullivan  
 Program Director.....H. Marie Craven  
 Chief Engineer.....James M. Stewart

## WGTC

**GREENVILLE—1940—TOBACCO**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Greenville Bcstg. Co.  
 Business Address.....Greenville  
 Phone Number.....3182-3  
 Studio-Transmitter Location.....Falkland  
 Highroad  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World, SESAC  
 Representative.....Walker

Membership.....NAB  
 President, Gen. Mgr.....J. J. White  
 Station Manager.....Billy S. Hodges, Jr.  
 Comm.-Sales Prom. Mgr.....David W. Mosier  
 Prog.-Prod.-Pub. Director.....

Chief Announcer.....Charles H. Whedbee  
 Musical Director.....Hank Tribbley  
 Chief Engineer.....James Mayo  
 Farm Editor.....Wyatt Highsmith

## WHNC

**HENDERSON—1945—MBS-KBS**

Frequency: 890 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Henderson Radio Corp.  
 Bus.-Studio Address.....219 S. Williams St.  
 Phone Number.....736, 1446  
 Transmitter Location.....2 Mi. N. of Henderson  
 on U. S. Hwy. No. 1

Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus, Cole,  
 Lang-Worth, Keystone

Representative.....Homer Griffith  
 Membership.....NAB, FMA  
 President.....S. S. Stevenson  
 Gen.-Comm.-Sales Prom. Mgr.....

Publicity Director.....Nathan Frank  
 Sta. Mgr., Chief Announcer.....Charlie Tutewiler  
 Program Director.....Virginia Parham  
 Production Director.....Harry Trotman  
 Chief Engineer.....Lewis Hiland  
 Farm Editor.....Bloys Britt

## WHKP

**HENDERSONVILLE—1945—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Hendersonville, Inc.  
 Business Address.....P. O. Box 757  
 Phone Number.....700, 1400  
 Studio Address.....Bowen Hotel  
 Transmitter Location.....U. S. Hwy 64, E.

Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Keystone

Representative.....Continental Radio Sales  
 Membership.....NAB  
 President, General Manager.....Bob Amos  
 Commercial Manager.....W. R. Hill

Program Director.....Kermit Edney  
 Publicity Director.....James Odum  
 Chief Announcer.....Kermit Edney  
 Chief Engineer.....Glenn Heckart

## WHKY

**HICKORY—1939—ABC-KBS**

Frequency: 1290 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....The Catawba Valley Bcstg.,  
 Co., Inc.  
 Address.....13th St. Radio Bldg.



Phone Number ..... 2294-5  
 Transmitter Location... 2½ Mi. S.E. of Hickory  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service... World, Associated, KBS  
 Membership ..... NAB, BMB  
 President..... Carl V. Cline  
 Gen.-Sta. Mgr., Chief Engr.... Edmund S. Long

## WIRC

**HICKORY—1948**

Frequency: 630 Kc..... Power: 1000 Watts d.  
 Owned-Operated By... Foothills Bcstg. Co., Inc.  
 Business-Studio Address... 1423—11th Ave.  
 Phone Number ..... 2124  
 Transmitter Location..... 1 Mi. SE of city  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service... Lang-Worth, Standard  
 General-Comm. Mgr.... Edmund H. Smith, Jr.  
 Prog. Dir., Asst. Mgr..... Harry E. Snook  
 Traffic Supervisor..... John Meacham  
 Chief Engineer..... Elmer H. Troutman, Jr.

## WHPE

**HIGH POINT—1947**

Frequency: 1070 Kc..... Power: 1000 Watts  
 Owned-Oper. By... High Point Enterprise, Inc.  
 Business-Studio Address... 305-307 N. Main St.  
 Phone Number ..... 3468-7  
 Transmitter Location.... Old Thomasville Rd.  
 Air Time..... Local sunrise-sunset  
 News Service ..... AP  
 Transcription Service... Associated, Standard  
 Membership ..... NAB, FMA  
 President..... R. B. Terry  
 Sec. Treas..... D. A. Rawley  
 Station-Comm. Manager..... Pat Taylor  
 Program Director..... Nick Lawrence  
 Chief Engineer..... Yancy Cecil

## WMFR

**HIGH-POINT—1935—ABC-KBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By... Radio Station WMFR, Inc.  
 Bus.-Studio-Transmitter Address... 164 S. Main St.  
 Phone Number ..... 4593  
 Air Time..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service... Lang-Worth, Capitol, Keystone  
 Representative ..... Burn-Smith  
 Membership ..... NAB, BMB  
 Pres., Gen.-Station Mgr.... Frank S. Lambeth  
 Commercial Manager..... Frank Smith  
 Program Director..... Gary Davis  
 Publicity Director..... Gerald D. Sullivan  
 Musical Director..... Wayne Morgan  
 Chief Engineer..... Robert Moore

## WJNC

**JACKSONVILLE—1945**

**MBS-TOBACCO**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By... Jacksonville Bcstg. Co., Inc.  
 Business Address..... Box "E" or Route 24  
 Phone Number ..... 707-8  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Forjoe  
 Membership ..... NAB  
 President..... Louis N. Howard  
 V.P., Gen. Mgr..... Lester L. Gould  
 Commercial Manager..... Rodric Jones  
 Prod.-Pub. Dir..... Gorton T. H. Wilbur  
 Chief Engineer..... Elmo Cronk

## WGTL

**KANNAPOLIS—1946**

Frequency: 870 Kc..... Power: 1000 Watts d.  
 Owned By..... Radio Station WGTL  
 Operated By..... Fred H. Whitley  
 Business Address ..... Kannapolis  
 Phone Number... Kannapolis 870, Concord 2154  
 Studio-Transmitter Location... Cannon Blvd.  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP

*Market - Coverage - Economy*

# WGTL

*"The Friendly Station"*

Power-full — Independent

1000 Watts 870 on Your Dial

**KANNAPOLIS, N. C.**

*"A Clear Channel Station"*

**SERVING THE GREAT  
 PIEDMONT SECTION  
 of NORTH and  
 SOUTH CAROLINA**

Transcription Service...Lang-Worth, Capitol, World  
 Representative .....Forjoe  
 Membership .....NAB, BMB  
 President .....Fred H. Whitley  
 General Manager.....H. A. Seville  
 Program Director.....Frank H. Bowers  
 Chief Engineer.....Foy Hinson

## WFTC

**KINSTON—1937—ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Jonas Weiland  
 Business-Studio Address.....204 E. King St.

## WKNS

**KINSTON—1947**

Frequency: 1000 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Kinston Bcstg. Co.  
 Business-Studio Address.....Radio Bldg.  
 Phone Number .....4509, 4700  
 Transmitter Location.....Richlands Hwy.  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service.....World, Thesaurus  
 Representative.....Joseph Hershey McGillvra  
 President.....A. K. Barrus  
 Gen.-Station Mgr.....James W. Campbell  
 Commercial Manager.....Carl J. McKinney  
 Program Director.....Leonard Loftin  
 Chief Announcer.....Harold B. Dale  
 Chief Engineer.....David Hardison

## WEWO

**LAURINBURG—1947**

Frequency: 1080 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Scotland Bcstg. Co.  
 Bus.-Studio Address.....Chetwynd Hotel Bldg.  
 Phone Number .....770  
 Transmitter Locatlon .....Laurinburg-Maxton Hwy.  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service.....World  
 Membership .....NAB, BMB  
 President .....Edwin Pate  
 General Mgr.....J. R. Dalrymple, Jr.  
 Commercial Manager.....Frank C. Cannon  
 Program Director.....Gerald H. Sanders  
 Musical Director.....Paul Wynne  
 Chief Engineer.....Truman N. Brock  
 Farm Editor.....J. R. Dalrymple, Jr.

## WLOE

**LEAKSVILLE—1946—MBS-KBS**

Frequency: 1490 Kc.....Power: 100 Watts  
 Owned-Operated By.....Douglas L. Craddock  
 Bus.-Studio-Transmitter Address .....Leaksville  
 Phone Number .....701-2  
 Air Time .....6 a.m.-M.  
 News Service .....AP  
 Transcription Service.....World, Capitol, Keystone  
 Membership .....NAB, BMB  
 Owner, Gen.-Sta.-Sales Prom. Manager.....Douglas L. Craddock  
 Commercial Manager.....William Baskerville  
 Program-Production Director, Chief Announcer.....Kenneth Thomas  
 Publicity Director.....Buren Rose  
 Chief Engineer.....Eldred Winn

## WJRI

**LENOIR—1946—MBS-KBS-TOBACCO**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....John P. Rabb  
 Business-Studio Address.....107 West Ave.  
 Phone Number .....761, 899  
 Transmitter Location.....1¼ Mi. W. Lenoir on Hwy. 18  
 Air Time .....Unlimited  
 News Service .....AP, UP  
 Transcription Service.....Lang-Worth, Standard, Keystone  
 Owner, General Manager.....John P. Rabb  
 Station Manager.....K. B. Rabb  
 Comm.-Sales Prom. Mgr.....Glenn Whittier  
 Program Director.....E. Bloker  
 Production Director.....Wallace Hoy  
 Publicity Director.....Clyde Laughler  
 Chief Announcer.....A. G. Foard, Jr.  
 Musical Director.....George Kirstein  
 Chief Engineer.....Blaine Ruckert  
 Farm Editor.....Max Culp

## WBUY

**LEXINGTON—1945—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Davidson County Bcstg. Co.  
 Business Address.....P. O. Box 359  
 Phone Number .....2716  
 Studio-Transmitter Location.....Route 1  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....Lang-Worth, World, Keystone  
 Representative.....Continental Radio Sales  
 Membership .....NAB  
 Partners.....Greely N. & Omar G. Hilton  
 Station-Comm. Manager.....C. Robert Ray  
 Program Director.....William Bullington  
 Chief Announcer.....Gales Atkins  
 Chief Engineer.....Fred Honeycutt

## W T S B

**LUMBERTON—1946—MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Robeson Bcstg. Corp.  
 Business-Studio Address . . . . . 112 W. Fifth St.  
 Phone Number . . . . . 1080-1  
 Transmitter Location . . . . . Charlotte Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Keystone  
 Representative . . . . . Continental Radio Sales  
 Membership . . . . . NAB  
 President . . . . . Dr. E. L. Bowman  
 General Manager . . . . . Walter James MacNeil  
 Commercial Manager . . . . . E. R. Hardin, Jr.  
 Chief Announcer . . . . . Bob Taylor  
 Chief Engineer . . . . . W. F. Rogers

## W M A P

**MONROE—1947—KBS-NO. STATE**

Frequency: 1060 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Union Bcstg. Corp.  
 Business Address . . . . . P. O. Box 382  
 Phone Number . . . . . 1060  
 Studio-Transmitter Location . . . . . Camp Sutton  
 Air Time . . . . . 6:30 a.m.-5:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Capitol,  
 Keystone  
 President . . . . . J. Ray Shute  
 Station Manager . . . . . Bill Sandefur  
 Comm.-Sales Prom. Mgr. . . . . D. E. Marable  
 Program Director . . . . . R. W. Furman  
 Chief Announcer . . . . . Archie Laney  
 Musical Director . . . . . Marie Baucom  
 Chief Engineer . . . . . M. L. Covington  
 Farm Editor . . . . . W. W. Johnston

## W M B L

**MOREHEAD CITY—1947**

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Carteret Bcstg. Co., Inc.  
 Business Address . . . . . P. O. Box 740  
 Phone Number . . . . . 9740  
 Studio-Transmitter Location . . . . . Morehead City  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Sta. Mgr.,  
 Production Dir. . . . . Grover C. Munden  
 Commercial Manager . . . . . Charles H. Markey  
 Sales Prom. Mgr. . . . . J. Q. Wallace  
 Prog. Dir., Chief Engineer . . . . . Ray Cummins  
 Publicity Director . . . . . Earl Lewis  
 Chief Announcer, Musical Dir. . . . . Clint Long

## W M N C

**MORGANTON—1947—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Nathan J. Cooper  
 Bus.-Studio-Transmitter Address . . . . . Box 805  
 Phone Number . . . . . 1100  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 President, Gen.-Station Manager,  
 Program Director . . . . . Nathan J. Cooper  
 Commercial Manager . . . . . Thomas N. Cooper  
 Chief Announcer . . . . . Jock McKee  
 Chief Engineer . . . . . Frank Ballew

## W P A Q

**MT. AIRY—1948—TAR HEEL**

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Ralph D. Epperson  
 Bus.-Studio-Transmitter Address . . . . . Mt. Airy  
 Phone Number . . . . . 682  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . NAB  
 Pres., Gen.-Station Manager,  
 Chief Engineer . . . . . Ralph D. Epperson  
 Comm. Mgr., Prog. Dir. . . . . Claude White  
 Sales Prom. Mgr. . . . . H. A. Epperson  
 Chief Announcer . . . . . Claude White  
 Musical Director . . . . . Tom Stewart  
 Farm Editor . . . . . Neil Smith

## W H I T

**NEW BERN—1942—MBS-TOBACCO**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The Coastal Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address . . . . . Trent Blvd.  
 Phone Number . . . . . 4450, 4024  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Membership . . . . . NAB  
 Pres., Gen.-Sta.-Comm. Mgr.,  
 Program Director . . . . . Louis N. Howard  
 Sales Prom. Mgr., Production Director,  
 Chief Announcer . . . . . Bruce Lee  
 Publicity Director . . . . . Jacquelyn Melton  
 Musical Director . . . . . Samford Marshall  
 Chief Engineer . . . . . Billy Haire  
 Farm Editor . . . . . Paul M. Cox

## W N N C

**NEWTON—1948—MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Newton Conover Bcstg. Co.

## . . . NORTH CAROLINA . . .

Business Address.....Box 606  
 Phone Number.....930  
 Studio-Transmitter Location.....West A. St., Ext.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Continental Radio Sales  
 Membership.....NAB  
 General Manager.....Charles Turner  
 Sta. Mgr., Prog. Dir.....Earl Holder  
 Comm.-Sales Prom. Mgr.....Eugene Henry  
 Production Director.....Bill Taylor  
 Chief Announcer,  
     Farm Editor.....Harvey Laughter  
 Chief Engineer.....Dennis Long

### W K B C

NORTH WILKESBORO—1947

Frequency: 810 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wilkes Bcstg. Co.  
 Business-Studio Address.....Radio Bldg.  
 Phone Number.....810, 833  
 Transmitter Location.....RFD No. 2  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB, BMB  
 Pres., General-Station Manager,  
     Publicity Director.....Doris B. Brown  
 Comm.-Sales Prom. Mgr.....Roland B. Potter  
 Prog.-Prod. Dir., Farm Editor, John T. Cashion  
 Chief Engineer.....Robert Harvey

### W N A O

RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The News and Observer  
     Publishing Co.  
 Business-Studio Address.....219 S. McDowell St.  
 Phone Number.....2-0321  
 Transmitter Location.....Asbury  
 Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Standard, Thesaurus  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB, FMA  
 President.....Josephus Daniels, Jr.  
 Station Manager.....Dudley Tichenor  
 Program Director.....Robert C. Hitchens  
 Publicity Director.....Mary Ann Dixon  
 Musical Director.....Jill Allen  
 Chief Engineer.....Bascom E. Porter  
 Farm Editor.....Clay Williams

### W P T F

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WPTF Radio Co.

Business-Studio Address.....Insurance Bldg.  
 Phone Number.....8311  
 Transmitter Location.....Cary  
 Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....Free & Peters  
 Membership.....NAB, BMB, FMA  
 President.....J. R. Weatherspoon  
 General Manager.....Richard H. Mason  
 Sales Manager.....O. L. Carpenter  
 Program Manager.....Graham B. Poyner  
 Dir. of Adv. & Prom.....R. W. Youngsteadt  
 Chief Engineer.....Henry Hulick, Jr.

### W R A L

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Capitol Bcstg. Co., Inc.  
 Bus.-Studio Address.....130 S. Salisbury St.  
 Phone Number.....6411  
 Transmitter Location.....Bart St.  
 Air Time.....6:30 a.m.-11:15 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Weed  
 Membership.....NAB, BMB  
 President.....A. J. Fletcher  
 Gen.-Station-Comm. Mgr.....Fred Fletcher  
 Program Director.....Jesse Helms  
 Chief Engineer.....Virgil D. Duncan

### W F R C

REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Piedmont Carolina Bcstg.  
     Co., Inc.  
 Bus.-Studio Address.....116 Gilmer St.  
 Phone Number.....1573-4  
 Transmitter Location.....Wentworth Rd.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World, Associated,  
     Keystone  
 Membership.....NAB  
 President.....H. T. Williams  
 General-Station Manager.....Steve Woodson  
 Comm.-Sales Prom. Mgr.....D. M. Snodderly  
 Prog. Dir., Chief Announcer.....Forrest Bedell  
 Prod.-Musical Dir.....Paul Montgomery  
 Pub. Dir., Farm Editor.....Tiny Turner  
 Chief Engineer.....L. H. Alexander

### W C B T

ROANOKE RAPIDS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....WCBT, Inc.  
 Operated By.....S. E. Crew  
 Bus.-Studio Address.....251 Roanoke Ave.

. . . **NORTH CAROLINA** . . .

Phone Number . . . . . R-8551-61  
 Transmitter Location . . . . . E. Tenth St., Ext.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Sta. Mgr. . . . . S. E. Crew  
 Comm.-Sales Prom. Mgr. . . . . A. L. Drew  
 Prog.-Prod.-Pub. Dir. . . . . Ken Johnson  
 Chief Announcer . . . . . Jim Ferguson  
 Musical Director . . . . . Mabel Wilson  
 Chief Engineer . . . . . C. W. Meares  
 Farm Editor . . . . . Jim Mulqueeny

## WAYN

### ROCKINGHAM—1946

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Wayne M. Nelson  
 Business-Studio Address . . . . . Rockingham  
 Phone Number . . . . . 611  
 Owner, General Mgr. . . . . Wayne M. Nelson

## WCEC

### ROCKY MOUNT—1947—KBS

Frequency: 810 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Josh L. Horne  
 Bus.-Studio Address . . . . . 115 N. Church St.  
 Phone Number . . . . . 2880  
 Transmitter Location . . . . . Hwy. 95  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Capitol,  
 Keystone  
 Representative . . . . . McGeehan & O'Mara  
 Membership . . . . . NAB, FMA  
 Owner . . . . . Josh L. Horne  
 Manager . . . . . Mel Warner  
 Commercial Manager . . . . . Ray Thompson  
 Program Director . . . . . Ray Wilkinson  
 Chief Announcer . . . . . Dick Bradshaw  
 Musical Director . . . . . Lorraine Pritchard  
 Chief Engineer . . . . . Harold Aycock  
 Farm Editor . . . . . Bill Armstrong

## WEED

### ROCKY MOUNT—1933—ABC

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . W. A. Wynne  
 Business Address . . . . . Box 752  
 Phone Number . . . . . 1420  
 Studio-Transmitter Location . . . . . Rocky Mount  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB, BMB  
 Gen.-Sta. Mgr., Chief Engineer . . . . . W. A. Wynne  
 Commercial Manager . . . . . Jack Cummings  
 Program Director . . . . . Tommy Snowden

## WSAT

### SALISBURY—1948

Frequency: 1280 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Mid-Carolina Bcstg. Co.  
 Address . . . . . Wilkesboro Rd.  
 Phone Number . . . . . 276  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 President . . . . . Charles H. Wentz  
 Gen.-Comm. Manager . . . . . John Smith  
 Program Director . . . . . W. F. Fleming  
 Chief Engineer . . . . . Elbert Sheaman

## WSTP

### SALISBURY—1939—MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Piedmont Bcstg. Corp.  
 Bus.-Studio Address . . . . . State Theatre Bldg.  
 Phone Number . . . . . 2121  
 Transmitter Location . . . . . Statesville Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . Bryce P. Beard, Sr.  
 Sta. Mgr., Prog.-Prod. Dir. . . . . Russell McIntire  
 Comm. Mgr. . . . . Katherine F. Murphy  
 Sales Prom. Mgr., Pub. Dir. . . . . Alex P. Beard  
 Chief Announcer . . . . . Bill Brown  
 Musical Director . . . . . Rebecca Duffell  
 Chief Engineer . . . . . Carl B. Watson  
 Farm Editor . . . . . Harry Yarsons

## WWGP

### SANFORD—1946

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Lee Bcstg. Corp.  
 Bus.-Studio Address . . . . . Rodio Bldg., Steele St.  
 Phone Number . . . . . 860  
 Transmitter Location . . . . . Tramway  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Capitol  
 Pres., Gen.-Station Mgr. . . . . Waldo W. Primm  
 Program Director . . . . . Gerald E. Bowman  
 Chief Engineer . . . . . Carey H. Olive

## WOHS

### SHELBY—1946—MBS

Frequency: 730 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Western Carolina Radio  
 Corp.  
 Business Address . . . . . Shelby  
 Phone Number . . . . . 340  
 Studio-Transmitter Location . . . . . Hwy. No. 74, W.  
 at city line  
 Air Time . . . . . Daytime  
 News Service . . . . . AP

# NORTH CAROLINA

Transcription Service ..... Associated  
Membership ..... NAB  
President ..... Lee B. Weathers  
Gen. Mgr., Chief Engineer... Robert M. Wallace

## WEEB

SOUTHERN PINES--1947  
MBS-TAR HEEL

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By... The Sand Hill Community  
Bcstrs., Inc.  
Business Address ..... Drawer 1140  
Phone Number ..... 6191  
Studio-Transmitter Location ..... U. S. Hwy.,  
No. 1, S.  
Air Time ..... Daytime  
News Service ..... AP  
Representative ..... Forjoe  
Membership ..... NAB  
Pres., Gen.-Sta. Mgr. .... Jack S. Younts  
Comm.-Sales Prom. Mgr. .... Page Shamburger  
Prog.-Musical Dir. .... Elizabeth M. Younts  
Prod. Dir., Chief Announcer... Edward Cox, Jr.  
Chief Engineer ..... Peter Koppels

## WSTS

SOUTHERN PINES—1947—KBS

Frequency: 890 Kc. .... Power: 250 Watts d.  
Owned-Oper. By ..... Sandhills Bcstg. Corp.  
Bus.-Studio Address ..... 115 E. Broad St.  
Phone Number ..... 5451  
Transmitter Location ..... Southern Pines  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Standard, Keystone  
Representative ..... Thomas F. Clark  
Membership ..... NAB  
President ..... Frank L. Baber  
Director of Operations ..... J. C. Cole  
Chief Announcer ..... C. Willis Hogan  
Chief Engineer ..... Howard S. Caldwell

## WSIC

STATESVILLE—1946—MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ... Statesville Bcstg. Co., Inc.  
Bus.-Studio Address... Radio Rd., P. O. Box 1189  
Phone Number ..... 1000  
Transmitter Location ..... Radio Rd.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Continental Radio Sales  
Membership ..... NAB  
President ..... Dr. James W. Davis

General-Station Manager ..... Harry Gatton  
Comm.-Sales Prom. Mgr. .... J. Frank Haithcox  
Prog.-Prod. Dir., Chief Announcer,  
Musical Director ..... Albert Watson  
Publicity Director ..... Frances Earle  
Chief Engineer ..... T. K. Abernethy  
Farm Editor ..... Paul Dearman

## WCPS

TARBORO—1946

Frequency: 760 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ... Coastal Plains Bcstg. Co.,  
Inc.  
Bus.-Studio Address ... Edgecombe Bank Bldg.  
Phone Number ..... 643, 946  
Transmitter Location ... Hwy. 64, Bet. Rocky  
Mound & Tarboro  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service ... Long-Worth, Capital  
Membership ..... NAB, BMB, FMA  
Gen. Mgr., Pub. Dir. .... John C. Hanner  
Comm.-Sales Prom. Mgr. .... J. Porter McNair  
Prog.-Prod. Dir., Farm Editor... Welcome Stanton  
Chief Announcer ..... Eck Wall  
Musical Director ..... Edna Vann Lewis  
Chief Engineer ..... Charles D. Chandler

## WTNC

THOMASVILLE—1947

Frequency: 790 Kc. .... Power: 1000 Watts d.  
Owned By ..... The Thomasville Bcstg. Co.  
Business Address ..... Thomasville  
Phone Number ..... 902  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service ..... World  
Membership ..... NAB  
President ..... George W. Lyles  
Station Manager ..... Harold Harrison  
Chief Engineer ..... L. M. Sugg

## WADE

WADESBORO—1947

Frequency: 1210 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ... Anson Radio & Bcstg. Co.  
Bus.-Studio Address ..... Lyon Bldg.  
Phone Number ..... 427, 620  
Transmitter Location ..... Morven Rd.  
Air Time ..... Local sunrise-sunset  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Membership ..... NAB  
President ..... R. P. Lyon  
Station Manager ..... Jack P. Hankins  
Commercial Manager ..... James Ward  
Program Director ..... Willard P. Billingsley  
Chief Engineer ..... Cecil Sills  
Farm Editor ..... Walter Mitchell

**W H E D**

**WASHINGTON—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Beaufort Bcstg. Co.  
 Bus. Studio Address. Guarantee Bank Trust  
 Bldg.  
 Phone Number 278  
 News Service UP  
 Transcription Service Lang-Worth, SESAC  
 Representative Continental  
 President Lee Wynee  
 Gen.-Comm. Mgr., Prog. Dir. R. B. Armstrong  
 Promotion Manager C. B. Armstrong  
 Chief Engineer Richard Tripp

**W R R F**

**WASHINGTON—1942—ABC**

Frequency: 930 Kc. Power: 5000 Watts d.  
 Owned-Oper. By. Tar Heel Bcstg. System, Inc.  
 Bus. Studio Address. Bank of Washington  
 Bldg.  
 Phone Number 403, 1515  
 Transmitter Location 1½ Mi. S. of city on  
 Hwy. 17  
 Air Time 5:30 a.m.-sunset  
 News Service AP  
 Transcription Service World  
 Representative Forjoe  
 Membership NAB, BMB  
 President W. R. Roberson, Sr.  
 Vice Pres. W. R. Roberson, Jr.  
 Gen.-Comm. Manager T. H. Patterson  
 Sales Prom. Mgr., Pub. Dir. Merrill Daniels  
 Program-Production Dir. Don Pierce  
 Musical Director Vernon Carter  
 Farm Editor Charlie Yates

**W H C C**

**WAYNESVILLE—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By. Smoky Mountain Bcstg.  
 Business Address Main St.  
 Phone Number 680  
 News Service UP  
 Transcription Service Lang-Worth  
 President W. Curtis Russ  
 Gen. Mgr., Prog. Dir. Frank R. Knutti  
 Chief Engineer Frank Wilbur

**W E N C**

**WHITEVILLE—1946—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. Whiteville Bcstg. Co., Inc.  
 Business-Studio Address P. O. Box 508  
 Phone Number 120  
 Transmitter Location 1 Mi. from Bus. District  
 Air Time 6 a.m.-11 p.m.  
 News Service AP

Transcription Service Standard  
 Membership NAB  
 General Manager Ward A. Coleman  
 Promotion Manager M. C. Forsyth  
 Commercial Manager Allen Shohat  
 Prog. Dir., Prod. Mgr. Jerry Honeycutt  
 Chief Announcer Bill Willis  
 Chief Engineer Ed Keith

**W G N I**

**WILMINGTON—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. New Hanover Bcstg. Corp.  
 Business Address P. O. Box 869  
 Phone Number 2-2421, 2-2493  
 Studio-Transmitter Location Eagle Island at  
 Cape Fear River Bridge  
 Air Time 6:30 a.m.-M.  
 News Service UP  
 Transcription Service Standard  
 Representative Joseph Hershey McGillvra  
 President J. S. Brody  
 Station Manager Allen B. Jones  
 Commercial Mgr. Tommy Thompson  
 Program Director Paul Parker  
 Chief Engineer A. J. Gulino

**W M F D**

**WILMINGTON—1935—ABC**

Frequency: 630 Kc. Power: 1000 Watts  
 Owned By. Radio Station WMFD  
 Operated By. R. A. Dunlea  
 Business Address P. O. Box 696  
 Phone Number 4840  
 Studio Address Castle Hayne Rd.  
 Transmitter Location Brunswick County  
 Air Time Unlimited  
 News Service UP  
 Transcription Service World  
 Representative Burn-Smith  
 Membership NAB, BMB  
 General-Station Mgr. R. A. Dunlea  
 Comm.-Sales Prom. Mgr. C. O'Shields  
 Program Director Bruce Buchanan  
 Prod.-Pub. Director R. A. Dunlea, Jr.  
 Chief Announcer Bill Guerrin  
 Chief Engineer E. I. Herring

**W V O T**

**WILSON—1948**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Wilson Radio Co.  
 Address Hwy. 301 N.  
 Phone Number 5157  
 News Service AP  
 Transcription Service Capitol  
 Partners W. T. William, H. W. Anderson,  
 C. E. Leeper, N. V. Pieler  
 General Manager W. T. William

**NORTH CAROLINA**

Commercial Manager..... R. R. Brunson  
 Program Director..... Joel Lawhon  
 Chief Engineer..... N. V. Pieler

**W G T M**

**WILSON—1937—MBS**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... Watson Industries, Inc.  
 Bus.-Studio Address..... Herring Ave. Ext.  
 Phone Number..... 2188-9  
 Transmitter Location..... Rock Ridge  
 Air Time..... 5 a.m.-2 a.m.  
 News Service..... UP  
 Transcription Service..... World, Thesaurus  
 Representative..... Weed  
 Membership..... NAB, BMB, FMA  
 President..... Penn Thomas Watson  
 General-Station Mgr..... Allen Wannamaker  
 Comm.-Sales Prom. Mgr..... Harry Severance  
 Program Director..... Clint Fatis  
 Production Director..... Charlie Slate  
 Publicity Director..... Harriet P. Fulghum  
 Chief Announcer..... Bill Jackson  
 Musical Director..... Jack Townsend  
 Chief Engineer..... W. H. Malone  
 Farm Editor..... Clait Shadwell

**W A I R**

**WINSTON-SALEM—1937—ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..... WAIR Bcstg. Co.  
 Business-Studio Address..... Pepper Bldg.  
 Phone Number..... 2-1133  
 Transmitter Location..... S. Stratford Rd.  
 Air Time..... 5:30 a.m.-12:15 a.m.  
 News Service..... AP  
 Transcription Service..... World, Lang-Worth,  
 Cole  
 Representative..... Avery-Knodel  
 Membership..... NAB, BMB, FMA  
 General-Station Mgr..... George D. Walker  
 Commercial Manager..... C. G. Hill  
 Sales Prom. Manager..... Bernice Estep  
 Prog.-Prod. Director..... Doris Pardington  
 Publicity Director..... Nell Messick  
 Musical Director..... Frances Denny  
 Chief Engineer..... Lee King

**W S J S**

**WINSTON-SALEM—1930—NBC**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... Piedmont Publishing Co.  
 Bus.-Studio Address..... 419-21 N. Spruce St.  
 Phone Number..... 2-4141  
 Transmitter Location..... R.F.D. No. 1, Old Town  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Associated, Standard  
 Representative..... Headley-Reed  
 Membership..... NAB, BMB, FMA  
 President..... Gordon Gray  
 V.P., Managing Dir..... Harold Essex  
 Sales Manager..... Harry B. Shaw  
 Program Manager..... Robert Estes  
 Production Director..... John Connas  
 Publicity Director..... Robert B. Wilson  
 Musical Director..... B. C. Dunford, Jr.  
 Dir. of Engineering..... Phil Hedrick  
 Farm Service Dir..... Harvey Dinkins

**The KING SIZE Voice of Tobaccoland**

**A MARKET OF \$566,898,000\***

**WGTM's primary**  
 area includes:  
 1,125,000 population

**WGTM's primary**  
 area includes:  
 150,000 radio families

**Allen Wannamaker**  
*General Manager*

**National Representative**  
**Joe Weed & Co.**

**5000 Watts**      **590 KC**  
 FULL TIME

**MUTUAL BROADCASTING SYSTEM**  
 (EXCLUSIVE IN THIS AREA)



**W T O B**

**WINSTON-SALEM—1947—MBS**

Frequency: 710 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Winston-Salem Bcstg. Co.  
 Phone Number..... 7145  
 Studio Address..... 826 W. Fourth St.  
 Transmitter Location..... Konnoak Dr.  
 Air Time..... Sunrise-sunset  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Representative..... Taylor-Borroff  
 Membership..... NAB  
 President..... James W. Coan  
 Gen.-Sta.-Comm. Mgr..... John G. Johnson  
 Prog. Dir., Chief Announcer..... Louis T. Marsh  
 Production Dir..... Elizabeth Trotman  
 Musical Director..... Russ Rorndon  
 Chief Engineer..... L. C. Davis



# NORTH DAKOTA

Estimated Population 3,715,000—Increase +4.0%—Radio Homes 749,300  
Total Families 860,200—Stations in State 13

## KFYR

BISMARCK—1925  
NBC-NORTHWEST

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By Meyer Bcstg. Co.  
Bus.-Studio Address 320 Broadway  
Phone Number 468  
Transmitter Location Menoken  
News Service UP  
Transcription Service Thesaurus  
Representative John Blair  
Membership NAB, BMB  
President, General Manager P. J. Meyer  
Station Manager F. E. Fitzsimonds  
Comm.-Sales Prom. Mgr. R. W. MacLeod  
Prog.-Pub. Dir. Cal Culver  
Production Director Charles Schoregge  
Musical Director Don McLean  
Chief Engineer Ivar Nelson

## KDLR

DEVILS LAKE—1925  
MBS-GREAT NORTHERN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By KDLR, Inc.  
Business-Studio Address 1025 3rd St.  
Phone Number 1090  
Transmitter Location E. end Fourth St.  
Air Time 6:30 a.m.-11 p.m.  
News Service UP  
Transcription Service World, SESAC  
Membership BMB  
Pres., Gen.-Sta.-Comm. Mgr. Bert Wick  
Sales Prom. Mgr. Norman Buckner  
Program Director Wilbur Clemenson  
Chief Engineer Richard Moritz

## KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Dickinson Radio Assn.  
Bus.-Studio Address 28 First Ave. W.  
Phone Number 348  
Transmitter Location 1 Mi. N. of Dickinson  
on Hway. No. 22 & 1/4 Mi. E.  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Standard, Keystone  
Membership NAB  
President Dr. P. J. Weir  
Gen.-Sta. Mgr., Pub. Dir. Orville F. Burda  
Commercial Manager E. A. Spear  
Sales Prom. Manager Douglas Anderson  
Prog.-Prod. Director George L. Brooks  
Musical Director George Brooks  
Chief Engineer Quentin Prochaska  
Farm Editor Earl Mann

## KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By Northern States Bcstg. Co.  
Business-Studio Address KFGO Bldg.  
Phone Number Fargo 2-3-291  
Transmitter Location Wild Rice  
News Service AP  
Transcription Service Standard, SESAC  
Representative Paul H. Raymer  
Membership NAB  
President W. R. Haggart  
Gen.-Sta.-Comm.-Sales Prom. Mgr.  
Pub. Dir. Charles G. Burke  
Prog.-Prod. Dir. David B. Henley  
Chief Engineer Olaf Gabrielson  
Farm Editor Dick Sundquist

## KVNJ

FARGO—1948

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By Northwest Bcstg. Co.  
Business-Studio Address 217 1/2 Broadway  
Phone Number 2-3201  
News Service UP  
Transcription Service World, Associated  
Pres., General Mgr. John Nystul  
Program Director G. L. Schoberg  
Chief Engineer Harry Vose

## WDAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By WDAY, Inc.  
Business-Studio Address Black Bldg.  
Phone Number 5357  
Transmitter Location W. Fargo  
News Service AP, UP  
Transcription Service Thesaurus  
Representative Free & Peters  
Membership NAB, BMB  
President, Gen. Mgr. E. C. Reineke  
Station Manager Jack Dunn  
Sales Manager Tom Barnes  
Sales Promotion Manager Roy Pederson  
Program Manager Ken Kennedy  
Production Manager Maurie Waller  
Musical Director Don Auman  
Chief Engineer Juline Savold

## KILO

GRAND FORKS—1941—CBS

Frequency: 1440 Kc. Power: 1000 Watts d.:  
500 Watts n.  
Owned-Oper. By Grand Forks Herald, Inc.  
Bus.-Studio Address First Natl. Bank Bldg.



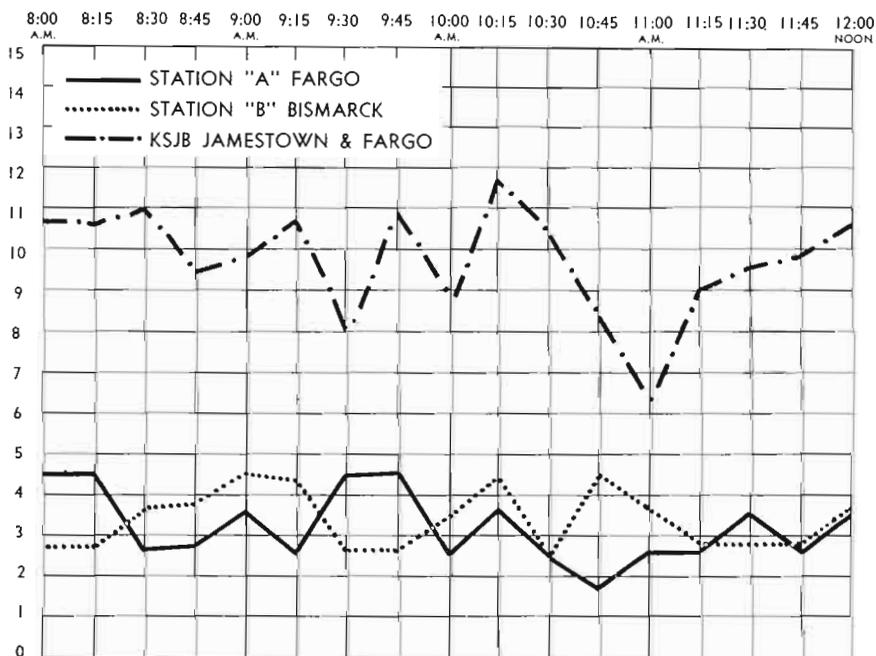
Post war radio has seen many listener trends. A good example of this is the recent survey made in the North Dakota market. Station KSJB (Columbia) now leads all others two to one. But why?

There are two reasons. The first is programming. KSJB takes full advantage of Columbia's shows. And, every local show is produced to "build" to the network.

The second reason is power. With 5000 Watts at 600 KC, KSJB can be heard throughout "a tri-state" market.

These are the reasons . . . people can hear KSJB . . . and they like what they hear.

## CBS Leads in North Dakota with KSJB



This survey was based on 1780 calls made in seven key North Dakota counties. For more complete details see your Geo. Hollingbery representative. He has the latest availabilities.

**KSJB with Studios in Fargo and Jamestown, North Dakota**

# NORTH DAKOTA

Phone Number ..... 1200  
 Transmitter Location... Univ. of N. Dak. Campus  
 News Service ..... UP  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President..... M. M. Oppegard  
 Mgr., Prog. Dir..... Ralph D. Herbert  
 Office Manager..... Dorothy A. Kirk  
 Musical Director..... Gary Fox  
 Chief Engineer..... Arnold F. Petrich

News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Walker  
 Membership ..... BMB  
 President..... W. S. Russell  
 Gen.-Sta.-Comm. Mgr..... M. J. Reichert  
 Sales Manager..... Harry McKee  
 Traffic-Production Director..... Mert Bushee  
 Musical Director..... James Sutherland  
 Chief Engineer..... Roy Barnett

## KNOX

**GRAND FORKS—1947**  
**MBS-GREAT NORTHERN**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned By..... Community Radio Corp.  
 Business Address..... P. O. Box 1110  
 Phone Number..... 3499, 3500  
 Studio-Transmitter Location... Hway. No. 81  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Walker  
 Membership ..... NAB  
 President..... Carroll E. Day  
 General-Station Mgr..... Ralph B. Maxwell  
 Comm. Manager..... Robert C. Lukkason  
 Prog.-Prod. Dir..... Charles E. Gustafson  
 Chief Engineer..... Patrick J. Murphy

## KSJB

**JAMESTOWN—1937—CBS**

Frequency: 600 Kc..... Power: 5000 Watts  
 Owned-Oper. By... Jamestown Bcstg. Co., Inc.  
 Bus. Studio Address... 429 SW 2nd St., Jamestown; 54½ Broadway, Fargo  
 Phone Number... Jamestown 1600, Fargo 5430  
 Transmitter..... Hway. 281, 6 Mi. S. of city  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative..... George P. Hollingbery  
 Membership ..... BMB  
 President..... John W. Boler  
 Secretary..... Donn C. Clayton  
 Gen.-Sta.-Comm. Mgr..... Paul R. Heitmeyer  
 Sales Prom. Mgr..... G. H. McKinnon  
 Publicity Director..... Ruth Johnson  
 Chief Announcer..... Don Kingsley  
 Chief Engineer..... Robert E. Ridgway  
 Farm Editor..... Chester Graham

## KGCU

**MANDAN—1925**  
**MBS-GREAT NORTHERN**

Frequency: 1270 Kc.... Power: 1000 Watts d.;  
 250 Watts n.  
 Owned-Oper. By... Mandan Radio Assn., Inc.  
 Bus. Studio Address... 200 3rd Ave. N.W.  
 Phone Number... (Office) 561, (Transmitter) 3660  
 Transmitter Location... 2½ Mi. SE of Mandan  
 on Hway. 10

## KLPM

**MINOT—1929**  
**MBS-GREAT NORTHERN**

Frequency: 1390 Kc.... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By..... Minot Bcstg. Co.  
 Business-Studio Address..... Fair Block  
 Phone Number ..... 41-146  
 Transmitter Location..... 2 Mi. E. of Minot on  
 Hway. 52  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Walker  
 Membership ..... BMB  
 General Manager..... John B. Cooley  
 Sta. Mgr., Chief Engineer..... C. W. Baker  
 Commercial Manager..... E. H. Cooley  
 Sales Prom. Mgr., Pub. Dir... Leslie E. Maupin  
 Prog.-Prod. Dir..... James J. Hautman  
 Farm Editor..... Ethel H. Cooley

## KOV C

**VALLEY CITY—1936**  
**MBS-KBS-GREAT NORTHERN**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... KOVC, Inc.  
 Business-Studio Address..... 312 Fifth Ave.  
 Phone Number ..... 408-W  
 Transmitter Location..... S.W. of town  
 News Service ..... UP  
 Transcription Service ..... Keystone  
 Membership ..... BMB  
 Pres., Gen.-Comm. Mgr..... Robert E. Ingstad  
 Sales Prom. Manager..... Wayne King  
 Program Director..... Robert Neilson  
 Chief Engineer..... Charles Siostrom

## KWBM

**WILLISTON—1947**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Williston Bcstg. Co.  
 Phone Number ..... 1450  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Hal Holman  
 President..... James D. Mortwedt  
 General Manager..... A. L. Hellebust  
 Commercial Manager..... William Brady  
 Program Director..... Ray Kapp  
 Chief Engineer..... George A. Howard

*"One of America's Oldest Stations"*

**FIRST!**

**In Akron, Ohio**

**BASIC**

**CBS**

**NETWORK**

**24 YEARS**

**5000 WATTS**

*Owner-Operator*  
**ALLEN T. SIMMONS**

*National Representative*  
**GEORGE P. HOLLINGBERY CO.**

*"With Over 2,000,000 Friends"*

# OHIO

*Estimated Population 7,799,000—Increase +12.9%—Radio Homes 2,180,600  
Total Families 2,239,300—Stations in State 54*

## WADC

**AKRON—1925—CBS**

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Operated By: Allen T. Simmons  
Bus.-Studio Address: WADC Bldg., corner  
Main & Mill Sts.  
Phone Number: Jefferson 6165  
Transmitter Location: Route 8, Akron-  
Cleveland Rd.  
Air Time: 5:55 a.m.-1:05 a.m.  
News Service: Transradio, UP  
Transcription Service: Lang-Worth, Standard,  
World  
Representative: George P. Hollingbery  
Membership: BMB  
Owner-Manager: Allen T. Simmons  
Assistant Manager: Robert B. Wilson  
Commercial Manager: Fred C. Bock  
Sales Prom. Mgr., Pub. Dir.: Secrest Williams  
Program Director: Harold H. Hageman  
Production Director: Doc Williams  
Musical Director: William E. Beers  
Chief Engineer: John L. Wildermuth  
Farm Editor: Harold Hageman

## WAKR

**AKRON—1940—ABC**

Frequency: 1590 Kc. Power: 5000 Watts  
Owned By: Summit Radio Corp.  
Operated By: WAKR  
Bus.-Studio Address: First Natl. Tower  
Phone Number: HEmlock 6151  
Transmitter Location: 739 Swartz Rd.  
Air Time: Unlimited  
News Service: AP, UP  
Transcription Service: Associated, Capitol  
Representative: Weed  
Membership: NAB, BMB  
President, Gen. Mgr.: S. Bernard Berk  
Asst. General Manager: Viola G. Berk  
Station Manager: Roger G. Berk  
Comm.-Sales Prom. Mgr.: Kenneth M. Keegan  
Program Director: Edward N. Palen  
Production-Publicity Dir.: Eccles Huff  
Musical Director: Alan Freed  
Chief Engineer: Irwin L. Knopp

## WHKK

**AKRON—1945—MBS**

Frequency: 640 Kc. Power: 1000 Watts d.  
Owned By: Forest City Publishing Co.  
Operated By: United Bcstg. Co.  
Business-Studio Address: 51 W. State St.  
Phone Number: Bl. 7101  
Transmitter Location: Akron Peninsula Rd.  
Air Time: Daytime  
News Service: AP

Transcription Service: Thesaurus, Standard  
Representative: Paul H. Raymer  
Membership: NAB  
President: S. E. Graham  
General-Station Mgr.: R. W. Richmond  
Comm.-Sales Manager: Cecil Green  
Program-Production Dir.: Lew Henry  
Publicity Director: George W. Mamas  
Musical Director: Bruce Blake  
Chief Engineer: Jim Hill  
Farm Editor: Cliff Rodgers

## WICA

**ASHTABULA—1937**

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Operated By: WICA, Inc.  
Business-Studio Address: 221 Center St.  
Phone Number: 26-221, 27-181  
Transmitter Location: Ashtabula-Jefferson Rd.  
Air Time: 6 a.m.-local sunset  
News Service: UP  
Transcription Service: Lang-Worth  
Membership: BMB  
President: R. B. Rowley  
Station Manager: W. W. Walrath  
Commercial Manager: D. W. Fassett  
Program Director: R. W. Miner  
Musical Director: Mary Pavolino  
Chief Engineer: T. F. Searl  
Farm Editor: John Strasen

## WTRF

**BELLAIRE—1947—MBS**

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned By: The Tri-City Bcstg. Co.  
Bus.-Studio-Transmitter Address: The Skyline  
Phone Number: 1515  
Air Time: 6 a.m.-local sunset  
News Service: AP  
Transcription Service: World, SESAC  
Representative: Walker  
Membership: NAB, BMB  
President: Jesse A. Bloch  
General Manager: Robert W. Ferguson  
Sales Prom. Mgr.: Albert T. Fisher  
Program Director: Frank Curtis  
Pub.-Musical Director: Edward Trisler  
Chief Engineer: George Cowen  
Farm Editor: Paul Howard

## WILE

**CAMBRIDGE—1948**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Land O'Lakes Bcstg. Corp.  
Business-Studio Address: 917 Beatty Ave.  
Phone Number: 3545

Transmitter Location.....R. D. No. 1, College Hill  
 Air Time.....6:30 a.m.-local sunset  
 News Service.....AP  
 Transcription Service.....Capitol, World  
 President.....H. D. McClelland  
 General-Station Mgr.....Howard A. Donahoe  
 Comm.-Sales Prom. Mgr.,  
     Publicity Director.....Richard F. Rose  
 Prog.-Prod. Dir.....William Montgomery  
 Chief Announcer.....Warren Thomas  
 Chief Engineer.....Wesley C. Randles

**W A N D**  
**CANTON—1947**

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....P. C. Wilson  
 Business-Studio Address.....1414 12th St., N.E.  
 Transcription Service.....Associated  
 Representative.....Continental  
 Owner.....P. C. Wilson

**W C M W**

**CANTON—1946—STANDARD**

Frequency: 1060 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Stark Bcstg. Corp.  
 Bus.-Studio Address.....317 W. Tuscarawas St.  
 Phone Number.....8219  
 Transmitter Location.....Hills & Dales Rd.  
 Air Time.....7 a.m.-local sunset  
 News Service.....INS  
 Transcription Service.....Lang-Worth, Standard,  
     Thesaurus  
 Representative.....Burn-Smith  
 Membership.....NAB, FMA  
 President.....Merlin R. Schneider  
 General Manager.....J. Leonard Taylor  
 Commercial Manager.....W. D. Kinsey  
 Traffic Manager.....Peggy Fitzgerald  
 Chief Announcer.....Robert Johnson  
 Musical Director.....Robert Allen  
 Chief Engineer.....Charles H. Girt, Jr.

**W H B C**

**CANTON—1925—ABC**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ohio Bcstg. Co.  
 Business-Studio Address.....550 S. Market Ave.  
 Phone Number.....7166  
 Transmitter Location.....Richville  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Capitol  
 Representative.....Taylor-Borrolf  
 Membership.....NAB, BMB  
 President.....Roy D. Moore  
 General Manager.....Joseph K. Vodrey  
 Director of Radio.....Eugene Carr  
 Station Manager.....Robert C. Fehlman  
 Commercial Manager.....Frank R. Proudfoot  
 Sales Prom. Mgr., Pub. Dir.....Julius Glass

Program Director.....Gervis S. Brady  
 Musical Director.....Charles Pickens  
 Chief Engineer.....Kenneth L. Sliker  
 Farm Editor.....Dick Merrin

**W B E X**

**CHILLICOTHE—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Shawnee Bcstg. Co.  
 Business-Studio Address.....27 E. Second St.  
 Phone Number.....2244  
 Transmitter Location.....Pohlman Rd.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....W. S. Grant  
 Membership.....NAB, BMB  
 President.....D. C. Summerford  
 Gen.-Sta.-Comm.-Sales Prom.  
     Manager.....J. Harry Calloway  
 Program-Publicity Dir.....Stanley Dixon  
 Prod.-Musical Dir., Chief  
     Announcer.....Bob Roberts  
 Chief Engineer.....Ralph Albers  
 Farm Editor.....Carl Wendel

**W C K Y**

**CINCINNATI—1929**

Frequency: 1530 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....L. B. Wilson, Inc.  
 Bus.-Studio Address.....Hotel Gibson, 5th &  
     Walnut Sts.  
 Phone Number.....Cherry 6565  
 Transmitter Location.....near Crescent Springs,  
     Ky.  
 Air Time.....24 Hrs.  
 News Service.....INS  
 Transcription Service.....Standard, World  
 Representative.....Thomas Welstead  
 Membership.....NAB, BMB  
 President, General Manager.....L. B. Wilson  
 Sta.-Comm. Manager, Chief  
     Engineer.....C. H. Topmiller  
 Prog. Dir., Chief Announcer.....Bill Dawes  
 Publicity Director.....John Murphy  
 Musical Librarian.....Ethlyn Hæ'e

**W C P O**

**CINCINNATI—1922**  
**MBS-BURGER BEER**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Scripps-Howard Radio, Inc.  
 Bus.-Studio Address.....3800 Carew Tower  
 Phone Number.....Main 3314  
 Transmitter Location.....6th & Court Sts.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard, Associated,  
     Lang-Worth  
 Representative.....Branham  
 President.....Jack R. Howard

General Manager.....M. C. Watters  
 Station-Comm. Mgr.....John Patrick Smith  
 Sales Prom. Manager,  
     Program Director.....Glenn Clark Miller  
 Prod. Dir., Chief Announcer.....Earl Corbett  
 Publicity Director.....Doreen Cleveland  
 Musical Director.....Rayetta Gale  
 Chief Engineer.....Glen A. Davis  
 Farm Editor.....John G. Sweeney

## W K R C

**CINCINNATI—1923—CBS**

Frequency: 550 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....Radio Cincinnati, Inc.  
 Business-Studio Address.....Hotel Alms  
 Phone Number.....Woodburn 0550  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, Standard  
 Representative.....Katz  
 Managing Director.....Hulbert Talt, Jr.  
 Manager.....H. E. Fast  
 Sales Manager.....U. A. Lathom  
 Program Director.....Harvey Cory  
 Promotion Manager.....Joel W. Stovell  
 Chief Engineer.....George Wilson

## W L W

**CINCINNATI—1922—NBC**

Frequency: 700 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Crosley Bcstg. Corp.  
 Bus.-Studio Address.....Crosley Sq., 140 W. Ninth  
 St.  
 Phone Number.....Cherry 1822  
 Transmitter Location.....Mason  
 Air Time.....24 Hrs.  
 News Service.....INS, UP  
 Transcription Service.....Thesaurus  
 Membership.....NAB, FMA  
 President.....James D. Shouse  
 V.P., General Mgr.....R. E. Dunville  
 V.P., Asst. Gen. Mgr.....Dwight Martin  
 V.P. in Charge of Soles.....Harry Mason Smith  
 Dir. of Sales Prom.....David E. Partridge  
 V.P. in Chg. of Prog.....William P. Robinson  
 Asst. Prog. Dir.....Kenneth Smith  
 Dir. of Pub. Rel. & Publicity.....James J. Cassidy  
 Chief Announcer.....Bill Brown  
 Gen. Mgr. of Music.....Millon Weiner  
 V.P. in Chrg. of Engineering.....R. J. Rockwell  
 Dir. of Farm Prog. Dept.....Roy Battles

(See Page 258)

## W S A I

**CINCINNATI—1923—ABC**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Buckeye Bcstg. Co.  
 Bus.-Studio Address.....115 E. Fourth St.  
 Phone Number.....Main 1068-69-70-71  
 Transmitter Location.....Mt. Healthy  
 Air Time.....6 a.m.-1 a.m.

News Service.....UP  
 Transcription Service.....Thesaurus, Capitol,  
     Standard  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President.....Marshall Field  
 General Manager.....Robert M. Sampson  
 Asst. General Manager.....E. K. Bauer  
 Sales Manager.....Robert H. Boulware  
 Program Director.....James Leonard  
 Prod. Dir., Chief Announcer.....Fred Harper  
 Publicity Director.....Vonne Monsell  
 Chief Engineer.....William Symons

## W G A R

**CLEVELAND—1930—CBS**

Frequency: 1220 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WGAR Bcstg. Co., Inc.  
 Business-Studio Address.....Hotel Statler  
 Phone Number.....Prospect 0200  
 Transmitter Location.....Broadview & Akins  
     Rds., Broadview Hts.  
 Air Time.....Unlimited  
 News Service.....INS, UP  
 Transcription Service.....Standard, Capitol  
 Representative.....Edward Petry  
 Membership.....NAB  
 President.....Frank E. Mullen  
 Chairman of the Board.....G. A. Richards  
 V.P., General Manager.....John F. Patt  
 Comm. Mgr., V.P. Chg. Sales.....Carl E. George  
 Sales Prom. Manager.....Ted Boynton  
 Program Director.....Reginald P. Merridew  
 Production Director.....Stanley Gee  
 Publicity Director.....Manuel Eisner  
 Chief Announcer.....Charles Roberts  
 Musical Director.....Henry Pildner  
 V.P. Chg. of Engineering.....R. Morris Pierce  
 Farm Editor.....Dick Kathe

## W H K

**CLEVELAND—1921—MBS**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....United Bcstg. Co.  
 Business-Studio Address.....1311 Terminal Tower  
 Phone Number.....Prospect 5800  
 Transmitter Location.....Pleasant Valley Rd.,  
     Seven Hills  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Paul H. Raymer  
 Membership.....NAB  
 President.....Sterling Graham  
 Gen.-Station Manager.....K. K. Hackathorn  
 Commercial Manager.....J. B. Maurer  
 Sales Prom. Manager.....Paul Bairstow  
 Program Director.....C. M. Hunter  
 Production Director.....James Aubele  
 Publicity Director.....William Sprague  
 Musical Director.....Willard Pott  
 Chief Engineer.....R. H. DeLany

# W S R S

# 1490

**Serving Greater Cleveland**

**NIGHT & DAY**

*"The Family Station"*

**Cleveland's Popular Full-Time Independent Radio Station**

**SAMUEL R. SAGUE**  
PRESIDENT

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CEDAR & LEE RDS.  
CLEVELAND 18, OHIO



## W J M O

**CLEVELAND—1947**

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Operated By: WJMO Bcstg. Co.  
Bus.-Studio-Transmitter Address: 2157 Euclid Ave.

Phone Number: Superior 4424  
Air Time: Local sunrise-local sunset  
News Service: AP  
Transcription Service: Capitol, Standard  
Representative: Adam J. Young, Jr.  
Membership: NAB  
President: W. J. Marshall  
General-Station Mgr.: Dave Baylor  
Commercial Manager: Robert De Tchon  
Program Director: Robert Althearn  
Publicity Director: Herman Spero  
Chief Engineer: Larry Shipley

## W J W

**CLEVELAND—1932—ABC**

Frequency: 850 Kc. Power: 5000 Watts  
Owned-Operated By: WJW, Inc.  
Business-Studio Address: 1375 Euclid Ave.  
Phone Number: Superior 0101  
Transmitter Location: 9861 Ridge Rd. N. Royalton

Air Time: Unlimited  
News Service: Transradio, UP  
Transcription Service: Standard  
Representative: Headley-Reed  
Membership: NAB  
President: William M. O'Neil  
Asst. to the Pres.: Lawrence Webb  
National Sales Mgr.: Harold W. Waddell  
Local Sales & Sales Promotion Manager: Frank H. Blumer  
Program Director: Charles V. Hunter  
Advt. Director: James Hansen  
Publicity Director: Charles F. McLaughlin  
Chief Announcer: Stanley Peyton  
Chief Engineer: Gerold G. Roberts

## W T A M

**CLEVELAND—1923—NBC**

Frequency: 1100 Kc. Power: 50,000 Watts  
Owned-Oper. By: National Bcstg. Co., Inc.  
Bus.-Studio Address: 815 Superior Ave.  
Phone Number: CHerry 0942  
Transmitter Location: Brecksville  
Air Time: Unlimited  
News Service: AP, UP  
Transcription Service: Standard, Associated, Thesaurus

Representative: NBC Spot Sales  
Membership: NAB, BMB  
General-Station Mgr.: John McCormick  
Commercial Manager: Harold Gallagher  
Sales Prom. Manager: Howard Barton  
Program Director: Jacob Hines

Production Director: Fred Wilson  
Publicity Director: Ralph Eckhart  
Musical Director: Walberg Brown  
Chief Engineer: S. E. Leonard  
Farm Editor: James Chapman

## W S R S

**CLEVELAND HGTS.—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: WSRS, Inc.  
Bus.-Studio-Transmitter Address: 2156 Lee Rd.  
Phone Number: EBievew 2005  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World, Lang-Worth, SESAC

Representative: Forjoe  
Membership: NAB  
President: S. R. Sague  
Station Manager: Joseph A. Beres  
Production Director: Jerome Snider  
Publicity Director: Robert Rogers  
Musical Director: Chick Lind  
Chief Engineer: Ben H. Whitaker

## W B N S

**COLUMBUS—1924—CBS**

Frequency: 1460 Kc. Power: 5000 Watts d.; 1000 Watts n.

Owned-Operated By: Radioho, Inc.  
Business-Studio Address: 33 N. High St.  
Phone Number: Ad. 9265  
Transmitter Location: 1035 Barnett Rd.  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Capitol, World  
Representative: John Blair  
Membership: NAB, BMB  
President: Richard S. Wolfe  
General Manager: Richard A. Borel  
Commercial Manager: W. I. Orr  
Promotion Director: Jerome R. Reeves  
Program Director: Geer Parkinson  
Musical Director: Paul Neal  
Chief Engineer: Lester H. Natzger  
Farm Editor: Bill Zipt

## W C O L

**COLUMBUS—1922—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: WCOL  
Business-Studio Address: 22 S. Young St.  
Phone Number: MAIn 4581  
Transmitter Location: 555 W. Goodale St.  
Air Time: 19 Hrs.  
News Service: AP, INS  
Transcription Service: Lang-Worth, Associated, Cole

Representative: Headley-Reed  
Membership: NAB, BMB, FMA  
Station Director: Albert R. Albinger

Promotion Manager.....Jack Maguire  
 Program Director.....Frank J. Tate  
 Production Director.....Edgar A. Sprague  
 Publicity Director.....Maxine Davies  
 Chief Engineer.....Leo DeConnick  
 Farm Editor.....T. D. Harman

## W H K C

### COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By.....United Bcstg. Co.  
 Business-Studio Address.....22 E. Gay St.  
 Phone Number.....Adams 1101  
 Transmitter Location.....901 Obetz Rd.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....INS. UP  
 Transcription Service.....Lang-Worth, Cole,  
 Associated  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President.....Sterling Graham  
 V.P., Gen.-Sta. Mgr.....Carl M. Everson  
 Comm.-Sales Prom. Mgr.....H. H. Hoessly  
 Program-Production Dir.....John B. Moses  
 Publicity Director.....Juanita Wilcox  
 Musical Director.....John Kenward Agnew  
 Chief Engineer.....William B. Minor  
 Farm Editor.....George Zeiss

## W T N S

### COSHOCTON—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Coshocton Bcstg. Co.  
 Business-Studio Address.....114 N. 6th St.  
 Phone Number.....1560, 2140  
 Transmitter Location.....1 Mi. W. of Roscoe  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service...Standard, Lang-Worth,  
 SESAC  
 Pres., Gen.-Sta. Mgr.....Bruce Wallace  
 Commercial Manager.....Dick Athey  
 Sales Prom. Mgr.....James Sigman  
 Prog.-Prod.-Pub. Dir.....John R. Terry  
 Chief Engineer.....Ben Jones

## W H I O

### DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Miami Valley Bcstg. Corp.  
 Business-Studio Address.....45 S. Ludlew St.  
 Phone Number.....Adams 2261  
 News Service.....AP, UP, INS  
 Transcription Service...Associated, Standard,  
 Cole  
 Representatives.....Hollingbery, Cummings  
 President.....James M. Cox, Jr.  
 General Manager.....Robert H. Moody  
 Commercial Manager...Harvey R. Young, Jr.  
 Program Director.....Lester G. Spencer  
 Promotion Manager.....Bud Baldwin  
 Chief Engineer.....Ernest L. Adams

## W I N G

### DAYTON—1921—ABC

Frequency: 1410 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Great Trails Bcstg. Co.  
 Business-Studio Address.....121 N. Main St.  
 Phone Number.....Adams 3288  
 Transmitter Location.....E. David Rd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Capitol  
 Representative.....Weed  
 Membership.....BMB  
 President.....Charles Sawyer  
 Exec. V.P.....John Pattison Williams  
 Gen.-Comm. Mgr.....Adna Karns  
 Program Director.....Arthur L. Martin  
 Prod.-Musical Dir.....Charles G. Reeder  
 Publicity Director.....Jean Broome  
 Chief Announcer.....Jack Wymer  
 Chief Engineer.....Lloyd House

## W L I O

### EAST LIVERPOOL—1948 STANDARD

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Pottery Bcstg. Co.  
 Business-Studio Address...Sixth & Walnut Sts.  
 Phone Number.....5190  
 Transmitter Location.....Irish Ridge Rd.  
 Air Time.....Local sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 President.....Earl D. Eisenhower  
 General Manager.....John M. Croft  
 Chief Engineer.....Frank W. Schaefer, Jr.

## W E O L

### ELYRIA—1948

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Elyria-Lorian Bcstg. Co.  
 Bus.-Studio Address...417-419 Elyria Savings  
 & Trust Bldg.  
 Phone Number.....Elyria 2255  
 Transmitter Location.....Grafton  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service...Capitol, Lang-Worth  
 Membership.....NAB  
 President.....Roy W. Ammel  
 General-Station Mgr.....Bert Koebliiz  
 Comm.-Sales Prom. Manager...Virgil Schmit  
 Program Director.....Martin Bouhan  
 Chief Engineer.....Harold Brinkman

## W F I N

### FINDLAY—1941—KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Estate of Fred R. Hover,  
Helen F. Hover, Admrx.  
Business-Studio Address.....500½ S. Main St.  
Phone Number.....1330  
Transmitter Location.....2.3 Mi. SE Findloy  
Air Time.....Daytime  
News Service.....INS  
Transcription Service...Standard, Lang-Worth,  
Keystone  
Membership.....NAB, BMB  
General Manager.....Mrs. V. M. McDougle  
Program Director.....Allen P. Dudley  
Chief Announcer, Farm Editor..John C. Hutson  
Chief Engineer.....Edgar C. Smith

## W M O H

**HAMILTON—1944—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Fort Hamilton Bcstg. Co.  
Bus.-Studio Address...Second Natl. Bank Bldg.  
Phone Number.....Hamilton 4-6543  
Transmitter Location.....Middletown Pike  
Air Time.....6 a.m.-11 p.m.  
News Service.....UP  
Transcription Service.....Standard  
Membership.....NAB, BMB  
President.....Robert J. Briede  
Gen.-Sta.-Comm.-Sales Prom.  
Manager.....Joseph E. True  
Program Director.....Don J. Meeks  
Chief Announcer.....Robert King  
Musical Director.....Mildred Soule  
Chief Engineer.....Don F. Volkman  
Farm Editor.....Luella Engel

## W H O K

**LANCASTER—1948**

Frequency: 1340 Kc.....Power: 500 Watts d.  
Owned-Oper. By...Hocking Valley Bcstg. Corp.  
Business-Studio Address.....Memorial Dr.  
Phone Number.....4500  
President.....Dr. Nelson R. Embrey  
Gen. Mgr., Prog. Dir.....Joseph G. Rockhold  
Chief Engineer.....Charles Houston

## W I M A

**LIMA—1948—MBS-STANDARD**

Frequency: 1150 Kc.....Power: 1000 Watts  
Owned-Oper. By...Northwestern Ohio Bcstg.  
Corp.  
Business-Studio Address.....223 N. Main St.  
Phone Number.....6-3841  
Transmitter Location.....2500 McClain Rd.  
Air Time.....6 a.m.-1 a.m.  
News Service.....INS  
Transcription Service.....Thesaurus  
Representative.....Weed  
Membership.....NAB  
President.....G. E. Hamilton

Vice-President.....W. L. Rickman  
General-Station Mgr.....R. W. Mack  
Program Director.....E. C. Ulrick

## W L O K

**LIMA—1936—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Fort Industry Co.  
Business Address.....506 New Center Bldg.,  
Detroit, Mich.  
Phone Number.....(Detroit) Trinity 17-700  
Studio Address.....1101 Natl. Bank Bldg.  
Transmitter Location.....1424 Rice Ave.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Avery-Knodel  
Membership.....NAB, BMB  
President.....George B. Storer  
General Manager.....Lee B. Wailes  
Sta.-Sales Prom. Mgr., Publicity  
Director.....J. Robert Kerns  
Program-Production Dir.....Harley Lucas  
Chief Announcer.....Dallon Hille  
Chief Engineer.....Darrel Hunter

## W M A N

**MANSFIELD—1939—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Richland, Inc.  
Business-Studio Address...Ohio Theater Bldg.  
Phone Number.....4235-6  
Transmitter Location.....Longview Ave. at  
N. Main St. Rd.  
Air Time.....6:30 a.m.-M.  
News Service.....UP  
Transcription Service.....World  
Representative.....Taylor-Borroff  
Membership.....NAB  
Pres., Gen.-Sto.-Comm. Mgr.....J. M. O'Hara  
Sales Prom. Manager.....Carl Kindt  
Prog.-Prod.-Pub. Dir.....Harry C. Lytle  
Chief Engineer.....William Morrison

## W M O A

**MARIETTA—1946—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Marietta Bcstg. Co.  
Business Address.....P. O. Box 201  
Phone Number.....6383  
Studio-Transmitter Location...409 Oakwood  
Ave., Williamstown, W. Va.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service...Lang-Worth, Keystone  
President.....William G. Wells  
V.P., Gen. Mgr.....Hugh M. P. Higgins  
Commercial Manager.....Aud N. Archer  
Program Director.....Paul W. Nesper  
Chief Engineer.....Charles E. Clark

## W M R N

MARION—1940

ABC-KBS-OHIO-STANDARD

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: The Marion Bcstg. Co.  
 Business Address: P. O. Box 518  
 Phone Number: 3226-7  
 Studio Address: WMRN Bldg.  
 Transmitter Location: 1/4 Mi. N. of city limits  
 on Main St.  
 Air Time: 7 a.m.-M.  
 News Service: UP  
 Transcription Service: Thesaurus, Keystone  
 Representative: Horace Stovin, Robert Keller  
 Membership: NAB, BMB  
 Pres., Gen.-Sta. Mgr.: Robert T. Mason  
 Comm.-Sales Prom. Mgr.: Clark L. Dozer  
 Prog.-Prod. Dir., Chief Announcer: Don Brower  
 Publicity Director: John Plank  
 Musical Director: Howard Dunford  
 Chief Engineer: Francis Joseph Peters  
 Farm Editor: Ray Marsh

## W P F B

MIDDLETOWN—1947

Frequency: 910 Kc. Power: 1000 Watts d.;  
 100 Watts n.  
 Owned-Operated By: Paul F. Braden  
 Bus.-Studio-Transmitter Address: Central Ave.  
 Phone Number: 2-3625  
 Air Time: 6 a.m.-11 p.m.  
 News Service: AP  
 Transcription Service: Lang-Worth, SESAC  
 Representative: Donald Cooke  
 Owner, General Manager: Paul F. Braden  
 Comm. Mgr., Prog. Dir.: C. R. Daly  
 Chief Announcer: John Reznor  
 Musical Director: George Garlinger  
 Chief Engineer: Laurace Beckwith  
 Farm Editor: Allen Jones

## W P T W

PIQUA—1947

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Miami County Bcstg. Co.,  
 Inc.  
 Bus.-Studio-Transmitter Address: 1625 W.  
 Covington Ave.  
 Phone Number: 1420-1  
 Air Time: Sunrise-sunset  
 News Service: AP  
 Transcription Service: World, SESAC  
 Representative: W. S. Grant  
 Pres., Gen.-Sta.-Sales Prom. Mgr.,  
 Publicity Director: Richard E. Hunt  
 Commercial Manager: Carroll M. Ball  
 Program-Production Dir.: George Gardiner  
 Chief Announcer: Robert Bulp  
 Musical Director: Ronnie Atendall  
 Chief Engineer: Byron F. London  
 Farm Editor: Bill Fox

## W P A Y

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: The Scioto Bcstg. Co.  
 Bus.-Studio-Transmitter Address: 1009 Gallia  
 St.  
 Phone Number: Portsmouth 1010  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Taylor-Borrolf  
 Membership: NAB, BMB  
 President: Roy D. Moore  
 Director of Radio: Eugene Carr  
 Station-Comm. Mgr.: Gerald F. Boyd  
 Sales Prom. Mgr., Pub. Dir.: Carl P. Bodner  
 Program Director: Floyd M. Jackson  
 Chief Announcer: William H. Dawson  
 Musical Director: Dorothy E. Page  
 Chief Engineer: Maurice L. Myers  
 Farm Editor: Francis C. Balmert

## W L E C

SANDUSKY—1947

MBS-STANDARD

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Lake Erie Bcstg. Co.  
 Bus.-Studio-Transmitter Address: Cleveland  
 Hwy. & Huntington Aves.  
 Phone Number: 5170-1-2  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: World, Lang-Worth,  
 Thesaurus  
 Membership: NAB, BMB  
 President: Lloyd A. Pixley  
 General Station Manager: Albert E. Helser  
 Commercial Manager: Louis E. Mahla  
 Sales Prom. Manager: John Gaskill  
 Program Director: Jay Wagner  
 Production Director: Eleanor Prince  
 Pub. Dir., Farm Editor: Don Dean  
 Chief Engineer: George Buehrle

## W I Z E

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio Voice of Springfield  
 Bus.-Studio Address: 115-117 W. High St.  
 Phone Number: 3-4955  
 Transmitter Location: 115-117 W. High St.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth, Standard  
 Representative: Weed  
 Membership: BMB  
 President: Charles Sawyer  
 Exec. V.P.: J. P. Williams  
 Sta.-Comm. Manager: C. N. Evans  
 Program Director: Robert Christol

Publicity Director.....John McEnaney  
 Musical Director.....Ernie Kendrick  
 Chief Engineer.....Victor L. Bushong

## WJEL

**SPRINGFIELD—1947—KBS**

Frequency: 1600 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Champion City Bcstg. Co.  
 Business Address.....101 Fountain Ave.  
 Phone Number.....3-4676  
 Transmitter Location.....801 Bechtle Ave.  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Friedenberg  
 Membership.....NAB, BMB  
 Partners.....Dr. Delbert Joseph Parsons.  
 Frank N. Jones  
 Station Manager.....Frank N. Jones  
 Program Director.....Kenneth Honeyman  
 Chief Engineer.....Alan Higgins

## WWSO

**SPRINGFIELD—1947**

Frequency: 1210 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Radio Springfield, Inc.  
 Bus-Studio Address.....Chamber of Commerce  
 Bldg., Spring & E. High Sts.  
 Phone Number.....3-6488  
 Transmitter Location.....Arthur Rd.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Thesaurus, World, Cole  
 Representative.....McGeehan & O'Mara  
 Membership.....NAB, BMB  
 Station Manager.....Lin Mason  
 Commercial Manager.....Robert Wayne  
 Program-Production Dir.....Virginia Bennett  
 Musical Director.....Lucy Martin  
 Chief Engineer.....Gerald McCasland

## WSTV

**STUEBENVILLE—1940—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Valley Bcstg. Co.  
 Bus-Studio Address.....Exchange Realty Bldg.  
 Phone Number.....2-6265  
 Transmitter Location.....Altamont Hghts.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Joseph Hershey McGillvra  
 President.....Jack N. Berkman  
 Gen.-Comm. Mgr.....John J. Laux  
 Asst. Gen. Mgr., Technical  
 Director.....Joseph M. Troesch  
 Prog.-Publ Dir.....George H. Wilson, Jr.  
 Asst. Prog. Dir. Chief  
 Announcer.....Robert Sanders  
 Chief Engineer.....Charles S. Shepherd  
 Farm Editor.....F. P. Taylor

## WSPD

**TOLEDO—1921—NBC**

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Fort Industry Co.  
 Bus-Studio Address.....Bcst. Bldg., 136 Huron St.  
 Phone Number.....Adoms 3175  
 Transmitter Location.....R.F.D. Oregon Rd.,  
 Rossford  
 Air Time.....Unlimited  
 News Service.....AP, INS, UP  
 Transcription Service.....Thesaurus, Long-Worth,  
 Standard  
 Representative.....Katz  
 Membership.....NAB, BMB  
 President.....George B. Storer  
 Station Manager.....E. Y. Flanigan  
 Commercial Mgr.....Westford F. Shannon  
 Sales Promotion Mgr.....Richard H. Gourley  
 Program Director.....Glenn C. Jackson  
 Musical Librarian.....Gene Williams  
 Chief Engineer.....William M. Stringfellow  
 Farm Editor.....Jim Newman

## WTOD

**TOLEDO—1946**

Frequency: 1560 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Unity Corp., Inc.  
 Business-Studio Address.....515 Madison Ave.  
 Phone Number.....Garfield 5551  
 Transmitter Location.....Byrne & Arlington Rds.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Standard  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB, FMA  
 President.....Edward Lamb  
 General Manager.....Layman Cameron  
 Station Manager.....Sunne Miller  
 Commercial Manager.....Charles Smith  
 Program Director.....Edward Kemp  
 Chief Announcer.....Bill Ballin  
 Musical Director.....Frieda Miller  
 Chief Engineer.....Robert Sowers

## WTOL

**TOLEDO—1938—ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Community Bcstg. Co.  
 Business-Studio Address.....Bell Bldg.  
 Phone Number.....Adams 3291  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President.....Frazier Reams  
 Gen. Station Mgr.....Thomas S. Bretherton  
 Commercial Manager.....Morton Neipp  
 Program-Production Dir.....Karl R. Nelson

Publicity Director.....Walt Osborn  
 Musical Director.....Dorothy Dority  
 Chief Engineer.....Harold Holmes  
 Farm Editor.....Ken Lawrence

## W R R N

**WARREN—1941—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Nied & Stevens, Inc.  
 Business-Studio Address.....108 Main St.  
 Phone Number.....2212-9  
 Transmitter Location.....710 Main St.  
 Air Time.....6:45 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated, SESAC  
 Representative.....Ra-Tel  
 Membership.....NAB  
 President.....Helen Hart Hurlbert  
 General Manager.....H. R. Farrall  
 Program Manager.....Willard L. Dougherty  
 Chief Engineer.....Robert V. Kinney

## W W S T

**WOOSTER—1947**

Frequency: 960 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Wooster Republic Ptg. Co.  
 Business Address.....Wooster  
 Phone Number.....760  
 News Service.....AP  
 Transcription Service.....Standard, World  
 President.....Raymond E. Dix  
 General Manager.....E. B. Evans  
 Commercial Manager.....Keith S. Gordon  
 Program Director.....E. C. Gooding  
 Chief Engineer.....Russell Grunder

## W R F D

**WORTHINGTON—1947**

Frequency: 880 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Peoples Bcstg. Corp.  
 Business-Studio Address.....649 High St.  
 Phone Number.....FR 2-6254  
 Transmitter Location.....Powell Rd. & Route 23,  
 Delaware County  
 Air Time.....Local sunrise-sunset  
 News Service.....AP, INS  
 Transcription Service.....Standard, Lang-Worth  
 Representative.....Rural Radio  
 Membership.....NAB  
 President.....James A. West  
 Sta.-Sales Prom. Mgr.....Edgor Parsons  
 Commercial Manager.....Joseph D. Bradshaw  
 Program Director.....William Meredith  
 Production Director.....Robert Geis  
 Musical Director.....Irwin Holt  
 Chief Engineer.....Royce Woodward  
 Farm Service Dir.....Robert Miller

## W F M J

**YOUNGSTOWN—1939—ABC**

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned By.....WFMJ Bcstg. Co.  
 Operated By.....William F. Maag, Jr.  
 Business-Studio Address.....101 W. Boardman  
 Phone Number.....3-4121  
 Transmitter Location.....Boardman-Poland Rd.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Standard, Thesaurus  
 Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 President.....William F. Maag, Jr.  
 National Sales.....Phil Wood  
 Program Director.....Robert B. Mackall  
 Chief Engineer.....Frank A. Dieringer

## W K B N

**YOUNGSTOWN—1926—CBS**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WKBN Bcstg. Corp.  
 Bus.-Studio Address.....17 N. Champion St.  
 Phone Number.....4-2122  
 Transmitter Location.....3430 Sunset Blvd.  
 Air Time.....6a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth,  
 McGregor  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 Pres., Gen. Mgr.....Warren P. Williamson, Jr.  
 Station-Comm. Mgr.....J. Lothair Bowden  
 Program Director.....L. Baldwin Harper  
 Promotion Manager.....Howard C. Rempes  
 Musical Director.....Bill Dunn  
 Chief Engineer.....B. T. Wilkins  
 Farm Editor.....Stu Wilson

## W H I Z

**ZANESVILLE—1924—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southeastern Ohio Bcstg.  
 System, Inc.  
 Business-Studio Address.....Lind Arcade Bldg.  
 Phone Number.....6000  
 Transmitter Location.....Newark Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....John E. Pearson  
 Membership.....NAB, BMB  
 President.....Clay Littick  
 General-Station Mgr.....Vernon A. Nolte  
 Commercial Manager.....Nate Milder  
 Program-Publicity Dir.....Robert D. Maley  
 Chief Engineer.....C. Elmer Hartmeyer

# OKLAHOMA

Estimated Population 2,362,000—Increase +1.1%—Radio Homes 576,700  
Total Families 644,700—Stations in State 38

## K A D A

ADA—1934—ABC-OKLA. NET

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Dr. C. C. Morris  
Business Address . . . . . 207 First Natl. Bank Bldg.  
Phone Number . . . . . 12-3  
Studio-Transmitter Address . . . . . No. Broadway  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Taylor-Borrolf  
Membership . . . . . NAB, BMB  
President . . . . . Dr. C. C. Morris  
Gen.-Sta.-Comm. Mgr. . . . . Billy T. Hoover  
Sales Prom. Mgr. . . . . Betty Hughes Nolen  
Program-Production Dir. . . . . Jerry Folsom  
Publicity Director . . . . . Patricia A. Irick  
Chief Announcer . . . . . Jerry Folsom  
Musical Director . . . . . Betty Hughes Nolen  
Chief Engineer . . . . . Harold Walker

## K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Altus Bcstg. Co., Inc.  
Business-Studio Address . . . . . Altus  
Phone Number . . . . . 1405  
Transmitter Location . . . . . 1 Mi. N. of Altus  
Air Time . . . . . 7 a.m.-10 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Capitol, Keystone  
Representative . . . . . Rural Radio  
Membership M. . . . . NAB  
Pres., Gen.-Sta. Mgr. . . . . Frank E. Wimberly  
Commercial Manager . . . . . Lewis C. Fielden  
Chief Engineer . . . . . Ernest Boucum

## K V S O

ARDMORE—1935—KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . John F. Easley  
Phone Number . . . . . 3030  
Air Time . . . . . 6 a.m.-11:05 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Associated, SESAC, KBS  
Representative . . . . . Taylor-Borrolf  
Membership . . . . . FMA, NAB  
General Manager . . . . . Albert Riesen  
Commercial Manager . . . . . J. E. Riesen  
Sales Prom. Manager . . . . . D. H. Dillard, Jr.  
Program Director . . . . . Dolly Dutton  
Chief Engineer . . . . . William E. Kolb

## K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Bus.-Studio Address . . . . . Union Natl. Bank Bldg.  
Phone Number . . . . . 1400  
Transmitter Location . . . . . 9 Mi. NE on U. S. 75  
Air Time . . . . . 6 a.m.-11:30 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Pres., Gen.-Sta. Mgr. . . . . J. Fred Case  
Sales Prom. Manager . . . . . John Collins  
Chief Announcer . . . . . Roy Small  
Chief Engineer . . . . . Jim Wireman

## K W C O

CHICKASHA—1946

MBS-KBS-OKLA. GP.

Frequency: 1560 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Washita Valley Bcstg. Corp.  
Business Address . . . . . Box 744  
Phone Number . . . . . 2899  
Studio Address . . . . . Hall Briscoe Bldg.  
Transmitter Location . . . . . On Grand Blvd., So. of  
Chickasha  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . Standard, Keystone  
Representative . . . . . Continental Radio Sales  
Membership . . . . . NAB  
President . . . . . George C. Robinson, Jr.  
Gen.-Sta. Mgr. . . . . J. B. Quattlebaum  
Commercial Manager . . . . . Len Lyon  
Program Director . . . . . George Miller  
Chief Engineer . . . . . George C. Robinson, Jr.  
Farm Editor . . . . . J. B. Quattlebaum

## K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc. . . . . Power: 250 Watts d.:  
Owned-Operated By . . . . . Duncon Bcstg. Co.  
Bus. Address . . . . . Hwy. 81 at Pine St., P. O. Box  
1192  
Phone Number . . . . . 1350  
Studio Address . . . . . Hwy. 81 at Pine St.  
Transmitter Location . . . . . No. Hwy. 81  
Air Time . . . . . 6 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Membership . . . . . NAB, BMB  
President . . . . . R. H. Drewry  
Gen.-Sta.-Comm. Mgr. . . . . J. P. Burnett  
Prog.-Musical Dir. . . . . Robert Prausa  
Production Director . . . . . Peggy Hoover  
Chief Engineer . . . . . Gene Billington  
Farm Editor . . . . . Ray Porter

## K S E O

**DURANT—1947—KBS-OKLA. GP.**

Frequency: 750 Kc. Power: 250 Watts d.  
 Owned-Oper. By Bennett & R. F. Story  
 Business Address 129½ N. Third Ave.  
 Phone Number 102  
 Studio-Transmitter Address ½ Mi. W. of  
 City limits, on U. S. Hway. 70  
 Air Time 6:30 a.m.-sunset  
 News Service AP  
 Transcription Service Thesaurus, Keystone  
 Membership NAB  
 Gen.-Sta. Mgr., Pub. Dir. H. Weldson Stamps  
 Comm.-Sales Prom. Mgr. Leroy Moses  
 Program Director Cecile Elkins  
 Chief Announcer Jack Carter  
 Chief Engineer Bill Waters  
 Farm Editor Jack Putman

## K A S A

**ELK CITY—1932—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Southwest Bcstg. Co.  
 Business-Studio Address 204 N. Main  
 Phone Number 730  
 Transmitter Location No. Randall  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Standard, Keystone  
 Representative Friedenbergl Walker  
 Membership BMB  
 Pres., Gen. Mgr. Lonnie J. Preston  
 Station Manager V. M. Preston  
 Commercial Manager Johnny Carmen  
 Program-Production Dir. Wees Carr  
 Chief Engineer George Fenter  
 Farm Editor V. M. Preston

## K C H E

**EL RENO—1948**

Frequency: 1500 Kc. Power: 500 Watts d.  
 Owned-Operated By KCHE, Inc.  
 Bus.-Studio Address First Natl. Bank Bldg.  
 Phone Number 2438  
 News Service UP  
 Transcription Service Standard  
 Owners Ross K. Prescott, C. C. Woodson  
 General Manager Jack Cecil  
 Chief Engineer C. H. Stanford

## K C R C

**ENID—1929—ABC-OKLA. NET**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By Enid Radiophone Co.  
 Bus.-Studio Address Broadway Tower,  
 9th Floor  
 Phone Number 447  
 Transmitter Location 309 E. Willow

Air Time 6 a.m.-M.  
 News Service AP  
 Transcription Service Standard  
 Representative Taylor-Borroll  
 Membership NAB, BMB, FMA  
 President M. C. Garber  
 Gen.-Station Mgr. Milton B. Garber  
 Comm.-Sales Prom. Mgr. H. P. Hale  
 Program-Production Dir. Edith Longley  
 Publicity Director Mary Ellen Mitchell  
 Chief Announcer Fred Collins  
 Musical Director Gerilyn Gigoux  
 Chief Engineer Murray D. Coleman  
 Farm Editor Tony Green

## K T A T

**FREDERICK—1948**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By Frederick Bcstg. Co.  
 Business-Studio Address Main & Grant  
 News Service UP  
 Transcription Service World  
 Partners J. D. Jones, Jr., Ronald W. Wheeler,  
 Winston A. Jones  
 Gen.-Comm. Manager Ronald W. Wheeler  
 Program Director Mary Wheeler  
 Promotion Manager Evelyn A. Jones  
 Chief Engineer J. D. Jones, Jr.

## K G Y N

**GUYMON—1948**

Frequency: 1220 Kc. Power: 100 Watts d.  
 Owned-Operated By Plains Bcstg. Co.  
 Business-Studio Address 21st & Lelia Sts.  
 News Service UP  
 Representative Rural  
 President, Manager T. M. Raburn, Jr.  
 Chief Engineer J. A. Burke

## K T J S

**HOBART—1947—KBS**

Frequency: 1420 Kc. Power: 250 Watts d.  
 Owned-Operated By T. J. Shriner  
 Bus.-Studio-Transmitter Address 315 E. 11th  
 St.  
 Phone Number 1070  
 Air Time Local sunrise-local sunset  
 News Service AP  
 Transcription Service Keystone  
 President, Gen.-Sta. Mgr. T. J. Shriner  
 Commercial Manager John W. Adams  
 Sales Prom. Mgr., Pub. Dir. M. J. McCollough  
 Program-Production Director  
 Chief Announcer Jack Wickizer  
 Musical Director Roy Reece  
 Chief Engineer Darryl D. Foss  
 Farm Editor Tom Morris



## K I H N

**HUGO—1948—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Little Dixie Bcstg. Co.  
 Address . . . . . Hugo  
 Phone Number . . . . . 1141  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . George Malone  
 Gen.-Comm. Manager . . . . . Kruger E. Muse  
 Program Director . . . . . Carl B. Adams  
 Chief Engineer . . . . . Milo Holtberg

## K G L C

**MIAMI—1948**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Miami Bcstg. Co.  
 Address . . . . . Miami Hotel  
 Phone Number . . . . . 2080  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 President . . . . . John H. Giffin  
 General Mgr. . . . . Wallace R. Dunn  
 Commercial Mgr. . . . . Robert Stoner  
 Program Director . . . . . Dick Moon  
 Chief Engineer . . . . . Louis Stone

## K S W O

**LAWTON—1941**

**ABC-OKLA. NET-OKLA. GROUP**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Okla. Quality Bcstg. Co.  
 Bus.-Studio Address . . . . . 17th & E Ave.  
 Phone Number . . . . . 1380  
 Transmitter Location . . . . . 1½ Mi. SE of Lawton  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Taylor-Boroff  
 Membership . . . . . NAB, BMB  
 President . . . . . R. H. Drewry  
 General Manager . . . . . Allan Page  
 Comm.-Sales Prom. Mgr. . . . . Neil Ashlock  
 Program-Production Director . . . . . Morgan Roberts  
 Publicity Director . . . . . Paul Goode  
 Chief Engineer . . . . . C. E. Billington

## K B I X

**MUSKOGEE—1936—ABC-OKLA.**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Okla. Press Pub. Co.  
 Address . . . . . Barnes Bldg.  
 Phone Number . . . . . 302  
 News Service . . . . . UP  
 Representative . . . . . Taylor-Boroff  
 President . . . . . Tams Bixby, Jr.  
 Sta.-Comm. Prom. Mgr. . . . . Paul A. Bruner  
 Program Director . . . . . Mavis Rogers  
 Chief Engineer . . . . . Earl H. Graves

## K M U S

**MUSKOGEE—1948  
 MBS-OKLA. GP.**

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . Eastern Okla. Bcstg. Corp.  
 Business-Studio Address . . . . . 412½ Court St.  
 Phone Number . . . . . 656-7  
 Transmitter Location . . . . . 1½ Mi. No. of city  
 Air Time . . . . . 6a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Continental Radio Sales  
 Membership . . . . . NAB, FMA  
 President . . . . . Ben T. Childers  
 Gen.-Sta. Mgr., Prog.-Prod.-Pub.  
 Director . . . . . Virgil G. Evans  
 Comm.-Sales Prom. Mgr. . . . . Glen W. Travis  
 Chief Announcer, Farm Editor . . . . . Bill Hyden  
 Chief Engineer . . . . . Duane Hoisington

## K T M C

**McALESTER—1946**

**ABC-OKLA. NET**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . J. Stanley O'Neill  
 Business Address . . . . . First & Washington  
 Phone Number . . . . . 2411  
 Studio Address . . . . . Municipal Bldg.  
 Transmitter Location . . . . . A & Crisler, No.  
 McAlester  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Taylor-Boroff  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Mgr. . . . . J. Stanley O'Neill  
 Comm.-Sales Prom. Mgr. . . . . James Duke  
 Program Director . . . . . Ozzie Pence  
 Publicity Director . . . . . Norma Johnson  
 Chief Announcer . . . . . George Schwann  
 Musical Director . . . . . Betty Heard  
 Chief Engineer . . . . . Bob Schilb

## K B Y E

**OKLAHOMA CITY—1945**

Frequency: 890 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . State Bcstg. Co.  
 Bus.-Studio Address . . . . . 9th & Broadway  
 Phone Number . . . . . 3-2323-4-5  
 Transmitter Location . . . . . 55th & N. Eastern  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth

# OKLAHOMA

Representative ..... Branham  
Membership ..... NAB  
President ..... A. Earl Cullum, Jr.  
V.P., General Mgr. .... Frank J. Lynch  
Office Manager ..... Flora A. Luper  
Sales Prom. Manager ..... Hugh J. Finnerty  
Program Director ..... M. A. Bryan  
Chief Announcer ..... Maury Ferguson

## KLPR

### OKLAHOMA CITY—1947

Frequency: 1140 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Byrne Ross  
Business Address ..... 132½ W. Commerce St.  
Phone Number ..... 3-6358  
Studio-Transmitter Address ..... SW 73rd St. &  
Shields Blvd.

Air Time ..... Sunrise-sunset  
News Service ..... AP  
Transcription Service ..... Associated, Cole  
Membership ..... NAB  
Pres., Gen.-Sta. Mgr. .... Byrne Ross  
Comm.-Sales Prom. Mgr. .... Monty Wells  
Program-Production Dir. .... Billie Turquette  
Publicity Director ..... Byrne Ross  
Chief Announcer ..... Kelly West, Jimmy Keys  
Chief Engineer ..... Jack Richmond  
Farm Editor ..... D. Givens

## KOCY

### OKLAHOMA CITY—1923

#### MBS-OKLA. GP.

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Plaza Court Bcstg. Co.  
Business-Studio Address ..... Plaza Court Bldg.  
Phone Number ..... 3-4333  
Transmitter Location ..... 73rd & Lincoln  
Air Time ..... 6 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Standard, Thesaurus  
Representative ..... Walker  
Membership ..... NAB, BMB, FMA  
President ..... John Q. Thomas  
Gen.-Station Mgr. .... M. H. Bonebrake  
Commercial Manager ..... George Collison  
Program Director ..... Wishard Lemons  
Publicity Director ..... John Steele  
Musical Director ..... Becey Carmel  
Chief Engineer ..... Royden Freeland

## KOMA

### OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc. .... Power: 50,000 Watts  
Owned-Operated By ..... KOMA, Inc.  
Business-Studio Address ..... Billmore Hotel  
Phone Number ..... 2-3291  
Transmitter Location ..... Moore  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Capitol, Standard,  
SESAC

Representative ..... Avery-Knodel  
Membership ..... NAB, BMB  
President ..... John Toole Griffin  
General-Station Mgr. .... J. J. Bernard  
Commercial Manager ..... Webster L. Benham, Jr.  
Sales Prom. Manager ..... Raymond Ruff  
Program Director ..... Robert M. Eastman  
Production Director ..... Martin Fuller  
Musical Director ..... Clarence Reynolds  
Chief Engineer ..... M. W. Thomas  
Farm Editor ..... Carl Neumann

## KTOK

### OKLAHOMA CITY—1927

#### ABC-OKLA. NET

Frequency: 1400 Kc. (CP 1000) .... Power: 250  
Watts (CP 5000 d.; 1000 n.)

Owned-Operated By ..... KTOK, Inc.  
Business Address ..... 2004 Apco Tower  
Phone Number ..... 3-8352  
Transmitter Location ..... 1800 W. Main  
Air Time ..... 6 a.m.-M.  
News Service ..... AP, UP  
Transcription Service ..... World  
Representative ..... Taylor-Borhoff  
Membership ..... NAB, BMB  
President ..... O. L. Taylor  
Gen.-Station Manager ..... Robert D. Enoch  
Program Director ..... Harold M. Shreve  
Chief Engineer ..... Clifford Easum

## KTOW

### OKLAHOMA CITY—1948—LIBERTY

Frequency: 800 Kc. .... Power: 250 Watts d.  
Owned-Operated By ..... Sooner Bcstg. Co.  
Business-Studio Address ..... 3300 Apco Tower  
Phone Number ..... 79-2604  
Transmitter Location ..... Reno & Eastern  
Air Time ..... Sunrise-sunset  
News Service ..... UP  
Transcription Service ..... World, SESAC  
Membership ..... NAB  
Dir. of Sta. Operations ..... Carl E. Harmon  
Program Director ..... Ollie D. Cook  
Chief Engineer ..... Charles Sheatler

## WKY

### OKLAHOMA CITY—1922—NBC

Frequency: 930 Kc. .... Power: 5000 Watts  
Owned By ..... Okla. Publishing Co.  
Operated By ..... WKY Radiophone Co.  
Bus.-Studio Address ..... Skirvin Tower Hotel  
Phone Number ..... 3-4306  
Transmitter Location ..... 1 Mi. E. of Britton  
Air Time ..... Unlimited  
News Service ..... AP, UP  
Transcription Service ..... Associated, Standard  
Representative ..... Katz  
Membership ..... NAB, BMB  
President ..... E. K. Gaylord  
Station Manager ..... P. A. Sugg  
Administrative Asst. .... Hoyl Andres

Commercial Manager.....Leo Howard  
 Promotion Manager.....Gene White  
 Program Director.....Paul Brawner  
 Chief Announcer.....Wakelield Holley  
 Musical Director.....Allan Clark  
 Chief Engineer.....H. J. Lovell  
 Farm Editor.....Orval Saunders

## K H B G

**OKMULGEE—1937**  
**MBS-KBS-OKLA. GP.**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Times Publishing Co.  
 Business-Studio Address.....Petroleum Bldg.  
 Phone Number.....3646-7  
 Transmitter Location.....20th & Seminole  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Keystone  
 Representative.....Taylor-Borroff  
 Membership.....NAB  
 President.....Donald W. Reynolds  
 General-Station Manager.....Tim Carroll  
 Prog.-Musical Dir.....Nova Clarke  
 Chief Announcer.....Charles Phillips  
 Chief Engineer.....James H. Smith  
 Farm Editor.....E. R. Francis

## K V L H

**PAULS VALLEY—1947**  
**KBS-OKLA. GP.**

Frequency: 1470 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....KVLH Bcstg. Co.  
 Business Address.....204 Pyeatt Bldg.  
 Phone Number.....1039  
 Studio-Transmitter Location.....W. of Pauls  
 Valley on Hwy. 71  
 Air Time.....Local sunrise-sunset  
 News Service.....AP  
 Transcription Service.....World, Keystone  
 Membership.....NAB  
 President.....James T. Jackson  
 General Manager.....Phil Crenshaw  
 Commercial Manager.....H. Edward Walker  
 Chief Engineer.....George Rountree

## W B B Z

**PONCA CITY—1927—MBS-OGB-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Ponca City Publ. Co.  
 Bus.-Studio-Transmitter Address.....615 W. Grand  
 Ave.  
 Phone Number.....3200  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus, KBS  
 Membership.....NAB  
 Exec. Director.....Clyde E. Muchmore  
 General Manager.....Paul H. Buenning  
 Sales Promotion Mgr.....Harold Goodman  
 Production Mgr.....Sheldon E. Bonnewell

Program Director.....James K. Walker  
 Chief Engineer.....Olen E. Marshall

## K S M I

**SEMINOLE—1948—MBS-OKLA. GP.**

Frequency: 1260 Kc.....Power: 500 Watts d.  
 Owned By.....Seminole Bcstg. Co.  
 Operated By.....Tom Potter  
 Bus.-Studio-Transmitter Address.....City Park,  
 N. Main St., Box 1351  
 Phone Number.....1260-1  
 Air Time.....Local sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Capitol, SESAC  
 Membership.....NAB  
 President.....Tom Potter  
 General Manager.....Jon B. Wagner  
 Commercial Manager.....Dale E. Porter  
 Sales Prom. Mgr.....Carl McDaniel  
 Program Director.....Bill P. Monroe  
 Chief Engineer.....Warren W. Abbott

## K G F F

**SHAWNEE—1930—ABC-OKLA. NET**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGFF Bcstg. Co., Inc.  
 Business-Studio Address.....Ninth & Bell Sts.  
 Phone Number.....4390-1  
 Transmitter Location.....Shawnee Country Club  
 Air Time.....8a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Taylor-Borroff  
 Membership.....NAB, BMB  
 President.....Oscar S. Stauffer  
 General Manager.....Roy J. Bowman  
 Commercial Manager.....Helen Henderson  
 Sales Prom. Manager.....Maxine Bowman  
 Program Director.....William A. Weaver  
 Chief Announcer, Musical Dir.....Lowell Clark  
 Chief Engineer.....Edwin M. Moore

## K S P I

**STILLWATER—1947**  
**MBSM-OKLA. GP.**

Frequency: 780 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Stillwater Publishing Co.  
 Business Address.....P. O. Box 231  
 Phone Number.....1807  
 Studio-Transmitter Location.....2 Mi. S. of Still-  
 water on Hwy. 40  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Burke, Kuipers & Mahoney  
 Membership.....NAB  
 President.....C. R. Bellatti  
 General Manager.....L. F. Bellatti  
 Commercial Manager.....Kenneth Vanderver  
 Program Director.....Bracton Combs  
 Chief Engineer.....Paul McCollum

## KAKC

**TULSA—1946—OKLA. GP.**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Public Radio Corp.  
 Bus.-Studio Address . . . . . 412 E. Fifth St.  
 Phono Number . . . . . 4-2401  
 Transmitter Location . . . . . 21st & Yale Sts.  
 Air Time . . . . . Local sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Membership . . . . . NAB, FMA  
 President-Treasurer . . . . . S. E. Avey  
 V.P., General Manager . . . . . Glenn Condon  
 Asst. Gen.-Comm. Mgr. . . . . James L. Neal  
 Sales Prom. Manager . . . . . Jack Evans  
 Program Director . . . . . Bill Davis  
 Production Director . . . . . Bill Webb  
 Chief Announcer . . . . . Bill Bowers  
 Musical Director . . . . . Christine Dunn  
 Chief Engineer . . . . . M. M. Donley

## KFMJ

**TULSA—1946**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Fred Jones Bcstg. Co.  
 Business-Studio Address . . . . . Alvin Hotel  
 Phone Number . . . . . 5-5555  
 Transmitter Location . . . . . 21st & Yale  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, BMB  
 President . . . . . Fred Jones  
 General Manager . . . . . Lawson Taylor  
 Commercial Manager . . . . . Jack Betz  
 Chief Announcer . . . . . Bill Taylor  
 Chief Engineer . . . . . Nate Wilcox

## KOME

**TULSA—1938—ABC-MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Oil Capital Sales Corp.  
 Business-Studio Address . . . . . 8th & Main  
 Phone Number . . . . . 3-4121  
 Transmitter Location . . . . . 3904 S. Newport  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Taylor-Borloff  
 Membership . . . . . NAB  
 President . . . . . Harry Schwartz  
 General-Station Mgr. . . . . Dick Campbell  
 Commercial Manager . . . . . J. Howard Engle  
 Program Director . . . . . Larry Robertson  
 Production Director . . . . . Jack Newman  
 Publicity Director . . . . . Ann Fountain  
 Chief Announcer . . . . . Wally Imes  
 Musical Director . . . . . Larry Robertson  
 Chief Engineer . . . . . Roy Brown

## KTUL

**TULSA—1934—CBS**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Tulsa Bcstg. Co.  
 Business Address . . . . . P. O. Box 1739  
 Phone Number . . . . . 2-3191  
 Studio Address . . . . . Boulder-on-the-Park  
 Transmitter Location . . . . . Turley  
 Air Time . . . . . 6:05 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Lang-Worth,  
 Standard  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 President . . . . . John I. Griffin  
 V.P., General Manager . . . . . John Esau  
 Commercial Mgr. . . . . L. A. Blust Jr.  
 Sales Prom. Mgr., Pub. Dir. . . . . George Ketcham  
 Program Director . . . . . Karl Janssen  
 Production Director . . . . . Jack Alexander  
 Musical Director . . . . . Glenn Hardman  
 Chief Engineer . . . . . Robert Snider

## KVOO

**TULSA—1925—NBC**

Frequency: 1170 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Southwestern Sales Corp.  
 Business-Studio Address . . . . . Phillower  
 Phone Number . . . . . 2-2254  
 Transmitter Location . . . . . 11 Mi. E. of Tulsa  
 Hway. 66  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Edward Pety  
 Membership . . . . . NAB, BMB  
 President . . . . . P. Q. Proctor  
 V.P., General Mgr. . . . . William B. Way  
 Commercial Manager . . . . . Gustav K. Brandborg  
 Merch. & Prom. Mgr. . . . . T. A. Wallers  
 Program Director . . . . . F. M. Randolph  
 Musical Director . . . . . Joe O'Neill  
 Chief Engineer . . . . . Walt Stinson  
 Farm Editor . . . . . Sam Schneider

## KSIW

**WOODWARD—1947—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Woodward Bcstg. Co.  
 Operated By . . . . . James L. Todd  
 Business Address . . . . . Box 508  
 Phone Number . . . . . 1450  
 Studio-Transmitter Location . . . . . 22nd & Cedar  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Cole  
 Membership . . . . . NAB  
 President . . . . . Dave D. Price  
 Station Manager . . . . . James L. Todd  
 Commercial Mgr. . . . . Robert E. Davis  
 Engineering Supvr. . . . . John M. Nelson

# OREGON

Estimated Population 1,626,000—Increase +49.2%—Radio Homes 465,300  
Total Families 477,900—Stations in State 34

## KWIL

**ALBANY—1941—MBS-DON LEE**

Frequency: 1240 Kc. Power: 250 Watts d.  
Owned-Oper. By... Central Willamette Bcstg. Co.  
Bus.-Studio-Transmitter Address... Queen Ave. & Elm St.  
Phone Number ..... 1234  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service..... Standard, World  
Representative ..... John Keating  
Membership ..... NAB, BMB  
President..... W. L. Jackson  
Sec.-Treas..... R. R. Cronise  
General Manager..... Chet Wheeler  
Sta.-Sales Prom. Mgr..... Derwood Smith  
Commercial Manager..... Warren Stoffer  
Program-Production Dir..... LeRoy Jolley  
Publicity Director..... Carley Copenhaver  
Chief Announcer..... Doug LaMear  
Chief Engineer, Farm Editor... Herbert Davidson

## KWIN

**ASHLAND—1946—UNITED PACIFIC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Rogue Valley Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address... 1160 Helman Rd.  
Phone Number ..... 2-1351  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service..... World, Capitol, Standard, Keystone  
Representative... John Keating, Homer Griffith  
Membership ..... NAB, BMB  
President..... M. S. Hamaker  
General Manager..... Edward P. Barnett  
Commercial Manager..... Virgil E. DeVoe  
Sales Prom. Mgr..... Burton Lane Bardeen  
Program Director..... Charles B. Fields  
Women's Program Dir..... Clara Daniels  
Chief Engineer..... Ralph S. Click  
Farm Editor..... Doyle Seely

## KAST

**ASTORIA—1935—MBS-KBS-DON LEE**

Frequency: 1230 Kc. (CP 1370) Power: 250 Watts (CP 1000)  
Owned-Operated By..... Astoria Bcstg. Co.  
Bus.-Studio Address..... 9th & Commercial Sts.  
Phone Number ..... 795  
Manager..... L. E. Parsons

## KBKR

**BAKER—1939—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By..... Inland Radio, Inc.  
Bus.-Studio Address..... First & Court Sts.  
Phone Number ..... 140  
News Service ..... UP  
Transcription Service..... World, KBS  
President..... Lee W. Jacobs  
Gen.-Comm. Manager... Kenneth E. Lockwood  
Promotion Manager..... Milton L. Levy  
Chief Engineer..... Frank D. Knox

## KBND

**BEND—1938—MBS-KBS-DON LEE**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Central Oregon Bcstg. Co.  
Bus.-Studio-Transmitter Address... 1101 Wall St.  
Phone Number ..... 848  
Air Time ..... 6 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative..... W. S. Grant  
Membership ..... NAB, BMB  
Pres., Gen.-Sta. Mgr.,  
Pub. Dir..... Frank H. Loggan  
Comm.-Sales Prom. Mgr..... W. H. Barton  
Prog. Dir., Chief Announcer,  
Farm Editor..... Kessler Cannon  
Chief Engineer..... Robert Dickinson

## KOOS

**COOS BAY—1928—MBS-DON LEE**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... KOOS, Inc.  
Bus.-Studio-Transmitter Address..... 505 Hall Bldg.  
Phone Number ..... 432-3  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... John Keating  
Membership ..... NAB  
President..... Sheldon F. Sackett  
General Manager..... Fred F. Chitty  
Station Manager..... Hal Shade  
Commercial Manager..... Jack Irvine  
Program Director..... Sara Spough  
Chief Engineer..... Roger Spough

## KWRO

**COQUILLE—1948—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... KWRO Bcstrs.

# OREGON

Bus. Studio Address..... Coquille Hotel, P. O.  
Box 396  
Phone Numbers..... Coquille 396, Coos Bay 396  
Transmitter Location..... Sanford Hgts., 1 Mi.  
N.W. of Coquille, on Hway. 101  
Air Time..... 17 Hrs.  
News Service..... AP  
Transcription Service..... Associated, Cole,  
SESAC, Keystone  
Representative..... Gene Grant  
President..... William E. Walsh  
General Manager..... Walter L. Read  
Sta. Sales Prom. Mgr..... Robert W. Harris  
Comm. Mgr., Pub. Dir..... William Cook  
Program-Production Dir..... Ralph Brown  
Chief Announcer..... Robert Harris  
Chief Engineer..... Walter L. Read  
Farm Editor..... Curt Raynes

## KRUL

CORVALLIS—1947  
KBS-UNITED-PACIFIC

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... Pacific States Radio Co.  
Bus. Studio-Transmitter Address..... 122 So. 15th  
St.  
Phone Number..... 1504, 1178  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... Lang-Worth, Keystone  
Representative..... W. S. Grant  
Membership..... NAB, BMB  
President..... J. C. Haley  
Gen. Sta. Comm. Sales Prom.  
Manager..... A. T. Shields  
Program-Production Director..... C. W. Peck  
Chief Announcer, Chief Engineer..... Jeff Evans  
Musical Dir., Farm Editor..... Mel Palder

## KODL

THE DALLES—1940—KBS

Frequency: 1230 Kc..... Power: 250 Watts d.  
Owned-Oper. By..... Western Radio Corp.  
Bus. Studio-Transmitter Address..... KODL, Scenic  
Drive, near Soroasis Park  
Phone Number..... 2300  
Air Time..... 6 a.m.-M.  
News Service..... UP  
Transcription Service..... McGregor, Keystone  
Membership..... NAB  
Pres., General Mgr..... V. B. Kenworthy  
Station-Comm. Mgr..... Paul E. Walden  
Sales Prom. Manager..... Lee Phillips  
Program Director..... Arthur Elliott  
Chief Engineer..... Robert Molt

## KASH

EUGENE—1947—KBS

Frequency: 1800 Kc..... Power: 1000 Watts

Owned-Oper. By..... Radio Air Ways, Inc.  
Bus. Studio-Transmitter Address..... Day Island  
Rd.  
Phone Number..... 4595  
Air Time..... 6 a.m.-M.  
News Service..... UP  
Transcription Service..... Standard, Thesaurus,  
Keystone  
Representative..... Gene Grant, Donald Cooke  
Pres., Gen. Station Mgr..... E. L. Kincaid  
Program-Production Dir..... Bruce Nidever  
Publicity Director..... Clare Mattingly  
Musical Director..... Laura Nidever  
Chief Engineer..... William Riley

## KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc..... Power: 250 Watts  
Owned By..... Lane Bcstg. Co.  
Operated By..... Paul V. McElwain &  
Glenn E. McCormick  
Business Address..... P. O. Box 1032  
Phone Number..... 3  
Studio Address..... 27th & Willamette Sts.,  
4th & Main Sts., Springfield  
Transmitter Location..... 27th & Willamette Sts.  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... World  
Membership..... NAB, BMB  
President..... Paul V. McElwain  
General-Station Manager..... Lee Bishop  
Commercial Manager..... C. R. Hillyer  
Sales Prom. Mgr., Pub. Dir..... Virgil Parker  
Program-Production Dir..... Robert Eubanks  
Chief Engineer..... Floyd Vikes

## KUGN

EUGENE—1946—ABC

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Valley Bcstg. Co.  
Business Address..... P. O. Box 1400  
Phone Number..... 2800  
Studio-Transmitter Location..... Coburg Rd.  
Air Time..... 5:30 a.m.-M.  
News Service..... AP  
Transcription Service..... Lang-Worth, Capitol  
Representative..... W. S. Grant,  
Frank J. McHugh, Jr.  
Membership..... NAB  
President..... C. H. Fisher  
General Manager..... S. W. McCready  
Commercial Manager..... L. N. Young  
Program Director..... Robert R. Whitley  
Production Director..... John E. Boren  
Publicity Director..... L. S. Ready  
Chief Engineer..... William H. Green  
Farm Editor..... Earl Britton

## K U I N

**GRANTS PASS—1939—DON LEE**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Southern Oregon Bcstg. Co.  
 Business Address. P. O. Box 148  
 Phone Number 4477  
 Studio-Transmitter Location. Redwood Hwy.  
 Air Time. 6:30 a.m.-11 p.m.  
 News Service AP  
 Transcription Service. World. McGregor  
 Representative. W. S. Grant  
 Membership NAB, BMB  
 President. A. E. Voorhies  
 General Manager. William B. Smullin  
 Station Manager. E. A. Malone  
 Sales Manager. Glenn E. Nickell  
 Program Director. John T. Sivert  
 Chief Engineer. N. L. Williams

## K L B M

**LA GRANDE—1938**

**KBS-OREGON TRAIL**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Inland Radio, Inc.  
 Bus. Studio-Transmitter Address. Old Oregon  
 Trail  
 Phone Number 220  
 Air Time. 7 a.m.-11 p.m.  
 News Service UP  
 Transcription Service. Lang-Worth, Keystone  
 Representative. Jack Keating  
 Membership NAB, BMB  
 President, General Manager. Lee Jacobs  
 Station Manager. John G. Jones  
 Commercial Manager. Ken Lillard  
 Program Director. Marjorie Pierce  
 Chief Engineer. Murray Durham

## K F J I

**KLAMATH FALLS—1922**

**MBS-DON LEE**

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Oper. ated By. KFJI Bcstrs.  
 Bus. Studio-Transmitter Address. 203 Main  
 Phone Number 5155  
 Air Time. Unlimited  
 News Service UP  
 Transcription Service World  
 Representative W. S. Grant  
 Membership NAB  
 President, General Mgr. W. D. Miller  
 Comm.-Sales Prom. Mgr. Jack Keating  
 Prod. Mgr., Prog.-Pub.-Music  
 Director Bill Wentworth  
 Chief Engr., Farm Editor. William P. Grimes

## K M E D

**MEDFORD—1926—NBC**

Frequency: 1440 Kc. Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By. Mrs. W. J. Virgin  
 Business-Studio Address. P. O. Box 1306  
 Phone Number 4000  
 Transmitter Location. Ross Lane  
 Air Time. Unlimited  
 News Service UP  
 Transcription Service Standard  
 Membership NAB, BMB  
 Owner, Gen. Mgr. Mrs. W. J. Virgin  
 Comm.-Sa'es Prom. Mgr. James J. Dunlevy  
 Program Director. Gladys LaMar  
 Pub. Dir., Farm Editor. John S. Duffy  
 Chief Engineer. Victor M. Catliff

## K F L W

**KLAMATH FALLS—1946—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Hera'd Publ. Co. of  
 Klamath Falls  
 Bus. Studio-Transmitter  
 Address 1301 Esp'anade  
 Phone Number 8115  
 Air Time. 6 a.m.-M.  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Eye-elt, McKinnev  
 Membership NAB, BMB  
 President Frank Jenkins  
 General-Station Mgr. H. J. Chandler  
 Commercial Manager. Max J. Frye  
 Program-Publicity Dir. Marjorie Eagle  
 Production Manager. Chuck Cecil  
 Musical Director. Bill Williams  
 Chief Engineer. Gilbert Walters  
 Farm Editor. Paul Alexander

## K Y J C

**MEDFORD—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. Medford Printing Co.  
 Bus. Studio-Transmitter Address. Barnett Rd.  
 Phone Number 9200  
 Air Time. Unlimited  
 News Service. AP, UP  
 Transcription Service. Lang-Worth, Cole  
 Representative. W. S. Grant,  
 Frank J. McHugh, Jr.  
 Membership NAB  
 President. Robert W. Ruhl  
 General-Station Mgr. Collin R. Matheny  
 Comm. Mgrs. Robert M. Bruce,  
 Norbert Miksche  
 Sales Prom. Manager. Robert M. Bruce  
 Program Director. John Ahearn  
 Publicity Director. Collin R. Matheny  
 Musical Dirs. Curtis Burnside, Jerry Webb  
 Chief Engineer, Farm Editor. Cheater J. Stuart

## KNPT

**NEWPORT—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Yaquina Radio, Inc.  
 Business Address . . . . . Box 682  
 Phone Number . . . . . 560  
 Studio-Transmitter Address . . . . . N. city limits of  
 Newport

Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . John Keating  
 Pres., Gen. Station Mgr. . . . . Tom R. Becker  
 Commercial Mgr. . . . . Leonard Epling  
 Prog.-Musical Director . . . . . Silvia Becker  
 Prod. Dir., Chief Announcer,  
 Farm Editor . . . . . Bob Gleason  
 Station Relations . . . . . Joe Kortman  
 Chief Engineer . . . . . Leo Reetz

## KSRV

**ONTARIO—1946—OREGON TRAIL**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Inland Radio, Inc.  
 Business-Studio Address . . . . . Box 540  
 Phone Number . . . . . 212  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, World,  
 Thesaurus, Cole  
 Membership . . . . . NAB, BMB  
 President . . . . . Lee W. Jacobs  
 Station Manager . . . . . Gordon L. Capps  
 Commercial Manager . . . . . John W. Powell  
 Sales Promotion Mgr. . . . . Elliot B. Behrens  
 Program Director . . . . . Ray Kozak  
 Chief Engineer . . . . . Charles E. Harland  
 Farm Editor . . . . . Hal Corwin

## KGN

**OREGON CITY—1947**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Clackamas Bcstrs.  
 Business-Studio Address . . . . . Box 391  
 Phone Number . . . . . 7111  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Lang-Worth,  
 World  
 General Manager . . . . . Floyd C. Bain

## KWRC

**PENDLETON—1941**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Western Radio Corp.  
 Business Address . . . . . P. O. Box 178  
 Phone Number . . . . . 1425  
 Studio-Transmitter Location . . . . . End of S.W. Sixth  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP

Pres., Gen. Mgr. . . . . V. B. Kenworthy  
 Station Manager . . . . . Ted A. Smith  
 Comm. & Prod. . . . . Ray L. Benningson  
 Program Director . . . . . Edward J. Warmoth

## KBKO

**PORTLAND—1948**

Frequency: 1290 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Mercury Bcstg. Co.  
 Bus. Studio Address . . . . . 1212 Failing Bldg.

## KEX

**PORTLAND—1926—ABC**

Frequency: 1190 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Westinghouse Radio  
 Stations, Inc.  
 Bus. Studio Address . . . . . 1230 S.W. Main St.  
 Phone Number . . . . . Capitol 1881  
 Transmitter Location . . . . . Clackamas  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Associated, SESAC  
 Representative . . . . . Free & Peters  
 Membership . . . . . BMB  
 President . . . . . Walter Evans  
 General Manager . . . . . J. B. Conley  
 Station Manager . . . . . C. S. Young  
 Sales Manager . . . . . Eldon Campbell  
 Sales Prom. & Pub. Mgr. . . . . Charles L. Burrow  
 Program Manager . . . . . Mel Bailey  
 Production Director . . . . . Ken Finley  
 Musical Director . . . . . George Burns  
 Chief Engineer . . . . . Thomas Ely

## KGW

**PORTLAND—1922—NBC**

Frequency: 620 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . The Oregonian Publishing  
 Co.  
 Bus. Studio Address . . . . . 1320 S.W. Broadway  
 Phone Number . . . . . Beacon 6364  
 Transmitter Location . . . . . No. Portland  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Lang-Worth, Thesaurus,  
 World  
 Representative . . . . . Edward Petry  
 Membership . . . . . NAB, BMB  
 President . . . . . E. B. MacNaughton  
 General Manager . . . . . M. J. Frey  
 Station Manager . . . . . H. Quanten Cox  
 Commercial Manager . . . . . J. N. Wasson  
 Program Director . . . . . Homer Welch  
 Dir. of Pub. Rel., Pub. Dir. . . . . Frank Coffin  
 Chief Announcer . . . . . Bob Tomlinson  
 Musical Director . . . . . Abe Bercovitz  
 Chief Engineer . . . . . Harold C. Singleton  
 Farm Pgm. Dir. . . . . Wallace L. Kaddery



**KOIN**

PORTLAND—1926—CBS

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By: KOIN, Inc.  
 Business Address: P. O. Box 1031  
 Phone Number: Atwater 3333  
 Studio Address: New Heathman Hotel  
 Transmitter Location: Sylvan  
 Air Time: 6 a.m.-M.  
 News Service: AP, INS, UP  
 Transcription Service: World, Capitol  
 Associated  
 Representative: Avery-Knodel  
 Membership: NAB, BMB  
 President, Owner: Marshall Field  
 Gen.-Sta.-Comm. Mgr.: Harry H. Buckendahl  
 Promotion Manager: Marc Bowman  
 Program Director: Ted W. Cooke  
 Production Director: Willard Mears  
 Chief Announcer: Duncan Macleod  
 Musical Director: Owen Dunning  
 Chief Engineer: Louis S. Bookwalter  
 Farm Editor: Luke L. Roberts

**KPDQ**

PORTLAND—1947

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By: John W. DAVIS  
 Bus.-Studio-Transmitter Address: Oaks Park  
 Phone Number: VERmont 5142  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Associated, Capitol  
 Representative: William G. Rambeau  
 Owner, Gen. Mgr.: John W. Davis  
 Prog.-Musical Dir.: Donovan Zundel  
 Chief Announcer, Chief  
 Engineer: R. F. Johnson

**KPOJ**

PORTLAND—1932—MBS-DON LEE

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By: Journal Publishing Co.  
 Bus.-Studio Address: 919 S.W. Taylor St.  
 Phone Number: Br. 3484  
 Transmitter Location: P. O. Address R. 1,  
 Box 2433  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Standard, Associated  
 Representative: John Blair  
 Membership: NAB, BMB  
 President: P. L. Jackson  
 General-Station Manager: R. M. Brown  
 Commercial Manager: Alan L. Torbet  
 Program Director: Thomas J. Swafford  
 Production Director: Hugh Smith  
 Publicity Director: Byron G. Shrader  
 Chief Announcer: Lou Gillette  
 Musical Director: Allen Uhles  
 Chief Engineer: A. E. Richmond  
 Farm Service Dir.: Alvin D. Bauer

**KWJJ**

PORTLAND—1927—UNITED-PACIFIC

Frequency: 1080 Kc. Power: 10,000 Watts  
 Owned-Oper. By: KWJJ Bcst. Co., Inc.  
 Bus.-Studio Address: 1011 S.W. 6th Ave.  
 Phone Number: Atwater 4393  
 Transmitter Location: No. Portland  
 Air Time: 6 a.m.-1 a.m.  
 News Service: UP  
 Transcription Service: Lang-Worth, Standard  
 Representative: Burn-Smith  
 Membership: NAB  
 President: Wilbur J. Jerman  
 Gen.-Station Mgr.: William E. Richardson  
 Commercial Manager: Jerry Speerstra  
 Sales Prom. Mgr., Pub. Dir.: Ben Crosby  
 Program-Production Dir.: Rene Bozarth  
 Chief Announcer: Art Morey  
 Musical Director: John Emmet  
 Chief Engineer: Dwight Loomis

**KXL**

PORTLAND—1926—PACIFIC N.W.

Frequency: 750 Kc. Power: 10,000 Watts d.  
 Owned-Operated By: KXL Bcstrs.  
 Business-Studio Address: Orpheum Bldg.  
 Phone Number: BR. 6451  
 Transmitter Location: Town of Harmony  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth, Keystone,  
 Standard  
 Representatives: Walker, Moore  
 Pres., Gen.-Sta.-Comm. Mgr.: H. S. Jacobson  
 Prog.-Pub. Director: Paul Robinson  
 Production Manager: Jackson Fleming  
 Chief Engineer: Ralph Mifflin  
 Farm Editor: Ben Buisman

**KRNR**

ROSEBURG—1935  
 MBS-DON LEE-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: News Review Co.  
 Business Address: 134 N. Jackson St.  
 Phone Number: 4  
 News Service: AP  
 Transcription Service: Standard, World, KBS  
 Representatives: John Keating, Griffith  
 President: Frank Jenkins  
 General Manager: Iris Rice Helliwell  
 Commercial Manager: Del McKay

**KOCO**

SALEM—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: B. Loring Schmidt  
 Bus.-Studio-Transmitter Address: 1426 Edge-  
 water St., W. Salem

# OREGON—PENNSYLVANIA

Phone Number ..... 3-3108  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Capitol. Thesaurus.  
Keystone  
Representative ..... William G. Rambeau  
Membership ..... NAB  
General Manager ..... B. Loring Schmidt  
Commercial Manager ..... Earle W. Headrick  
Program Director ..... Jack Zubon  
Production Director ..... William A. Exline  
Chief Engineer ..... Edward C. McElroy, Jr.

## KSLM

SALEM—1939—MBS-DON LEE

Frequency: 1390 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Oregon Radio, Inc.  
Business Address ..... Salem  
Phone Number ..... 3-4831  
Studio Address ..... Senator Hotel Bldg.  
Transmitter Location ..... Kingwood Hgts.  
Air Time ..... 6 a.m.-1 a.m.

News Service ..... AP  
Transcription Service ..... World  
Representative ..... W. S. Grant  
Membership ..... NAB, BMB, FMA  
Pres., General Mgr. .... Glenn McCormick  
Station Comm. Manager ..... Hal Byer  
Program Director ..... Ester Konantz  
Chief Announcer ..... Blaine Hanks  
Chief Engineer ..... Clyde Carlton

## KTIL

TILLAMOOK—1947—KBS

Frequency: 1590 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Tillamook Bcstg. Co., Inc.  
Business Address ..... Star Route W., Box 24  
Phone Number ..... 1122  
News Service ..... AP  
Transcription Service ..... World, KBS  
Representative ..... John Keating  
President ..... Fred H. Guyton  
General Manager ..... Mel Baldwin  
Sales Manager ..... Jim Kelly

# PENNSYLVANIA

*Estimated Population 10,689,000—Increase + 3.0%—Radio Homes 2,746,700  
Total Families 2,879,900—Stations in State 100*

## WAEB

ALLENTOWN—1948—ABC

Frequency: 790 Kc. .... Power: 500 Watts d.  
1000 Watts n.  
Owned-Oper. By ..... Valley Bcstg. Corp.  
Bus. Studio-Transmitter Address ..... K. & S.  
Bldg., 7th & Hamilton Sts.  
Phone Number ..... Allentown 4-9364  
Air Time ..... 6 a.m.-1 a.m.  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... George P. Hollingbery  
Pres., Gen. Mgr. .... Joseph M. Nassau  
Commercial Manager ..... Howard Wasserman  
Program Director ..... James A. Nassau  
Chief Engineer ..... Martin N. Oebbecke

## WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Allentown Bcstg. Corp.  
Bus. Studio-Transmitter Address ..... 1125 Cel-  
rado Ave.  
Phone Number ..... Allentown 4-4801  
Air Time ..... 7 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Robert Meeker  
Membership ..... NAB

Pres., Gen. Mgr. .... Lewis Windmuller  
Commercial Manager ..... Roderick E. Schoenlank  
Sales Prom. Mgr., Pub. Dir. .... C. Robert Glover  
Chief Engineer ..... Gerald B. Werst

## WKAP

ALLENTOWN—1946—KBS

Frequency: 1580 Kc. .... Power: 1000 Watts d.  
Operated By ..... Allentown Bcstg. Co.  
Bus. Studio Address ..... 715 Hamilton St.  
Phone Number ..... 3-3166  
Transmitter Location ..... Jordan Pkway, Route  
145, Whitehall Township  
Air Time ..... Local sunrise-local sunset  
News Service ..... AP  
Transcription Service ..... World, Lang-Worth,  
Keystone  
Representative ..... Forjoe  
Membership ..... NAB  
President ..... N. Joe Rahall  
General Manager ..... O. R. Davies  
Sales Prom. Mgr. .... Jack J. Dash  
Program Director ..... Gerald Williams  
Chief Announcer ..... Marshall Cleaver  
Chief Engineer ..... C. Frank Cordaro

## WSAN

ALLENTOWN—1923—NBC

Frequency: 1470 Kc. .... Power: 5000 Watts

PENNSYLVANIA

Owned-Oper. By... Lehigh Valley Bcstg. Co.
Bus-Studio Address... 39-41 N. Tenth St.
Phone Number... Allentown 9511
Transmitter Location... Old Catasauqua Rd.,
Route 1
Air Time... 7 a.m.-M.
News Service... AP, UP
Transcription Service... Standard, Thesaurus
Representative... Headley Reed
Membership... NAB, BMB
President... J. Calvin Shumberger
V.P., Managing Dir... B. Bryan Musselman
Office Manager... Olivia P. Musselman
Dir. of Programs... George Y. Snyder
Technical Supervisor... Reuel H. Musselman

WFBG

ALTOONA-1924-NBC

Frequency: 1340 Kc... Power: 250 Watts
Owned-Operated By... Gable Bcstg. Co.
Bus-Studio Address... Wm. F. Gable Co.
Phone Number... 6467
Transmitter Location... Atop Gable Store
Air Time... 7 a.m.-M.
News Service... AP
Transcription Service... World, Lang-Worth
Representative... Headley-Reed
Membership... NAB, BMB
President... George P. Gable
Managing Director... John M. Snyder
Chief Announcer... James Gates
Musical Director... George Burgoon
Farm Editor... Eugene Hammil

WJSW

ALTOONA-1947-MBS

Frequency: 1290 Kc... Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By... Altoona Bcstg. Co.
Bus-Studio Address... 1413 11th Ave.
Phone Number... 9301
Transmitter Location... Goods Lane, Logan
Township
Air Time... 7 a.m.-1 a.m.
News Service... UP
Transcription Service... Standard
Representative... Burn-Smith
Membership... NAB
President... Herbert T. Wolf
General Mgr... Thomas W. Metzger
Station-Comm. Mgr... James E. Moren
Sales Prom. Mgr... D. Ruel Burkhardt
Program Director... Lois M. Huey
Production Director... Charles Flynn
Publicity Director... Richard Gibboney
Chief Announcer... Tom Torrissi
Musical Director... Mike Croft
Chief Engineer... C. Irvin Metzger
Farm Editor... Harvey Miller

WRTA

ALTOONA-1947-ABC

Frequency: 1240 Kc... Power: 250 Watts
Owned By... Thompson Bcstg. Co.
Operated By... Roy F. Thompson
Bus-Studio-Transmitter Address... 1421 12th
Ave.
Phone Number... 6646
Air Time... 6:30 a.m.-1 a.m.
News Service... UP
Transcription Service... Thesaurus, SESAC
Representative... Robert Meeker
Membership... NAB
Gen-Sta.-Comm. Mgr... Roy F. Thompson
Sales Prom. Mgr... William Clear
Program Director... Dorothy M. Thompson
Musical Director... Robert Michael
Production Director... John E. Riley
Chief Engineer... George R. Burgoon
Farm Editor... Robert Klar

WVAM

ALTOONA-1948-CBS

Frequency: 1430 Kc... Power: 1000 Watts
Owned-Operated By... General Bcstg. Corp.
Business-Studio Address... 2801 Edgewood Dr.
Phone Number... 8127
News Service... UP
Transcription Service... Lang-Worth
Representative... Weed
President... Emanuel S. Leopold
Gen.-Comm. Manager... D. L. Sellers
Prog. Dir., Prom. Mgr... Mike Grant
Chief Engineer... J. J. Ralston

WAVL

APOLLO-1947

Frequency: 910 Kc... Power: 1000 Watts
Owned-Oper. By... Tri-Borough Bcstg. Co.
Bus-Studio Address... 401-403 Forth Ave.
Phone Number... Apollo 480
Transmitter Location... 1/4 Mi. E. of Apollo on
Rt. No. 56
Air Time... Daytime
News Service... UP
Transcription Service... SESAC, Cole
Representative... Rural Radio
General Manager... Cecil F. Clifton
Commercial Manager... Meredith Twining
Program Director... Carmen Tubby
Publicity Director... Larry Caldwell
Chief Engineer... H. E. Smith
Farm Editor... A. J. West

WBVP

BEAVER FALLS-1948

Frequency: 1230 Kc... Power: 250 Watts
Owned-Operated By... WBVP, Inc.

• • • **PENNSYLVANIA** • • •

Business-Studio Address...1216 Seventh Ave.  
News Service .....UP  
Transcription Service.....Capitol, Standard  
President, General Mgr.....Frank R. Smith, Jr.  
Commercial Mgr.....Thomas B. Price  
Program Director.....Gerry Golf  
Promotion Manager.....Jean Biggard  
Chief Engineer.....Bill Hines

**WGPA**

**BETHLEHEM—1946**

Frequency: 1100 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....The Bethlehems' Globe  
Pub. Co.  
Bus.-Studio Address.....426 Brodhead Ave.  
Phone Number .....6-8074-5  
Transmitter Location...Eighth Ave. & Dell St.  
Air Time .....Sunrise-sunset  
News Service .....UP  
Transcription Service.....World, Capitol  
Membership .....NAB  
Vice President.....Rolland L. Adams  
Sta.-Comm. Mgr.....Arthur C. McCracken  
Program Director.....Stefan George  
Publicity Director.....Jack Perry  
Musical Director.....Belly Fry  
Chief Engineer.....Edwin L. Rybak  
Farm Editor.....Joe Prentice

**WCNR**

**BLOOMSBURG—1946**

Frequency: 930 Kc.....Power: 500 Watts  
Owned-Oper. By.....The Columbia-Mantour  
Bcstg. Corp.  
Bus.-Studio Address.....38 W. Main St.  
Phone Number .....1700  
Transmitter Location...Bloomsburg RFD  
News Service .....AP  
Transcription Service.....Associated  
Membership .....NAB  
President.....Robert R. Eyerly  
General Manager.....Ed Darlington  
Commercial Manager.....John Gilton  
Chief Engineer.....Stanton Davis

**WLTR**

**BLOOMSBURG—1947**

Frequency: 690 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Bloom Radio, Inc.  
Business-Studio Address.....Hotel Magee  
Phone Number .....1800-1  
Transmitter Location...Scott Township  
Air Time .....Sunrise-sunset  
News Service .....UP  
Transcription Service.....World  
Membership .....NAB, BMB  
President.....Harry L. Magee  
General-Station Mgr.....C. G. Moss  
Commercial Manager.....Hamer Cox  
Sales Prom. Mgr., Prog. Dir.....Roy Nassau

Production Director.....Mark Jury  
Publicity Director.....Laura Fairchild  
Chief Engineer.....Park H. Cassady  
Musical Director.....Ray Calabrese  
Farm Editor.....Walt Lewis

**WLOA**

**BRADDOCK—1947**

Frequency: 1550 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Matta Bcstg. Co.  
Business-Studio Address...1233 Braddock Ave.  
Phone Number.....Electric 1100 (Pittsburgh)  
News Service .....UP  
Transcription Service...Lang-Worth, Standard,  
World  
Representative .....Friedenberg  
President, General Mgr.....William G. Matta  
Commercial Manager.....George Matta  
Program Director.....Paul McCandless  
Chief Engineer.....James Schultz

**WESB**

**BRADFORD—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By...Bradford Publications, Inc.  
Business Address.....43 Main St.  
Phone Number.....7174-5, 3173  
Studio Address.....35 Main St.  
Transmitter Location...High St. Ext.  
Air Time .....Unlimited  
News Service .....AI  
Transcription Service.....Standard, World  
Representative .....McGeehan & O'Mara  
Membership .....NAB  
President.....Lester R. Edwards  
Gen.-Comm. Mgr.....Joseph M. Cleary  
Sales Prom. Mgr., Pub. Dir...William V. Peter's  
Prog. Dir., Farm Editor...Joseph V. Lentini  
Prod. Dir., Chief Announcer..Robert C. Norman  
Musical Director.....George M. Ward  
Chief Engineer.....David W. Jefferies

**WISR**

**BUTLER—1941—KBS**

Frequency: 680 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....The Butler Bcstg. Co.  
Business-Studio Address...357 N. Main St.  
Phone Number .....4701  
Transmitter Location...McKinley Ave. Ext.  
Air Time .....Sunrise-local sunset  
News Service .....UP  
Transcription Service...Lang-Worth, Keystone  
Representative .....Forjoe  
Membership .....NAB, BMB  
President .....David Rosenblum  
Commercial Manager.....Paul H. Martin  
Program Director.....Robert Kaufman  
Publicity Director.....Joel Rosenblum  
Chief Engineer.....Paul Rex  
Farm Editor.....R. H. McDougall

. . . **PENNSYLVANIA** . . .

**WLXW**

**CARLISLE—1948**

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Philip Mathews  
 Bus.-Studio Address . . . . . 60 Moorland Ave.  
 Owner . . . . . Philip Mathews

**WCHA**

**CHAMBERSBURG—1946**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Chambersburg Bcstg. Co.  
 Bus.-Studio Address . . . . . Craft Press Bldg.  
 Phone Number . . . . . 1110-1  
 Transmitter Location . . . . . Route No. 6, Warm  
 Spring Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Capitol  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 Pres., Gen.-Station Mgr. . . . . John S. Booth  
 Comm.-Sales Prom. Mgr. . . . . Charles M. Cassel  
 Program Director . . . . . Earl Strine  
 Prod.-Pub. Director . . . . . M. Goodwin Clarke  
 Chief Announcer . . . . . Allen Saunders  
 Musical Dir., Farm Editor . . . . . Edward Leigh  
 Chief Engineer . . . . . James McCurdy

**WESA**

**CHARLEROI—1947**

Frequency: 940 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . Monongahela Valley Bcstg.  
 Corp.  
 Bus.-Studio-Transmitter Address . . . . . Recerational  
 Park  
 Phone Number . . . . . Charleroi 2300  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . Harry Friedenberg  
 Membership . . . . . NAB  
 President . . . . . Dr. A. S. Sickman  
 Gen.-Station-Comm. Mgr. . . . . John E. Karabin  
 Sales Prom. Mgr., Pub. Dir. . . . . Robert Vesel  
 Prog.-Prod. Dir. . . . . Charles C. Rutledge, Jr.  
 Chief Announcer, Musical  
 Director . . . . . William Ryan, III  
 Chief Engineer . . . . . Henry Neiderkofler

**WPWA**

**CHESTER—1947**

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Lou Poller  
 Business Address . . . . . Chester  
 Phone Number . . . . . 3-1641  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Capitol  
 Membership . . . . . NAB

Owner . . . . . Lou Poller  
 General Manager . . . . . M. A. Mandel  
 Sales Promotion Mgr. . . . . Burton Levin  
 Program Director . . . . . Bob Johnson  
 Chief Engineer . . . . . Harry Simmington

**WVCH**

**CHESTER—1947**

Frequency: 740 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . James M. Tisdale  
 Bus.-Studio Address . . . . . Wolf Bldg., Market Sq.  
 Phone Number . . . . . Chester 2-8861  
 Transmitter Location . . . . . Bridgewater Rd., RD 1  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Pres., Gen. Mgr., Pub. Dir. . . . . James M. Tisdale  
 Station Manager . . . . . Tom Harvey  
 Commercial Manager . . . . . Dan Safron  
 Sales Prom. Manager . . . . . Jack Carrol  
 Prog.-Musical Dir. . . . . Edna Whittington  
 Chief Announcer . . . . . Tom Harvey  
 Chief Engineer . . . . . James M. Tisdale  
 Farm Editor . . . . . Phil Steer

**WCPA**

**CLEARFIELD—1947**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Progressive Publishing Co.,  
 Inc.  
 Business Address . . . . . 206 E. Locust St.  
 Phone Number . . . . . 5-5541  
 Studio Address . . . . . 215 Church St.  
 Transmitter Location . . . . . Clearfield R.D.  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Capitol,  
 World  
 Membership . . . . . NAB  
 President . . . . . Richard Kennard  
 General Manager . . . . . W. K. Ulerich  
 Sta. Mgr., Prog.-Pub. Dir. . . . . W. J. Thomas  
 Comm.-Sales Prom. Mgr. . . . . W. C. Plummer  
 Chief Announcer, Musical Dir. . . . . Joseph Milsop  
 Chief Engineer . . . . . Llewellyn Duck  
 Farm Editor . . . . . W. O. Mitchell

**WTWS**

**CLEARFIELD—1948—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Airplane & Marine  
 Instruments, Inc.  
 Address . . . . . P. O. Box 868  
 Phone Number . . . . . 5-9616  
 News Service . . . . . INS  
 Transcription Service . . . . . World  
 President . . . . . Theodore W. Stemmler  
 Mgr., Comm. Mgr. . . . . Marsha Davenport  
 Sta. Mgr., Prog. Dir. . . . . Kenneth D. Snyder  
 Promotion Manager . . . . . Robert A. Rexroad  
 Chief Engineer . . . . . Miles Lewis

**PENNSYLVANIA**

**WCVI**

**CONNELLSVILLE—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Connellsville Bcstrs., Inc.  
 Bus.-Studio Address: 124 W. Crawford Ave.  
 Phone Number: Connellsville 2700  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth. SESAC.  
 Capitol  
 Pres., Gen.-Sta. Mgr.: J. Wylie Driscoll  
 Chief Engineer: R. H. Fasulkey

**WBUX**

**DOYLESTOWN—1948**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By: Charles M. Meredith  
 Business-Studio Address: The Hart Bldg.  
 Phone Number: Doylestown 220  
 Transmitter Location: Doylestown Township  
 News Service: AP  
 Transcription Service: Thesaurus  
 Membership: NAB

Owner, Gen. Mgr.: Charles M. Meredith  
 Station-Comm. Mgr.: William A. Lynch  
 Sales Promotion Mgr.: Leon Kehr  
 Prod. Dir., Chief Announcer: Neal Call  
 Chief Engineer: Paul Fireman  
 Farm Editor: Chuck Fairchild

**WCED**

**DUBOIS—1941—CBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Tri-County Bcstrg. Co.  
 Bus.-Studio-Transmitter Address: 80 N. Park Pl.  
 Phone Number: 1700  
 News Service: UP  
 Transcription Service: Keystone  
 President: Harold Gray  
 Gen. Mgr., Pub. Dir.: Jason S. Gray  
 Station-Comm. Manager: Les Ryder  
 Program Director: Virginia Ryder  
 Chief Engineer: Vernon Stahl

**WEST**

**EASTON—1936—NBC-MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Associated Bcstrs., Inc.

*5 Markets it pays you to Cover!*

**WKBO**  
 Harrisburg, Pa.  
 Established 1922

**WEST**  
 Easton, Pa.  
 Established 1936



**WRAW**  
 Reading, Pa.  
 Established 1922

**WORK**  
 York, Pa.  
 Established 1932

**W GAL**  
 Lancaster, Pa.  
 Established 1922

*Represented by*

**ROBERT MEEKER ASSOCIATES**

New York · Chicago · San Francisco · Los Angeles

# P E N N S Y L V A N I A

Bus.-Studio Address.....516 Northampton St.  
 Phone Number.....6131  
 Transmitter Location.....Williams Township  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Robert Meeker  
 Membership.....NAB  
 Station Executive.....Clair R. McCollough  
 Station Manager.....Elwood C. Anderson  
 Natl. Sales Manager.....J. Robert Gulick  
 Program Director.....Eugene Bethman  
 Chief Engineer.....J. E. Mathiot

## W E R C ERIE—1941—NBC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Presque Isle Bcstg. Co.  
 Bus.-Studio-Transmitter Address...121 W. 10 St.  
 Phone Number.....26-918-9  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service..Associated. Lang-Worth  
 Representative.....Weed  
 President.....Jacob A. Young  
 General Manager.....Charles E. Denny  
 Station Manager.....J. J. Young  
 Commercial Manager.....Art Ingram  
 Program Director.....Virginia Donachy  
 Chief Announcer.....John Michael  
 Chief Engineer.....Ken Hestor

## W I K K ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned By.....Community Service Bcstg. Co.  
 Bus.-Studio Address.....1021 State St.  
 Phone Number.....23-249  
 Transmitter Location.....Waterford  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Taylor-Borroff  
 Membership.....NAB  
 President.....Keith Kiggins  
 General Manager.....Ted Nelson  
 Commercial Manager.....John Rossiter  
 Program Director.....E. D. Harvey  
 Chief Engineer.....Hugo A. Bondy

## W L E U ERIE—1933

**MBS-QUAKER-WM. PENN**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WLEU Bcstg. Corp.  
 Bus.-Studio Transmitter Address.....2nd Fl.  
 Comme ce Bldg., 12th & State Sts.  
 Phone Number.....23-327, 22-129  
 Air Time.....6 a.m.-M.  
 News Service.....AP

Transcription Service.....World. Thesaurus  
 President.....Leo J. Omelian  
 V.P., Gen.-Sta. Comm. Mgr...V. Hamilton Weir  
 Secretary.....Calire Theno  
 Musical Director.....Anthony Conti  
 Chief Engineer.....George Roland  
 Farm Editor.....Paul Crossman

## W H J B GREENSBURG—1934

Frequency: 620 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Pittsburgh Radio Supply  
 House  
 Bus.-Studio-Transmitter Address..Penn Albert  
 Hotel  
 Phone Number.....Greensburg 3740  
 Air Time.....7 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....William G. Rambeau  
 Membership.....NAB, BMB  
 President.....H. Kenneth Brennen  
 General-Comm. Mgr.....G. J. Podyyn  
 Program Director.....John Howard  
 Chief Engineer.....L. L. Allen

## W H G B HARRISBURG—1945

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Harrisburg Bcstg. Co.  
 Bus.-Studio-Transmitter Address...112 Market  
 St.  
 Phone Number.....2-3456, 6-2646  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Weed  
 Membership.....NAB, BMB  
 Pres., Comm. Mgr.....Herbert Kendrick  
 General Manager.....Jack Hooper  
 Program Director.....Stan Bowman  
 Production Director.....Betsy Heagy  
 Pub.-Musical Dir.....Red McCarthy  
 Chief Announcer.....Fred Greene  
 Chief Engineer.....Woody Schlegel

## W H P HARRISBURG—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Operated By.....WHP, Inc.  
 Business-Studio Address.....216 Locust St.  
 Phone Number.....4-3211  
 Transmitter Location.....Harrisburg Hershey  
 Hwy., 4 Mi. E. of Harrisburg  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service...Standard. Associated  
 Representative.....Bolling  
 Membership.....NAB, BMB



to... **WAZL**

*Day in and Day Out!*

## in the GREATER HAZLETON TRADING AREA

[
 The attached Conlan survey tells the story! Read it completely and see for yourself how WAZL dominates the listening audience! . . . We're located in Luzerne—the third largest county in Pennsylvania with 441,518 inhabitants!
 ]

- ☆ Coverage?
- ☆ Network?
- ☆ Service?
- ☆ Results?
- ☆ Promotion?
- ☆ Representation?

SURE! . . . we serve four counties in this great state of Pennsylvania . . . Primary coverage area, 224,579; Metropolitan Hazleton trading area 131,000.

SURE! . . . two of them! NBC and Mutual.

SURE! . . . complete staff of experienced personnel . . . three of original staff members still with the station since it went on the air in 1932! They have the "know-how!"

SURE! . . . ask the satisfied clients using WAZL year after year . . . some of them for 16 years.

SURE! . . . outstanding promotion jobs for clients year after year . . . awards won regularly. Look at the records!—Right ahead of 50,000 watt stations on program promotion!!!

SURE . . . Robert Meeker Associates, 521 Fifth Avenue, New York City.

*"Power Alone is Not Enough"*

It takes:

PROGRAMS . . . we have them!

PERSONNEL . . . our staff is experienced in the "know-how" of radio!

PROMOTION . . . we do it!

VIC DIEHM  
General Manager

**WAZL** HAZLETON, PA.

**1490 kc.**

\* Represents our peak audience figure. Overall percentage for entire survey 67.5%.



AFFILIATE



**PENNSYLVANIA**

Gen.-Sta.-Comm. Mgr. . . . . A. K. Redmond  
 Sales Prom. Mgr. . . . . Beatrice Potteiger  
 Program Director . . . . . Dick Redmond  
 Production Director . . . . . Harry Hinkley  
 Publicity Director . . . . . John Price  
 Musical Director . . . . . David Shoop  
 Chief Engineer . . . . . E. Daniel Leibensperger  
 Farm Editor . . . . . George Wirt

**W K B O**

**HARRISBURG—1922—NBC-MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Keystone Bcstg. Corp.  
 Bus.-Studio Address . . . . . 31 N. Second St.  
 Phone Number . . . . . 4-0191  
 Transmitter Location . . . . . Penn Harris Hotel  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Robert Meeker  
 Membership . . . . . NAB  
 Station Executive . . . . . Clair R. McCollough  
 Station Manager . . . . . David J. Bennett, Jr.  
 Natl. Sales Manager . . . . . J. Robert Gulick  
 Program Director . . . . . Don Wear  
 Chief Engineer . . . . . J. E. Mathiot

**W A Z L**

**HAZLETON—1932—NBC-MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Hazleton Bcstg. Co.  
 Bus.-Studio Address . . . . . 708 Hazleton Natl.  
 Bank Bldg.  
 Transmitter Location . . . . . 610 E. Berner Ave.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Robert Meeker  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Sta. Mgr. . . . . Victor C. Diehm  
 Comm.-Sales Prom. Mgr. . . . . Thomas Tito  
 Prog. Dir., Chief Announcer . . . . . Don Murray  
 Production Manager . . . . . Dave Davies  
 Publicity Director . . . . . Kathryn Kahler  
 Musical Director . . . . . John Stanzola  
 Chief Engineer . . . . . Elwood Tito  
 Farm Editor . . . . . Paul Brown

**W H O D**

**HOMESTEAD—1948**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Steel City Bcstg. Corp.

*5 Markets it pays you to Cover!*

**WKBO**  
 Harrisburg, Pa.  
 Established 1922

**WEST**  
 Easton, Pa.  
 Established 1936



**WRAW**  
 Reading, Pa.  
 Established 1922

**WORK**  
 York, Pa.  
 Established 1932

**W GAL**  
 Lancaster, Pa.  
 Established 1922

*Represented by*

**ROBERT MEEKER ASSOCIATES**

New York · Chicago · San Francisco · Los Angeles

. . . **PENNSYLVANIA** . . .

Bus. Studio Address.....105 E. Seventh Ave.  
 Phone Number.....HO 0027  
 Transmitter Location.....W. Millfin Borough  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....Carl Cuda  
 General-Comm. Mgr.....Roy Ferree  
 Sta. Mgr., Prog. Dir.....Raymond Scott  
 Sales Prom. Mgr., Pub. Dir.....Sid Dickler  
 Production Director.....Diana Birkenfield  
 Chief Engineer.....James Herbert

Membership.....NAB  
 President.....Paul Short  
 General Manager.....George D. Gartland  
 Station Manager.....Robert R. Nelson  
 Commercial Mgr.....Harold J. Fitzgerald  
 Sales Prom. Mgr.....Louis Penequy  
 Program Director.....Robert C. Ebert  
 Chief Announcer.....William S. Santoro  
 Musical Director.....John R. Clement  
 Chief Engineer.....Millard J. Coleman  
 Farm Editor.....H. C. McWilliams

**WHUN**

**HUNTINGDON—1946—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....The Joseph F. Biddle Publ. Co.  
 Operated By.....Radio Station WHUN  
 Bus. Studio Address.....400 Washington St.  
 Phone Number.....1291  
 Transmitter Location.....27th & Murray Aves.  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....SESAC, Standard,  
 Keystone  
 President.....John H. Biddle  
 General Manager.....Samuel L. Stroh, Jr.  
 Program Director.....Cary H. Simpson  
 Chief Engineer.....Ernest A. Craig

**WDAD**

**INDIANA—1946—CBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Indiana Bcst., Inc.  
 Bus. Studio Address.....637 Philadelphia St.  
 Phone Number.....1780  
 Air Time.....7 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Standard, Keystone  
 Membership.....NAB  
 President.....Paul J. Short  
 General Manager.....John S. Booth  
 Station Manager.....Thompson K. Cassel  
 Commercial Manager.....Frank J. Richards  
 Program Director.....Paul Flynn  
 Chief Engineer.....Rudy F. Milhadick

**WARD**

**JOHNSTOWN—1946—CBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Central Bcstg. Co., Inc.  
 Business-Studio Address.....Porch Bldg.  
 Phone Number.....81-216  
 Transmitter Location.....Prospect Hill  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Weed

**WCRO**

**JOHNSTOWN—1947—ABC-QUAKER**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Century Bcstg. Corp.  
 Bus. Studio Address.....317-319 Main St.  
 Phone Number.....75-255  
 Transmitter Location.....Prospect Hill  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Associated  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB, BMB  
 President.....John J. Keel  
 General Manager.....John F. Hanssen  
 Commercial Manager.....Dennis Gerken  
 Program Director.....Charles Barry  
 Chief Engineer.....Rexford Ackley

**WJAC**

**JOHNSTOWN—1925—NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WJAC, Inc.  
 Bus. Studio Address.....WJAC Bldg., 329 Main  
 St.  
 Phone Number.....4-1267  
 Transmitter Location.....Tribune Bldg.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard, Thesaurus,  
 Lang-Worth  
 Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 President.....W. W. Krebs  
 Vice Pres., Treas.....L. W. Barnes  
 Station-Comm. Mgr.....John P. Foster  
 Asst. Mgr., Prog. Dir.....Campbell E. Patch  
 Sec., Asst. to the Mgr.....Edythe Brubaker  
 Chief Engineer.....N. L. Straub

**WACB**

**KITTANNING—1948**

Frequency: 1380 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....The Armstrong County  
 Bcstg. Corp.  
 Bus. Studio Address.....325 Market St.  
 President.....Lawrence W. Henry  
 Vice President.....Joseph B. Moore

. . . **PENNSYLVANIA** . . .

**WKIN**

**KITTANNING—1948**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WKIN, Inc.  
 Bus.-Studio Address . . . . . 133 N. Jefferson St.  
 Phone Number . . . . . 1350  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Standard  
 Pres., General Mgr. . . . . Julian L. Liebman  
 Commercial Manager . . . . . H. Warren Anderson  
 Prog. Dir., Prom. Mgr. . . . . Charles Goodwin  
 Chief Engineer . . . . . Benjamin Franklin

**WGAL**

**LANCASTER—1922—NBC-MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WGAL, Inc.  
 Bus.-Studio-Transmitter Address . . . . . 8 W. King St.  
 Phone Number . . . . . 5251  
 Air Time . . . . . 6:30 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Robert Meeker  
 Membership . . . . . NAB

President . . . . . Clair R. McCollough  
 Station Manager . . . . . Walter O. Miller  
 Natl. Sales Mgr. . . . . J. Robert Gulick  
 Program Director . . . . . Ernest Stanzola  
 Chief Engineer . . . . . J. E. Mathiot

**WLAN**

**LANCASTER—1946—ABC-QUAKER**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . The Peoples Bcstg. Co.  
 Bus.-Studio Address . . . . . 252 N. Queen St.  
 Phone Number . . . . . 7261-2  
 Transmitter Location . . . . . RFD, Lancaster  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . Frank H. Altdoerffer  
 Asst.-Comm.-Sales Prom. Mgr.,  
 Publicity Director . . . . . John D. Hymes  
 Prog.-Prod. Director . . . . . Roderick A. Mitchell  
 Chief Announcer . . . . . Robert C. Harnish  
 Musical Director . . . . . Robert Q. Stetler  
 Chief Engineer . . . . . John Shaub  
 Farm Editor . . . . . Elden Spangler

*5 Markets it pays you to Cover!*

**WKBO**  
 Harrisburg, Pa.  
 Established 1922

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 Easton, Pa.  
 Established 1936



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 York, Pa.  
 Established 1932

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 Lancaster, Pa.  
 Established 1922

Represented by

**ROBERT MEEKER ASSOCIATES**

New York · Chicago · San Francisco · Los Angeles

**W L B R**

**LEBANON—1946**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Lebanon Bcstg. Co.  
 Bus.-Studio Address: 8th & Cumberland Sts.  
 Phone Number: 3900  
 Transmitter Location: Hill Church  
 Air Time: 6 a.m.-sunset  
 News Service: AP  
 Transcription Service: World  
 Representative: William G. Rambeau  
 Membership: NAB, BMB  
 President: H. Raymond Stadiem  
 General Manager: Lester P. Elter  
 Station Manager: Julian F. Skinnell  
 Commercial Manager: Philip J. Reilly  
 Production Director: William S. Halpern  
 Publicity Director: Robert Sweigart  
 Chief Engineer: M. Leonard Savage

**W C M B**

**LEMOYNE—1948**

Frequency: 960 Kc. Power: 1000 Watts  
 Owned-Oper. By: Rossmoyne Corp.  
 Bus.-Studio Address: Lemoyne Theater Bldg.  
 Phone Number: Harrisburg 4-3005  
 Transmitter Location: Poplar Church Rd.,  
 E. Pennsboro Township  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Donald Cooke  
 Membership: NAB  
 President: Edgar T. Shepard, Jr.  
 General-Station Manager: Ed K. Smith  
 Commercial Manager: John T. Burnile  
 Sales Promotion Mgr.: Robert Cross  
 Prod.-Musical Director: Don Jacobs  
 Chief Announcer: John Archer  
 Chief Engineer: Howard Bair  
 Farm Editor: Gordon Jones

**W M R F**

**LEWISTOWN—1941—NBC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Lewiston Bcstg. Co.  
 Business-Studio Address: 5 W. Market St.  
 Phone Number: 6757  
 Transmitter Location: Dery Township  
 Air Time: 6:30 a.m.-12:05 a.m.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Burn-Smith  
 Membership: NAB, BMB  
 General-Station Manager: Thomas W. Metzger  
 Comm.-Sales Prom. Mgr.:  
 Program Director: Ralph Porker  
 Pub. Dir., Farm Editor: Jim Cox  
 Chief Announcer: George Yack  
 Chief Engineer: Bernard Bopp

**W B P Z**

**LOCK HAVEN—1947—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Lock Haven Bcstg. Corp.  
 Bus.-Studio Address: 132½ E. Main St.  
 Phone Number: 4038  
 Transmitter Location: Allison Township  
 Air Time: 7 a.m.-M.  
 News Service: AP  
 Transcription Service: Standard, SESAC  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB  
 President: Donald C. Welch  
 General-Station Manager: Harris Lipez  
 Comm.-Sales Prom. Mgr.: Joseph J. Nevins  
 Program Director: Maude Kauffman  
 Production Director: L. Willard Poff  
 Publicity Director: Richard F. Hartzell, Jr.  
 Chief Announcer: Roger Moyle  
 Musical Director: John Skerda  
 Chief Engineer: Kenneth B. Cram  
 Farm Editor: John B. McCool

**W E D O**

**McKEESPORT—1946**

Frequency: 810 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Tri-City Bcstg. Co.  
 Business-Studio Address: 547 Fifth Ave.  
 Phone Number: McKeesport 7167,  
 Homestead 3113  
 Transmitter Location: Foster Rd.  
 Air Time: Local sunrise-local sunset  
 News Service: AP, INS  
 Transcription Service: Associated, World,  
 Capitol, Thesaurus  
 Representative: Burke, Kuipers & Mahoney  
 Membership: NAB  
 Pres., Gen. Mgr.: Edward J. Hirschberg  
 Station-Comm. Mgr.: Edward J. Patrick  
 Sales Prom. Mgr.: Mildred G. Sheridan  
 Program-Production Dir.: John H. Stewart  
 Publicity Director: David T. Williams  
 Chief Announcer: Joe Guba  
 Musical Director: Edward Garbett  
 Chief Engineer: Wilkes E. Hurlley

**W M C K**

**McKEESPORT—1946—KBS**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By: Mon-Yough Bcstg. Co., Inc.  
 Business-Studio Address: 516 Market St.  
 Phone Number: 7193-4-5  
 Transmitter Location: Lincoln Twp.  
 Air Time: 7 a.m.-1 a.m.  
 News Service: UP  
 Transcription Service: Lang-Worth, Standard,  
 SESAC, Keystone  
 President: George R. Raikes  
 Gen.-Station-Comm.-Sales Prom.  
 Manager: Jock Craddock

. . . **PENNSYLVANIA** . . .

Prog.-Prod.-Pub. Dir. . . . . Pat Haley  
 Chief Announcer . . . . . Jim Robertson  
 Musical Director . . . . . Dave Belcher  
 Chief Engineer . . . . . Charles White  
 Farm Editor . . . . . Roy Gallagher

**W M G W**

**MEADVILLE—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Meadville Bcstg. Serv., Inc.  
 Bus.-Studio Address . . . . . First Natl. Bank Bldg.  
 Phone Number . . . . . 46-723  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC, Lang-Worth,  
 Thesaurus  
 President . . . . . H. C. Winslow  
 General Manager . . . . . Victor C. Diehm  
 Commercial Manager . . . . . Lorraine Yuhasz  
 Program Director . . . . . Thomas A. Tito  
 Promotion Manager . . . . . Kathryn Kahler  
 Chief Engineer . . . . . Hoyt Stout

**W B U D**

**MORRISVILLE—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Morrisville Bcstg. Co.  
 Bus.-Studio Address . . . . . 12 S. Pennsylvania Ave.  
 Phone Number . . . . . 7107  
 Transmitter Location . . . . . Bank of Delaware,  
 across from Trenton, N. J.  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, World  
 President . . . . . Verna S. Hardin  
 Station Manager . . . . . James Stolcz  
 Commercial Manager . . . . . Morton Lownes  
 Sales Prom. Mgr., Pub. Dir. . . . . Bob Kent  
 Prog.-Prod. Director . . . . . William F. Hildenbrand  
 Chief Engineer . . . . . William A. Brewer

**W H W L**

**NANTICOKE—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned By. . . . . Radio Anthracite, Inc.  
 Operated By . . . . . WHWL  
 Business-Studio Address . . . . . 38 E. Main St.  
 Phone Number . . . . . Nanticoke 1332; Wilkes Barre,  
 Enterprise 1-0539  
 Transmitter Location . . . . . Avondale, Plymouth  
 Twp.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, Capitol,  
 SESAC  
 Membership . . . . . NAB  
 President . . . . . Henry W. Lark  
 General-Station Mgr. . . . . Milton Laughlin  
 Program Director . . . . . Robert Bressler  
 Prod. Dir., Chief Announcer . . . . . Bill Gritman  
 Chief Engineer . . . . . Bernard Hyzinski

**W K S T**

**NEW CASTLE—1938—MBS-QUAKER**

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 (C.P. 5000)  
 Owned-Operated By . . . . . WKST, Inc.  
 Bus.-Studio Address . . . . . Cathedral Bldg.,  
 E. Lincoln Ave.  
 Phone Number . . . . . 5050  
 Transmitter Location . . . . . Savannah Center &  
 Old Pittsburgh Rds.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Katz  
 Membership . . . . . NAB, BMB  
 President, General Mgr. . . . . S. W. Townsend  
 Station-Comm. Mgr., Prog. Dir. . . . . A. W. Graham  
 Sales Prom. Mgr., Pub. Dir. . . . . Al Francis  
 Production Director . . . . . Harry Reith  
 Musical Director . . . . . Shirley Kerr  
 Chief Engineer . . . . . Robert Emch  
 Farm Editor . . . . . Al Francis

**W K P A**

**NEW KENSINGTON—1940**

Frequency: 1150 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By. . . . . Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address . . . . . 810 Fifth Ave.  
 Phone Number . . . . . 3534  
 Transmitter Location . . . . . E. Deer Township  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth,  
 MacGregor, SESAC  
 Representative . . . . . Continental Radio Sales  
 General-Station-Commercial Mgr.,  
 Program Director . . . . . Edward J. Kroen  
 Chief Announcer . . . . . Michael Felack  
 Chief Engineer . . . . . W. W. Neely

**W N A R**

**NORRISTOWN—1946**

Frequency: 1110 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Norristown Bcstg. Co.  
 Bus.-Studio Address . . . . . 115 W. Main St.  
 Phone Number . . . . . Norristown 7600  
 Transmitter Location . . . . . Old Arch Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Helen Wood & Colton  
 Membership . . . . . NAB  
 President . . . . . N. Joe Rahall  
 Executive Director . . . . . Farris E. Rahall  
 Station Manager . . . . . Numa Fabre, Jr.  
 Commercial Manager . . . . . Arthur H. Beckwith  
 Program Director . . . . . J. Arthur Lazell  
 Chief Engineer . . . . . Franklin H. Bisbing



50,000 watts

"Umbrella Coverage"—in  
all directions

Nation's third largest market

First in every Philadelphia  
listeners' survey ever made

CBS affiliate

On WCAU you're in Philadelphia

THE PHILADELPHIA BULLETIN STATIONS

AM  
TV  
FM

# W K R Z

OIL CITY—1946—KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By.....WKRZ, Inc.  
 Operated By.....Kenneth Edward Rennekamp  
 Business-Studio Address.....232 Seneca St.  
 Phone Number.....4-1260, 4-1269  
 Transmitter Location.....Rich Hill, Cranberry  
 Township  
 Air Time.....7 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World, Keystone  
 Representative.....Joseph Hershey McGillyvra  
 Pres., Gen.-Sta. Mgr., Kenneth E. Rennekamp  
 Commercial Mgr., Clifford Hollenbaugh  
 Sales Prom. Mgr., Olivia T. Rennekamp  
 Prog.-Musical Director.....Dorothy Green  
 Production Director.....Ruth McCarthy  
 Publicity Director.....Betty Mae Moon  
 Chief Announcer.....Michael Gulla  
 Chief Engineer.....Leo Arcoletti  
 Farm Editor.....Charles Lampinen

# K Y W

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Westinghouse Radio  
 Stations, Inc.  
 Business-Studio Address.....1619 Walnut St.  
 Phone Number.....LOcust 4-3700  
 Transmitter Location.....Whitemarsh  
 Air Time.....Unlimited  
 News Service.....INS, UP  
 Transcription Service.....Associated  
 Representative.....Free & Peters  
 Membership.....BMB  
 President.....Walter Evans  
 General Manager.....J. B. Conley  
 Station Manager.....Robert E. White  
 Sales Manager.....Harvey McCall, Jr.  
 Sales Promotion.....Paul A. Woodland  
 Program Manager.....James P. Begley  
 Publicity Manager.....John P. Meagher  
 Musical Director.....Clarence Fuhrman  
 Chief Engineer.....I. N. Eney

# W C A U

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc. Power: 50,000 Watts  
 Owned-Operated By.....WCAU, Inc.  
 Business-Studio Address.....1622 Chestnut St.  
 Phone Number.....LOcust 7-7700  
 Transmitter Location.....Moorestown, N. J.  
 Air Time.....Unlimited  
 News Service.....AP, UP

Transcription Service.....Lang-Worth  
 Representative.....Radio Sales  
 Membership.....BMB, FMA  
 General Manager.....Leon Levy  
 Asst. General Mgr.....Joseph L. Tinney  
 Sales Manager.....Alex Rosenman  
 Sales Promotion Mgr.....Robert N. Pryor  
 Program Director.....Joseph T. Connolly  
 Publicity Director.....John J. Kelly  
 Chief Announcer.....Hugh Walton  
 Musical Director.....David Stephens  
 Technical Director.....John G. Leitch  
 Chief Engineer.....George Lewis  
 News Editor.....Alfred T. Ringler  
 Farm Editor.....Amos Kirby

# W D A S

PHILADELPHIA—1922

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By.....William Goldman  
 Operated By.....WDAS Bcstg. Station, Inc.  
 Business-Studio Address.....1211 Chestnut St.  
 Phone Number.....LOcust 7-7400  
 Transmitter Location.....Ford Rd. & Midvale Ave.,  
 Woodside Pk.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....For Joe  
 Membership.....NAB  
 President.....William Goldman  
 General-Station Mgr.....Leslie W. Joy  
 Commercial Mgr.....Lambert B. Beeuwkes  
 Prog.-Pub. Dir.....M. Leonard Matt  
 Musical Dir.....Robert Paul Cialoni  
 Chief Engineer.....Frank W. Unterberger

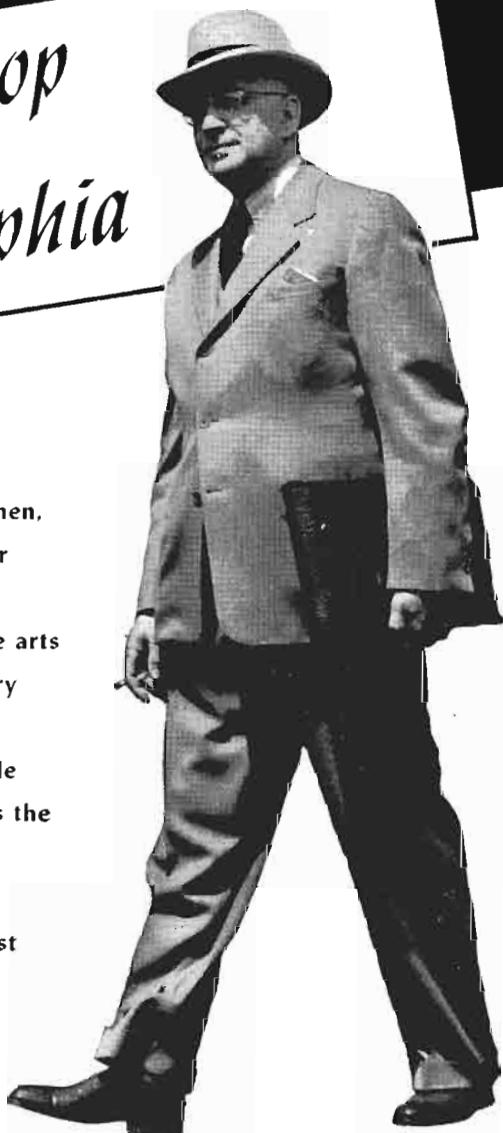
# W H A T

PHILADELPHIA—1925

Frequency: 1340 Kc. Power: 100 Watts d.  
 Owned-Oper. By.....Independence Bcstg. Co.  
 Business-Studio Address.....1505 Walnut St.  
 Phone Number.....Rlittenhouse 6-2058  
 Transmitter Location.....Penn Sheraton Hotel,  
 39th & Chestnut Sts.  
 Air Time.....Daytime  
 News Service.....AP  
 Membership.....NAB  
 Pres., Gen. Comm.-Sales Prom.  
 Manager.....William A. Banks  
 Asst. Gen.-Sta. Mgr., Prog.-Prod.  
 Director.....Dolly Banks  
 Publicity Director.....Annette Oromanor  
 Chief Announcer.....Bill McCall  
 Musical Director.....Len Stevens

# *First Stop in Philadelphia*

There are certain men and women, distinguished by reason of their achievements in such fields as statecraft, science, learning, the arts and industry, whose words carry weight. Radio listeners want to be introduced to these people and to hear these words. That's the reason that whenever a Very Important Person, in whatever field, visits Philadelphia, his first stop is the studios of WFIL.



# WFIL

The Philadelphia Inquirer Station

ABC Affiliate

Represented nationally  
by the KATZ Agency



**PENNSYLVANIA**

**WFIL**

**PHILADELPHIA—1922  
ABC-QUAKER**

Frequency: 560 Kc. Power: 5000 Watts  
Owned-Oper. By: Philadelphia Inquirer Div.  
of Triangle Publications, Inc.

Business-Studio Address: Widener Bldg.  
Phone Number: Rittenhouse 6 6900  
Transmitter Location: Whitmarsh  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Associated  
Representative: Katz  
Membership: NAB, BMB  
General-Station Manager: Roger W. Clipp  
Sales Manager: John E. Surrick  
Sales Prom. Mgr.: Fred Hayward  
Program Director: William A. Farren  
Production Manager: John Norman  
Publicity Manager: Richard Koster  
Musical Director: Norman Black  
Chief Engineer: Louis E. Littlejohn  
Farm Editor: Howard Jones

**WIBG**

**PHILADELPHIA—1925**

Frequency: 990 Kc. Power: 10,000 Watts  
Owned-Oper. By: Seaboard Radio Bcstg.  
Corp.

Business-Studio Address: 1425 Walnut St.  
Phone Number: Rittenhouse 6-2300  
Transmitter Location: Conshohocken RFD  
Air Time: Unlimited  
News Service: AP, UP  
Transcription Service: Lang-Worth  
Representative: Adam Young, Joe Lang  
President: Paul F. Harron  
Gen.-Sta.-Comm. Mgr.: Edward D. Clery  
Sales Prom.-Prod. Mgr.:  
Publicity Director: Rupe Werling  
Program Director: Doug Arthur  
Musical Director: Eric Wilkinson  
Chief Engineer: John H. Henninger  
Farm Editor: Elwood Stutz

**WIP**

**PHILADELPHIA—1922—MBS**

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By: Pennsylvania Bcstg. Co.  
Business-Studio Address: 35 S. 9th St.  
Phone Number: WALnut 2-6800  
Transmitter Location: Bellmawr, N. I.  
Air Time: Unlimited  
News Service: AP, UP  
Transcription Service: World  
Representative: Edward Petry  
Membership: NAB, BMB  
Pres., General Mgr.: Benedict Gimbel, Jr.  
V.P. & Dir. of Sales: Gordon R. Gray  
Local Commercial Mgr.: Samuel Hill  
Sales Prom. Manager: Ralph H. Minton

Program Director: Murray Arnold  
Production Director: Varner Paulsen  
Publicity Director: Samuel Elber  
Asst. Program Dir.: Edward Wallis  
Dir. Education & Spec. Events: Samuel Serota  
Chief Engineer: Reginald K. Harris  
Technical Director: Clifford C. Harris

**WJMJ**

**PHILADELPHIA—1948**

Frequency: 1540 Kc. Power: 1000 Watts  
Owned-Operated By: Patrick J. Stanton  
Business-Studio Address: St. James Hotel,  
13 & Walnut Sts.  
Phone Number: Kingsley 5-7000  
Transmitter Location: 7000 River Rd.,  
Delair, N. J.  
Air Time: Daytime  
News Service: AP  
Transcription Service: SESAC  
Representative: Joseph Hershey McGilvra  
Owner, Gen. Mgr.: Patrick J. Stanton  
Commercial Manager: Charles Stahl  
Sales Prom. Mgr., Pub. Dir.: Jerome Weiss  
Prog. Dir., Chief Announcer: Michael Deegan  
Production Director: Jerry Warren  
Musical Director: Kathryn Gillies  
Chief Engineer: Fred Kost

**WIBG**

**WIBG—FM**

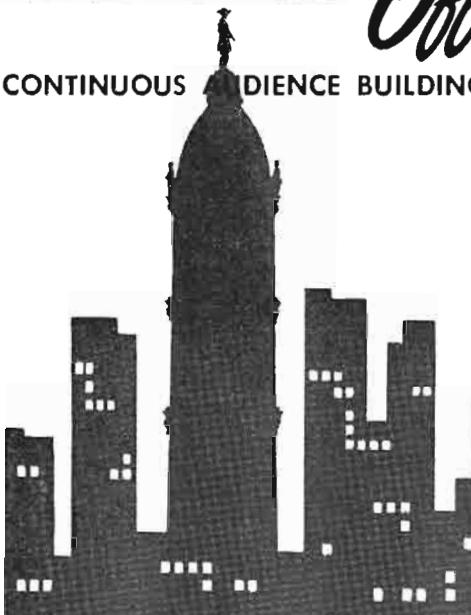
**SPORTS  
NEWS  
MUSIC**

**IN PHILADELPHIA**

# WPEN

## *Offers Advertisers*

CONTINUOUS AUDIENCE BUILDING THRU—



TIME ON  
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*Philadelphians*

- HOME-POINTED ADVERTISING**
- Newspapers
  - Car Cards
  - Magazines
  - Billboards
  - 400 Picture-Poster Boards
  - Double Spread Truck Posters, Eastern Seaboard
  - 250,000 Direct Mail Listener Cards Yearly
  - Courtesy Announcements
  - Airplane Streamers

- MERCHANDISING**
- Trade Letters
  - Grocery Cards
  - Drug Cards
  - Window Displays
  - Product Displays
  - Counter Cards
  - Store Posters
  - Exclusive Promotion Agreement, Philadelphia Record Dealers Ass'n
  - Exclusive Promotion Agreement, Phila. Appliance Dealers Ass'n

350 Represented Nationally by Wm. G. Rambeau Co. 102.5

**WPEN** *The Sun Ray Drug Stations* **WPEN-FM**  
IN PHILADELPHIA

PENNSYLVANIA

WPEN

PHILADELPHIA—1929

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By: Sun Ray Drug Co.
Operated By: William Penn Bcstg. Co.
Business-Studio Address: 1528 Walnut St.
Phone Number: Kingsley 6-0950
Transmitter Location: Brookhaven Rd. & 77th St.
Air Time: 6a.m.-1 a.m.
News Service: AP, UP
Transcription Service: Associated
Representative: William G. Rambeau
Membership: NAB
President: Albert J. Sylk
General Manager: Edward C. Obrist
Asst. Mgr., Prog. Dir.: William B. Caskey
Production Director: Allen Grey
Publicity Director: T. Harrison Mooney
Chief Engineer: Charles W. Burtis

WTEL

PHILADELPHIA—1926

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Foulkrod Radio Engineering Co.
Business-Studio Address: 4312 N. Broad St.
Phone Number: Gladstone 5-1310, D'Avenport 4-4310
Transmitter Location: Rowlandville
Air Time: Shares time with WHAT
Pres., Gen. Mgr.:
Program Dir.: E. Douglass Hibbs
Station Manager: Henry N. Cocker
Production Director: Alan Stewart
Chief Engineer: John Field

KDKA

PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Business-Studio Address: Grant Bldg.
Phone Number: Grant 4200
Transmitter Location: Allison Pk.
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Associated, Thesaurus
Representative: Free & Peters
Membership: BMB
President: Walter Evans
General Manager: J. B. Conley
Station Manager: Joseph E. Baudino
Sales Manager: George D. Tons
Sales Prom. Manager: David N. Lewis
Program Manager: Franklin A. Tooke
Production Director: Ed P. Young
Publicity Manager: Lee Curran
Musical Director: Bernie Armstrong
Chief Engineer: Theodore C. Kenney
Farm Editor: Homer H. Mariz

KQV

PITTSBURGH—1919—MBS

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Oper. By: Allegheny Bcstg. Corp.
Bus.-Studio Address: 800 Chamber of Commerce Bldg.
Phone Number: Atlantic 6802
Air Time: Unlimited
News Service: UP
Transcription Service: World, SESAC
Representative: Weed
Membership: NAB
President: Charles T. Campbell
Gen. Comm. Manager: J. F. Murray
Program Director: W. M. Burns, Jr.
Publicity Director: Kennard P. Day
Chief Engineer: R. F. Hunt

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: WCAE, Inc.
Bus.-Studio Address: William Penn Hotel
Phone Number: Atlantic 6900
Transmitter Location: Baldwin Township
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Thesaurus, Capitol
Representative: Katz
Membership: NAB, BMB
Pres., General Manager: Leonard Kapner
Sta. Mgr., Prog. Dir.: R. Clifton Daniel
Commercial Manager: Carl M. Dozer
Sales Prom. Mgr., Pub. Dir.: William Kelley
Production Director: John Leban
Chief Announcer: Ralph Fallert
Musical Director: Baron Elliott
Chief Engineer: James Greenwood

WJAS

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By: Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address: 1406 Chamber of Commerce Bldg.
Phone Number: Grant 4860
Transmitter Location: 1459 Crane Rd., Greentree
Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Lang-Worth, Cole
Representative: William G. Rambeau
Membership: BMB
Pres., Gen. Mgr.: H. K. Brennen
Comm.-Sales Prom. Mgr.: John H. Buchheit
Program Director: James M. Hughes
Production Director: Charles M. Kerns, Jr.
Publicity Director: Irene Cowan
Musical Director: Lee Kelton
Chief Engineer: Walter W. McCoy

PENNSYLVANIA

W P G H

PITTSBURGH—1946

Frequency: 1080 Kc. Power: 1000 Watts d. Owned-Operated By: Pittsburgh Bcstg. Co. Bus-Studio Address: 220 N. Highland Ave., E. Liberty Phone Number: EMerson 5000 Transmitter Location: 2500 E. Lane Air Time: Sunrise-sunset News Service: AP Transcription Service: Lang-Worth, World Representative: Adam J. Young Membership: NAB President: Henry A. Bergstrom Gen.-Comm.-Sales Prom. Manager: Jim Bellamy Asst. Gen. Mgr., Prog.-Prod. Dir.: Lew Kent Publicity Director: Mary Conley Musical Director: Bettelou Purvis Chief Engineer: J. A. McFarland Farm Editor: Keiran Balfe

W P I T

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d. Owned-Operated By: WPIT, Inc. Bus-Studio Address: 211 Smithfield St. Phone Number: GRant 0794 Transmitter Location: Mt. Troy Rd. Air Time: Sunrise-sunset News Service: UP Transcription Service: Lang-Worth, Standard Representative: Joseph Hershey McGillvra President: John J. Laux General Station Manager: John L. Merdian Program Director: George D. Gailey Publicity Director: Rosalia Brennan Musical Director: Byron Lippman Chief Engineer: John Berninger

W W S W

PITTSBURGH—1932—VICTORY

Frequency: 1490 Kc. (CP 970 Kc.) Power: 250 Watts (CP 5000 Watts) Owned By: WWSW, Inc. Operated By: Post-Gazette Publ. Co. Bus-Studio Address: Sheraton Hotel Phone Number: GRant 5200 Transmitter Location: Fineview Hill, No. Side Air Time: Unlimited News Service: AP Transcription Service: Standard Representative: Forjoe Membership: NAB, FMA President, Gen. Manager: O. M. Schloss Station-Comm. Mgr.: Ben W. Muros Sales Promotion Manager, Publicity Director: Harold J. Goldstein Program Director: W. Fred Joyner

Chief Announcer: Raymond F. Schneider Musical Director: Marie Wilk Chief Engineer: Henry R. Kaiser

W P A M

POTTSVILLE—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts Owned-Oper. By: Miners Bcstg. Serv., Inc. Bus-Studio Address: 106 S. Centre St. Phone Number: Pottsville 5050 Transmitter Location: Lawton's Hill Air Time: Unlimited News Service: UP Transcription Service: Associated, Standard Representative: Everett-McKinney Membership: NAB, BMB President: Joseph L. Maguire General Manager: Louis H. Murray Sales Manager: Frank L. Tamulonis Merchandising Mgr.: John Gallagher Chief Announcer: Ray Mulligan Musical Director: Horace Richards Chief Engineer: Gene Handwerck

W P P A

POTTSVILLE—1946

Frequency: 1360 Kc. Power: 1000 Watts d.; 500 Watts n. Owned-Oper. By: Pottsville Bcstg. Co. Bus-Studio Address: 8 So. Second St. Phone Number: Pottsville 4744 Transmitter Location: Old Minersville Rd. Air Time: 6:30 a.m.-12:05 a.m. News Service: AP Transcription Service: World Owner, General Manager: A. V. Tidmore Program-Commercial Mgr.: John M. Naylor Chief Announcer: Jerry Gaines Musical Director: Llew Edwards

W E E U

READING—1932—ABC-QUAKER

Frequency: 850 Kc. Power: 1000 Watts d. (CP 1000 Watts Fulltime) Owned By: Reading Eagle-Times Operated By: Hawley Bcstg. Co. Business-Studio Address: 533 Penn St. Phone Number: 7335 Transmitter Township: Spring Township Air Time: Daytime News Service: UP Transcription Service: Associated, SESAC Representative: George P. Hollingbery Membership: NAB President: Hawley Quier Gen.-Station Mgr.: Clifford M. Chafey Commercial Manager: K. Richard Creitz Program Director: E. Lester Hofmaster Chief Announcer: George Carroll Chief Engineer: Harold Schearer

**PENNSYLVANIA**

**WHUM**

**READING—1946—CBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Eastern Radio Corp.  
 Business-Studio Address Berkshire Hotel  
 Phone Number Reading 4-4805  
 Transmitter Location Old Wyomissing Rd.  
 Air Time Unlimited  
 News Service AP  
 Representative George P. Hollingbery  
 Membership NAB  
 Pres., Gen.-Sta. Mgr. Robert G. Magee  
 Comm.-Sales Prom. Mgr. Richard G. Fichthorn  
 Public Service Dir. Eva L. Sandeffer  
 Chief Announcer Alan Lane  
 Musical Director A. Raymond Moore  
 Chief Engineer Joseph McCormack

Phone Number Reading 7173  
 Transmitter Location 6th & Penn Sts.  
 Air Time 6:30 a.m.-1 a.m.  
 News Service UP  
 Transcription Service World  
 Representative Robert Meeker  
 Membership NAB  
 Station Executive Clair R. McCollough  
 Station Manager Raymond A. Gaul  
 Natl. Sales Mgr. J. Robert Gulick  
 Program Director Frank Voss  
 Chief Engineer J. E. Mathiot

**WRAW**

**READING—1922—NBC-MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Reading Bstg. Co., Inc.  
 Business-Studio Address 19 N. Fifth St.

**WRYO**

**ROCHESTER—1948**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Oper. By Beaver Valley Radio Co.  
 Bus.-Studio Address 712 11th St.  
 Phone Number 2236  
 News Service AP  
 Transcription Service World  
 President Edward J. Reider  
 General Manager Chet Clark  
 Program Director William Peters

*5 Markets it pays you to Cover!*

**WKBO**  
Harrisburg, Pa.  
Established 1922

**WEST**  
Easton, Pa.  
Established 1936

**WRAW**  
Reading, Pa.  
Established 1922

**WORK**  
York, Pa.  
Established 1932

**W GAL**  
Lancaster, Pa.  
Established 1922

**CBZ AFFILIATES**

Represented by  
**ROBERT MEEKER ASSOCIATES**  
 New York • Chicago • San Francisco • Los Angeles

## W A R M

### SCRANTON—1938—ABC-QUAKER

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Union Bcstg. Co.  
 Business-Studio Address . . . . . Bowman Bldg.  
 Phone Number . . . . . 4-1148  
 Transmitter Location . . . . . 701 N. Blakely St.,  
 Dunmore  
 Air Time . . . . . 6:45 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . George P. Hollingbery  
 Pres., Gen.-Sta. Mgr. . . . . Martin F. Memolo  
 Commercial Mgr. . . . . William M. Dawson  
 Prog.-Prod.-Musical Dir. . . . . Joe Sa'sburg  
 Publicity Director . . . . . Mary Lynott  
 Chief Announcer . . . . . Art Bolin  
 Chief Engineer . . . . . A. W. Oschmann

## W G B I

### SCRANTON—1925—CBS

Frequency: 910 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . Scranton Bestrs., Inc.  
 Business-Studio Address . . . . . 1000 Wyoming Ave.  
 Phone Number . . . . . 6296  
 Transmitter Location . . . . . Drinker Tpk.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . John Blair  
 Membership . . . . . NAB, BMB  
 President . . . . . M. E. Megargee  
 Gen.-Comm.-Sales Prom. Mgr.,  
 Publicity Director . . . . . George D. Coleman  
 Station Manager . . . . . Robert E. McDowell  
 Prog.-Musical Dir. . . . . Frank Monaghan  
 Chief Engineer . . . . . Kenneth R. Cooke

## W Q A N

### SCRANTON—1923

Frequency: 910 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . The Scranton Times  
 Bus.-Studio Address . . . . . 149 Pennsylvania Ave.  
 Phone Number . . . . . 5151  
 News Service . . . . . AP, UP, INS  
 Owners . . . . . Edward J. & Elizabeth R. Lynett  
 Gen. Mgr., Chief Engr. . . . . John P. McGoldick  
 Program Director . . . . . Robert R. Flanagan

## W S C R

### SCRANTON—1947

Frequency: 1000 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Lackawanna Valley Bcstg.  
 Co.  
 Business-Studio Address . . . . . 116 Adams Ave.  
 Phone Number . . . . . 5242  
 Transmitter Location . . . . . Keyser Ave.  
 Air Time . . . . . Sunrise-sunset

News Service . . . . . AP  
 Transcription Service . . . . . Associated, Lang-Worth  
 Representative . . . . . Wolker  
 Membership . . . . . NAB, BMB  
 Pres. . . . . Judge Michael J. Eagen  
 General Manager . . . . . Frank S. Blair  
 Commercial Manager . . . . . Joseph W. Dobbs  
 Traffic Director . . . . . Mary Walsh  
 Publicity Director . . . . . Al Roberts  
 Chief Announcer . . . . . Jim Kilian  
 Musical Director . . . . . William Ide  
 Chief Engineer . . . . . Willard Shimski  
 Farm Editor . . . . . Michael Woloson

## W I S L

### SHAMOKIN—1948—MBS—QUAKER

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Rodio Anthracite, Inc.  
 Bus.-Studio Address . . . . . Rock & Sunbury Sts.  
 Phone Number . . . . . 2650  
 Transmitter Location . . . . . Big Mt., Coal Township  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, FMA  
 President . . . . . Henry W. Lock  
 General Manager . . . . . Charles R. Petrie  
 Program Director . . . . . Dick Owen  
 Chief Announcer . . . . . Jerry Kreeger  
 Chief Engineer . . . . . Bernard Morshall

## W P I C

### SHARON—1938

Frequency: 790 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Sharon Herald Bcstg. Co.  
 Business Address . . . . . P. O. Box 541  
 Phone Number . . . . . 4113  
 Studio-Transmitter Location . . . . . Pine Hollow Blvd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Capitol,  
 Lang-Worth, World  
 Representative . . . . . Adam J. Young, Jr.  
 Pres., Gen.-Sta. Mgr. . . . . John Fahline, Jr.  
 Commercial Manager . . . . . J. T. VanSweringen  
 Program Director . . . . . Marc McCulloch  
 Production Mgr. . . . . Harold E. Smith  
 Publicity Director . . . . . Evelyn L. Keller  
 Chief Engineer . . . . . A. C. Heck

## W M A J

### STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Centre Bcst's., Inc.  
 Bus.-Studio Address . . . . . P. O. Box 888,  
 Glennland Bldg.  
 Phone Number . . . . . 4959  
 Transmitter Location . . . . . Ferguson Township  
 Air Time . . . . . 7 a.m.-M.

# P E N N S Y L V A N I A

News Service ..... AP  
 Transcription Service... Lang-Worth, Keystone  
 Membership ..... NAB  
 President..... R. J. Kennard  
 General Mgr..... William K. Ulerich  
 Sta.-Comm.-Sales Prom.  
 Manager..... Alethea Jones Mattern  
 Program Director..... Milton J. Bergstein  
 Prod. Dirs..... Milton J. Bergstein, John Pfeil  
 Musical Director..... George Kahl  
 Chief Engineer..... Douglas Beman  
 Farm Editor..... Joseph Shafran

## W V P O

**STROUDSBURG—1947**

Frequency: 840 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Pocono Bcstg., Inc.  
 Business-Studio Address..... 578 Main St.  
 Phone Number..... Stroudsburg 1102  
 Transmitter Location..... Cherry Valley &  
 Highland Inn Rds.  
 News Service ..... UP  
 Transcription Service..... Associated  
 Representative ..... Walker  
 President..... James H. Ottaway  
 General Manager..... Merle C. Ostrom  
 Station Manager..... Elton Hall  
 Program Director..... Joseph Webster  
 Chief Engineer..... George A. Reinhart

## W K O K

**SUNBURY—1933—QUAKER-PA. NET**  
 Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Sunbury Bcstg. Corp.  
 Bus.-Studio-Transmitter..... 1150 N. Front St.  
 Phone Number..... Sunbury 1325-6  
 News Service ..... AP  
 Transcription Service... Lang-Worth, World  
 Representative..... Continental Radio Sales  
 Membership ..... NAB  
 President..... Harry H. Haddon  
 Secretary, Treasurer..... Basse A. Beck  
 General Manager..... Homer R. Smith  
 Commercial Manager..... W. Robert Trevit  
 Program Director..... Michel J. Kane  
 Chief Engineer..... John W. Keller

## W M B S

**UNIONTOWN—1937**  
**CBS-ATLANTIC SPORTS-**  
**QUAKER-PA. NET**

Frequency: 590 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Fayette Bcstg. Corp.  
 Bus.-Add.ess..... Fayette Title & Trust Bldg.  
 Phone Number..... Uniontown 830  
 Transmitter Location..... Old Fairchance Rd.,  
 Burgess Field, R.D.  
 News Service ..... UP  
 Transcription Service..... Thesaurus, Standard  
 Representative ..... Robert Meeker

Membership ..... NAB  
 Pres., Gen.-Sta. Mgr..... Joseph C. Burwell  
 Commercial Manager..... Harry C. Burwell  
 Sales Prom. Mgr..... Charles Underwood  
 Prog.-Musical Dir..... J. Sullivan Sages  
 Production Director..... Michael Sands  
 Publicity Director..... James Gismondi  
 Chief Engineer..... William J. Henzly  
 Farm Editor..... Rex Carter

## W N A E

**WARREN—1946—MBS**

Frequency: 1310 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Northern Allegheny Bcstg.  
 Co.  
 Bus.-Studio Address..... 1st Natl. Bank Bldg.  
 Phone Number ..... 3032  
 Transmitter Location..... Warren-Kinzua Rd.  
 News Service ..... AP  
 Transcription Service..... Capitol  
 Representative ..... Rural Radio  
 Membership ..... NAB  
 President, Gen. Mgr..... A. David Potter, Jr.  
 Commercial Manager..... Frank Foster  
 Sales Prom. Manager..... James Potter  
 Program Director..... W. LeRoy Schenck  
 Chief Engineer..... Homer Haines

## W J P A

**WASHINGTON—1942**  
**MBS-QUAKER-VICTORY**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Washington Bcstg. Co.  
 Bus. Address..... George Washington Hotel  
 Phone Number ..... 4870  
 Transmitter Location... So. Strabane Township  
 News Service ..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Joseph Hershey McGillvra  
 Membership ..... NAB  
 President..... William S. Yard  
 General-Station Manager..... C. B. Heller  
 Commercial Mgr..... Charles R. DuVall  
 Production Mgr..... Elizabeth Baisley  
 Publicity Director..... Mary Ann Fletcher  
 Music Librarian..... Ruth Bell  
 Chief Engineer..... Horace E. Cooper

## W B R E

**WILKES-BARRE—1924—NBC**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Louis G. Baltimore  
 Bus.-Studio Address..... 62 S. Franklin St.  
 Phone Number ..... 3-3101  
 Transmitter Location..... Kingston  
 News Service ..... AP  
 Transcription Service..... World  
 Membership ..... NAB  
 P es., Gen. Mgr..... Louis G. Baltimore  
 Sta. Mgr., Pub. Dir..... David M. Baltimore

# WBAX

27 YEARS  
OF  
SUCCESSFUL, EFFECTIVE  
BROADCASTING  
TO  
NORTHEASTERN PENNSYLVANIA



FIRST IN PUBLIC SERVICE  
FIRST IN SPORTS  
FIRST IN MUSIC  
“THE PIONEER VOICE OF  
WILKES-BARRE”



# WBAX

JOHN H. STENGER, JR., *Licensee-Owner*  
MUTUAL BROADCASTING SYSTEM  
National Representative: BURN-SMITH CO., INC.



**PENNSYLVANIA**

Commercial Mgr. . . . . A. C. Baltimore  
 Program Director . . . . . Franklin D. Coslett  
 Musical Director . . . . . Louis Savitt  
 Chief Engineer . . . . . Charles Sakoskie, Sr.

**W B A X**

**WILKES-BARRE—1922—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . John H. Stenger, Jr.  
 Business-Studio Address . . . . . 85 W. Union St.  
 Phone Number . . . . . 3-0196  
 Transmitter Location . . . . . Route 11, Edwardsville  
 Borough  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Burn-Smith  
 Owner, Gen. Mgr. . . . . John H. Stenger, Jr.  
 Station Manager . . . . . August W. Grebe  
 Program Director . . . . . John H. A. Stenger, III  
 Publicity Director . . . . . Edward Kuzma  
 Chief Engineer . . . . . John H. Stenger, Jr.

**WILK**

**WILKES-BARRE—1946  
 ABC-QUAKER**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Wycming Valley Bcstg. Co.

Bus. Studio Address . . . . . 88 No. Franklin St.  
 Phone Number . . . . . 3-7165  
 Transmitter Location . . . . . Dawes Ave., Kingston  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Thesaurus  
 Representative . . . . . Adam J. Young, Jr.  
 Membership . . . . . NAB, BMB  
 President . . . . . Dr. I. C. Morgan  
 General Manager . . . . . Roy E. Morgan  
 Station Mgr. . . . . Thomas P. Shelburne  
 Sales Manager . . . . . Jerry Butler  
 Program Director . . . . . Hal Berg  
 Chief Announcer . . . . . Charles Whittier  
 Musical Director . . . . . Joe Bednarek  
 Chief Engineer . . . . . Theodore French

**W R A K**

**WILLIAMSPORT—1930  
 NBC-QUAKER**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WRAK, Inc.  
 Business-Studio Address . . . . . 244 W. Fourth St.  
 Phone Number . . . . . Williamsport 2-6116  
 Transmitter Location . . . . . 1561 W. Fourth St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Lang-Worth  
 Representative . . . . . J. P. McKinney

**WRAK**

250 W—1400 Kc

**WRAK-FM**

3.2 KW—100.3 Mc

National Representative:

J. P. McKINNEY and SON

New York, Chicago, San Francisco



AFFILIATE

The right combination for a  
 REAL selling campaign in the  
 Williamsport market.

**19 YEARS of PUBLIC SERVICE**

**WRAK, INC.**

WILLIAMSPORT, PENNSYLVANIA

**PENNSYLVANIA**

Membership ..... NAB. BMB  
 President ..... E. M. Case  
 General Manager ..... George E. Joy  
 Office Manager ..... Jean Farstad  
 Comm. Mgr., Musical  
   Director ..... J. Wright Mackey  
 Promotion Mgr. .... Everett Rubendall  
 Program Director ..... Nancy J. Person  
 Production Director ..... Irving A. Berndt, Jr.  
 Prog. Mgr., Chief Announcer ..... Leon Kelly  
 Chief Engineer ..... Glenn Sherman  
 Farm Editor ..... Hank Anders

**W N O W**  
**YORK—1948**

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Radio Bcst. Div. of the Helm  
   Coal Co.  
 Business-Studio Address ..... 25 S. Duke St.  
 Phone Number ..... 2911, 2952  
 Transmitter Location ..... R. D. 5  
 Air Time ..... 6 a.m.-local sunset  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Adam J. Young, Jr.

Membership ..... NAB  
 Gen.-Station Mgr. .... Lowell W. Williams  
 Comm. Manager ..... John O. Border  
 Sales Prom. Mgr., Publicity  
   Director ..... Murray Goldsborough  
 Prog.-Prod. Dir. .... H. E. Daugherty  
 Chief Engineer ..... Willis N. Weaver

**W O R K**

**YORK—1932—NBC-MBS**

Frequency: 1350 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... York Bcstg. Co.  
 Business-Studio Address ..... 13 S. Beaver St.  
 Phone Number ..... 6629  
 Transmitter Location ..... W. Manchester  
   Township  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Robert Meeker  
 Membership ..... NAB  
 Station Executive ..... Clair R. McCollough  
 Station Manager ..... Harold E. Miller  
 Program Director ..... James R. Wilson  
 Chief Engineer ..... J. E. Mathiot

*5 Markets it pays you to Cover!*

**WKBO**  
 Harrisburg, Pa.  
 Established 1922

**WEST**  
 Easton, Pa.  
 Established 1936



**WRAW**  
 Reading, Pa.  
 Established 1922

**WORK**  
 York, Pa.  
 Established 1932

**W GAL**  
 Lancaster, Pa.  
 Established 1922

*Represented by*

**ROBERT MEEKER ASSOCIATES**

New York • Chicago • San Francisco • Los Angeles

**PENNSYLVANIA—RHODE ISLAND**

**W S B A**

**YORK—1942—ABC**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Susquehanna Bcstg. Co.  
 Business Address: P. O. Box 1112  
 Phone Number: 2676, 6-4413  
 Studio-Transmitter Location: R. D. No. 5  
 Air Time: Local sunrise-local sunset  
 News Service: AP

Transcription Service: World, Capitol  
 Membership: NAB, BMB, FMA  
 President: Louis J. Appell  
 General-Station Mgr.: Walter J. Rothensies  
 Commercial Mgr.: Sydney Robbins  
 Sales Prom. Mgr.: Phillip K. Eberly  
 Program Director: Otis Morse  
 Musical Director: Larry Miller  
 Chief Engineer: Woodrow G. Eberhart  
 Farm Editor: Herman Stebbins

**RHODE ISLAND**

*Estimated Population 748,000—Increase + 4.8%—Radio Homes 208,100  
 Total Families 210,600—Stations in State 9*

**W R J M**

**NEWPORT—1948**

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Voice of Little Rhody  
 Business-Studio Address: 204 Thames St.  
 Partners: John E. & Irene A. Malloy

**W H I M**

**PROVIDENCE—1947**

Frequency: 1110 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Intercity Bcstg. Co.  
 Business-Studio Address: 32 Custom House  
 Phone Number: Union 4211  
 Transmitter Location: Eastern Ave.,  
 E. Providence

**W F C I**

**PAWTUCKET—1941—ABC**

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By: Pawtucket Bcstg. Co.  
 Business-Studio Address: 450 Main St.  
 Phone Number: Perry 9540  
 Transmitter Location: Lonsdale  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Avery Knodel  
 Membership: NAB, BMB  
 President: Howard W. Thornley  
 Gen.-Sales P. om. Mgr.: Wallace A. Walker  
 Program Director: David Brooks  
 Musical Director: Arthur Paquette  
 Chief Engineer: Gilbert Johnson

Air Time: Local sunrise-local sunset  
 News Service: AP  
 Transcription Service: Capitol, Standard  
 Representative: Adam J. Young, Kettell-Carter  
 President, Gen.-Sta. Mgr.: Robert T. Engles  
 Commercial Mgr.: Brenton G. Meader  
 Program Director: C. George Taylor  
 Production Manager: Lou Rosen  
 Music Director: Robert Lachance  
 Chief Engineer: Carroll Philbrook

**W J A R**

**PROVIDENCE—1922—NBC-NERN**

Frequency: 920 Kc. Power: 5000 Watts  
 Owned-Operated By: The Outlet Co.  
 Business-Studio Address: 176 Weybosset St.  
 Phone Number: Gaspee 1071  
 Transmitter Location: Wampanoag Trail,  
 E. Providence

**W E A N**

**PROVIDENCE—1922—MBS-YANKEE**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By: Yankee Network, Inc.  
 Business-Studio Address: Crown Hotel  
 Phone Number: Dexter 1500  
 Transmitter Location: E. Providence  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP, INS, UP  
 Transcription Service: Associated, Standard  
 Representative: Edward Petry  
 Membership: NAB, BMB, FMA  
 President: William O'Neil  
 Station-Comm. Manager: Joseph Lopez  
 Prog.-Prod.-Pub. Dir.: Donald Morton  
 Chief Engineer: Henry Tilley

Air Time: Unlimited  
 Transcription Service: World  
 Representative: Weed  
 Membership: NAB, BMB  
 President: Mortimer L. Burbank  
 General Manager: John J. Boyle  
 Program Director: Sothern Abbott  
 Musical Director: Earl Shean  
 Chief Engineer: Thomas C. J. Prior

**W N A F**

**PROVIDENCE—1947**

Frequency: 1290 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Community Bcstg. Serv. Co.

# TOP COVERAGE

*in New England's 2<sup>nd</sup> Largest Market*



**WPRO**  
PROVIDENCE

**Top station in share of audience**

5000 WATTS

BASIC CBS

630 KC.

AM & FM

**RHODE ISLAND—SOUTH CAROLINA**

Bus. Studio Address.....86 Weybosset St.  
 Phone Number.....Jackson 3314  
 News Service.....INS  
 Representative.....William G. Rambeau  
 Sta., Sales Mgr.....W. C. Franklin

**W P R O**

**PROVIDENCE—1924—CBS**

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Cherry & Webb Bcstg. Co.  
 Business-Studio Address.....15 Chestnut St.  
 Phone Number.....Plantations 9776  
 Transmitter Location.....E. Providence  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service...Thesaurus. Lang-Worth  
 Representative.....Paul H. Raymer  
 Membership.....NAB  
 President.....William S. Cherry, Jr.  
 General-Comm Mgr.....Arnold F. Schoen, Jr.  
 Program Director.....John A. Owen  
 Chief Engineer.....John V. Ferri

**W R I B**

**PROVIDENCE—1947**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....R. I. Bcstg. Co.  
 Bus. Studio Address.....Narragansett Hotel  
 Phone Number.....Union 4512

Transmitter Location..Water St., E. Providence  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....Associated. SESAC  
 Representative.....For Joe  
 Membership.....NAB  
 President.....Frank Rao  
 General Manager.....Nicholas Ruggieri  
 Sales Comm. Mgr.....Anthony Petronella  
 Prod. Mgr., Pub. Dir.....Fabian Hume  
 Chief Announcer, Musical Dir.....Don Rogers  
 Chief Engineer.....Richard Buckley

**W W O N**

**WOONSOCKET—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Associated Electronic  
 Enterprises, Inc.  
 Business-Studio Address.....99 Main St.  
 Phone Number.....3900, 1741  
 Transmitter Location.....Getchell Ave.  
 Air Time.....6a.m.-M.  
 News Service.....AP  
 Transcription Service.....World, Capitol,  
 Standard  
 Representative.....McGeehan & O'Mara  
 President, Gen. Mgr.....Garro W. Ray  
 Station-Comm. Mgr.....Mitchell F. Stanley  
 Prog. Musical Dir.....Hope Somerby  
 Prod. Dir., Chief Announcer...Gene Rousseau  
 Publicity Director.....Frederick A. Cluck, Jr.  
 Chief Engineer.....George W. Travis

**SOUTH CAROLINA**

*Estimated Population 1,991,000—Increase +4.8%—Radio Homes 379,000  
 Total Families 455,400—Stations in State 34*

**W A I M**

**ANDERSON—1935—CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Wilton E. Hall  
 Bus. Studio-Transmitter Address.....Anderson  
 Phone Number.....800, 1444, 2239  
 Air Time.....5:23 a.m.-12:05 a.m.  
 News Service.....INS  
 Transcription Service...Thesaurus. Lang-Worth,  
 Associated. World  
 Representative.....Burn-Smith  
 Membership.....NAB, BMB, FMA  
 President.....Wilton E. Hall  
 General Manager.....Glenn P. Warnock  
 Commercial Manager...Charles B. Goodyear  
 Sales Prom. Mgr., Prog. Dir...G. Paul Browne  
 Chief Announcer.....Jimmy Coggins  
 Chief Engineer.....Jack B. Greene

**W B S C**

**BENNETTSVILLE—1947—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Bennettsville Bcstg. Co.  
 Business-Studio Address.....212 Broad St.  
 Phone Number.....780  
 Transmitter Location.....1½ Mi. N.W. of  
 Bennettsville on Hwy. No. 9  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Joseph Hershey McGillvra  
 President.....John W. Orvin  
 Gen. Sta.-Comm. Sales Prom.  
 Manager.....Malcolm A. Young  
 Prog.-Prod.-Pub. Musical Dir...James C. Putnam  
 Chief Announcer.....E. T. Melton, Jr.  
 Chief Engineer.....Everett C. Powers

. . . SOUTH CAROLINA . . .

# WACA

**CAMDEN—1948**

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Camden Bcst. Co.  
 Business-Studio Address . . . . . 1417 Broad St.  
 Phone Number . . . . . 821-W-3  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Free & Peters  
 Pres., General Mgr. . . . . John M. Rivers  
 Commercial Manager . . . . . Roland Weeks  
 Program Director . . . . . Russell Long  
 Promotion Manager . . . . . Pearl Baum  
 Chief Engineer . . . . . Wilbur Albee

Phone Number . . . . . 3-1643  
 Transmitter Location . . . . . St. Andrew's Parish  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Adam J. Young, Jr.  
 Membership . . . . . BMB  
 President . . . . . Harry J. O'Neill  
 Gen. Sta.-Comm.-Sales Prom.  
 Manager . . . . . C. Wylie Calder  
 Prog.-Prod.-Pub. Dir. . . . . Vernon M. Bushong  
 Musical Director . . . . . Traynor Ferillo  
 Chief Engineer . . . . . William P. Birchfield

# WCSC

**CHARLESTON—1930—CBS**

Frequency: 1390 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . WCSC, Inc.  
 Operated By . . . . . John M. Rivers  
 Bus.-Studio Address . . . . . Francis Marion Hotel  
 Phone Number . . . . . 7611  
 Transmitter Location . . . . . Eagles Nest, St. Andrews  
 Parish  
 Air Time . . . . . 6 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Free & Peters  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Station Mgr. . . . . John M. Rivers  
 Comm.-Sales Prom. Mgr. . . . . Roland Weeks  
 Program-Production Dir. . . . . Russell Long  
 Publicity Director . . . . . Pearl Baum  
 Musical Dir., Farm Editor . . . . . Bob Tamblyn  
 Chief Engineer . . . . . Wilbur Albee

# WTMA

**CHARLESTON—1939—NBC**

Frequency: 1250 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . Atlantic Coast Bcstg. Co.  
 Business Address . . . . . P. O. Box 297  
 Phone Number . . . . . 2-2961  
 Studio Address . . . . . 133 Church St.  
 Transmitter Location . . . . . St. Andrew's Parish  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB, BMB  
 President . . . . . Edward Manigault  
 Gen.-Station Mgr. . . . . Robert E. Bradhom  
 Comm. Manager . . . . . Grange S. Cuthbert, Jr.  
 Prog.-Prod.-Pub. Dir. . . . . William N. Abbott  
 Musical Director . . . . . Edna E. Richardson  
 Chief Engineer . . . . . Douglass M. Bradham  
 Farm Editor . . . . . John Roebuck

# WFAK

**CHARLESTON—1946—MBS**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Charleston Bcstrs.  
 Bus.-Studio-Transmitter Address . . . . . 149 Went-  
 worth St.  
 Phone Number . . . . . 3-6428  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Forjce  
 Gen. Mgrs. . . . . T. K. Vassy, L. P. Moore  
 Station Mgr., Pub. Dir. . . . . T. K. Vassy  
 Comm. Manager . . . . . W. S. Turner  
 Sales Prom. Mgr., Prog.-Prod. Dir. . . . . L. P. Moore  
 Chief Announcer . . . . . Robert V. Austin  
 Chief Engineer . . . . . Carlton J. Modlin

# WUSN

**CHARLESTON—1948—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Southern Bcstg. Co.  
 Bus.-Studio-Transmitter Address . . . . . 42 Tenth  
 Ave.  
 Phone Number . . . . . 2-2652  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NAB  
 President . . . . . C. Norwood Hastie  
 Gen.-Sales Prom. Mgr. . . . . B. M. Middleton  
 Comm. Manager . . . . . J. Drayton Hastie  
 Program Director . . . . . Hubert Wilke  
 Chief Announcer . . . . . Henry Hoppe  
 Chief Engineer . . . . . Walter Nelson

# WHAN

**CHARLESTON—1946—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Charleston Bcstg. Co.  
 Business-Studio Address . . . . . 152 Market St.

# WGCD

**CHESTER—1948—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Craig Bcstg. Co.  
 Bus.-Studio Address . . . . . Radio-Press Bldg.

## SOUTH CAROLINA

Phone Number ..... 1171  
 Transmitter Location ..... Harris St.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Membership ..... NAB  
 General Manager ..... Morgan J. Craig  
 Station-Comm. Mgr. .... Charles E. Bell  
 Sales Prom. Mgr. .... C. Cecil Simmons  
 Program Director ..... Arthur Cornwall  
 Publicity Director ..... Allein White  
 Chief Engineer ..... Morton Green

### W C O S COLUMBIA—1939—ABC

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Columbia  
 Business-Studio Address ..... 1202 Main St.  
 Phone Number ..... 2-5601  
 Transmitter Location ..... Edgewood Rd.  
 Air Time ..... 6 a.m.-12:30 a.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Taylor-Borroff  
 Membership ..... BMB  
 President ..... E. D. Black  
 General-Station Manager ..... James W. Hicks  
 Commercial Manager ..... Dixon Harp  
 Sales Prom. Mgr. .... B. George Barber, Jr.  
 Pogram-Publicity Director,  
 Chief Announcer ..... Robert M. Hope  
 Production Director ..... John Evans  
 Chief Engineer ..... Robert D. Lambert

### W I S COLUMBIA—1930—NBC

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Surety Life Insurance Co.  
 Business-Studio Address ..... 1811 Main St.  
 Phone Number ..... 2-2135  
 Transmitter Location ..... Bluff Rd.  
 Air Time ..... 6 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Free & Pele's  
 Membership ..... NAB, BMB  
 President ..... Herman N. Hipp  
 General Manager ..... G. Richard Shatto  
 Managing Director ..... J. Dudley Saumenig  
 Local Sales Mgr. .... C. Wallace Martin  
 Prom.-Pub. Manager ..... Steve Libby  
 Program Director ..... Frank Harden  
 Chief Announcer ..... Mackie Quave  
 Musical Director ..... Phil Aresta  
 Chief Engineer ..... Herbert G. Eidson, Jr.  
 Farm Editor ..... Clair H. Shadwell

### W K I X COLUMBIA—1945—CBS

Frequency: 1320 Kc. .... Power: 1000 Watts d.;  
 500 Watts n.

Owned-Oper. By ..... Inter-City Adv. Co., Inc.  
 Business-Studio Address ..... 1127 Lady St.  
 Phone Number ..... 2-8659  
 Transmitter Location ..... Lexington County  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President ..... George W. Dowdy  
 General Manager ..... Walter H. Goan  
 Station-Comm. Mgr. .... J. Norman Young  
 Prog. Dir., Chief Announcer ..... Johnny Ropp  
 Prod.-Pub. Dir. .... Paul Rodgers  
 Musical Director ..... George Stanely  
 Chief Engineer ..... Gene Hampton  
 Farm Editor ..... Ed Tacy

### W N O K COLUMBIA—1946—MBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Palmetto Radio Corp.  
 Business-Studio Address ..... 941 Harden St.  
 Phone Number ..... 2-1518  
 Transmitter Location ..... 921 Huger St.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Representative ..... Forjoe  
 Membership ..... NAB  
 General-Station Manager ..... R. T. Allen  
 Program Dir. .... H. Moody McElveen, Jr.  
 Chief Announcer ..... Jack Cook  
 Chief Engineer ..... T. B. Williams

### W L A T CONWAY—1945—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned By ..... Coastal Bcstg. Co.  
 Operated By ..... L. M. Hawley, H. L. Hanks  
 Business-Studio Address ..... 12th Ave.  
 Phone Number ..... 340  
 Transmitter Location ..... U. S. Hway. 701, 1/4  
 Mi. N.W. Center of City  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Joseph Hershey McGillvra  
 Membership ..... NAB  
 President, General Mgr. .... L. M. Hawley  
 V.P., Chief Engineer ..... H. L. Hanks  
 Chief Announcer ..... Mike Jordan  
 Farm Editor ..... Guy Williams

### W D S C DILLON—1946—MBS

Frequency: 800 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Border Bcstg. Co., Inc.  
 Business-Studio Address ..... Box 231  
 Phone Number ..... 470-1

## SOUTH CAROLINA

Transmitter Location... U. S. Hway, 301, 3½  
Mi. S. of Dillon  
Air Time.....Local sunrise-local sunset  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
President.....E. H. Brown  
Gen.-Sta.-Sales P. om. Mgr.....Henry E. Sullivan  
Commercial Manager.....Joseph Martin  
Program Director.....William Joseph Bunn  
Chief Engineer.....Marvin Seals

### W J M X

FLORENCE—1947

Frequency: 970 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.  
Business-Studio Address.....P. O. Box 406  
Phone Number.....2494-5  
Transmitter Location...3 Mi. N.W. Florence,  
U. S. 52  
News Service.....AP  
Transcription Service.....World, Capitol,  
Associated  
Representative.....Pierce, Cook  
Membership.....NAB, BMB  
President.....Eugene E. Stone  
Gen. Mgr., Pub. Dir.....Paul H. Benson, Jr.  
Comm. Manager.....H. A. Smith, Jr.  
Program Director.....James C. Piayer  
Chief Announcer, Farm Editor.....Bob Forbes  
Chief Engineer.....Frank Jenne

### W O L S

FLORENCE—1937—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Florence Bcstg. Co., Inc.  
Operated By.....Melvin Purvis  
Business-Studio Address...129 S. Dargan St.  
Phone Number...Studio: 354-5; Transmitter:  
1913  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service..Standard, Lang-Worth,  
Keystone  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
Pres., Gen.-Station Mgr.....Melvin Purvis  
Commercial Manager.....A. P. Skinner  
Chief Engineer.....W. A. Pritchett

### W F G N

GAFFNEY—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.  
Owned-Oper. By...Cherokee Radio Co., Inc.  
Business Address.....P. O. Box 297  
Phone Number.....793  
Studio-Transmitter Location...Lead Mine Rd.  
Air Time.....Daytime

News Service.....UP  
Transcription Service..Lang-Worth, Thesaurus,  
Keystone  
President.....A. Ray Godshall  
Gen.-Station Mgr., Prog. Dir.....Bob Liverance  
Commercial Mgr.....David C. McSwain  
Production Director.....Louis M. Neale  
Pub. Dir., Farm Editor.....Sara V. Liverance  
Chief Announcer.....Jim Turner  
Chief Engineer.....Charles R. Bickford

### W E S C

GREENVILLE—1947—MBS

Frequency: 660 Kc.....Power: 5000 Watts  
Owned-Operated By.....Greenville Bcstg. Co.  
Business-Studio Address.....1 College St.  
Phone Number.....2-8241  
Transmitter Location.....Farr's Bridge Rd.  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service..Lang-Worth, Standard,  
Associated  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
President, General Mgr.....Scott Russell  
Commercial Manager.....Cliff W. Bowers  
Program Director.....Arthur H. Roberts  
Chief Engineer.....Lewis W. Elias, Jr.

### W F B C

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Oper. By..Greenville News Piedmont  
Co.  
Business-Studio Address.....Poinsett Hotel  
Phone Number.....2-7616  
Transmitter Location.....Ghantt  
Air Time.....5 a.m.-12:05 a.m.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Avery-Knodel  
Membership.....NAB, BMB  
President.....B. H. Peace, Jr.  
General-Station Mgr.....B. T. Whitmire  
Commercial Mgr.....R. Q. Glass, Jr.  
Sales Prom. Manager.....P. H. Chapman  
Program Director.....Byron Jenkins  
Prod. Dir., Chief Announcer...Norvin Duncan  
Publicity Director.....N. P. Mitchell  
Musical Director.....Alice Wyman  
Chief Engineer.....William Garrison  
Farm Editor.....Robert Martin

### W M R C

GREENVILLE—1940—ABC

Frequency: 1440 Kc.....Power: 5000 Watts  
Owned-Operated By.....Textile Bcstg. Co.  
Business-Studio Address.....Prevost Bldg.  
Phone Number.....3-2751



**SOUTH CAROLINA**

Transmitter Location.....White Horse Rd.  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....World, SESAC  
 Representative.....Burn-Smith  
 Membership.....NAB  
 President.....R. A. Jolley, S.  
 General-Station Mgr.....W. Ennis Bray  
 Commercial Manager.....C. B. Denison  
 Sales Prom. Manager.....Frank Cope  
 Program-Production Dir.....William T. Arrington  
 Publicity Director,  
 Chief Announcer.....James D. Simpson, Jr.  
 Musical Director.....Larry Merck  
 Chief Engineer.....George D. Tate  
 Farm Editor.....Paul Fisher

**WCRS**

**GREENWOOD—1941—NBC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Grenco, Inc.  
 Business Address.....216 Textile Bldg.  
 Phone Number.....4300  
 Studio-Transmitter Location.....Willson St.  
 Air Time.....6:30 a.m.-12:05 a.m.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB, BMB  
 President.....Douglas Featherstone  
 Manager.....Dan Crosland  
 Commercial Manager.....Ralph Norman  
 Program Director.....Newton S. Smyth  
 Chief Engineer.....Charlie Sparks

**WHSC**

**HARTSVILLE—1946—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Hartsville Bcstg. Co., Inc.  
 Operated By.....Rado Station WHSC  
 Business-Studio Address.....College Ave.  
 Phone Number.....654  
 Transmitter Location.....1 Mi. S. of Hartsville on  
 Hway. 15-A  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol  
 President.....Charles H. Campbell  
 Gen.-Sta. Mgr., Prod. Dir.....Raymond Caddell  
 Commercial Manager.....Richard Ward  
 Prog. Dir., Chief Announcer.....Joe Fuller  
 Publicity Director.....Frances Bass  
 Musical Director.....Don Graham  
 Chief Engineer.....Donald A. Brien  
 Farm Editor.....Lamar Caldwell

**WLBG**

**LAURENS—1948—KBS**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....WLBG, Inc.

Business-Studio Address.....Laurens  
 Phone Number.....2-2331  
 News Service.....UP  
 Transcription Service.....World, KBS  
 President.....James C. Todd  
 Gen.-Comm. Mgr.....John F. Arrington  
 Program Director.....Len Ledford  
 Promotion Manager.....Colleen Willard  
 Chief Engineer.....Clyde C. McClure

**WMRA**

**MYRTLE BEACH—1948—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Myrtle Beach Bcstg. Co.  
 Bus.-Studio Address.....Ocean Forest Hotel  
 Phone Number.....2100  
 Transcription Service.....Keystone  
 Representative.....Joseph Hershey McGillvra  
 President.....Joe C. Ivery  
 Manager.....William D. Huff

**WKDK**

**NEWBERRY—1946—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Newberry Bcstg. Co., Inc.  
 Business Address.....1223 College St.,  
 P. O. Box 211  
 Phone Number.....246, Ext. 13  
 Studio-Transmitter Location.....11 Radio Dr.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World, KBS  
 Membership.....NAB  
 President.....John F. Clarkson  
 General Manager.....Fred V. Lester  
 Sta. Mgr., Farm Editor.....Charles E. Bowers  
 Comm. Manager.....Earl Caton, Jr.  
 Program Director.....Annie Lou Fleniken  
 Musical Director.....Hans Jacobsen  
 Chief Engineer.....George N. Martin

**WRNO**

**ORANGEBURG—1946—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRNO, Inc.  
 Business Address.....Box 662  
 Phone Number.....1420  
 Studio-Transmitter Location.....Ext. Whitman St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol  
 President.....Charles S. Henery  
 Mgr., Program Dir.....Frank B. Best  
 Chief Engineer.....Gus Browning

**WTND**

**ORANGEBURG—1948**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Sims Publishing Co.

**SOUTH CAROLINA**

Business-Studio Address.....Radio Center,  
 Memorial Plaza  
 Phone Number.....1600  
 Transmitter Location.....Orangeburg  
 Air Time.....6 a.m.-local sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Continental Radio Sales  
 Membership.....NAB  
 President.....J. I. Sims  
 General Manager.....G. L. Sims  
 Commercial Manager.....Tom McCaffrey  
 Program Director.....Eric Fields  
 Chief Announcer.....Earl Thomas  
 Musical Dir., Farm Editor.....Vance Morris  
 Chief Engineer.....I. P. Herrington

Owned-Oper. By..The Spartan Radiocstg. Co.  
 Business-Studio Address.....291 E. Main St.  
 Phone Number.....6000  
 Transmitter Location.....Vanderbilt Rd.  
 Air Time.....5 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 Representative.....Taylor-Borloff  
 Membership.....NAB, BMB  
 President, Gen. Mgr.....Walter J. Brown  
 Station Manager.....J. W. Kirkpatrick  
 Commercial Manager.....John C. Carrington  
 Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,  
 Chief Announcer.....Al Willis  
 Musical Dir., Farm Editor.....Frank Lokey, Jr.  
 Chief Engineer.....Clyde J. Burdette

**WRHI**

**ROCK HILL—1944—MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....York County Bcstg. Co.  
 Bus.-Studio Address.....Rock Hill Natl. Bank  
 Bldg.  
 Phone Number.....294  
 Transmitter Location.....E. Black St.  
 Air Time.....7 a.m.-11:30 p.m.  
 News Service.....AP  
 Transcription Service.....World, Keystone  
 Membership.....NAB  
 Gen. Mgr., Chief Engineer, James S. Beatty, Jr.  
 Sta. Mgr., Prog. Dir.....William C. Beaty  
 Comm.-Sales Prom. Mgr., Pub.  
 Director.....George P. Cobb  
 Prod. Dir., Chief Announcer, Musical Dir.,  
 Fa.m Editor.....Cuyler P. Fields

**WTYC**

**ROCK HILL—1948**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Tri-County Bcstg. Co.  
 Business Address.....P. O. Box 1091  
 Phone Number.....1127-1  
 Studio Address.....Robert Marshall Hotel  
 Transmitter Location.....Hwy. 21 near Rock Hill  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Cole  
 Representative.....Friedenberg  
 Membership.....NAB  
 President.....W. G. Reid  
 Secretary-Treasurer.....O. Frank Thornton  
 Gen. Station Mgr.....Kenneth N. McClure  
 Comm.-Sales Prom. Mgr., George C. Blackwell  
 Prog. Dir., Chief Announcer.....James C. Clark  
 Chief Engineer.....Richard Philbrick

**WORD**

**SPARTANBURG—1940—ABC**

Frequency: 1400 Kc.....Power: 250 Watts

**WSPA**

**SPARTANBURG—1929—CBS**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Spartanburg Adv. Co.  
 Business-Studio Address.....224 E. Main St.  
 Phone Number.....2900  
 Transmitter Location.....Route 7, Sigsbee  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....John Blair,  
 Harry E. Cummings  
 Membership.....NAB, BMB, FMA  
 President.....Francis Hipp  
 General Manager.....G. Richard Shatto  
 Managing Director.....Roger A. Shaffer  
 Commercial Manager.....Guy Vaughan, Jr.  
 Program Director.....Ed McGrath  
 Chief Announcer.....Grover Golightly  
 Musical Director.....Hal Moore  
 Chief Engineer.....H. R. Beckholt  
 Farm Editor.....Cliff Gray

**WFIG**

**SUMTER—1940—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station WFIG, Inc.  
 Bus.-Studio Address.....Radio Center Bldg.,  
 P. O. Drawer 30  
 Phone Number.....1340  
 Transmitter Location.....1 Mi. E. of Sumter on  
 Hwy. 76  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Joseph Hershey McGillvra  
 President.....Hubert D. Osteen  
 Gen.-Station Mgr.....T. Doug Youngblood  
 Commercial Mgr.....William H. Moore, Jr.  
 Sales Prom. Mgr.....Robert Raymond  
 Prog. Dir., Chief Announcer.....Paul Reidy  
 Production Director.....John Sherman  
 Publicity Director.....Harry Fowler

## SOUTH CAROLINA—SOUTH DAKOTA

Musical Director..... Wee Evans  
Chief Engineer..... James L. Williams  
Farm Editor..... T. O. Bowen

### WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Oper. By..... Walterboro Bcstg. Co.

Bus.-Studio-Transmitter Address.. Fl. Benson St.  
Phone Number ..... 3861  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Associated  
President..... R. M. Jefferies  
General Manager..... Charles A. Thoman  
Commercial Manager..... Beulah Glover  
Program Director..... Allen Wester  
Publicity Director..... Roger Clark  
Chief Engineer..... C. A. Thoman

## SOUTH DAKOTA

*Estimated Population 623,000—Increase —3.2%—Radio Homes 144,600  
Total Families 150,100—Stations in State 13*

### KABR

ABERDEEN—1934  
MBS-GREAT NORTHERN

Frequency: 1420 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Aberdeen Bcst. Co., Inc.  
Business-Studio Address..... 117½ S. Main St.  
Phone Number ..... 4626  
Transmitter Location..... Wylie Pk., 3 Mi.  
N.W. of Aberdeen  
Air Time..... 6 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Walker  
Membership ..... NAB, BMB  
President..... H. C. Jewett, Jr.  
General-Station Mgr..... A. A. Fahy  
Comm.-Sales Prom. Mgr..... Fred Stellner  
Program Director..... E. C. Pieplow  
Publicity Director..... R. A. Fahy  
Chief Announcer..... Eddie Weeks  
Chief Engineer..... Delbert T. Hunt  
Farm Editor..... Russell V. Kaber

Chief Announcer..... Bob Storey  
Musical Director..... Kay McKenna  
Chief Engineer..... George Crocker  
Farm Editor..... Lyle Weishaar

### KDSJ

DEADWOOD—1947—KBS

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... Heart of The Black Hills  
Bcstg. Co.  
Business-Studio Address..... Franklin Hotel  
Phone Number ..... 186  
Transmitter Location..... Boulder Canyon Rd.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service..... World, Keystone  
Representative ..... Thomas Clark  
Supervisor of Operation..... John Daniels  
Music, Dir., Prod. Mgr..... Joe Ramay  
Farm Editor..... Melvin Rochester  
Chief Engineer..... Eli Daniels

### KSDN

ABERDEEN—1948

Frequency: 930 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Aberdeen News Co. Radio  
Station KSDN  
Bus.-Studio Address..... 12 Third Ave. S.E.  
Phone Number ..... 4573-4  
Transmitter Location..... 3 Mi. S. of town  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service..... World, Capitol  
Representative ..... Sears & Ayer  
President..... Henry J. Schmitt  
Gen.-Station Mgr..... Byron McElligott  
Commercial Manager..... Russa Osborne  
Sales Prom. Mgr..... Neil Dewhirst  
Program-Production Dir..... Bob Runyon

### KIJV

HURON—1945—MBS

Frequency: 1340 Kc..... Power: 250 Watts  
Owned By..... James Valley Bcst. Co., Inc.  
Operated By..... Max F. Staley  
Bus.-Studio Address..... 24 Second St. S.E.  
Phone Number ..... 765  
Transmitter Location..... 18th St. & Idaho  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Representative ..... Walker  
Membership ..... NAB  
President, Station Mgr..... Max F. Staley  
Sales Manager..... Robert S. Brandt  
Program Director..... Rex King  
Chief Announcer..... Dale Lorson  
Chief Engineer..... Roland H. Marty

## K M H K

**MITCHELL—1947—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Mitchell Bcstg. Corp.  
 Bus.-Studio Address. . . . . 217-219 N. Main  
 Phone Number . . . . . 621  
 Transmitter Location. . . . . ½ Mi. E. of city on  
 Hway. U. S. 16  
 Air Time. . . . . 18 Hrs.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Membership . . . . . NAB  
 General-Station Mgr. . . . . Raymond V. Eppel  
 Commercial Manager. . . . . B. Harland Ohde  
 Prog.-Musical Dir. . . . . Raymond Eppel  
 Chief Announcer. . . . . Marvin Nelles  
 Chief Engineer. . . . . Robert Taylor

## K G F X

**PIERRE—1916—KBS**

Frequency: 630 Kc. . . . . Power: 200 Watts d.  
 Owned By. . . . . Estate of Dana McNeil  
 Operated By. . . . . Ida A. McNeil  
 Bus.-Studio-Transmitter Address. . . . . 203 W.  
 Summit Ave.  
 Phone Number . . . . . 2351  
 Air Time . . . . . 9:30 a.m.-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Keystone  
 Dir., Sta. Mgr., Prog.-Musical  
 Director. . . . . Ida A. McNeil  
 Chief Engineer. . . . . Charles W. Hobbs

## K O T A

**RAPID CITY—1936—CBS**

Frequency: 1380 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Black Hills Bcst. Co. of  
 Rapid City  
 Bus.-Studio Address. . . . . Alex Johnson Hotel,  
 6th & St. Joseph Sts.  
 Phone Number . . . . . 2000-1-2  
 Transmitter Location. . . . . 5 Mi. S. of Rapid City  
 on Hway. 79  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service. . . . . Standard, Associated,  
 Capitol, Lang-Worth  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NAB, BMB  
 President, Gen.-Sta. Mgr. . . . . Robert J. Dean  
 Asst. Manager. . . . . Abner H. George  
 Sales Prom. Mgr. . . . . Stanley Lieberman  
 Production-Publicity Dir. . . . . Ellen Crilly  
 Musical Director. . . . . John Simpson  
 Chief Engineer. . . . . A. E. Griffiths  
 Farm Editor. . . . . Ed Denslow

## K E L O

**SIOUX FALLS—1937—NBC**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Midcontinent Bcstg. Co.  
 Bus.-Studio Address. . . . . Kelo Bldg., Phillips at  
 Eighth  
 Phone Number . . . . . 6363  
 Transmitter Location. . . . . S.E. of Sioux Falls  
 Air Time. . . . . 5:30 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service. . . . . Standard, Capitol  
 Representative. . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 President, Gen.-Sta. Mgr. . . . . S. Fantle, Jr.  
 Commercial Manager. . . . . Ted Matthews  
 Sales Prom. Mgr., Pub. Dir. . . . . Richard Harris  
 Program-Production Dir. . . . . Evans Nord  
 Chief Announcer. . . . . Dean Montgomery  
 Musical Director. . . . . Clayton Lorenzen  
 Chief Engineer. . . . . Lester Froke  
 Farm Editor. . . . . Les Harding

## K I H O

**SIOUX FALLS—1948—MBS**

Frequency: 1270 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Big Sioux Bcstg. Co., Inc.  
 Business-Studio Address. . . . . 218 So. Main Ave.  
 Phone Number . . . . . 912  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative. . . . . Paul H. Raymer  
 Co-Mgrs. . . . . James E. Sweet, David J. Kempkes  
 Commercial Manager. . . . . Larry LaBie  
 Program Director. . . . . Fred Schweikher  
 Asst. Manager. . . . . Ray Hamilton

## K I S D

**SIOUX FALLS—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . KISD, Inc.  
 Bus.-Studio Address. . . . . 311 S. Phillips Ave.  
 Phone Number . . . . . 1300  
 Transmitter Location. . . . . Hway. 16 W. of city  
 Air Time. . . . . 8:45 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service. . . . . Lang-Worth, MacGregor  
 President. . . . . H. R. Alton  
 Gen.-Sta.-Sales Prom. Mgr.,  
 Program Director. . . . . Verl Thomson  
 Commercial Manager. . . . . Bud Doss  
 Chief Announcer. . . . . John Doyle  
 Musical Director. . . . . Robert Helgeson  
 Chief Engineer. . . . . Bruce Brodie

## K S O O

**SIOUX FALLS—1927**

Frequency: 1140 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By. . . . . Sioux Falls Bcst. Assoc., Inc.  
 Bus.-Studio Address. . . . . 317 S. Phillips Ave.

## SOUTH DAKOTA—TENNESSEE

Phone Number .....757  
Transmitter Location.....W. 12th St.  
Air Time .....Daytime  
News Service .....AP  
Transcription Service.....Thesaurus, Standard  
Representative .....Avery-Knodel  
Membership .....NAB, BMB  
President.....Morton H. Henkin  
V.P., Gen.-Prom. Mgr., Publicity  
Director.....George J. Rohn  
Gen. Sales Mgr.....Rollie R. Williams  
Prod.-Musical Dir.....Ray Loltesness  
Editor-Dir. News Dept.....Orrin Melton  
Chief Engineer.....Max F. Staley  
Farm Editor.....Ralph Wennblom

### KWAT

WATERTOWN—1940—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Midland Nail, Life  
Address.....Kemp & Broadway  
News Service .....UP  
Transcription Service.....World, SESAC, KBS  
President.....F. L. Bramble

Comm.-Prom. Mgr.....Thomas L. Young  
Program Director.....Charles A. Swenson  
Chief Engineer.....Francis Alwin

### WNAX

YANKTON—1926—ABC

Frequency: 570 Kc.....Power: 5000 Watts  
Owned-Operated By.....Cowles Bcstg. Co.  
Bus.-Studio Address.....2nd & Capitol Sts.  
Phone Number .....442  
Transmitter Location .....Yankton  
Air Time.....5:30 a.m.-M.  
News Service .....AP, UP  
Transcription Service.....Standard, Cole  
Representative .....Katz  
Membership .....NAB, BMB  
President.....Gardner Cowles  
V.P., Gen. Mgr.....Robert R. Tincher  
Commercial Manager.....Donald D. Sullivan  
Promotion Mgr.....Robert B. Donovan  
Program Director.....Herb Howard  
Publicity Director.....John Aldern  
Musical Director.....Rex Hays  
Chief Engineer.....Clifton M. Todd

## TENNESSEE

*Estimated Population 3,149,000—Increase +8.0%—Radio Homes 689,500  
Total Families 793,200—Stations in State 50*

### WLAR

ATHENS—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....Athens Bcstg. Co.  
Operated By.....Lowell F. Arterburn  
Business-Studio Address.....N. Jackson St.  
Phone Number .....891  
Transmitter Location.....Decatur Hwy.  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service.....Standard, Keystone  
President.....Lowell F. Arterburn  
General Manager.....Otis Parker  
Program Director.....Bill Tracy  
Chief Announcer.....Max Robinette  
Chief Engineer.....T. W. Turner  
Farm Editor.....Bill Tracy

Transcription Service.....Lang-Worth, Capitol,  
World, Keystone  
Representative .....Burn-Smith  
President, General Mgr.....W. A. Wilson  
Commercial Mgr.....James C. Wilson  
Program Director.....Syd Tear  
Promotion Manager.....Mike Cady  
Chief Engineer.....Russell V. Robinson

### WAGC

CHATTANOOGA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Tennessee Valley Bcstg. Co.  
Business-Studio Address.....Hotel Patten  
Phone Number .....7-1128  
Transmitter Location.....Rossville Blvd.  
Air Time.....5:55 a.m.-11:30 p.m.  
News Service .....AP  
Transcription Service.....Lang-Worth  
Representative.....William G. Rambeau  
General Manager.....Vann Campbell  
Comm. Manager.....H. D. Parker  
Traffic Director.....June Lewis  
Chief Announcer.....Harry Thornton  
Musical Director.....Helen Richardson  
Chief Engineer.....Charles Stokely

### WOPI

BRISTOL—1929—KBS-NBC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....WOPI, Inc.  
Business-Studio Address.....310 State St.  
Phone Number .....3730  
News Service .....UP

• • • **T E N N E S S E E** • • •

## W A P O

### CHATTANOOGA—1936—NBC

Frequency: 1150 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By.....WAPO Bcstg. Service  
Business-Studio Address.....Read House  
Phone Number.....6-6141  
Transmitter Location.....Pineville Rd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Headley-Reed  
Membership.....NAB, BMB  
General Manager.....R. G. Patterson  
Comm. Mgr., Pub. Dir.....Helen Patterson  
Program Director.....Frances Harley  
Chief Announcer.....Bill Bailey  
Chief Engineer.....B. B. Barnes

## W D E F

### CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Oper. By.....WDEF Bcstg. Co.  
Bus. Studio Address.....4th Fl., Volunteer Bldg.  
Phone Number.....6-5664  
Transmitter Location.....Moccasin Bend  
Air Time.....5:30 a.m.-M.  
News Service.....UP  
Transcription Service.....Capitol  
Representative.....Branham  
President.....Joe W. Engel  
Gen.-Station Mgr.....Ken Flenniken  
Program Director.....Tom Nobles  
Chief Announcer.....Luther Masengill  
Chief Engineer.....B. C. Baker

## W D O D

### CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Oper. By.....WDOD Bcstg. Corp.  
Bus. Studio Address.....Hamilton Natl. Bank  
Bldg.  
Phone Number.....6-5117  
Transmitter Location.....Baylor Rd.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Paul H. Raymer  
Membership.....NAB, BMB  
President.....Norman A. Thomas  
V.P., Sec., Treas.....Earl W. Winger  
Gen.-Sta.-Comm. Mgr.....Ralph H. Patt, Jr.  
Sales Prom. Mgr.....Jack C. Fiedler  
Program Director.....Gene A. Carr  
Publicity Director.....Bill Osovsky  
Chief Announcer.....Gaylord McPherson  
Chief Engineer.....Roy Owen  
Farm Editor.....Bill Wilson

## W D X B

### CHATTANOOGA—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....WDXB Bcstg. Co.  
Business-Studio Address.....539 Vine St.  
Phone Number.....6-1114  
Transmitter Location.....1003 Riverside Dr.  
Air Time.....17 Hrs.  
News Service.....INS  
Transcription Service.....World  
Representative.....Forjoe  
Membership.....NAB  
President.....J. V. Williams, Jr.  
Gen.-Sta.-Comm.-Sales Promotion  
Manager.....Charles H. Gullickson  
Prog.-Prod.-Pub. Dir.....Walter H. Stamper, Jr.  
Musical Director.....William Palmer  
Chief Engineer.....Byron E. Fincher  
Farm Editor.....Walter H. Stamper, Jr.

## W J Z M

### CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....Campbell & Shellall  
Operated By.....E. T. Campbell  
Business-Studio Address.....411 Madison St.  
Phone Number.....2295-6  
Transmitter Location.....Martin St.  
Air Time.....6 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....Capitol, World, KBS  
Membership.....NAB, BMB  
Pres., Gen.-Sta. Mgr.....E. T. Campbell  
Comm.-Sales Promotion  
Manager.....Clarence L. Waggoner  
Program-Production Dir.....Clay Cline, Jr.  
Chief Engineer.....John H. Bailey

## W B A C

### CLEVELAND—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Robert W. Rounsaville  
Business-Studio Address.....Radio Center  
Phone Number.....62  
Transmitter Location.....Chattanooga Hwy.  
Air Time.....6:30 a.m.-10:30 p.m.  
News Service.....UP  
Membership.....NAB  
Owner, Gen. Mgr.....R. W. Rounsaville  
Station Manager.....Sam Davis  
Commercial Manager.....Bill Wilson  
Program Director.....Art Selley  
Chief Engineer.....Bill Stuart

## W K R M

### COLUMBIA—1946—MBS-KBS-TV

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....The Middle Tennessee  
Bcstg. Co., Inc.

# T E N N E S S E E

Bus.-Studio-Transmitter Address.. P. O. Box 71  
 Phone Number ..... 1340-1  
 Air Time ..... 5:55 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service..... Capitol, Keystone  
 Membership ..... NAB, BMB  
 Pres., Gen. Sta.-Comm. Mgr., R. M. McKay, Jr.  
 Program Director..... Mary Hill McKay  
 Musical Director..... Charles Baker  
 Chief Engineer..... Revis Hobbs  
 Farm Editor..... C. R. Baker

## W H U B

### COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... WHUB, Inc.  
 Bus.-Studio Address..... 315 E. Spring St.  
 Phone Number ..... 200  
 Transmitter Location..... 807 Hickory St.  
 Air Time ..... 6 a.m.-11:05 p.m.  
 News Service ..... UP  
 Transcription Service... Lang-Worth, Keystone  
 Representative..... Continental Radio Sales  
 Membership ..... NAB, BMB  
 Pres., Gen.-Comm. Mgr..... M. L. Medley  
 Sta. Mgr., Prog. Dir..... Joe Mabry  
 Musical Director..... Thomas W. Harris  
 Chief Engineer..... George W. Daughtery

## W D S G

### DYERSBURG—1946 MBS-KBS-LION OIL

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By. .State Gazette Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address..... Box 58  
 Phone Number ..... 77  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service..... World, Keystone  
 Membership ..... NAB  
 President..... Russel M. D. Bruce  
 General Manager..... Frank Armstrong  
 Commercial Manager..... Charles R. Bowen  
 Prog.-Pub. Dir..... Nonb Beckun  
 Chief Engineer..... C. W. Nounow  
 Farm Editor..... Frank Armstrong

## W B E J

### ELIZABETHTON-JOHNSON CITY—1946—MBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned By..... Elizabethton Bcstg. Co.  
 Operated By..... R. W. Rounsaville  
 Business-Studio Address..... Radio Center  
 Air Time ..... 6:30 a.m.-10:30 p.m.  
 News Service ..... UP  
 Senior Partner, Gen. Mgr., R. W. Rounsaville  
 Commercial Manager..... Bill Wagner

Program Director..... Bill Edgar  
 Chief Engineer..... Condon Bowers

## W E K R

### FAYETTEVILLE—1948—MBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Elk River Bcstrs., Inc.  
 Bus.-Studio-Transmitter Address... Fayetteville  
 Phone Number ..... 1240  
 Air Time ..... Unlimited  
 News Service ..... UP  
 General Manager..... A. D. Smith, Jr.  
 Sta.-Comm.-Sales Prom. Mgr.,  
 Publicity Director..... Edward H. Morgan  
 Prog.-Prod. Musical Dir..... Frank Huber  
 Chief Announcer..... Mike Freeland  
 Chief Engineer..... Elton Chick  
 Farm Editor..... Noel Clifford

## W H I N

### GALLATIN—1948

Frequency: 1010 Kc..... Power: 1000 Watts d.  
 Owned By..... Sumner County Bcstg. Co.  
 Operated By..... Charles B. Cage  
 Business Address..... Box 28  
 Phone Number ..... 1010  
 Studio-Transmitter Location..... Portland Rd.,  
 Hwy. 109  
 Air Time ..... Local sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Pres., Gen.-Comm. Mgr..... Charles B. Cage  
 Sta. Mgr., Prog.-Prod. Dir..... Weston E. Britt  
 Sales Prom. Manager..... Lee Blum  
 Chief Announcer..... Bill Allen  
 Chief Engineer..... Harold Woodward  
 Farm Editor..... Bill Gallivan

## W G R V

### GREENEVILLE—1946—MBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned By..... Radio Greeneville, Inc.  
 Operated By..... R. W. Rounsaville  
 Bus.-Studio Address... Radio Center, Depor St.  
 Transmitter Location..... Arnold Rd.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Pres., Gen. Mgr..... R. W. Rounsaville  
 Station Manager..... Paul Melcalfe  
 Commercial Manager..... Hugh Pickel  
 Program Director..... Max Killian  
 Chief Announcer..... Tom Lyons  
 Chief Engineer..... Laile Hampton

## W H B T

### HARRIMAN—1946—MBS-KBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By... The Harriman Bcstg. Co.,  
 Inc.

**T E N N E S S E E**

Bus. Studio Address . . . . . Crescent & Devonia  
 Phone Number . . . . . 850, 870  
 Transmitter Location . . . . . Margrave St.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, KBS  
 Representative . . . . . Cox & Tanz  
 Membership . . . . . NAB, TAB  
 President . . . . . F. L. Crowder  
 Vice President . . . . . J. M. Hickman  
 Sec. Treas. . . . . Neil L. Shields  
 Promotion-Traffic Mgr. . . . . Vivien Russell  
 General Manager . . . . . F. L. Crowder  
 Sports-Program Dir. . . . . John Fielder  
 Chief Engineer . . . . . Kenneth Hargis

**WDXI**

**JACKSON—1948—DIXIE**

Frequency: 1310 Kc. . . . . Power: 1000 Watts d.  
 (C.P. Full Time)  
 Owned By . . . . . Dixie Bcstg. Co.  
 Operated By . . . . . Aaron B. Robinson  
 Business Address . . . . . P. O. Box 309  
 Phone Number . . . . . 7-5681, 505  
 Studio Address . . . . . Williams Bldg.  
 Transmitter Location . . . . . Humboldt Hway.  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB  
 Owner, Gen. Mgr. . . . . Aaron B. Robinson  
 Station Manager . . . . . Bill Winsell  
 Comm.-Sales Prom. Mgr. . . . . Jack M. Cecil  
 Program Director . . . . . James W. Hoppers  
 Production Director . . . . . Charles L. Wingale  
 Publicity Director . . . . . Doris Freeman  
 Chief Announcer . . . . . Dave O'Brien  
 Musical Director . . . . . Douglas Biggs  
 Chief Engineer . . . . . James S. Thomas  
 Farm Editor . . . . . Tom J. Williams

**WTJS**

**JACKSON—1931—ABC**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . The Sun Publishing Co.  
 Bus. Studio Address . . . . . 104-106 W. Baltimore St.  
 Phone Number . . . . . 7-3316  
 Transmitter Location . . . . . Bemis Hway.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World, Cole  
 Representative . . . . . Branham  
 Membership . . . . . NAB, BMB, FMA  
 V.P., General Mgr. . . . . Albert A. Stone  
 Station Manager . . . . . Frank S. Proctor  
 Asst. Manager . . . . . Leslie R. Brooks, Jr.  
 Studio Director . . . . . Sam D. Lollar  
 Musical Director . . . . . James Allen  
 Chief Engineer . . . . . Robert M. Gordon

**WETB**

**JOHNSON CITY—1947—KBS**

Frequency: 790 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . E. Tennessee Bcstg. Co.  
 Business Address . . . . . Press Bldg.  
 Phone Number . . . . . 2993  
 Studio-Transmitter Location . . . . . RFD, Johnson City  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, World,  
 Keystone  
 Representative . . . . . Helen Wood & Colton  
 Membership . . . . . NAB, BMB  
 President, Gen. Mgr. . . . . Carl A. Jones, Jr.  
 Program Director . . . . . Berney Burleson  
 Chief Engineer . . . . . E. B. Jones

**WJHL**

**JOHNSON CITY—1938—ABC**

Frequency: 910 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned By . . . . . WJHL, Inc.  
 Operated By . . . . . W. H. Lancaster  
 Business-Studio Address . . . . . 143 W. Main St.  
 Phone Number . . . . . 2780  
 Transmitter Location . . . . . Johnson City-Kingsport  
 Hway.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 President . . . . . W. H. Lancaster  
 Gen.-Sta.-Comm. Mgr. . . . . Ray D. Williams  
 Sales Prom. Mgr., Pub. Dir. . . . . Ken Matthews  
 Program Director . . . . . Walter Heeb  
 Chief Engineer . . . . . O. K. Garland  
 Farm Editor . . . . . Raymond Rosson

**WKPT**

**KINGSPORT—1940—NBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Kingsport Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 222 Commerce St.  
 Phone Number . . . . . 2870  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Lang-Worth  
 Representative . . . . . Donald Cooke  
 President . . . . . C. P. Edwards, Jr.  
 General Manager . . . . . A. F. Martin  
 Commercial Mgr. . . . . Phil Weaver  
 Program Director . . . . . Paul Overbay  
 Chief Engineer . . . . . Thomas Phillips

**WBIR**

**KNOXVILLE—1941—ABC**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Station WBIR, Inc.



# T E N N E S S E E

Business-Studio Address.....406 W. Church  
 Phone Number .....4-3321  
 Transmitter Location....Pointer & Concord Sts.  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative.....John E. Pearson  
 Membership .....NAB, BMB  
 President.....Gilmore N. Nunn  
 Gen.-Sta.-Sales P. om. Mgr.....John P. Hart  
 Comm. Manager.....David Kavanagh  
 Prog.-Prod.-Pub. Dir., Chief  
 Announcer.....Tys Terwey  
 Musical Director.....W. R. Johnston, Jr.  
 Chief Engineer.....J. Rex Horton

Business-Studio Address....110-112 S. Gay St.  
 Phone Number .....3-3171  
 Transmitter Location..Anderson Rd. nr. Beverly  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative.....Branham  
 President.....Jack R. Howard  
 Gen.-Station Mgr.....R. B. Westergaard  
 Comm.-Sales Prom. Mgr.....O. L. Smith  
 Program-Production Dir.....C. A. McMahon  
 Publicity Director.....Para Lee Brock  
 Chief Announcer.....Lowell Blanchard  
 Musical Director.....Jerry Collins  
 Chief Engineer.....Ray Evans  
 Farm Editor.....Cliff Allen

## W I B K

KNOXVILLE—1947

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Independent Bcstg. Co., Inc.  
 Business-Studio Address.....908 S. Gay St.  
 Phone Number .....4-9866  
 Transmitter Location.....Rouse Hill  
 Air Time .....Sunrise-sunset  
 News Service .....AP  
 Transcription Service .....MacGregor  
 Representative.....Donald Cooke  
 Membership .....NAB  
 President.....J. Harold Smith  
 General-Station Mgr.....Marvin I. Thompson  
 Chief Engineer.....T. E. Hooper

## W R O L

KNOXVILLE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned By.....Stuart Bcstg. Co.  
 Operated By.....S. E. Adcock  
 Business Address.....Hamilton Bank Bldg.  
 Phone Number .....2-7111  
 Transmitter Location.....Holston Hills  
 Air Time.....Sa.m.-M.  
 News Service .....UP  
 Transcription Service.....World, Thesaurus  
 Representative.....John Blair  
 Owner.....S. E. Adcock  
 General Manager.....C. T. DeVois  
 Commercial Manager.....W. H. Linebaugh  
 Program Director.....J. H. Reese  
 Musical Director.....Harry Nides  
 Chief Engineer.....Fred Andrews

## W K G N

KNOXVILLE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....WKGN Bcstg. Co.  
 Operated By.....Clarence Beaman, Jr.  
 Bus.-Studio Address.....Atop the Park Natl.  
 Bank Bldg.  
 Phone Number .....4-0766  
 Transmitter Location.....2166 Ailor Ave. at  
 L. & N. R. R.  
 Air Time.....5 a.m.-1 a.m.  
 News Service .....AP  
 Transcription Service.....Lang-Worth, Capitol  
 Representative.....Forjoe  
 Membership .....NAB  
 Pres., Gen.-Sta.-Comm.  
 Manager.....Clarence Beaman, Jr.  
 Public Serv. Prog.....Joe Wheeler  
 Traffic-Production Dir.....Walter D. Corning  
 Publicity Director.....Pan Dodd  
 Chief Engineer.....Joseph E. Boyles

## W J J M

LEWISBURG—1946

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Estate of James J. Murray  
 Operated By.....Lewis D. Lingner  
 Business Address.....Box 20  
 Phone Number .....780  
 Studio-Transmitter Location.....E. Hill  
 Air Time.....Unlimited  
 News Service .....AP  
 Transcription Service .....World  
 Membership .....NAB, BMB  
 General Manager.....Lewis D. Lingner  
 Manager.....Harold Twitty  
 Program Director.....Allen D. Walker  
 Chief Engineer.....J. E. Sowell

## W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc.....Power: 10,000 Watts  
 Owned-Oper. By..Scripps-Howard Radio, Inc.

## W G A P

MARYVILLE—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....V. H. McLean,  
 George R. Dempster

# So Big

W H H M IS BIG IN A SPECIAL SORT OF WAY.

**Big** in the affection in which it is held by its alert, active audience.

**Big** in the confidence placed in it by advertisers who keep on renewing spots and programs.

**Big** in the estimation of time buyers who have seen W H H M pay off at the cash register.

**Big** in those happy, happy Hoopers which have kept up month after month, summer and winter, spring and fall.

**Big** judged by the fact that

**W H H M DELIVERS MORE LISTENERS  
PER DOLLAR IN MEMPHIS**

# WHHM

Music, News and Sports  
24 Hours Daily

**MEMPHIS, TENNESSEE**

PATT McDONALD, GENERAL MANAGER ★ FORJOE & CO., REPRESENTATIVES

Member of  
Association  
of Independent  
Metropolitan Stations

# T E N N E S S E E

Operated By..... F. H. Corbett  
 Bus.-Studio Address..... 503 Blount Natl. Bank Bldg.  
 Phone Number ..... 2490-1  
 Transmitter Location..... Louisville Pike  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... UP  
 Transcription Service..... Lang-Worth, Keystone  
 Membership ..... NAB  
 Gen. Mgr., Prog. Dir..... F. H. Corbett  
 Sales Prom. Manager..... Tcm Beam  
 Chief Engineer..... Curtis Lamarr  
 Farm Editor..... David Lynn

## W D I A

MEMPHIS—1947

Frequency: 730 Kc..... Power: 250 Watts d.  
 Owned By..... Bluff City Bcstg. Co.  
 Oper. By..... John Pepper, Bert Ferguson  
 Business-Studio Address..... 2074 Union Ave.  
 Phone Number ..... 36-2703  
 Transmitter Location..... 1125 University  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative..... John E. Pearson  
 Membership ..... NAB, BMB  
 Partner..... John R. Pepper  
 General Manager..... Bert Ferguson  
 Chief Engineer..... Ed Lacey

## W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc..... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By..... Harding College,  
 Searcy, Ark.  
 Bus.-Studio Address..... Hotel Gayoso  
 Phone Number ..... 8-6868  
 Transmitter Location..... Benjestown Rd.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Membership ..... NAB, BMB  
 Gen.-Sta. Manager..... E. Pournelle  
 Program Director..... Bill Grumbles  
 Publicity Director..... Bob Stevens  
 Chief Engineer..... W. M. Roy

## W H H M

MEMPHIS—1946

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Mid-South Bcstg. Corp.  
 Business-Studio Address..... Sterick Bldg.  
 Phone Number ..... 37-4422  
 Transmitter Location..... Sommerville St.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Forjoe  
 Membership ..... NAB

President..... P. E. Furlow  
 Gen.-Sta.-Comm. Mgr..... Pat McDonald  
 Sales Promotion Mgr.,  
 Publicity Director..... Norton Rosengarten  
 Program-Production Dir..... Allan Avery  
 Chief Announcer..... Bill Gordon  
 Musical Director..... John Swinney  
 Chief Engineer..... William Marsh

## W M C

MEMPHIS—1923

SOUTHCENTRAL QUALITY

Frequency: 790 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Memphis Publishing Co.  
 Bus.-Studio Address..... Goodwyn Institute Bldg.  
 Phone Number ..... 8-7464  
 Transmitter Location..... Memphis  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Thesaurus, SESAC,  
 Lang-Worth  
 Representative ..... Branham  
 Membership ..... NAB, BMB  
 General Manager..... H. W. Slavick  
 Commercial Mgr..... J. C. Eggleston  
 Program Director..... Wilson Mount  
 Production Director..... W. R. Brazil  
 Publicity Director..... Walter E. Frase  
 Chief Announcer..... Charles B. Sullivan  
 Musical Director..... Noel Gilbert  
 Chief Engineer..... E. C. Frase, Jr.  
 Farm Editor..... Walter Durham

## W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc..... Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned By..... Plough, Inc.  
 Operated By..... WMPS, Inc.  
 Business Address..... 215 Columbia Tower  
 Phone Number ..... 5-2721  
 Transmitter Location..... N. Benjestown Rd.  
 Air Time..... 5 a.m.-12:05 a.m.  
 News Service ..... AP, UP  
 Transcription Service..... Standard, Cole,  
 Lang-Worth  
 Representative ..... Radio Representatives  
 Membership ..... NAB, BMB  
 General Manager..... Harold R. Krelstein  
 Commercial Manager..... Harold F. Walker  
 Sales Prom. Manager..... W. B. Rudner  
 Program Director..... George Faulder  
 Production Director..... Bob Neal  
 Publicity Director..... Matty Brescia  
 Musical Director..... Fred Christensen  
 Chief Engineer..... J. E. Deaderick

## W R E C

MEMPHIS—1922—CBS

Frequency: 600 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WREC Bcstg. Service

# T E N N E S S E E

Business-Studio Address.....Hotel Peabody  
 Phone Number .....5-1313  
 Transmitter Location...Radio Center, Payne  
 Ave. & Hindman Ferry Rd.  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service....SESAC, Lang-Worth,  
 World  
 Representative .....Katz  
 Membership .....NAB, BMB  
 Owner, General Manager...Hoyt B. Wooten  
 Commercial Manager.....Hollis R. Wooten  
 Program Director.....Roy Wooten  
 Chief Engineer.....Wilson Raney

## W M M T

**McMINNVILLE—1947—MBS-TV B**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...McMinnville Bcstg. Co., Inc.  
 Bus.-Studio Address.....N. Chancery St.  
 Air Time .....6 a.m.-11:05 p.m.  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....NAB  
 President.....Dr. Sam J. Albritton  
 Gen.-Station Manager.....Royce Richards  
 Commercial Manager.....Roy E. Wood  
 Sales Prom. Mgr., Prog.-Prod.

Director .....Ernest Richards  
 Pub. Dir., Chief Announcer.....Roy Crocker  
 Chief Engineer.....Walter A. Duke  
 Farm Editor.....Hobart V. Massey

## W C R K

**MORRISTOWN—1947—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Cherokee Bcstg. Corp.  
 Bus.-Studio-Transmitter Address...B-own Ave.  
 Phone Number .....1450  
 Air Time .....5:30 a.m.-11 p.m.  
 Transcription Service .....World  
 Representative .....Hal Holman  
 Membership .....NAB  
 President.....Herbert S. Walters  
 General Manager.....Hal Falter  
 Commercial Manager.....Howell Ashford  
 Prog. Dir., Chief Announce.....Joe Price  
 Publicity Director.....Mrs. Bobbie Melford  
 Chief Engineer.....James A. Redden  
 Farm Editor.....G. L. Carter

## W G N S

**MURTREESBORO—1947—MBS-TV B**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WGNS, Inc.  
 Business-Studio Address.....N. Church  
 Phone Number .....1450  
 Transmitter Location.....S. Church  
 Air Time .....Unlimited

News Service .....UP  
 Transcription Service.....World, Capitol  
 Representative .....Hal Holman  
 Membership .....NAB  
 Pres., General Mgr.....C. N. Elrod, Jr.  
 Sta. Mgr., Prog. Dir.....Bill Huddleston  
 Comm. Mgr., Production Director,  
 Chief Announcer.....Bill Schoecraft  
 Sales Prom. Mgr., Pub. Dir.....Ray Duffy  
 Musical Director.....Doris Winters  
 Chief Engineer.....E. E. Corington  
 Farm Editor.....Charles Bragg

## W K D A

**NASHVILLE—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Capitol Bcstg. Co.  
 Bus.-Studio Address.....American Natl. Bank  
 Bldg.  
 Phone Number .....4-0511  
 Representative .....Forjoe  
 Owners.....T. B. Baker, Jr., A. G. Beaman

## W L A C

**NASHVILLE—1926—CBS**

Frequency: 1510 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WLAC Bcstg. Service  
 Bus.-Studio Address...Third Natl. Bank Bldg.  
 Phone Number .....6-0161  
 Transmitter Location.....Old Hickory Blvd.  
 Air Time .....5 a.m.-1 a.m.  
 News Service .....UP  
 Transcription Service .....World  
 Representative.....Paul H. Raymer  
 Membership .....NAB, BMB  
 Owner.....J. T. Ward  
 Gen.-Sta.-Comm. Mgr.....F. C. Sowell  
 Sales Prom. Mgr.....Bill Shaw  
 Prog.-Prod. Dir., Chief  
 Announcer.....Paul Oliphant  
 Publicity Director.....Robert S. Larimer  
 Musical Director.....Fred Murff  
 Chief Engineer.....F. D. Binns

## W M A K

**NASHVILLE—1948—MBS**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Volunteer State Bcstg. Co.,  
 Inc.  
 Bus.-Studio Address.....Maxwell House  
 Phone Number .....4-3411  
 Transmitter Location.....Hydes Ferry Rd.  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative.....George P. Hollingbery  
 President, General Mgr.....Frank W. Mayborn  
 Station Manager.....Walter P. Speight, Jr.  
 Commercial Mgr.....Blackstone Dozier

. . . **TENNESSEE** . . .

Program Director..... H. C. Young, Jr.  
 Production Dir..... William W. Pennell  
 Musical Director..... Anita Kerr  
 Chief Engineer..... Shelton Weaver

**WSIX**

**NASHVILLE—1927—ABC**

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Oper. By... Jack M. & Louis R. Draughon  
 Bus.-Studio Address... Nashville Trust Bldg.  
 Phone Number..... 5-5431  
 Transmitter Location..... McGavoc Rd.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Standard  
 Representative..... Katz  
 Membership..... NAB, BMB, FMA  
 General Manager..... Jack M. Draughon  
 Commercial Manager..... E. S. Tanner  
 Program Director..... Ottis Roush  
 Chief Engineer..... Fred Schumann

**WSM**

**NASHVILLE—1925—NBC**

Frequency: 650 Kc..... Power: 50,000 Watts  
 Owned By..... Natl. Life & Accident Ins. Co.  
 Operated By..... WSM, Inc.  
 Bus.-Studio Address..... 301 7th Ave. N.  
 Phone Number..... 6-7181  
 Transmitter Location..... Route 5, Franklin  
 Air Time..... Unlimited  
 News Service..... AP, INS  
 Transcription Service..... Associated  
 Representative..... Edward Pety  
 Membership..... NAB, BMB  
 President..... John H. DeWitt, Jr.  
 V.P., Gen.-Station Mgr..... Harry Stone  
 Commercial Manager..... Irving C. Waugh  
 Program-Production Director..... Jack Stapp  
 Musical Director..... Beasley Smith  
 Chief Engineer..... George A. Reynolds  
 Farm Editor..... John McDonald

**WATO**

**OAK RIDGE—1948—MBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... WATO, Inc.  
 Bus.-Studio-Transmitter Address... Municipal  
 Market Bldg.  
 Phone Number..... Oak Ridge 5-3535  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Standard  
 Representative..... Lorenzen & Thompson  
 Membership..... NAB  
 General Manager..... Marshall H. Pengra  
 Commercial Mgr..... Harry C. Weaver  
 Program Dir..... Arthur J. Metzler

Musical Director..... James Scott  
 Chief Engineer..... James R. Wilburn

**WTPR**

**PARIS—1946**

**TENN. VOLUNTEER-KY. LAKE-KBS**

Frequency: 710 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Kentucky Lake Bcstg.  
 System, Inc.  
 Bus.-Studio Address..... 100½ N. Market St.  
 Phone Number..... 1700-1  
 Transmitter Location... 2½ Mi. S.E. of Paris on  
 Clifty Rd.  
 Air Time..... Sunrise-sunset  
 News Service..... AP  
 Transcription Service... Lang-Worth, Keystone  
 Representative..... Hal Holman  
 Pres., Gen.-Sta. Mgr..... E. Weaks Smith  
 Comm.-Sales Prom. Mgr... Parkman R. Feezer  
 Program Director..... Joseph A. Brandt  
 Musical Director..... R. H. Hollingsworth  
 Chief Engineer..... Charles W. Jones  
 Farm Editor..... Ernest Greer

**WKSR**

**PULASKI—1946—MBS**

Frequency: 730 Kc..... Power: 250 Watts d.  
 Owned By..... Pulaski Bcstg. Co.  
 Operated By..... R. W. Rounsaville  
 Business-Studio Address..... Radio Center  
 Phone Number..... 661  
 Transmitter Location... Lawrenceburg Hwy.  
 Air Time..... Daytime  
 News Service..... UP  
 Senior Partner, Gen. Mgr... R. W. Rounsaville  
 Station Manager..... Virgil Trimm  
 Program Director..... Berlin Benfield  
 Chief Announcer..... Ken Marston  
 Chief Engineer..... Andrew Keicher

**WHAL**

**SHELBYVILLE—1946—MBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned Oper. By... Shelbyville Bcstg. Co., Inc.  
 Bus.-Studio Address..... E. Side Square  
 Phone Number..... 1400  
 Transmitter Location..... Lewisburg Pike  
 Air Time..... 6 a.m.-11 p.m.  
 News Service..... UP  
 President..... Harvard Smith  
 General-Station Mgr..... Charles Christian  
 Program Director..... Jean Carroll  
 Chief Engineer..... Tim Marsh

**WJIG**

**TULLAHOMA—1947—TENN.**

Frequency: 740 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Tri-Cities Bcstg. Co.

. . . **TENNESSEE—TEXAS** . . .

Business Address . . . . .Tullahoma  
 Phone Number . . . . .2607-8  
 Studio-Transmitter Location . . . . .Old Winchester  
 Hway.  
 Air Time . . . . .Sunrise-sunset  
 News Service . . . . .UP  
 Transcription Service . . . . .Lang-Worth  
 President . . . . .Raymond L. Prescott, Jr.  
 Vice-President . . . . .Henry L. Wilson  
 Station Manager . . . . .R. G. Tanner  
 Prog. Dir., Asst. Mgr. . . . .Roy Morris  
 Chief Engineer . . . . .Carl Spraggins  
 Farm Editor . . . . .Lee Malone

Pres., General Mgr. . . . .Aaron B. Robinson  
 Station Manager . . . . .Louis C. Wrather  
 Commercial Manager . . . . .Ernest Watson  
 Sales Prom. Manager . . . . .David J. Capps  
 Program Director . . . . .Jack A. Dill  
 Prod. Dir., Farm Editor . . . . .Will Nunn  
 Publicity Director . . . . .Dick Unger  
 Chief Announcer . . . . .Hoyt White  
 Musical Director . . . . .Don Lilly  
 Chief Engineer . . . . .James Thomas

## WENK

**UNION CITY—1946—MBS-DIXIE**

Frequency: 1240 Kc. . . . .Power: 250 Watts  
 Owned By . . . . .Union City Bcstg. Co.  
 Operated By . . . . .Aaron B. Robinson  
 Business-Studio Address . . . . .First St.  
 Phone Number . . . . .1240-1  
 Transmitter Location . . . . .Edge of city limits,  
 Hway. 51  
 Air Time . . . . .6 a.m.-M.  
 News Service . . . . .UP  
 Transcription Service . . . . .World  
 Representative . . . . .Burn-Smith  
 Membership . . . . .NAB

## WC DT

**WINCHESTER—1948—MBS**

Frequency: 1340 Kc. . . . .Power: 250 Watts  
 Owned-Oper. By . . . . .Arthur D. Smith, Jr.  
 Business Address . . . . .P. O. Box 1103  
 Phone Number . . . . .2201  
 Studio-Transmitter Location . . . . .Cowan Hway.  
 Air Time . . . . .5:45 a.m.-10 p.m.  
 News Service . . . . .UP  
 Transcription Service . . . . .SESAC  
 Station Manager . . . . .Arthur D. Smith, Jr.  
 Commercial Mgr. . . . .Hollis D. Carollon  
 Sales Prom. Mgr., Chief  
 Announcer . . . . .Bill Roberson  
 Program Director . . . . .William E. Hale  
 Musical Director . . . . .Joe C. Donaldson  
 Chief Engineer . . . . .James F. Spencer

# TEXAS

*Estimated Population 7,230,000—Increase +12.7%—Radio Homes 1,722,900  
 Total Families 1,952,900—Stations in State 155*

## KRBC

**ABILENE—1936—ABC-TSN**

Frequency: 1470 Kc. . . . .Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . .Reporter Bcstg. Co.  
 Business Address . . . . .Abilene  
 Phone Number . . . . .6255, 2-1608  
 Studio Address . . . . .Windsor Hotel  
 Transmitter Location . . . . .Old Anson Rd.  
 Air Time . . . . .6 a.m.-M.  
 News Service . . . . .AP  
 Transcription Service . . . . .Lang-Worth, Capitol  
 Representative . . . . .John E. Pearson  
 Membership . . . . .NAB, BMB, FMA  
 President . . . . .M. B. Hanks  
 General-Station Mgr. . . . .Howard Barrett  
 Camm. Mgrs. . . . .Bro Mingus (Local); Forest Lane  
 (National)  
 Sales Prom. Manager . . . . .Forest Lane  
 Prog. Dir., Chief Announcer . . . . .Leo Reynolds  
 Publicity Director . . . . .Nan Rausch  
 Chief Engineer . . . . .J. B. Casey

## KWKC

**ABILENE—1948—MBS-LONE STAR**

Frequency: 1340 Kc. . . . .Power: 250 Watts  
 Owned-Oper. By . . . . .Citizens Bcstg. Co.  
 Bus.-Studio Address . . . . .25th & Butternut Sts.  
 Phone Number . . . . .7287  
 News Service . . . . .AP, UP  
 Transcription Service . . . . .World  
 Representative . . . . .Taylor-Boroff  
 President . . . . .W. P. Wright  
 Gen.-Prom. Mgr. . . . .A. C. Etter  
 Program Director . . . . .Leonard Johnson  
 Chief Engineer . . . . .Lewis Fisher

## KBKI

**ALICE—1946**

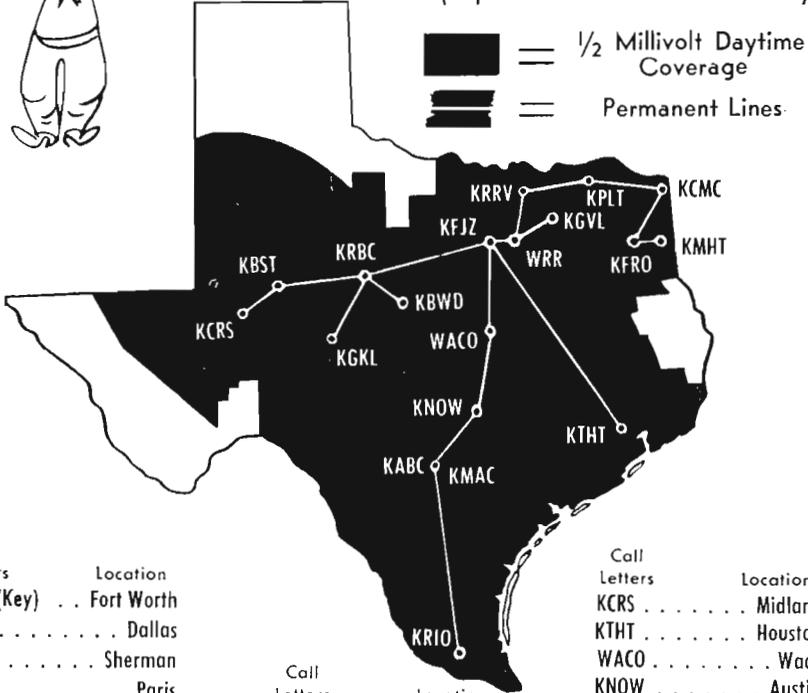
Frequency: 1070 Kc. . . . .Power: 1000 Watts d.  
 Owned-Operated By . . . . .Alice Bcstg. Co.  
 Business-Studio Address . . . . .Hotel Alice  
 Phone Number . . . . .1360

# We're Sorry!

## All We Can Deliver Is

# 90% of Texas

(Population-wise and Dollar-wise)



Call Letters	Location
KFJZ (Key)	Fort Worth
WRR	Dallas
KRRV	Sherman
KPLT	Paris
KCMC	Texarkana
KFRO	Longview
KMHT	Marshall
KGVL	Greenville

Call Letters	Location
KRBC	Abilene
KBWD	Brownwood
KGKL	San Angelo
KBST	Big Spring

Call Letters	Location
KCRS	Midland
KTHT	Houston
WACO	Waco
KNOW	Austin
KMAC*	San Antonio
KABC*	San Antonio
KRIO	McAllen

\*Only one San Antonio Station to be used.

# TEXAS STATE NETWORK

1201 W. LANCASTER

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: WEED & COMPANY

New York • Detroit • Boston • Chicago • Atlanta • Hollywood • San Francisco

**TEXAS**

News Service ..... AP  
 Transcription Service..... World, Lang-Worth  
 General Manager..... Leon Lloyd

**KVLF**

**ALPINE—1947—MBS-S.W.-KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Big Bend Bcstrs.  
 Business Address..... P. O. Box 779  
 Phone Number ..... 37  
 Studio Address..... Holland Hotel  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service..... Lang-Worth. KBS  
 Representative ..... Katz  
 Membership ..... NAB  
 President..... Barney H. Hubbs  
 General Manager..... Jack Hawkins  
 Station Manager..... Charles Van Grundy  
 Commercial Mgr..... Gene Hendrix  
 Chief Engineer..... Bert Johnson

**KAMQ**

**AMARILLO—1947**

Frequency: 1010 Kc..... Power: 1000 Watts d.  
 Owned By..... Top of Texas Bcstg. Co.  
 Business-Studio Address..... 1301 Polk St.  
 Phone Number ..... 2-6543  
 Transmitter Location..... E. on Hway. 287  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service ..... Standard  
 President..... Walter G. Russell  
 General Manager..... W. J. Dickerson  
 Program Director..... Ray Whitworth  
 Chief Announcer, Farm Editor..... Ken Duke  
 Musical Director..... Tom Hipps  
 Chief Engineer..... Stewart Parson

**KFDA**

**AMARILLO—1939—ABC**

Frequency: 1440 Kc..... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned By..... Amarillo Bcstg. Corp., Inc.  
 Operated By..... J. Lindsay, Gilmore Nunn  
 Business-Studio Address..... 109 E. 5th St.  
 Phone Number ..... 5343  
 Transmitter Location..... Belaire Pk.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... World, Capitol  
 Representative..... John E. Pearson  
 Membership ..... NAB, BMB  
 President..... Gilmore Nunn  
 General Manager..... Howard Roberson  
 Commercial Manager..... Bill Fairley  
 Sales Prom. Manager..... Phil Stanley  
 Program Director..... Jabbo Watson  
 Musical Director..... Joe Bob Coble  
 Chief Engineer..... Noel Luddy  
 Farm Editor..... Bill Spiller

**KGNC**

**AMARILLO—1935  
 NBC-LONE STAR**

Frequency: 710 Kc..... Power: 10,000 Watts  
 Owned-Oper. By..... Plains Radio Bcstg. Co.  
 Bus.-Studio Address..... Radio Bldg., 8th &  
 Harrison  
 Phone Number ..... 4242  
 Transmitter Location ..... Wilton  
 Air Time ..... 6 a.m.-M.  
 News Service..... AP, UP  
 Transcription Service..... SESAC, Lang-Worth  
 Representative ..... Taylor-Borhoff  
 Membership..... NAB, BMB, FMA  
 President..... Gene Howe  
 Exec. Gen. Mgr..... Ted Taylor  
 General Manager..... Aubrey Jackson  
 Local Sales Manager..... J. B. Linn  
 Program Director..... Bob Watson  
 Musical Director..... Bernie Howell  
 Chief Engineer..... William H. Torrey  
 Farm Editor..... J. B. Linn

**KVAI**

**AMARILLO—1948—MBS**

Frequency: 940 Kc..... Power: 1000 Watts  
 Owned By..... Plains Empire Bcstg. Co.  
 Operated By..... Lonnie J. Preston  
 Business-Studio Address..... 1014 W. 7th Ave.  
 Phone Number ..... 2-6773  
 Transmitter Location..... S.E. of City  
 Air Time..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Walker  
 Membership ..... NAB, BMB  
 President..... Alice Howenstine  
 General-Station Mgr..... Lonnie J. Preston  
 Comm.-Sales Prom. Mgr., Prod. Dir..... Pat Flynn  
 Program Director..... Lew Preston  
 Musical Dir., Traffic Mgr..... Evelyn Preston  
 Chief Engineer..... A. Browning Clopton

**KBUD**

**ATHENS—1948**

Frequency: 1410 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Henderson County Bcstg. Co.  
 Business Address..... Box 309  
 Partners..... J. B. McNutt, Jr., Merl Saxon

**KNOW**

**AUSTIN—1926—ABC-TSN**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Frontier Bcstg. Co., Inc.  
 Bus.-Studio Address..... 320 Capital Natl. Bank  
 Bldg.  
 Phone Number ..... 2-6213  
 Transmitter Location..... First & Tillery Sts.  
 Air Time..... 6 a.m.-M.



• • •  
**TEXAS**  
• • •

News Service ..... AP  
Transcription Service ..... Capitol  
Representative ..... Weed  
Membership ..... NAB, BMB  
President ..... Gene L. Cagle  
Station Manager ..... Louis R. Cook  
Program-Publicity Dir. .... Conrad Vernon  
Chief Engineer ..... James E. Lewis

**K T B C**

**AUSTIN—1939—CBS-LONE STAR**

Frequency: 590 Kc. .... Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By ..... Texas Bcstg. Corp.  
Bus.-Studio Address ..... Brown Bldg.  
(P. O. Box 717)  
Phone Number ..... 2-2424  
Transmitter Location ..... Manchaca Rd.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... Taylor-Borroff  
President ..... Claudia T. Johnson  
V.P., Gen.-Comm. Mgr. .... J. C. Kellam  
Asst. Sta.-Sales Mgr. .... Willard Deason  
Prog.-Prod. Director ..... Richard S. Pryor  
Publicity Director ..... Harvey O. Payne  
Chief Announcer ..... David L. Smith  
Musical Director ..... Jane Holt Thomas  
Chief Engineer ..... Frank W. Yeagley  
Farm Editor ..... Reese Turner

**K T X N**

**AUSTIN—1948**

Frequency: 1370 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Radio KTXN  
Business-Studio Address ..... 309 W. 21st St.  
Phone Number ..... 7-4476  
Transmitter Location ..... W. Lake Dr.  
Air Time ..... Sunrise-sunset  
News Service ..... AP  
Transcription Service ..... Thesaurus  
Membership ..... NAB  
Gen.-Sta.-Comm. Mgr.,  
Program Director ..... Thomas G. Harris  
Chief Announcer ..... Dan H. Williams  
Chief Engineer ..... David H. Martin

**K V E T**

**AUSTIN—1946—MBS**

Frequency: 1300 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Austin Bcstg. Co., Inc.  
Business-Studio Address ..... 113A W. Eighth St.  
Phone Number ..... 8-8521  
Transmitter Location ..... Bull Creek Rd.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... ForJoe  
President ..... John B. Connally  
General-Station Mgr. .... Willard Deason  
Commercial Manager ..... Charles Howell  
Sales Prom. Mgr., Pub. Dir. .... Bonner McClane  
Prog.-Prod. Director ..... Fred M. Caldwell  
Musical Director ..... Carl Mann  
Chief Engineer ..... Frank Yeagley

**K R U N**

**BALLINGER—1947—MBS-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Runnels County Bcstg. Co.  
Bus.-Transmitter Address ..... Ballinger  
Phone Number ..... 711-2  
Studio Address ..... Zappe Bldg.  
Air Time ..... 16 Hrs.  
News Service ..... AP  
Transcription Service ..... Standard, SESAC,  
Keystone  
Membership ..... NAB  
President, General Mgr. .... R. E. Bruce  
Comm. Mgr., Prog. Dir. .... J. M. Isaacs  
Chief Engineer ..... W. C. Kelley

**K I O X**

**BAY CITY—1947—MBS-KBS**

Frequency: 1270 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Bay City Bcstg. Co.  
Business Address ..... P. O. Box 1391  
Phone Number ..... 642  
Studio-Transmitter Location ..... W. Columbia  
Hwy.  
Air Time ..... 5 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Capitol, Keystone  
Membership ..... NAB, BMB, FMA  
President ..... J. G. Long  
General-Station Mgr. .... John F. Cooke

Commercial Manager.....Pat Reed  
 Sales Prom. Mgr., Chief Announcer...Hal Ewing  
 Prog.-Pub. Dir.....LaVerne Ewing  
 Musical Director.....Nonie Kovar  
 Chief Engineer.....Glenn R. Ellis  
 Farm Editor.....Bob Allen

## K R C T

**BAYTOWN—1947—KBS**

Frequency: 650 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Bay Bcslg. Co.  
 Address.....Box 629  
 Phone Number.....1650  
 News Service.....AP  
 Transcription Service.....Standard, KBS  
 Representative.....Joseph Hershey McGillvra  
 President.....C. Q. Alexander  
 Vice President.....O. J. Howell  
 General Manager.....E. H. Keown  
 Commercial Mgrs.....Sylvia McKinstry,  
 John Thompson  
 Production Manager.....G. E. Knapp  
 Chief Engineer.....Scoll Cooper

## K R E L

**BAYTOWN—1947—DIXIE**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Tri-Cities Bcslg. Co.  
 Business Address.....P. O. Box 419  
 Phone Number.....1360  
 Transmitter Location.....Decker Dr.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service...Associated, Lang-Worth  
 President.....Robert Matherne  
 General Manager.....R. S. Bush  
 Program Director.....Byard Sooy

## K F D M

**BEAUMONT—1924  
 ABC-LONE STAR**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Beaumont Bcslg. Corp.  
 Business-Studio Address...1420 Calder Ave.  
 Phone Number.....2-7758  
 Transmitter Location...2 Mi. N. of Bridge City  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service...Lang-Worth, Standard  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 President.....D. A. Cannan  
 Sec., Gen.-Sta.-Comm. Mgr.....C. B. Locke  
 Sales Prom. Mgr.....Helen Caldwell  
 Program Director.....Dave Russell  
 Prod.-Musical Dir.....Conrad Bering, Jr.  
 Publicity Director.....Rolph Ramos  
 Chief Announcer.....George Monroe  
 Chief Engineer.....Harold Jones

## K P B X

**BEAUMONT—1947—LIBERTY**

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owned By.....KPBX Bcslg. Co., Inc.  
 Operated By.....H. R. McGuire  
 Bus.-Studio Address.....New Crosby Hotel  
 Phone Number.....2-0201  
 Transmitter Location.....4945 Fannett Rd.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service...Standard, MacGregor  
 Representative.....Forjoe  
 Membership.....NAB  
 President.....William Paul Beville  
 Gen.-Sta.-Sales Prom. Mgr.,  
 Publicity Director.....H. R. McGuire  
 Commercial Manager.....D. K. Macted  
 Program Director.....Hugh Herrington  
 Production Director.....William Hammond  
 Chief Announcer, Musical Dir....Gordon Clark  
 Chief Engineer.....Hugh Strain  
 Farm Editor.....Glenn Earl

## K R I C

**BEAUMONT—1938—DIXIE**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....KRIC, Inc.



**DELIVERING A  
 TREMENDOUS  
 3-CITY MARKET:**

BEAUMONT - ORANGE -  
 FORT ARTHUR and the  
 Rich Gulf Coast Area.

*Now 5000 Watts*

**DAY and NIGHT — 560 Kilocycles**

# K F D M

Studios at Beaumont, Texas

Affiliated with  
**AMERICAN BROADCASTING CO.**

and the  
**LONE STAR CHAIN**

Represented By **FREE and PETERS, INC.**



Bus. Studio-Transmitter Address...130 Wall St.  
 Phone Number .....4-9421  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service...Capitol, Thesaurus,  
 Associated  
 Representative .....Branham  
 Gen. Mgr., Prog. Dir.....Edwin Henry  
 Sales Prom. Mgr.....Robert Lee Tucker  
 Musical Dir.....Mrs. Margie Denise  
 Chief Engineer.....Marvin J. Easterwood  
 Fam Editor.....J. F. Combs

## KTRM

**BEAUMONT—1947—KBS**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....KTRM, Inc.  
 Business-Studio Address.....230 Orleans St.  
 Phone Number .....2-8478  
 Transmitter Location...3240 Washington Blvd.  
 Air Time.....Sunrise-Sunset  
 News Service .....AP  
 Transcription Service.....World, Keystone  
 Membership .....NAB  
 Pres., Gen.-Sta. Mgr.....Jack Neil  
 Commercial Manager.....G. L. Kirk  
 Program-Production Dir.....Joe Trum  
 Chief Engineer.....Ben F. Hughes

## KBST

**BIG SPRING—1936  
 ABC-TEXAS STATE**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Big Spring Herald Bcstg. Co.  
 Bus. Studio Address.....702 Johnson St.  
 Phone Number .....1500  
 Transmitter Location...1½ Mi. N.E. of city  
 Air Time .....18 Hrs.  
 News Service .....AP  
 Representative.....John E. Pearson  
 Membership .....NAB, BMB  
 President.....Robert W. Whipkey  
 Gen.-Station Mgr.....William J. Wallace  
 Comm.-Sales Prom. Mgr.....William L. Cox  
 Prog.-Prod.-Pub. Dir.....Robert Lindley  
 Chief Engineer.....Andrew M. Jones

## KFYN

**BONHAM—1948**

Frequency: 1420 Kc.....Power: 250 Watts d.  
 Owned By.....Fannin County Bcstg. Co.  
 Operated By.....Frank Svoboda  
 Bus. Studio-Transmitter Address...903 E. 4th St.  
 Phone Number .....781  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 Transcription Service .....World  
 Station Manager.....R. M. Shuffler  
 Commercial Manager.....W. M. Thornton  
 Program Director.....Laurin Donaldson  
 Chief Engineer.....T. E. Wright

## KHUZ

**BORGER—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....R. G. Hughes  
 Business Address.....Box 1531  
 Phone Number .....1600  
 Studio-Transmitter Location...Clayton St.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Membership .....NAB  
 Owner.....R. G. Hughes  
 General-Station Mgr.....Wayne Phelps  
 Commercial Manager.....Harry Chilton  
 Program Director.....Lynn Miller  
 Publicity Director.....Jack Roberts  
 Chief Engineer.....Herman Kreiger

## KNEL

**BRADY—1935—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....G. L. Burns  
 Business-Studio Address...106 N. Blackburn  
 Phone Number .....77  
 Transmitter Location...1 Mi. E. Court House  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....Keystone  
 Membership .....NAB  
 Gen.-Station Manager.....G. L. Burns  
 Comm.-Sales Prom. Manager....C. D. Reed  
 Prog. Dir., Chief Announcer.....Gene Burns  
 Chief Engineer.....Cecil Nelin

## KSTB

**BRECKENRIDGE—1947—KBS**

Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Stephens County Bcstg. Co.  
 Business-Studio Address.....Miller Bldg.  
 Phone Number .....1430  
 Transmitter Location...1½ Mi. W. of city  
 Air Time.....6 a.m.-local sunset  
 News Service .....AP  
 Transcription Service...Lang-Worth, Keystone  
 Membership .....NAB  
 General-Station Mgr.....R. W. Chapman  
 Commercial Manager.....Gilbert Webb  
 Chief Announcer.....Tommy Drake  
 Chief Engineer.....R. L. Smith  
 Farm Editor.....W. R. Lace

## KWHI

**BRENHAM—1947**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Tom S. Whitehead  
 Business Addr.....Brenham  
 Phone Number .....655, 611  
 Studio Address.....Main St.  
 Transmitter Location...2 Mi. N. on Hwy. 36

Air Time.....6 a.m.-sunset  
 News Service .....UP  
 Transcription Service.....Lang-Worth, SESAC  
 Owner, Manager.....Tom S. Whitehead  
 Commercial Manager.....Leo W. Gardner  
 Program Director.....Bill Sloan  
 Chief Engineer.....Richard Webb  
 Farm Editor.....Joe Frobes

## K V A L

**BROWNSVILLE—1946—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....T. Frank Smith  
 Address.....2701 San Benito Hwy.  
 Phone Number.....2-6452  
 Transmitter Location.....2701 San Benito Hwy.  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 General Manager.....T. Frank Smith  
 Commercial Manager.....William Eikner  
 Program Director.....Don Hedman  
 Chief Engineer.....Ed. Frazier

## K B W D

**BROWNWOOD—1941  
 MBS-KBS-TEXAS STATE**

Frequency: 1380 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By.....Brown County Bcstg. Co.  
 Business-Studio Address.....800 Hawkins St.  
 Phone Number.....2401  
 Transmitter Location.....Williams Ranch Rd.  
 Air Time.....6 a.m.-11 p.m.  
 News Service .....UP  
 Transcription Service.....Lang-Worth, Keystone  
 Representative.....Walker  
 Membership.....NAB  
 President, General Mgr.....Wendell Mayes  
 Commercial Manager.....F. T. Wilson  
 Program Director.....Howard Edwards  
 Chief Engineer.....A. W. Stewart

## K O R A

**BRYAN—1947—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Bryan Bcstg. Co.  
 Bus.-Studio Address.....305 W. 26th St.  
 Phone Number.....2-1451  
 Transmitter Location.....Villa Maria Rd.  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Owner, Gen. Mgr., Chief  
 Engineer.....David C. Jones, Jr.  
 Actg. Sta.-Comm. Mgr.....Euell G. Byers  
 Prog.-Farm Dir., Chief  
 Announcer.....William J. Zak, Jr.

## K C T X

**CHILDRESS—1947—MBS**

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Golden West Bcstg. Co., Inc.  
 Bus.-Studio Address.....217½ N. Main  
 Phone Number.....1085  
 Transmitter Location.....1 Mi. W. of Childress  
 Air Time.....Local sunrise-sunset  
 News Service .....AP  
 Transcription Service.....Standard  
 Membership.....NAB  
 President.....R. Malone Hagan  
 General Manager.....George D. Cowan  
 Commercial Manager.....Malone Hagan  
 Program Director.....LeRoy Carter  
 Publicity Director.....Mildred Sikes  
 Chief Announcer.....Bob Pace  
 Chief Engineer.....Brooks Brattlett

## K C L E

**CLEBURNE—1947**

Frequency: 1120 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Martli, Inc.  
 Business-Studio Address.....919 N. Main  
 Phone Number.....1025  
 Transmitter Location.....Route 3  
 Air Time.....Sunrise-sunset  
 News Service .....UP  
 Transcription Service.....Capitol  
 Membership.....NAB  
 Pres., Gen.-Sta.-Comm.-Sales Prom.  
 Manager.....George W. Martli  
 Program Director.....D'Voe Lee  
 Chief Engineer.....George W. Martli  
 Farm Editor.....C. A. Munch

## K S T A

**COLEMAN—1947**

Frequency: 1000 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Coleman County Bcstg. Co.,  
 Inc.  
 Business Address.....Box 827  
 Phone Number.....8406  
 Studio-Transmitter Address.....Abilene Hwy.  
 Air Time.....Daytime  
 News Service .....UP  
 Transcription Service.....Capitol  
 Membership.....NAB  
 President.....H. H. Jackson  
 Sta.-Comm.-Sales Prom. Mgr.....Floyd Shelton  
 Prog.-Prod.-Pub. Dir.....Billy B. Beach  
 Musical Director.....Raymond Odom  
 Chief Engineer.....R. B. Seals

## W T A W

**COLLEGE STATION—1922—ABC**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....The Agricultural &  
 Mechanical College of Texas

# T E X A S

Bus.-Studio Address.....Administration Bldg.  
 Phone Number .....4-6724  
 Transmitter Location...Bel. Bryan & College Sta.  
 Air Time.....6 a.m.-local sunset  
 News Service .....AP  
 Transcription Service .....World  
 Membership .....NAB  
 Gen.-Sta.-Comm. Mgr.....Frank J. Sosolik  
 Program Director.....Betty Jo Edwardson  
 Chief Announcer.....Bill Dupre  
 Chief Engineer.....Frank J. Sosolik  
 Farm Editor.....Andy Adam

## K E Y S

**CORPUS CHRISTI—1940**  
**CBS-LONE STAR**

Frequency: 1440 Ks.....Power: 1000 Watts d.;  
 500 Watts n.

Owned-Operated By.....Nueces Bcstg. Co.  
 Business Address.....P. O. Box 1460  
 Phone Number .....2-7411  
 Studio Address.....Center Theater Bldg.  
 Transmitter Location.....Shell Rd.  
 Air Time.....18 Hrs.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Taylor-Borrolf  
 Membership .....NAB. BMB  
 Owners.....Charles Rossi, Earl C. Dunn,  
 H. B. Lockhart, E. C. Hughes  
 Station Manager.....L. A. Wolford  
 Commercial Manager.....Earl Hawthorne  
 Prog.-Prod. Dir.....Lawrence W. Rasco  
 Pub.-Musical Dir.....Trudi Carr  
 Chief Engineer.....Harold Griffith

## K R I S

**CORPUS CHRISTI—1937—NBC-TQN**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Gulf Coast Bcstg. Co.  
 Business Address.....P. O. Box 840  
 Phone Number .....6354  
 Studio Address.....Driscoll Hotel  
 Transmitter Location.....Ocean Dr.  
 Air Time.....Unlimited  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative.....Free & Peters  
 Membership .....NAB. BMB  
 Pres., Gen.-Sta. Mgr.....T. Frank Smith  
 Commercial Manager.....William Eikner  
 Chief Engineer.....Ken Bridges

## K S I X

**CORPUS CHRISTI—1947—ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Corpus Christi Bcstg. Co.,  
 Inc.

Business-Studio Address.....Showroom Bldg.  
 Phone Number .....2-9242  
 Representative .....Forjoe  
 General Manager.....Vann M. Kennedy

## K W B U

**CORPUS CHRISTI—1943**

Frequency: 1030 Kc.....Power: 50,000 Watts d.  
 Owned By.....Baylor Univ. of Waco  
 Business Address.....P. O. Box 898  
 Phone Number .....5258  
 Studio Address.....White Plaza Hotel  
 Transmitter Location.....Gregory  
 Air Time.....Daytime  
 News Service .....AP  
 Representative .....Branham  
 General Manager.....Carr P. Collins  
 Station Manager.....Roy R. Kay  
 Office Manager.....Maydell Wallace  
 Musical Director.....Irene Hill  
 Chief Engineer.....Nestor Cuesta

## K A N D

**CORSICANA—1937—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alto, Inc.  
 Bus.-Studio Address.....State Natl. Bank Bldg.  
 Phone Number .....2486  
 Transmitter Location.....Hwy. 75  
 Air Time.....6 a.m.-10 p.m.  
 News Service .....UP  
 Transcription Service.....Lang-Worth, Standard,  
 Keytson  
 Representative .....Branham  
 Membership .....NAB  
 Vice P es.....J. C. West  
 General Station Mgr.....Ernest T. Jones  
 Chief Engineer.....Orvis Beal

## K X I T

**DALHART—1948**

Frequency: 1410 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Dalrad Associates  
 Business-Studio Address.....P. O. Box 1350  
 Phone Number .....740  
 Transmitter Location.....2 Mi. N. of city on  
 Hwy. 54  
 Air Time.....Sunrise-sunset  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Membership .....NAB  
 Co-Owners.....Ed Bishop & Baird Bishop  
 General Manager.....Kenneth B. Bishop  
 Chief Engineer.....Bill Smith

## K I X L

**DALLAS—1947**

Frequency: 1040 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Variety Bcstg. Co., Inc.

**DOUBLE COVERAGE**  
for  
**DALLAS - FT. WORTH!**



s-t-r-e-t-c-h  
that Dollar!

Make it do double-duty in a billion dollar market with the famous WRR-KFJZ combination...over-lapping coverage, simultaneous or separate schedules, at a single, economical price!

"THE BILLION DOLLAR AUDIENCE"



**KFJZ—FORT WORTH**

**WRR—DALLAS**

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.  
NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

## T E X A S

Business-Studio Address....1401 S. Akord St.  
 Phone Number.....Riverside 4521  
 Transmitter Location.....5500 Parkdale Dr.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Standard, World,  
 MacGregor  
 Representative.....Forjoe  
 Membership.....NAB  
 President, General Manager.....Lee Segall  
 Asst. Manager.....Tom W. Massey  
 Program Director.....Charles F. Payne  
 Production Manager.....John D. Wilson  
 Chief Engineer.....Bob E. Tripp

### K L I F

**DALLAS—1947—LIBERTY**

Frequency: 1190 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Trinity Bcstg. Corp.  
 Business-Studio Address.....Cliff Towers  
 Phone Number.....Winfield 0328  
 Transmitter Location.....Scyene Rd.  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Burke, Kuipers & Mahoney  
 Membership.....NAB  
 President.....Barton R. McLendon  
 General Manager.....Gordon McLendon  
 Station Manager.....C. E. Wilson  
 Commercial Manager.....M. H. Lehmon  
 Program-Production Dir.....Fred Edwards  
 Chief Announcer.....Al Turner  
 Chief Engineer.....Glen Callisan

### K R L D

**DALLAS—1926—CBS**

Frequency: 1080 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Doily Times Herald  
 Business-Studio Address.....Adolphus Hotel  
 Phone Number.....Central 6811  
 Transmitter Location.....Garland  
 Air Time.....5:30 a.m.-M.  
 News Service.....AP, INS  
 Transcription Service.....Standard, Capitol  
 Representative.....Branham  
 Membership.....NAB, BMB  
 President.....John W. Runyon  
 General Manager.....Clyde W. Remberl  
 Asst. Mgr., Pub. Dir.....J. W. Crocker  
 Commercial Mgr.....William A. Roberts  
 Program Director.....Roy George  
 Chief Announcer.....Ves Box  
 Musical Director.....Hugh Fowler  
 Chief Engineer.....Roy M. Flynn

### K S K Y

**DALLAS—1941**

Frequency: 660 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....SKY Bcstg. Service

Business-Studio Address.....Hotel Stoneleigh  
 Phone Number.....Central 6193-4, LD800  
 Transmitter Location.....Bruton Rd.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Associated  
 Membership.....NAB  
 President, General Manager.....A. L. Chilton  
 Station-Comm. Manager.....R. G. Terrill  
 Program Director.....Leonard Holland  
 Chief Announcer.....Richard F. Parker  
 Musical Director.....James L. Hughes  
 Chief Engineer.....Morris M. Ming

### W F A A

**DALLAS—1922**

**NBC-ABC-TEXAS QUALITY**

Frequency: 820 Kc.....Power: 50,000 Watts  
 Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....A. H. Belo Corp.  
 Business-Studio Address.....1122 Jackson St.  
 Phone Number.....Riverside 9631  
 Transmitter Location, WFAA-820, Grapevine:  
 WFAA-570, Arlington  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus, Lang-Worth,  
 Associated, SESAC  
 Representative.....Edward M. Pety  
 Membership.....NAB, BMB  
 President.....E. M. Dealey  
 General Manager.....Martin B. Campbell  
 Commercial Manager.....Ralph W. Nimmons  
 Sales Prom. Manager.....Robert E. Summers  
 Program Director.....Kelly Maddox  
 Production Director.....Bert Mitchell  
 Publicity Director.....Louis A. Breault, Jr.  
 Musical Director.....Billy Mayo  
 Chief Engineer.....J. Raymond Collins  
 Farm Editor.....Murray E. Cox

### W R R

**DALLAS—1920—MBS-TEXAS STATE**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....City of Dallas  
 Business Address.....Municipal Radio Bldg.,  
 State Fair Grounds  
 Phone Number.....T3-6101  
 Transmitter Location.....White Rock Lake  
 Air Time.....Unlimited  
 News Service.....AP  
 Representative.....John Blal  
 Membership.....NAB  
 Chairman.....E. O. Carlwright  
 Managing Director.....Dale Drake  
 Program Director.....Pete Teddlie  
 Publicity Director.....Ruth Jones  
 Musical Director.....Alta Faye  
 Chief Engineer.....D. J. Tucker  
 Farm Editor.....Al Jones

## KDLK

DEL RIO—1947

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By: Del Rio Bcstg. Co.  
 Operated By: J. A. Clements  
 Business Address: P. O. Box 1162  
 Phone Number: 1234  
 Studio-Transmitter Location: Cypress & E. Second Sts.  
 Air Time: Unlimited  
 News Service: UP  
 Representative: Keese & Melville  
 Membership: NAB  
 Gen. Mgr., Pub. Dir.: James A. Clements  
 Commercial Manager: Hal Harlan  
 Prog. Dir., Chief Engineer: Norman Lassetter  
 Chief Announcer: Norm Germani  
 Farm Editor: Chuck Breezy

## KDSX

DENISON—1948

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Grayson Bcstg. Co.  
 Address: P. O. Box 263  
 Phone Number: 3-400  
 News Service: AP  
 Transcription Service: Standard  
 President, Gen. Mgr.: B. V. Hammond, Jr.  
 Prog. Dir., Prom. Mgr.: William H. Burkett  
 Chief Engineer: Fred Weaver

## KDNT

DENTON—1938—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Harwell V. Shepard  
 Business-Studio Address: Radio Center  
 Phone Number: 276  
 Transmitter Location: 300 W. Ross St.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Thesaurus, Keystone  
 General Manager: Harwell V. Shepard

## KDDD

DUMAS—1947—WESTERN IND.

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned-Oper. By: North Plains Bcstg. Corp.  
 Bus. Studio-Transmitter Address: Hwy. 287, No. edge of Dumas  
 Phone Number: 2-411  
 Air Time: Sunrise-sunset  
 News Service: AP  
 Transcription Service: Standard, Capitol  
 Pres., Chief Engineer: Lucian W. Spencer  
 Gen.-Sta.-Comm. Mgr.: Tom M. Kriiser  
 Prog.-Prod. Dir., Chief Announcer: Ray C. Larson  
 Musical Director: Katherine Vitz  
 Farm Editor: J. B. Wade

## KURV

EDINBURG—1947

Frequency: 710 Kc. Power: 250 Watts d.  
 Owned-Operated By: J. C. Looney  
 Bus. Studio-Transmitter Address: 2 Mi. N. Hi Way  
 Phone Number: 710-1  
 Air Time: Sunrise-sunset  
 News Service: UP  
 Transcription Service: World  
 Representative: Forjice  
 Membership: NAB, BMB  
 Owner: James Cullen Looney  
 Gen.-Sta.-Comm. Mgr.: Allan Dale  
 Program-Production Dir.: Stuart Graymount  
 Publicity Director: Les Brecht  
 Musical Director: Don Peterson  
 Chief Engineer: Warren Chase

## KULP

EL CAMPO—1948

Frequency: 1390 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Wharton County Bcstg. Co.  
 Address: P. O. Box 1390  
 Phone Number: 1390  
 News Service: UP  
 Transcription Service: Lanq-Worth  
 President: Louis T. C. Krueger  
 General Manager: Robert E. Norton  
 Asst. Manager: Robert R. Hathaway  
 Chief Engineer: Joe E. Miller

## KELP

EL PASO—1947—KBS

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned By: Paso Bcstg. Co.  
 Business-Studio Address: 106 Texas St.  
 Phone Number: 3-3658  
 Transmitter Location: Ascarate  
 Air Time: 6 a.m.-sunset  
 News Service: UP  
 Transcription Service: Capitol, Keystone  
 Representative: John E. Pearson  
 Membership: NAB, BMB  
 President: Lewis O. Seibert  
 Gen.-Comm. Manager: David R. Worley  
 Sta. Mgr., Prog. Dir.: Lloyd Hawkins  
 Publicity Director: Patricia Becker  
 Musical Director: Beatrice Lewis  
 Chief Engineer: Jesse Neil

## KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 5000 Watts  
 Owned By: W. Texas Bcstg. Co.  
 Operated By: H. J. Griffith  
 Business-Studio Address: 2419 N. Piedras St.  
 Phone Number: 5-2731



• • • **TEXAS** • • •

Transmitter Location...Hwy. 54, 10 Mi. N.E. of El Paso  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Paul H. Raymer  
 Membership ..... NAB, BMB  
 Exec. Vice Pres. .... Kenyon Brown  
 Station Manager ..... Willard L. Kline  
 Commercial Manager ..... Larry Clair  
 Prog.-Prod.-Musical Dir. .... Gene Procter  
 Chief Engineer ..... E. L. Gemoets  
 Farm Editor ..... John Hicks

**K R O D**

EL PASO—1940

CBS-SOUTHWEST-LONE STAR

Frequency: 600 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Raderick Bcstg. Corp.  
 Business-Studio Address ..... 2201 Wyoming St.  
 Phone Number ..... 2-6551  
 Transmitter Location...Hwy. 54, N.E. of city  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service... Associated, Standard  
 Representative ..... Taylor-Borrorff  
 Membership ..... NAB, BMB  
 President ..... Dorrance D. Roderick  
 V.P., Gen. Mgr. .... Val Lawrence  
 Program Director ..... Ted Hunt  
 Pub. Dir., Farm Editor ..... Bob Canavan  
 Musical Director ..... Arthur Brown  
 Chief Engineer ..... Edward P. Talbott

**K S E T**

EL PASO—1947—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Sunland Bcstg. Co.  
 Bus.-Studio Address ..... 307 Mills St.,  
 P. O. Box 185  
 Phone Number ..... 3-2693  
 Transmitter Location ..... 1901 E. 11th St.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, World  
 Representative ..... Walker  
 Membership ..... NAB  
 President ..... Edward D. Hodge  
 General Manager ..... Vincent W. McConn  
 Station Manager ..... A. E. Mickel  
 Chief Engineer ..... Lloyd Hilburn

**K T S M**

EL PASO—1929—NBC

Frequency: 1380 Kc. .... Power: 1000 Watts d.  
 500 Watts n.  
 Owned-Oper. By ..... Tri-State Bcstg. Co., Inc.  
 Bus.-Studio Address ..... 801 N. Oregon St.  
 Phone Number ..... 2-5423  
 Transmitter Location...First Ave., Lower Valley  
 Air Time ..... Unlimited

News Service ..... UP  
 Transcription Service...Thesaurus, Lang-Worth  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB, BMB  
 General-Station Mgr. .... Karl O. Wyler  
 Comm.-Sales Prom. Mgr. .... Roy T. Chapman  
 Prog. Dir., Prod. Mgr. .... Jack Chapman  
 Chief Engineer ..... Kenneth J. Walton

**K C N C**

FORT WORTH—1946

Frequency: 870 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Blue Bonnet Bcstg. Corp.  
 Bus.-Studio Address ..... 705½ Main St.  
 Phone Number ..... 2-7175  
 News Service ..... AP  
 Transcription Service... Lang-Worth, Capitol  
 Representative ..... Walker  
 President, Gen.-Comm. Mgr. .... J. H. Speck  
 Vice President ..... Earl A. Cullum  
 Program Director ..... Luther Adkins  
 Promotion Manager ..... Jerry Hahn  
 Chief Engineer ..... Jack Hopkins

**K F J Z**

FORT WORTH—1922

MBS-TEXAS STATE

Frequency: 1270 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Texas State Network, Inc.  
 Business-Studio Address ..... 1201 W. Lancaster  
 Phone Number ..... 3-3474  
 Transmitter Location ..... Birdville  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 Representative ..... John Blair  
 Membership ..... NAB  
 Pres., Sta. Mgr. .... Gene L. Cagle  
 Vice-President ..... Charles B. Jordan  
 Commercial Mgr. .... Clyde D. Pemberlon  
 Program Director ..... Walton K. Blanton  
 Chief Engineer ..... James T. Peterson

(See Page 634)

**K W B C**

FORT WORTH—1946—LIBERTY

Frequency: 970 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Worth Bcstg. Co.  
 Bus.-Studio Address ..... Houston & 9th  
 Phone Number ..... 2-9231  
 Transmitter Location ..... Old Denton Rd.  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... William G. Rambeau  
 Membership ..... NAB  
 President ..... P. W. Seward  
 General Manager ..... Forrest Wallace  
 Program Director ..... Lewis Love  
 Production Director ..... Edward Hogan  
 Chief Engineer ..... Melvin Parsons

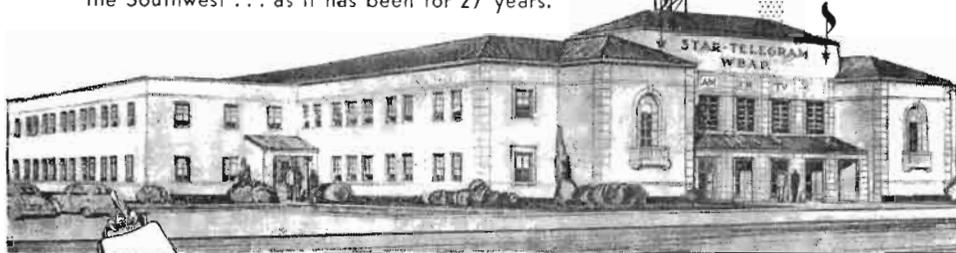
# From Earphones To Television

## 1922 • 1949

From 1922 to 1949—from earphones to television—the Star Telegram's Station WBAP has served successful advertisers best in the Southwest.

More returns per advertising dollar spent . . . more programs . . . more audience . . . more coverage . . . more promotion . . . more sales. These are reasons why WBAP's client list includes all the great industrial names.

On Sept. 29, 1948, WBAP-TV went on the air as the FIRST television station in the Southwest, pioneering the way for this exciting new medium. Radio or television . . . WBAP is your best buy in the Southwest . . . as it has been for 27 years.



**WBAP**  
THE STAR-TELEGRAM STATION

ABC  
570 Kc  
5,000 watts

NBC  
820 Kc  
50,000 watts

Lone Star  
Chain

AM•FM•TV



FORT WORTH, TEXAS

Amon Carter, Pres. George Cranston, Mgr.  
Harold Hough, Dir. Roy Bacus, Com. Mgr.

**FREE & PETERS, INC.** National Representatives

Fort Worth: Detroit: Atlanta San Francisco Chicago: New York: Hollywood

## KXOL

**FORT WORTH—1947**

Frequency: 1360 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Fort Worth Bcstg. Co., Inc.  
 Bus. Studio Address . . . . . 1216 Pennsylvania Ave.  
 Phone Number . . . . . 3-1448-9, 3-1440  
 Transmitter Location . . . . . Cor. Piper Lane &  
 Galloway Rd.  
 Air Time . . . . . 18 Hrs.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John E. Pearson  
 President . . . . . F. M. Skinner  
 Gen.-Sta.-Comm. Mgr. . . . . Russ N. Lamb  
 Sales P. om. Mgr. . . . . Herman C. Clark  
 Program Director . . . . . Bill Herring  
 Publicity Director . . . . . Bob Mayberry  
 Chief Engineer . . . . . John R. Crouse

## WBAP

**FORT WORTH—1922  
 NBC-ABC-LONE STAR**

Frequency: 820 Kc. . . . . Power: 50,000 Watts  
 Frequency: 570 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Carter Publications, Inc.  
 Oper. By . . . . . Fort Worth Star-Telegram  
 Business Address . . . . . 400 W. Seventh  
 Phone Number . . . . . 3-1234  
 Studio Address . . . . . 3900 Barnett St.  
 Transmitter Location . . . . . WBAP-820, Grapevine;  
 WBAP-570, Arlington  
 Air Time . . . . . Shares Time  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Cole  
 Representative . . . . . Free & Peters  
 Membership . . . . . NAB, BMB, FMA  
 President . . . . . Amon Carter  
 General Manager . . . . . Harold Hough  
 Station Manager . . . . . George Cranston  
 Commercial Manager . . . . . Roy Baccus  
 Sales Prom. Manager . . . . . Jack Holmes  
 Program Director . . . . . Ed Lilly  
 Production Director . . . . . A. M. Woodford  
 Publicity Director . . . . . Jack Rogers  
 Musical Director . . . . . Gene Baugh  
 Chief Engineer . . . . . R. C. Stinson  
 Farm Editor . . . . . Layne Beaty

## KNAF

**FREDERICKSBURG—1947—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Gillespie Bcstg. Co.  
 Business Address . . . . . Box 347  
 Phone Number . . . . . 311, 369  
 Studio Address . . . . . Security State Bank Bldg.  
 Transmitter Location . . . . . U. S. Hway. 87  
 Air Time . . . . . 7 a.m.-10:15 p.m.  
 News Service . . . . . AP  
 Membership . . . . . NAB  
 Partners . . . . . Walter T. McKay, Arthur Stehling

Sta.-Sales Prom. Mgr. . . . . Harry Van Slycke  
 Commercial Manager . . . . . Fred Steadman  
 Prog. Dir., Chief Announcer . . . . . Gregg Winters  
 Chief Engineer . . . . . Thornton L. Kidd  
 Fa.m Editor . . . . . Walter Furman

## KGAF

**GAINESVILLE—1947—KBS**

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Gainesville Bcstg. Co.  
 Business Address . . . . . Training School Rd.  
 Phone Number . . . . . 1600  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Standard,  
 Keystone  
 Pres. Gen. Mgr. . . . . Joe M. Leonard, Jr.  
 Program Director . . . . . Louis C. Pitchford, Jr.  
 Chief Engineer . . . . . Cordell Martin

## KGBC

**GALVESTON—1947**

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . The Galveston Bcstg. Co.  
 Operated By . . . . . James W. Bradner, Jr.  
 Business-Studio Address . . . . . Commerce Bldg.  
 Phone Number . . . . . 4329  
 Transmitter Location . . . . . E. end Galveston Island  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 General Manager . . . . . James W. Bradner, Jr.  
 Commercial Manager . . . . . Floyd Smith  
 Program Director . . . . . Bill Jackson  
 Musical Director . . . . . Mary Jean Duncan  
 Chief Engineer . . . . . Jesse Simms

## KLUF

**GALVESTON—1923—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The KLUF Bcstg. Co.  
 Business-Studio Address . . . . . 300 Haden Bldg.  
 Phone Number . . . . . 6676  
 Representative . . . . . William G. Rambeau  
 President . . . . . George Roy Clough  
 Gen. Comm. Mgr. . . . . L. D. Clough

## KCTI

**GONZALES—1946**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Gonzales Bcstg. Co.  
 Business Address . . . . . 425 St. George St.  
 Phone Number . . . . . 770  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Gene Grant, Cooke  
 Chief Owners . . . . . Lawrence M. Walshak,  
 Frank Wilson, Jr.  
 Gen.-Commercial Mgr. . . . . Lawrence M. Walshak  
 Prom. Mgr., Chief Engr. . . . . Frank Wilson, Jr.

## K S W A

**GRAHAM—1948**

Frequency: 1330 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Graham Bcstg. Co.  
 Address . . . . . Box 748  
 Phone Number . . . . . 1200  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Pres., Gen. Mgr. . . . . Clay Thompson, Jr.  
 Prom. Comm. Mgr. . . . . Brooks Robertson  
 Program Director . . . . . Joe Venso  
 Chief Engineer . . . . . Vance Newsom

## K G V L

**GREENVILLE—1946**  
**MBS-TEXAS STATE**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Truett Kimzey  
 Business-Studio Address . . . . . Graham-Fagg Bldg.  
 Phone Number . . . . . 2066  
 Transmitter Location . . . . . Wolfe City Hwy.  
 Air Time . . . . . 8 a.m.-M.  
 News Service . . . . . AP  
 Membership . . . . . NAB  
 Owner, General Manager . . . . . Truett Kimzey  
 Station Manager . . . . . Earle Fletcher  
 Comm. Sales Prom. Mgr. . . . . Leo Hackney  
 Program-Production Dir. . . . . James D. Jones  
 Chief Engineer . . . . . Tom Clyce

## K C L W

**HAMILTON—1948**

Frequency: 900 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Hamilton Bcstg. Co.  
 Address . . . . . P. O. Box 511  
 Phone Number . . . . . 500  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 President . . . . . Clyde Weatherby  
 Gen. Prom. Mgr. . . . . William T. Stubblefield  
 Commercial Manager . . . . . Alma Lee Yates  
 Program Director . . . . . Joe C. Caldwell  
 Chief Engineer . . . . . Carl Knello

## K G B S

**HARLINGEN—1941—CBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Harbenito Bcstg. Co.  
 Business Address . . . . . P. O. Box 711  
 Phone Number . . . . . 2200  
 Studio-Transmitter Address . . . . . U. S. Hwy. 83,  
 bel, Harlingen & San Benito  
 Air Time . . . . . 5:30 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard,  
 Capitol  
 Representative . . . . . Burke, Kuipers & Mahonsy  
 Membership . . . . . BMB, FMA

President . . . . . McHenry Tichenor  
 General-Station Mgr. . . . . Troy McDaniel  
 Commercial Manager . . . . . Dave Bennett  
 Program Director . . . . . Frank Parker  
 Musical Director . . . . . Gene Torbett  
 Chief Engineer . . . . . Willis Wilson

## K G R I

**HENDERSON—1947**

Frequency: 1000 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Henderson Bcstg. Co.  
 Business-Studio Address . . . . . Henderson  
 Gen., Comm. Mgr. . . . . C. H. Bruga  
 Promotion Manager . . . . . Bill Boren

## K P A N

**HEREFORD—1948**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Hereford Bcstg. Co.  
 Address . . . . . Box 868  
 Phone Number . . . . . 860  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Pres., Gen. Mgr. . . . . Marshall Formby  
 Secretary . . . . . John Blake  
 Comm. Mgr.-Prog. Dir. . . . . Hal W. Bly Miller  
 Chief Engineer . . . . . Rea Bowman

## K H B R

**HILLSBORO—1948**

Frequency: 1560 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Hill County Bcstg. Co.  
 Business-Studio Address . . . . . 204 E. Franklin St.  
 Phone Number . . . . . 594  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Program Director . . . . . Rober Greable  
 Chief Engineer . . . . . Sam W. Engle

## K A T L

**HOUSTON—1947—LIBERTY**

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Texas Bcstrs., Inc.  
 Business-Studio Address . . . . . 410 Main St.  
 Phone Number . . . . . Preston 3108  
 Transmitter Location . . . . . Post Oak Rd.  
 Air Time . . . . . 24 Hrs.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Weed  
 Membership . . . . . NAB, BMB  
 President . . . . . William Harry Talbot  
 Gen.-Sta. Mgr. . . . . King Howard Robinson  
 Commercial Manager . . . . . William C. Burks  
 Sales Prom. Manager . . . . . Bernard Moses  
 Prog.-Prod. Dir. . . . . William S. Newkirk  
 Publicity Director . . . . . Robert Matthes  
 Musical Director . . . . . Millie Tilly  
 Chief Engineer . . . . . Edward Martin

## KCOH

HOUSTON—1948

Frequency: 1430 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Call of Houston, Inc.  
 Business-Studio Address. . . . . M&M Building  
 Phone Number. . . . . Charter 4-1888  
 News Service. . . . . UP  
 Transcription Service. . . . . World, Associated  
 Representative . . . . . Bozell & Jacobs  
 President. . . . . William A. Smith  
 Vice-Presidents. . . . . E. C. Hughes, Ed Hoffman  
 General Manager. . . . . Lee Hogg  
 Commercial Manager. . . . . William Lightfoot  
 Program Director. . . . . Dick Heltrick  
 Chief Engineer. . . . . H. B. Balch

## KLEE

HOUSTON—1948

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . W. Albert Lee  
 Business-Studio Address. . . . . Milby Hotel  
 Phone Number. . . . . Preston 1161  
 Transmitter Location. . . . . 1 Mi. from inter-  
 section N. Sherperd & Airline  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service. . . . . World, Associated  
 Representative . . . . . Walker  
 Membership . . . . . NAB, BMB  
 President. . . . . W. Albert Lee  
 General-Station Manager. . . . . Ted Hills  
 Commercial Manager. . . . . John Pace  
 Sales Prom. Manager. . . . . Lou Eastman  
 Program Director. . . . . Guy Savage  
 Production Director. . . . . Gene Myers  
 Publicity Director. . . . . Beverly Kobel  
 Chief Announcer. . . . . Jack Matthews  
 Musical Director. . . . . Glenn Miller  
 Chief Engineer. . . . . Paul Huhndorff  
 Farm Editor. . . . . Jack Timmons

## KNUZ

HOUSTON—1948

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Veterans Bcstg. Co.  
 Business-Studio Address. . . . . 905 Scanlan Bldg.  
 Phone Number. . . . . Beacon 3-8801  
 News Service. . . . . UP  
 Transcription Service. . . . . Lang-Worth, Capitol  
 Representative . . . . . Forjoe  
 President. . . . . Max H. Jacobs  
 Gen., Comm. Mgr. . . . . Dave Morris  
 Program Director. . . . . Walter Colvin  
 Promotion Manager. . . . . Alec Gifford  
 Chief Engineer. . . . . Carlton Woodell

## KPRC

HOUSTON—1925  
 NBC-TEXAS QUALITY

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . The Houston Post Co.  
 Business-Studio Address. . . . . Lamar Hotel  
 Phone Number. . . . . Fairfax 7101  
 Transmitter Location . . . . . Deepwater  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service. . . . . Thesaurus, Standard  
 Representative . . . . . Edward Pety  
 Membership . . . . . NAB, BMB  
 President, Owner. . . . . W. P. Hobby  
 General Manager. . . . . Jack Harris  
 Asst. Gen. Mgr. . . . . Jack McGrew  
 Sales Prom. Manager. . . . . Charles C. Dyer, Jr.  
 Production Manager. . . . . Brooke Carroll  
 Publicity Director. . . . . Jane Braunstein  
 Chief Engineer. . . . . Harvey Wheeler  
 News Editor. . . . . Pat Flaherty

## KTHT

HOUSTON—1944  
 MBS-TEX. STATE

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Texas Star Bcstg. Co.  
 Business-Studio Address. . . . . 4000 S. Main St.  
 Phone Number. . . . . Keystone 3-5535  
 Transmitter Location. . . . . Nr. San Jacinto  
 Battlegrounds  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service. . . . . Associated, Capitol  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . BMB, FMA  
 President. . . . . Roy N. Holheinz  
 Gen.-Sta.-Comm. Mgr. . . . . Bill Bennett  
 Sales Prom. Mgr., Pub. Dir. . . . . Lauri Schutt  
 Program Director. . . . . Gene Lewis  
 Chief Engineer. . . . . O. B. Johnson

## KTRH

HOUSTON—1930—CBS

Frequency: 740 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . KTRH Bcstg. Co.  
 Business-Studio Address. . . . . Rice Hotel  
 Phone Number. . . . . Preston 4361  
 News Service. . . . . UP  
 Transcription Service. . . . . World  
 Representative . . . . . John Blair  
 President. . . . . B. F. Orr  
 Assistant Manager. . . . . Ray Herndon  
 Sales Manager. . . . . Ray Bright  
 Program Director. . . . . Ted Nabors  
 Promotion Manager. . . . . George McCormick  
 Engineers. . . . . Tom Hiner, Lester Mullan

## K X Y Z

### HOUSTON—1930

#### ABC-LONE STAR

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Operated By: Shamrock Bcstg. Co.  
 Business-Studio Address: Gulf Bldg.  
 Phone Number: Capitol 6151  
 Transmitter Location: Deepwater  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Standard, Lang-Worth, London  
 Representative: Free & Peters  
 Membership: NAB, BMB, FMA  
 President: Glenn H. McCarthy  
 General Manager: Reese Reinecker  
 Exec. Vice-President: Fred Nahas  
 Comm.-Sales Prom. Mgr., Prog.-Pub. Director: Terry Lee  
 Prod. Dir., Chief Announcer: Art Finger  
 Musical Director: Ed Badeaux  
 Chief Engineer: Gerald R. Chinski  
 Farm Editor: Bob Gray

## K S A M

### HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Huntsville Bcstg. Co.  
 Bus.-Studio-Transmitter Address: Hwy. 75 S.  
 Phone Number: 666  
 Air Time: 6:30 a.m.-11 p.m.  
 News Service: AP  
 Transcription Service: Capitol, Keystone  
 Membership: NAB  
 President: J. G. Long  
 General Manager: Bryan Powell  
 Sta.-Comm.-Sales Prom. Mgr., Publicity Director: Harvard C. Bailes  
 Program-Production Director: Don Gulihur  
 Chief Announcer, Chief Engineer: John Neatbery, Jr.  
 Musical Dir., Farm Editor: Al Strong

## K E B E

### JACKSONVILLE—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Bill A. Laurie  
 Bus.-Studio-Transmitter Address: Pierce Lane & Lake St.  
 Phone Number: 2211  
 Air Time: 8:30 a.m.-10 p.m.  
 News Service: UP  
 Transcription Service: Lang-Worth, SESAC, Keystone  
 Membership: NAB, BMB  
 Owner, Gen.-Station Mgr.: Bill A. Laurie  
 Commercial Manager: J. G. Johnson  
 Sales Prom. Mgr., Pub. Dir.: Mrs. Emo Laurie  
 Prog.-Prod. Dir., Chief Announcer: Tommy Perryman

Chief Engineer: William M. McCreary, Jr.  
 Farm Editor: George Womack  
 Continuity Editor: Jerry Spencer

## K T X J

### JASPER—1948

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Jasper Bcstg. Co.  
 Business-Studio Address: Texas Theater Bldg.  
 Phone Number: 580  
 News Service: UP  
 Transcription Service: Capitol, SESAC  
 President: Joe A. Tonahill  
 General Manager: Raymond Dorsey  
 Program Director: Ray C. Sherman  
 Chief Engineer: Lawrence M. Sanders

## K O C A

### KILGORE—1936—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Oil Capitol Bcstg. Assn.  
 Bus.-Studio Address: 102½ E. North St.  
 Phone Number: 1300  
 Transmitter Location: Martin & Ross Sts.  
 Air Time: 6 a.m.-11 p.m.  
 News Service: AP  
 Transcription Service: Keystone  
 Membership: BMB  
 President: Roy G. Terry  
 Gen.-Sta.-Comm.-Sales Prom. Manager: H. A. Degner  
 Prog.-Prod.-Musical Dir.: H. W. Haygood, Jr.  
 Pub. Dir., Farm Editor: Patsy Eubanks  
 Chief Engineer: Karem O. Soule

## K V E T

### KERRVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operoled By: Leonard B. Brown  
 Address: P. O. Box 271

## K P E T

### LAMESA—1947—KBS

Frequency: 690 Kc. Power: 250 Watts d.  
 Operated By: Lamesa Bcstg. Co.  
 Business-Studio Address: 408 N. Second St.  
 Phone Number: 690  
 Transmitter Location: 1½ Mi. S.E. Lamesa  
 Air Time: Local sunrise-sunset  
 News Service: UP  
 Transcription Service: Keystone  
 Membership: NAB, BMB  
 Gen.-Sta.-Comm. Mgr.: Kermit Ashby  
 Sales Prom. Mgr.: Clayton Barkhurst  
 Prog.-Prod.-Pub. Dir.: Mrs. O. K. Connor  
 Chief Announcer, Musical Director: Johnnie Thurmon, Jr.  
 Chief Engineer: Eugene Cornelius  
 Farm Editor: Hugh Smith

## KHIT

**LAMPASAS—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Lampasas Bcstg. Co.  
 Address. P. O. Box 789  
 News Service. UP  
 Transcription Service. SESAC  
 Presidents. Sylvester Lewis,  
 Robert O. Easton

Gen. & Prom. Mgr. Easton R. Pace  
 Commercial Manager. Walter Derwin  
 Program Director. Taylor Spence  
 Chief Engineer. Troy Whitaker

## KPAB

**LAREDO—1938—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By. Laredo Bcstg. Co.  
 Business-Studio Address. Hamilton Hotel  
 Phone Number. 2124-5  
 Transmitter Location. 1 Stone Ave.  
 Air Time. 6:30 a.m.-M.  
 News Service. UP  
 Transcription Service. Capitol, Keystone  
 Representative. John E. Pearson  
 Membership. NAB, BMB  
 President. Howard Davis  
 General-Station Mgr. Mark Perkins  
 Commercial Manager. Gordon Lloyd  
 Program Director. James B. Creed  
 Chief Engineer. K. Hulan Smith

## KVOW

**LITTLEFIELD—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By. J. C. Rothwell  
 Business Address. Box 192  
 Phone Number. 400  
 Studio-Transmitter Location. Clovis Hwy.  
 Air Time. 6:30 a.m.-10 p.m.  
 News Service. AP  
 Transcription Service. Lang-Worth  
 Membership. NAB  
 President. J. C. Rothwell  
 General Manager. J. B. McShan  
 Commercial Manager. J. C. Dorrell  
 Program Director. Othell W. Wilson  
 Chief Announcer. Wayne Robison  
 Chief Engineer. James Zackery

## KFRO

**LONGVIEW—1934  
 ABC-KBS-TEX. STATE**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned-Oper. By. Voice of Longview  
 Bus.-Studio Address. Curtis Bldg.,  
 P. O. Box 792  
 Phone Number. 411  
 Transmitter Location. Marshall Hwy.

Air Time. Unlimited  
 News Service. AP  
 Transcription Service. Lang-Worth, Keystone  
 Representative. Donald Cooke  
 Membership. NAB, BMB  
 President. James R. Curtis

## KLTJ

**LONGVIEW—1948**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Operated By. R. G. LeTourneau  
 Address. P. O. Box 1866  
 Phone Number. 4331  
 News Service. INS  
 Transcription Service. Associated  
 President. R. G. LeTourneau  
 General Manager. Merl Saxon  
 Commercial Manager. Lawrence Birdsong  
 Program Director. Richard A. Cousins  
 Chief Engineer. Ken Maxwell

## KCBD

**LUBBOCK—1946—MBS**

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By. Caprock Bcstg. Co.  
 Business-Studio Address. 1803 Broadway  
 Phone Number. 6348  
 Transmitter Location. U. S. Hwy. 87  
 Air Time. Unlimited  
 News Service. AP  
 Transcription Service. World  
 Representative. John E. Pearson  
 Membership. NAB  
 President, General Mgr. Joe H. Bryant  
 Station Manager. Robert L. Snyder  
 Commercial Manager. George T. Dale  
 Publicity Director. C. L. Land  
 Chief Engineer. R. F. Lee  
 Farm Editor. Gene Cooper

## KFYO

**LUBBOCK—1927—ABC-LONE STAR**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Plains Radio Bcstg. Co., Inc.  
 Business-Studio Address. 914 Ave. J  
 Phone Number. 5567  
 Transmitter Location. 2312 Fifth St.  
 Air Time. 6 a.m.-M.  
 News Service. AP, UP  
 Transcription Service. Capitol  
 Representative. Taylor-Boroff  
 Membership. NAB, BMB  
 President (Amarillo). Gene A. Howe  
 Exec. Gen. Mgr. (Amarillo). O. L. Ted Taylor  
 Resident Gen. Mgr. DeWitt Landis  
 Comm.-Sales Prom. Mgr. Gordon Thompson  
 Program Director. DeWitt Landis  
 Musical Director. Georgia Ledbetter  
 Chief Engineer. W. S. Bledsoe  
 Farm Director. Jack Creel

## KSEL

**LUBBOCK—1946**

Frequency: 950 Kc. . . . . Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By . . . . . Lubbock Bcstg. Co.  
Business Address . . . . . Box 1524  
Phone Number . . . . . 6376  
Studio Address . . . . . 208 Ferguson Bldg.  
Transmitter Location . . . . . ¼ Mi. E. of Lubbock  
city limits  
Air Time . . . . . 6 a.m.-1 a.m.  
Transcription Service . . . . . Lang-Worth, Thesaurus,  
Cole  
Representative . . . . . Hal Holman  
President . . . . . Walter G. Russell  
Gen.-Comm. Mgr. . . . . Clyde H. Smith  
Prog. Dir., Chief Announcer . . . . . R. D. Preusch  
Chief Engineer . . . . . Roger V. Hively

## KRBA

**LUFKIN—1938—KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Darrell E. Yates  
Bus.-Studio Address . . . . . 110 S. First St.  
Phone Number . . . . . 272, 1340, Transmitter 234  
Transmitter Location . . . . . 2 Mi. out on Hwy. 59  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, Cole,  
Keystone  
Representative . . . . . Continental Radio Sales  
Membership . . . . . NAB  
Owner, Gen.-Sta. Mgr. . . . . Darrell E. Yates  
Comm.-Sales P. om, Mgr. . . . . Arthur Greene  
Prog.-Prod. Dir. . . . . Allen Earl Vinson  
Publicity Director . . . . . Helen Campbell  
Chief Engineer . . . . . Ambrose Maxim

## KTRE

**LUFKIN—1947  
MBS-LONE STAR-E. TEX.**

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Forest Capital Bcstg. Co.,  
Inc.  
Business Address . . . . . Box 701  
Phone Number . . . . . 1420  
Studio Address . . . . . 114½ N. First St.  
Transmitter Location . . . . . Hwy. 103  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . World, Capitol  
Representative . . . . . Taylor-Borroff  
Membership . . . . . NAB, BMB  
President . . . . . R. W. Wortham, Jr.  
Gen.-Sta.-Comm. Mgr. . . . . Richman G. Lewin  
Sales Prom. Mgr. . . . . Kenneth Barfield  
Prog.-Prod.-Pub. Dir., Farm Editor, . . . . . Ray Gordon  
Musical Director . . . . . Royce Christenson  
Chief Engineer . . . . . Fred C. Hill

## KMHT

**MARSHALL—1947  
MBS-TEX. STATE**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Marshall Bcstg. Co.  
Business-Studio Address . . . . . 109 W. Rusk St.  
Phone Number . . . . . 826  
Transmitter Location . . . . . Old Jefferson Hwy.  
Air Time . . . . . 6 a.m.-11 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Membership . . . . . NAB  
President . . . . . J. P. Duncan  
General Manager . . . . . C. F. Whitesides, Jr.  
Commercial Manager . . . . . Robert Marlin  
Program Director . . . . . Katie Hyllton  
Chief Announcer . . . . . John Scoggin  
Chief Engineer . . . . . William Lindsay

## KRIO

**McALLEN—1947—MBS-TEX. STATE**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Valley Bcstg. Assn., Inc.  
Business Address . . . . . P. O. Box 1551  
Phone Number . . . . . 1700-1, 1440  
Studio Address . . . . . Hwy. 83, 1½ Mi. E. of city  
Transmitter Location . . . . . 10th St. Rd., nr  
Edinburg  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Standard, SESAC  
Representative . . . . . J. P. McKinney, Homer Griffith  
Membership . . . . . NAB  
President . . . . . Bryce Ferguson  
General-Station Mgr. . . . . Ingham S. Roberts  
Commercial Manager . . . . . H. R. Halcom  
Prog. Dir., Chief Announcer . . . . . W. J. Dickson  
Chief Engineer . . . . . W. M. Meiners

## KMAE

**McKINNEY—1947—LIBERTY**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . McKinney Air Enterprises,  
Inc.  
Bus.-Studio Address . . . . . 218 E. Virginia St.  
Phone Number . . . . . 183-4  
Transmitter Location . . . . . 1½ Mi. W. of McKinney  
Air Time . . . . . 6 a.m.-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, Capitol  
Membership . . . . . NAB, BMB  
Pres., Gen.-Sta. Mgr. . . . . George W. Smith, Jr.  
Commercial Manager . . . . . Melvin Belew  
Program Director . . . . . Denise Adkins  
Chief Announcer, Chief  
Engineer . . . . . C. W. Rampy  
Farm Editor . . . . . Page Johnson



## KORC

**MINERAL WELLS—1946—KBS**

Frequency: 1140 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Raymond River  
 Business Address . . . . . Box 31  
 Phone Number . . . . . 319  
 Transcription Service . . . . . Standard, KBS  
 Owner-General Mgr. . . . . Raymond River  
 Commercial Manager . . . . . W. W. Whorton  
 Chief Engineer . . . . . Jerry Hickman

## KCRS

**MIDLAND—1935—ABC-TEX. STATE**

Frequency: 550 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . Clarence Scharbauer, Jr.,  
 Ruth Scharbauer  
 Business-Studio Address . . . . . 112 W. Missouri St.,  
 Box 1072  
 Phone Number . . . . . 1080  
 Transmitter Location . . . . . West Hway. 80, ½ Mi.  
 W. Midland city limit  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB, BMB  
 Sta.-Sales Prom. Mgr. . . . . J. M. McDonald  
 Commercial Manager . . . . . G. L. McDonald  
 Program Director . . . . . Wayne Harrell  
 Chief Announcer . . . . . David Cole  
 Chief Engineer . . . . . Tom Yates

## KVKM

**MONAHANS—1946**

**MBS-KBS-CACTUS-SOUTHWEST**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Monahans Bcstrs., Inc.  
 Business-Studio Address . . . . . Radio Center  
 Phone Number . . . . . 438-9, 434  
 Transmitter Location . . . . . 1½ Mi. N. of  
 Monahans on W. side of Hway. 87  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Keystone  
 Representative . . . . . Taylor-Boroff  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Sta. Mgr. . . . . Charles W. Stuckey  
 Comm.-Sales Prom. Mgr. . . . . Larry B. Scheer  
 Prog.-Prod. Dir., Asst. Manager,  
 Chief Announcer . . . . . James E. Wright  
 Publicity Director . . . . . Bill Lee  
 Chief Engineer . . . . . John E. Straight

## KIMP

**MOUNT PLEASANT—1948**

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Winston O. Ward

## KOSF

**NACOGDOCHES—1947—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Kelly Bell  
 Address . . . . . Lufkin Hgwy.  
 Phone Number . . . . . 1230  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, KBS  
 President . . . . . Kelly Bell  
 Gen., Comm. Mgr. . . . . Bob Atherton  
 Program Director . . . . . J. C. Stallings  
 Promotion Manager . . . . . Woodrow Muckelroy  
 Chief Engineer . . . . . Frank Murray

## KSFA

**NACOGDOCHES—1947—LIBERTY**

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Nacogdoches Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . 1509 North St.,  
 P. O. Box 56, N. St. Station  
 Phone Number . . . . . 860  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB  
 Pres., Gen.-Sta. Mgr. . . . . Wilbur Courtland Fouts  
 Commercial Manager . . . . . Dick Kelly  
 Sales Prom. Mgr., Chief  
 Engineer . . . . . George Middlebrook  
 Prog. Dir., Chief Announcer,  
 Farm Editor . . . . . John Billingsley  
 Musical Director . . . . . Ann Simon

## KECK

**ODESSA—1947**

Frequency: 920 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Ben Nedow  
 Business Address . . . . . P. O. Box 1369  
 Phone Number . . . . . 5791  
 Studio Address . . . . . 120 W. Third  
 Transmitter Location . . . . . Hway. 80  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Standard,  
 Associated  
 Membership . . . . . NAB, BMB  
 Owner, Gen.-Sta. Mgr. . . . . Ben Nedow  
 Commercial Manager . . . . . Royce A. Collier  
 Sales Prom. Mgr., Prog.-Prod.  
 Director . . . . . Shirley Sporic  
 Chief Announcer . . . . . John Vacca  
 Chief Engineer . . . . . James Kimbrell

## KOSA

**ODESSA—1947—CBS-SOUTHWEST**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Southwestern Bcstg. Corp.  
 Operated By . . . . . Cecil L. Trigg

. . . **T E X A S** . . .

Business-Studio Address . . . . . 115 W. 6th  
 Phone Number . . . . . 4301  
 Transmitter Location . . . . . Crane Hwy.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Cole  
 Representative . . . . . Taylor-Boroff  
 Membership . . . . . NAB  
 President . . . . . Paul Moss  
 General-Station Manager . . . . . Cecil L. Trigg  
 Comm.-Sales Prom. Mgr. . . . . Robert Montgomery  
 Program Director . . . . . John Guffey  
 Publicity Director . . . . . William B. Gillett  
 Chief Announcer, Musical Dir. . . . . Jim Thomas  
 Chief Engineer . . . . . James Simpson  
 News Editor . . . . . Ed Costello

## K R I G

**ODESSA—1945—MBS**

Frequency: 1410 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Oil Center Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 111 E. Fifth  
 Phone Number . . . . . 6871  
 Transmitter Location . . . . . So. of City, Hwy. 51  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker  
 President . . . . . R. O. Canon  
 General-Station Manager . . . . . J. N. McKean  
 Commercial Manager . . . . . Art Hester  
 Program Director . . . . . Clarence Garnes  
 Chief Engineer . . . . . Paul Farmer

## K O G T

**ORANGE—1947—DIXIE**

Frequency: 1600 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Sabine Area Bcstg. Corp.  
 Business-Studio Address . . . . . 407 10th St.,  
 P. O. Box 551  
 Phone Number . . . . . 4381-2-3  
 Transmitter Location . . . . . 3 Mi. N. of Orange on  
 Hwy. 87  
 Air Time . . . . . 5:45 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Capitol  
 Representative . . . . . Friedenber  
 President . . . . . J. Jacobs  
 V.P., Gen.-Sta. Mgr. . . . . Arthur P. Kay, Jr.  
 Comm.-Sales Prom. Mgr. . . . . Ken Freuden  
 Prog.-Prod.-Pub. Dir.,  
 Farm Editor . . . . . Johnnie S. Foster  
 Musical Director . . . . . Phil Scott  
 Chief Engineer . . . . . Arthur P. Kay, Jr.

## K N E T

**PALESTINE—1936  
 MBS-KBS-LIBERTY**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Palestine Bcstg. Corp.

Business-Studio Address . . . . . 219 Municipal Bldg.  
 Phone Number . . . . . 8686  
 Transmitter Location . . . . . Jacksonville Hwy.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Keystone  
 Representative . . . . . Burke, Kuipers & Mahoney  
 President . . . . . Gordon B. McLendon  
 General Manager . . . . . Robert E. Stuart  
 Managing Director . . . . . John H. Hensley  
 Program Director . . . . . Marvin Croin  
 Chief Announcer . . . . . Ralph Thornton  
 Chief Engineer . . . . . Virgil Futch

## K P D N

**PAMPA—1936—MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . C. H. Hoiles, Harry  
 Hoiles, Jane Hoiles Hardie  
 Business Address . . . . . Box 901  
 Phone Number . . . . . 1100-1  
 Transmitter Location . . . . . East of city limits  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World, KBS  
 Membership . . . . . NAB, BMB  
 Station Manager . . . . . John Michel  
 Program Director . . . . . Ken Palmer  
 Chief Engineer . . . . . Garth Osborne

## K P L T

**PARIS—1935—ABC-TEX. STATE**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . No. Texas Bcstg. Co., Inc.  
 Operated By . . . . . Aubrey Harris  
 Business Address . . . . . Cor. S. Main & W. Austin  
 Phone Number . . . . . 1124-5-6  
 Studio Address . . . . . Gibraltar Hotel  
 Transmitter Location . . . . . Hwy. 271  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB  
 President . . . . . A. G., Pat Mayse  
 Gen.-Sales Prom. Mgr., Prod.-Pub.  
 Director . . . . . Aubrey Harris  
 Asst. Manager . . . . . Ann Nipp  
 Commercial Manager . . . . . Robert C. Stone, Jr.  
 Prog. Dir., Chief Announcer . . . . . Tom Seay, Jr.  
 Musical Director . . . . . John Allen  
 Chief Engineer . . . . . Eugene C. McNally  
 Farm Editor . . . . . Roland Denney

## K I U N

**PECOS—1935  
 MBS-KBS-SOUTHWEST**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Jack Hawkins,  
 Barney Hubbs

## T E X A S

Business Address.....316 S. Cedar St.  
 Phone Number.....21  
 Studio Address.....Radio Bldg.  
 Transmitter Location...1 Mi. N. of town, on  
 Old Carlsbad Hwy.  
 Air Time.....7 a.m.-10:30 p.m.  
 News Service.....UP  
 Transcription Service.....Keystone  
 Representative.....Taylor-Boroff  
 Membership.....NAB  
 Pres., Gen.-Sta. Mgr.....Jack Hawkins  
 Comm.-Sales Prom. Mgr.....Don Brooks  
 Prog. Prod. Dir.....W. D. Martin, Jr.  
 Publicity Director.....Barney Hubbs  
 Chief Engineer.....Harry W. Boehnemann

### K E Y E

PERRYTOWN—1948

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....North Plains Bcstg Co.  
 Address.....Box 96  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....Carl Ellis  
 Mgr. & Comml. Mgr.....Irvin R. Buchanan  
 Program Director.....Zeb Williams  
 Chief Engineer.....Bill Mathis

### K V O P

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....W. J. Harpole  
 Business-Studio Address.....Veigle Bldg.  
 Phone Number.....1400  
 Transmitter Location.....Wayland College  
 Grounds  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Standard, Keystone  
 Membership.....NAB, BMB  
 Pres., General Mgr.....W. J. Harpole  
 Station Manager.....Rial L. Campbell  
 Comm.-Sales Prom. Mgr.,  
 Publicity Director.....Larry Dorley  
 Program-Production Dir.....Bill Barrett  
 Musical Director.....Billie Joe Ogletree  
 Chief Engineer.....Carl Cook

### K O L E

PORT ARTHUR—1947  
 DIXIE-LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Port Arthur Bcstg. Co.  
 Business Address.....P. O. Box 1126  
 Phone Number.....2-9436-7-8, 2-6454  
 Studio Address.....Payne Bldg., Fourth at  
 Fort Worth Sts.  
 Transmitter Location.....2830 27th St.  
 Air Time.....5:55 a.m.-M.

News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 General-Station Manager.....Socs Vratls  
 Commercial Manager.....Frank Dussenbury  
 Sales Prom. Mgr.....Gray Harrower  
 Program Director.....Mary Anne Petru  
 Prod. Dir., Farm Editor.....Hal Parkes  
 Publicity Director.....Leonora De Grasse  
 Musical Director.....Jerry Oppel  
 Chief Engineer.....Claude Williams

### K P A C

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....Port Arthur College  
 Bus.-Studio Address.....1515 Lakeshore Dr.  
 Phone Number.....7458  
 Transmitter Location.....Orange Hwy.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard, World,  
 MacGregor  
 Representative.....Donald Cooke  
 Membership.....NAB  
 President, Gen. Manager.....W. D. Mauldin  
 Station-Comm. Manager.....Marjorie R. Vickers  
 Sales Prom. Mgr.....George Crouchet, Jr.  
 Program Director.....Corinne Enos  
 Production Director.....Harry Norman  
 Publicity Director.....Ruby Brayles  
 Chief Engineer.....Glenn Boatright

### K F R D

ROSENBERG—1948

Frequency: 980 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Ford Bend County Bcstg. Co.  
 Business-Studio Address.....First Natl Bank Bldg.  
 Trustee.....Julius E. Junker

### K G K L

SAN ANGELO—1928  
 ABC-TEX. STATE

Frequency: 960 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....KGKL, Inc.  
 Business-Studio Address.....St. Angelus Hotel  
 Phone Number.....6715  
 Transmitter Location...2 Mi. N.E. of San Angelo  
 Air Time.....Unlimited  
 News Service.....AP  
 Representative.....John E. Pearson  
 Membership.....NAB, BMB  
 President.....H. C. Ragsdale  
 General Manager.....Lewis O. Seibert  
 Commercial Manager.....Robert Bradbury  
 Program Director.....Jeanne Rau

# TEXAS

Publicity Director.....Jane Bosworth  
Chief Announcer.....Joe Darby  
Chief Engineer.....Frank M. Jones

## KTXL

**SAN ANGELO—1947**  
**MBS-LONE STAR**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Wes-Tex Bcstg. Co., Inc.  
Bus.-Studio Address.....1901 W. Beauregard  
Phone Number.....7183  
Transmitter Location.....Robert Lee Rd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....Taylor-Borrorff  
Membership.....NAB  
President.....Armistead D. Rust  
Station Manager.....Robert M. Baird  
Program Director.....Don Phillips  
Chief Engineer.....Jack Proctor  
Farm Editor.....W. D. Reese

## KABC

**SAN ANTONIO—1926**  
**ABC-TEX. STATE**

Frequency: 680 Kc.....Power: 50,000 Watts d.;  
10,000 Watts n.  
Owned-Oper. By.....Alamo Bcstg. Co., Inc.  
Business-Studio Address.....Milam Bldg.  
Phone Number.....F-3126  
Transmitter Location.....Leon Valley  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....World  
Representative.....John Blair  
Membership.....NAB, BMB  
President.....Gene L. Cagle  
Station-Comm. Manager.....Bill Michaels  
Sales Prom. Mgr., Pub. Dir.....L. Jerry Spengler  
Program-Production Mgr.....Harold Carr  
Chief Announcer.....James O. Wiggins  
Musical Director.....Margaret Morris  
Chief Engineer.....Joseph B. Haigh  
News-Farm Editor.....John W. Scott

## KCOR

**SAN ANTONIO—1946**

Frequency: 1350 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....KCOR, Inc.  
Business-Studio Address.....214 Broadway  
Phone Number.....Cathedral 1301  
Transmitter Location.....Whitby & Oxford Rds.  
Air Time.....6 a.m.-M.  
News Service.....AP, UP

Transcription Service.....Radio Gemas (supplied  
from Mexico City in Spanish)  
Representative.....J. P. McKinney  
Membership.....NAB  
President.....Raoul A. Cortez  
V.P., Gen.-Station Mgr.....Charles F. Harris  
Comm.-Sales Prom. Mgr.....William P. Smythe  
Prog. Dir., Chief  
Announcers.....(English) Marvin N. Broyles;  
(Spanish) Lalo Astol  
Chief Engineer.....Kenneth R. Hyman

## KITE

**SAN ANTONIO—1947**

Frequency: 930 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Charles W. Balthrope  
Business-Studio Address.....315 Transit Tower  
Phone Number.....Fannin 0335  
Transmitter Location.....Dartmouth at  
Stephenson Rd.  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....London  
Representative.....William G. Rambeau  
General-Station Mgr.....Charles W. Balthrope  
Commercial Manager.....Alex A. Coe  
Program Director.....Alec Chesser  
Chief Engineer.....John Siercovich

## KMAC

**SAN ANTONIO—1926**  
**MBS-TEX. STATE**

Frequency: 1240 Kc. (CP 630 Kc.)...Power: 250  
Watts (CP 5000 Watts)  
Owned-Oper. By.....The Walmac Co.  
Bus.-Studio Address.....222-224 W. Commerce St.  
Phone Number.....Cathedral 6211  
Transmitter Location.....(Present) 318 Ave A;  
(under construction) Hwy. 87, Martinez-  
Converse Rd.  
Air Time.....6 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Lang-Worth, Cole,  
MacGregor  
Representative.....John E. Pearson  
Owner, Gen.-Station Mgr.....Howard W. Davis  
Sales Prom. Mgr., Pub. Dir.....Shirley A. Minor  
Prog.-Prod. Director.....Tony Bessan  
Chief Announcer.....Bud Whaley  
Chief Engineer.....Charles L. Brady  
Farm Editor.....Joe Galeener

## WOAI

**SAN ANTONIO—1922**  
**NBC-TEX. QUALITY**

Frequency: 1200 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Southland Industries, Inc.

# TEXAS

Business-Studio Address.....1031 Navarro St.,  
P. O. Box 2641  
Phone Number.....Garfield 4221  
Transmitter Location.....Selma  
Air Time.....5:45 a.m.-M.  
News Service.....AP, INS, UP  
Transcription Service.....Standard  
Representative.....Edward Petry  
Membership.....BMB  
Pres., Gen.-Sta. Mgr.....Hugh A. L. Hall  
Commercial Mgr.....David A. Keasler, Jr.  
Sales Prom. Mgr.....Arthur L. Forrest  
Program-Production Director.....Jerome Lee  
Publicity Director.....Imogene Stanley  
Musical Director.....Loraine Kneese  
Chief Engineer.....Charles L. Jeffers  
Farm Editor.....William W. Shomette

## KONO

### SAN ANTONIO—1927

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Mission Bcstg. Co.  
Bus.-Studio-Transmitter Address.....317 Arden  
Grove  
Phone Number.....Fannin 5171  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Standard, SESAC,  
World  
Representative.....Forjoe  
Membership.....NAB, BMB  
Owner.....Eugene J. Roth  
General Manager.....Jack L. Pink  
Commercial Manager.....James M. Brown  
Program-Production Dir.....Robert F. Jenkins  
Publicity Director.....Jack Shoemaker  
Chief Announcer.....Ray Hunt  
Musical Director.....Lew Fay  
Chief Engineer.....George Ing  
Farm Editor.....Blake McCreelless

## KTSA

### SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....Sunshine Bcstg. Co.  
Business-Studio Address.....Gunter Hotel  
Phone Number.....Garfield 1251  
Transmitter Location.....St. Hedwig Rd.  
Air Time.....6 a.m.-M.  
News Service.....AP, UP  
Transcription Service.....Lang-Worth, SESAC,  
Thesaurus  
Representative.....Taylor-Borhoff  
Membership.....NAB, BMB  
President.....Gene A. Howe  
Genl. Station Mgr.....Edgar T. Bell  
Commercial Manager.....Rex Preis<sup>®</sup>  
Sales Prom. Mgr.-Pub. Dir.....Art Forrest  
Program Director.....N. E. Thompson  
Chief Engineer.....W. G. Egerton

## KCNY

### SAN MARCOS—1948

Frequency: 1470 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Hayes County Bcstg. Co.  
Address.....Box 32  
Phone Number.....888  
News Service.....UP  
Transcription Service.....Capitol  
Pres., Prom. Mgr., Chief Engineer.....Charles L.  
Cain  
General Manager.....Merl Saxon  
Program Director.....Dick Cousins  
Commercial Manager.....Loretta Carley

## KWED

### SEGUIN—1948

Frequency: 1580 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Weldon Lawson  
Business-Studio Address.....434 N. Austin St.

## KRRV

### SHERMAN-DENISON—1936 MBS-TEX. STATE

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Red River Valley Bcstg.  
Corp.  
Business Address.....421 N. Crockett St.  
Phone Number.....201  
Studio Address.....421 N. Crockett, Sherman;  
Cor. Fannin & Owing Sts., Denison  
Transmitter Location.....Hwy. 75 bet. Sherman  
& Denison  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....World, Thesaurus  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
President.....G. H. Wilcox  
General Manager.....L. L. Hendrick  
Mgr. Denison Studio.....Orvin Franklin  
Station Dir., Chief Announcer.....R. D. Shoulders  
Chief Engineer.....T. E. Spellman

## KTAN

### SHERMAN—1947—LIBERTY

Frequency: 1500 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Sherman Bcst. Corp.  
Business-Studio Address.....P. O. Box 73  
Phone Number.....2910  
Transmitter Location.....½ Mi. N. of Sherman on  
Hwy. 75  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....Capitol  
President.....E. T. Fant, Jr.  
General-Station Mgr.....Otis McKinzie

Comm.-Sales Prom. Mgr. . . . . Norman Wright  
 Prog.-Prod.-Musical Dir. . . . . Louise Cobler  
 Publicity Director . . . . . Mary Claycomb  
 Chief Announcer . . . . . Jim Shelton  
 Chief Engineer . . . . . Poul Phillips  
 Farm Editor . . . . . Cecil Magers

## K D W T

**STAMFORD—1947—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . David W. Ratliff  
 Business Address . . . . . Stamford  
 Phone Number . . . . . 840, 886  
 Studio-Transmitter Location . . . . . Avaca Hwy.  
 Air Time . . . . . 7 a.m.-10 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Keystone  
 Gen.-Sta.-Comm. Sales Prom. Manager . . . . . David W. Ratliff  
 Prog.-Prod.-Pub. Director . . . . . John Harris  
 Chief Announcer, Musical Dir., Chief Engineer, Farm Editor . . . . . Bill Howze

## K S T V

**STEPHENVILLE—1947—KBS**

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Doyle E. Collup  
 Business Address . . . . . Box 34  
 Phone Number . . . . . 950  
 Studio Address . . . . . 140 S. Belknap  
 Transmitter Location . . . . . Dublin Hwy.  
 Air Time . . . . . 7 a.m.-5:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Keystone  
 Membership . . . . . NAB  
 Gen.-Sta. Mgr., Pub. Dir. . . . . Doyle E. Collup  
 Prog.-Musical Dir. . . . . Frances Mohundro  
 Chief Announcer . . . . . J. Pat Narry  
 Chief Engineer . . . . . Doyle E. Collup  
 Farm Editor . . . . . Jack Edwards

## K S S T

**SULPHUR SPRINGS—1947  
 MBS-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Hopkins County Bcstg. Co.  
 Bus.-Studio Address . . . . . Pully Bldg.  
 Phone Number . . . . . 1230  
 Transmitter Location . . . . . Radio Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 President . . . . . William A. Edwards  
 Gen.-Sta.-Comm. Mgr. . . . . Vernon R. Montgomery  
 Sales Prom. Manager . . . . . Clovis Pinion  
 Prog. Dir., Chief Announcer . . . . . Walter Lindberg  
 Musical Director . . . . . Don Roberts  
 Chief Engineer . . . . . William E. Bradford, Jr.

## K X O X

**SWEETWATER—1939—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Sweetwater Radio, Inc.  
 Operated By . . . . . J. S. McBeath, J. Harley Hubbard  
 Bus.-Studio-Transmitter Address . . . . . Box 570,  
 Roby Hwy.  
 Phone Number . . . . . 4655-6  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Stondord, Cole, KBS  
 President . . . . . J. S. McBeath  
 General-Station Mgr. . . . . J. Harley Hubbard  
 Commercial Manager . . . . . O. B. McCoy  
 Sales Prom. Manager . . . . . Elwood Fritch  
 Prog.-Prod.-Pub. Dir., Chief Announcer, Farm Editor . . . . . Joe M. Yowell  
 Musical Director . . . . . Glenn Kinsey  
 Chief Engineer . . . . . J. T. Allen

## K T A E

**TAYLOR—1948**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Williamson County Bcstg. Co.  
 Business Address . . . . . Box 191  
 Phone Number . . . . . 1260  
 Studio Address . . . . . 121½ E. 2nd St.  
 Transmitter Location . . . . . Hwy. 95  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, SESAC  
 Membership . . . . . NAB  
 Partner, Manager . . . . . Graham Gillis Conoley  
 Sta. Mgr., Prog. Dir. . . . . Jack P. Dubberley  
 Chief Engineer . . . . . Gordon W. Rainey

## K T E M

**TEMPLE—1936—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bell Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 17 S. Third St.  
 Phone Number . . . . . 5252-3  
 Transmitter Location . . . . . 3 Mi. N. of Temple  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 Membership . . . . . NAB, BMB  
 President . . . . . Frank W. Mayborn  
 General Manager . . . . . Burton Bishop  
 Commercial Manager . . . . . J. E. Callaway  
 Prog. Dir., Chief Announcer . . . . . Tom Robinson  
 Chief Engineer . . . . . Homer A. Cook

## K C M C

**TEXARKANA—1932  
 ABC-TEX. STATE**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . KCMC, Inc.

• • •

**TEXAS**

• • •

Business Address.....317 Pine St.  
 Phone Number.....3-6151  
 Studio Address.....Gazette News Bldg.  
 Transmitter Location.....Summerhill Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, SESAC,  
 Cole  
 Representative.....Taylor-Borhoff  
 Membership.....NAB, BMB  
 General Manager.....Frank O. Myers  
 Program Director.....Herman Cecil  
 Chief Engineer.....Harvey Robertson

**KTFS**

**TEXARKANA—1946**  
**MBS-KBS-RAZORBACK**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Texarkana Bcstg. Co.  
 Bus-Studio Address...409½ State Line Ave.  
 Phone Number.....35-123-4  
 Transmitter Location.....S. Robison Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World, Keystone  
 Representative.....J. P. McKinney  
 Membership.....NAB  
 General Manager.....David M. Segal  
 Station Manager.....Les Eugene  
 Commercial Manager.....Martin O. Enger  
 Program Director.....Norman Bale  
 Chief Announcer.....Bob Lawrence  
 Chief Engineer.....Henry N. Fones

**KT LW**

**TEXAS CITY—1948—KBS**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....J. G. Long  
 Business-Studio Address.....2521 Ave. F.  
 Air Time.....Daytime  
 Transcription Service.....Keystone

**KGKB**

**TYLER—1930—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....E. Texas Bcstg. Co.  
 Operated By.....James G. Ulmer  
 Business-Studio Address.....115 S. College  
 Phone Number.....1106-7  
 Transmitter Location.....Sand Flat Rd.  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Keystone  
 Representative.....John E. Pearson, Gene Grant  
 Membership.....NAB, BMB  
 President, Gen.-Station Mgr.....James G. Ulmer

Commercial Manager.....W. E. Moore  
 Sales Prom. Mgr.....E. A. Vasocou  
 Program Director.....John W. Reavley  
 Production Director.....J. Edwin Smith  
 Publicity Director.....Martha Hancock  
 Chief Announcer.....John P. York  
 Musical Director.....Sam R. Matthews  
 Chief Engineer.....Hudson C. Collins

**KRST**

**TYLER—1947**

Frequency: 1530 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Rose Capital Bcstg. Co.  
 Business-Studio Address.....118 W. Dobbs

**KTBB**

**TYLER—1947—LIBERTY-LONE STAR**

Frequency: 600 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Blackstone Bcstg. Co.  
 Business-Studio Address.....Blackstone Hotel  
 Phone Number.....7010-1  
 Transmitter Location.....Morningside Dr.  
 Air Time.....6 a.m.-sunset  
 News Service.....AP  
 Transcription Service.....Thesaurus, Capitol  
 Representative.....Taylor-Borhoff  
 Membership.....NAB, BMB  
 Director.....S. H. Bothwell  
 General-Station Manager.....M. E. Danbom  
 Asst. Mgr., Pub. Dir.....David Bothwell  
 Program Director.....Don Tausch  
 Production Director.....Peter T. Wolf  
 Chief Announcer, Musical Dir.....Dana Adams  
 Chief Engineer.....Robert A. Wileman  
 Farm Editor.....Cy Heaton

**KVOU**

**UVALDE—1947—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Uvalde Bcstrs.  
 Operated By.....Edward J. Harpole  
 Business-Studio Address.....1450 Batesville Rd.  
 Phone Number.....717  
 Air Time.....6:45 a.m.-10 p.m.  
 Transcription Service.....Keystone  
 Representative.....Homer Griffith  
 Membership.....NAB  
 President-General Mgr.....Edward J. Harpole  
 Sta. Mgr., Com. Mgr., Prcg. Dir. Joe Watson, Jr.  
 Publicity Director.....Stan Benson  
 Chief Engineer.....Sam Barker

**KVWC**

**VERNON—1939—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Northwestern Bcstg. Co.

Business-Studio Address...1813½ Wilbarger  
 Phone Number .....1048-9  
 Transmitter Location...1 Mi. E. Courthouse on  
 Hway, ext. fr. Wilbarger St.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....Capitol, Keystone  
 Representative .....Gene Grant  
 President.....R. H. Nichols  
 General Manager.....W. D. Dixon  
 Commercial Manager.....Jack Petrie  
 Program Director.....Bob Hardison  
 Prod. Dir., Chief Announcer.....Don Husted  
 Chief Engineer.....Herman Ridgway

## KVIC

VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Enterprises, Inc.  
 Business Address.....Box 725  
 Phone Number .....1107  
 Studio-Transmitter Location.....Cuero Hway.  
 Air Time.....5 a.m.-M.  
 News Service .....AP  
 Transcription Service.....Capitol, Keystone  
 Membership .....NAB  
 President, General Mgr.....J. G. Long  
 Sta. Mgr., Prog. Dir.....Robert Tharp  
 Comm. Sales Prom. Mgr.....Jim Trueheart  
 Prod. Dir., Chief Announcer,  
 Farm Editor.....Robert Cutting  
 Musical Director.....Carruth Palmer  
 Chief Engineer.....Robert McCown

## KWTX

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KWTX Bcstg. Co.  
 Business-Studio Address.....108½ So. 6  
 Phone Number .....5770  
 Transmitter Location.....35 Mi. S.W. of 12th  
 an Pierrard Rd.  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Transcription Service.....World  
 Representative..J. P. McKinney, Homer Griffith  
 Membership .....NAB  
 President.....Gov. Beauford Jester  
 Gen. Sta. Manager.....M. N. Bostick  
 Commercial Manager.....J. M. Brinegar  
 Sales Prom. Manager.....Rex Bodoin  
 Prog. Dir., Farm Editor.....Gerry Lansing  
 Production Director.....Al Mankin  
 Publicity Director.....C. L. Hinkle  
 Chief Announcer.....Byron Lawrey  
 Musical Director.....Lucille Novich  
 Chief Engineer.....L. R. Grubbs

## WACO

WACO—1922—ABC-TEX. STATE

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Frontier Bcstg. Co.  
 Business-Studio Address.....Amicable Bldg.  
 Phone Number .....9315  
 Transmitter Location.....So. 12th St. Rd.  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Representative .....Weed  
 Membership .....NAB  
 President.....Gene Cagle  
 General Manager.....R. Lee Glasgow  
 Commercial Manager.....Stanley E. Wilson  
 Program Director.....Bob H. Walker  
 Chief Engineer.....Jesse Dove

## KRGV

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KRGV, Inc.  
 Bus. Studio-Transmitter Address..201 Border St.  
 Phone Number .....375  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative .....Taylor-Borroll  
 Membership .....NAB, BMB  
 President.....T. E. Snowden  
 Exec. General Mgr.....O. L. Ted Taylor  
 Station Manager.....Byron W. Ogle  
 Assl. Manager.....Dick Watkins  
 Commercial Manager.....Phil D. Dixon  
 Sales Prom. Manager.....Ted Cressner  
 Program Director.....Dick Hatwell  
 Publicity Director.....Thelma Pearce  
 Chief Engineer.....O. L. Hartwig

## KFDX

WICHITA FALLS—1947

ABC-LONE STAR

Frequency: 990 Kc.....Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Operated By.....Wichtex Bcstg. Co.  
 Bus. Studio Address.....City National Bank  
 Bldg., P. O. Box 1595  
 Phone Number .....2-8668  
 Transmitter Location.....Iowa Park Rd.  
 Air Time.....Unlimited  
 News Service .....AP  
 Transcription Service.....Lang-Worth, World  
 Representative .....Taylor-Borroll  
 Membership .....NAB, BMB  
 President.....Darrold A. Cannan  
 General Manager.....Charles E. Clough  
 Commercial Manager.....Sid Grayson  
 Sales Prom. Manager.....Clark Jones  
 Program-Production Director...Arthur Busbey  
 Publicity Director.....Mike Carpenter  
 Chief Engineer.....John Adams



. . . **TEXAS - UTAH** . . .

**K T R N**

**WICHITA FALLS—1948**

Frequency: 1290 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By . . . . . Texoma Bcstg. Co.  
President . . . . . Walter D. Cline  
Vice-President . . . . . Houston Harle

**K W F T**

**WICHITA FALLS—1939—CBS**

Frequency: 620 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . KWFT, Inc.  
Business-Studio Address . . . . . Kemp Hotel

Phone Number . . . . . 4182  
Transmitter Location . . . . . 2½ Mi. W.N.E. of  
Resettlement Rd.  
Air Time . . . . . 5:30 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NAB, BMB, FMA  
President . . . . . H. J. Griffith  
Exec. Vice-President . . . . . Kenyon Brown  
Sta. Mgr., Prog. Dir. . . . . Moll M. Johnson  
Comm.-Sales Prom. Mgr.,  
Publicity Director . . . . . A. L. Pierce  
Musical Director . . . . . Lillie Mae Comiskey  
Chief Engineer . . . . . Herbert T. Wiley  
Farm Editor . . . . . Carter McGregor

**UTAH**

*Estimated Population 655,000—Increase +19.0%—Radio Homes 155,100  
Total Families 157,700—Stations in State 17*

**K B U H**

**BRIGHAM CITY—1948—SKYLINE**

Frequency: 800 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Samuel L. Stephens, Sr.  
Bus.-Studio-Transmitter Address . . 948 W. Forest  
St.  
Phone Number . . . . . 948-9  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Membership . . . . . NAB  
General Manager . . . . . Samuel L. Stephens, Sr.  
Sta. Mgr., Prog.-Prod. Dir. . . . . Leo Higham  
Comm.-Sales Prom. Manager . . . . . Ed Black  
Pub.-Musical Dir., Chief  
Announcer . . . . . Sam Stephens, Jr.  
Chief Engineer, Farm  
Editor . . . . . William E. Bradshaw

**K V N U**

**LOGAN—1938**

**MBS-KBS-INTERMOUNTAIN**

Frequency: 610 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Cache Valley Bcstg. Co.  
Bus.-Studio-Transmitter Address . . 1393 N. Main  
St.  
Phone Number . . . . . 1400-1  
Air Time . . . . . 8 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . World, Keystone  
Representative . . . . . Avery-Knodel  
Membership . . . . . NAB, BMB  
President . . . . . Herschel Bullen  
Gen.-Sta.-Comm.-Sales Prom. Mgr.,  
Publicity Director . . . . . Reed Bullen  
Prog.-Prod.-Musical Dir., Chief  
Announcer . . . . . Don Reber  
Chief Engineer . . . . . Delmont Olesen  
Farm Editor . . . . . Reed Bullen

**K S U B**

**CEDAR CITY—1937—CBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . So. Utah Bcstg. Co.  
Bus.-Studio Address . . . . . El Escalante Hotel  
Phone Number . . . . . 398-9  
Transmitter Location . . . . . Cedar City  
Air Time . . . . . Unlimited  
Transcription Service . . . . . World, Keystone  
Membership . . . . . NAB  
President . . . . . Ivor Sharp  
Gen.-Station Mgr. . . . . Roscoe A. Grover  
Commercial Mgr. . . . . Arthur Higbee  
Chief Announcer . . . . . Forrest Hunter  
Musical Director . . . . . Roy Halverson  
Chief Engineer . . . . . Hirschell Urie  
Farm Editor . . . . . Roscoe A. Grover

**K M U R**

**MURRAY—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Oral J. Wilkinson

**K L O**

**OGDEN—1924**

**MBS-INTERMOUNTAIN**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Interstate Bcstg. Corp.  
Bus.-Studio Address . . . . . 425 25th St., Hotel Ben  
Lomond  
Phone Number . . . . . 5721

Transmitter Location ..... Kanesville  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... BMB  
 President, General Mgr. .... A. L. Glassmann  
 Station Manager ..... George B. Morgan  
 Comm. Mgr., Prog. Dir. .... Col'in W. Lowder  
 Sales Prcm. Manager ..... Herman Green  
 Publicity Director ..... Al Weeks  
 Chief Announcer, Musical Dir. .... Dean Thueson  
 Chief Engineer ..... Wayne T. Boothe

## KOPP

OGDEN—1947—KBS

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned By ..... James B. Littlejohn  
 Operated By ..... Riley R. Gibson & Associates  
 Business Address ..... P. O. Box 867  
 Phone Number ..... 4223  
 Studio-Transmitter Location ..... W. 12th St.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, Associated,  
 Keystone  
 President ..... James B. Littlejohn  
 General-Station Mgr. .... Riley R. Gibson  
 Commercial Manager ..... N. Pratt Smith  
 Natl. Sales Mgr. .... Roy W. Sinor  
 Prog. Dir., Farm Editor ..... F. J. Wineriter  
 Chief Engineer ..... Richard T. Sampson

## KVOG

OGDEN—1948

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... United Bcstg. Co.  
 Business Address ..... P. O. Box 325  
 Phone Number ..... 2-7535  
 Studio-Transmitter Location ..... 1538 Gibson Ave.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 President, General Mgr. .... Arch G. Webb  
 Asst. Manager ..... Edward B. Burton  
 Program Director ..... Gil Henry  
 Chief Engineer ..... Gerald W. Peterson

## KOAL

PRICE—1936

MBS-KBS-INTERMOUNTAIN

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Eastern Utah Bcstg. Co.  
 Business-Studio Address ..... P. O. Bcx 591  
 Phone Number ..... Price 200  
 Transmitter Location ..... Price  
 Air Time ..... 6:30 a.m.-11:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Keystone  
 Membership ..... NAB  
 Pres., Gen.-Sta. Manager ..... Jack Richards  
 Asst. Mgr. .... Carl P. Wolfrom  
 Chief Engineer ..... Leo E. Reid

## KCSU

PROVO—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned By ..... The Central Utah Bcstg. Co.  
 Operated By ..... Harold E. & Frank A.  
 Van Wagenen  
 Business Address ..... P. O. Box 627  
 Phone Number ..... 2802-3  
 Studio-Transmitter Location ..... 12th South &  
 University Avo.  
 Air Time ..... 7 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Standard, Capitol  
 Membership ..... NAB  
 Pres., Comm.-Sales Prom.  
 Manage: ..... Frank A. Van Wagenen  
 Gen.-Station Manager,  
 Publicity Director ..... Harold E. Van Wagenen  
 Prog.-Prod.-Musical Dir.,  
 Chief Announcer ..... Orin Parker  
 Chief Engineer ..... Darwin L. Salisbury  
 Farm Editor ..... ElDean Bennell

## KOVO

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc. .... Power: 1000 Watts  
 Owned-Oper. ated By ..... KOVO Bcstg. Co.  
 Business-Studio Address ..... 108 W. Center St.  
 Phone Number ..... 1680  
 Transmitter Location ..... 651 W. 16th So.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President ..... Clifton A. Tolboe  
 General-Station Mgr. .... Arch L. Madsen  
 Commercial Manager ..... Keith N. Scovil  
 Program Director ..... L. H. Curtis  
 Publicity Director ..... Dean Ludlow  
 Musical Director ..... Chris Sanders  
 Chief Engineer ..... Henry Keyes  
 Farm Editor ..... Lovell Killpack

## KSVC

RICHFIELD—1947

Frequency: 690 Kc. .... Power: 1001 Watts d.  
 Owned-Operated By ..... Sevier Valley Bcstg. Co.  
 Business Address ..... Richfield  
 Phone Number ..... 690  
 News Service ..... UP  
 Transcription Service ..... World  
 President ..... William L. Warner  
 Gen.-Commercial Mgr. .... William L. Warner, Jr.  
 Promotion Mgr.-Program Dir. .... Art Tucker  
 Chief Engineer ..... David I. Hansen

# KALL

## SALT LAKE CITY—1945 MBS-INTERMOUNTAIN-KBS

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By: Salt Lake City Bcstg. Co.  
 Business-Studio Address: 248 S. Main St.  
 Phone Number: 4-3561  
 Transmitter Location: 386 W. Gregson  
 Air Time: 6 a.m.-1 a.m.  
 News Service: UP  
 Transcription Service: Associated  
 Representative: Avery-Knodel, Inc.  
 Membership: BMB  
 President: George C. Hatch  
 Exec. Vice-Pres.-Mgr.: Alvin G. Pack  
 Commercial Manager: Thomas H. Anderson  
 Sales Promotion Mgr.: John Brophy  
 Program Director: Craig Rogers  
 Publicity Director: Jack Goodman  
 Musical Director: Earl Donaldson  
 Director of Engineering: W. D'Orr Cozzons  
 Farm Editor: Stan Farnsworth

# KDYL

## SALT LAKE CITY—1922 NBC-UTAH-IDAHO

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By: Intermountain Bcstg. & Telev. Corp.  
 Business-Studio Address: 143 S. Main  
 Phone Number: 5-2991  
 Transmitter Location: 33rd So. & 9th W.  
 Air Time: 6 a.m.-1 a.m.  
 News Service: INS. UP  
 Transcription Service: World, Thesaurus  
 Representative: John Blair  
 Membership: NAB, BMB  
 Pres., General-Station Mgr.: S. S. Fox  
 Commercial Manager: George A. Provol  
 Program Director: Emerson Smith  
 Publicity Director: Del Leeson  
 Musical Director: Eugene Jeleznik  
 Chief Engineer: John M. Baldwin  
 Farm Editor: Will Wright

# KNAK

## SALT LAKE CITY—1945

Frequency: 1400 Kc. (CP-1280 Kc.). Power: 250  
 Watts (CP 10000 Watts d.; 500 Watts n.)  
 Owned-Operated By: Granite District Radio  
 Bcstg. Co.  
 Business-Studio Address: 219 Continental Bank  
 Bldg.  
 Phone Number: 4-3685  
 Transmitter Location: 1016 W. 6th St.  
 Air Time: 6:30 a.m.-2 a.m.  
 News Service: AP  
 Representative: W. S. Grant Co.

President: Howard D. Johnson  
 General-Station Mgr.: Richard F. Connor  
 Commercial Manager: Richard I. Nicholes  
 Program Director: Al Collins  
 Production Manager: Albert R. Collins  
 Publicity Director-Musical  
 Director: Charlotte R. Kapsa  
 Chief Announcer: Eldon Walton  
 Chief Engineer: Myron E. May

# KSL

## SALT LAKE CITY—1924—CBS

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Radio Service Corp. of Utah  
 Bus.-Studio Address: 10 S. Main St.  
 Phone Number: 5-4641  
 Transmitter Location: Soltair  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP, UP  
 Transcription Service: World, Associated  
 Representative: Radio Sales  
 Membership: NAB, BMB  
 President: J. Reuben Clark, Jr.  
 Exec. Vice President: Ivor Sharp  
 General Manager: C. Richard Evans  
 Asst. Manager: Ralph W. Hardy  
 Sales Manager: Frank B. McLatchy  
 Prom. Mgr., Pub. Dir.: Ray Bergman  
 Prog.-Prod. Dir.: Eugene Halliday  
 Chief Engineer: Vincent Clayton  
 Farm Director: Elvon Orme

In UTAH...  
 THE Popular STATION  
 AM and FM  
 FIRST AND FAR AHEAD IN  
 Television



Commercial Television pays off in the important Salt Lake metropolitan market.

**KDYL**  
 SALT LAKE CITY  
 UTAH'S NBC STATION

JOHN BLAIR & CO.  
 NATIONAL REPRESENTATIVES

# KUTA

SALT LAKE CITY—1938  
ABC-ROCKY MOUNTAIN

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By: Utah Bcstg. & Telev. Co.  
Business-Studio Address: 29 S. State St.  
Phone Number: 3-2737  
Transmitter Location: No. Salt Lake  
Air Time: 6 a.m.-1 a.m.  
News Service: AP, UP  
Transcription Service: World, Standard  
Representative: Katz  
Membership: NAB, BMB  
President, General Mgr.: Frank C. Carman  
Sta. Mgr., Prog. Dir.: Ray Fadel  
Commercial Manager: John Schile  
Sales Prom. Mgr., Pub. Dir.: Al Thomas  
Production Director: George Ross  
Chief Announcer: Marshall Small  
Musical Director: Ed Stoker

Chief Engineer: Wendell Bell  
Farm Editor: Harry Warren

# KJAM

VERNAL—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Uintah Bcstg. Co.  
Bus. Studio-Transmitter Address: Hotel Vernal  
Phone Number: 494  
Air Time: 7 a.m.-10 p.m.  
News Service: UP  
Transcription Service: World, Keystone  
Representative: W. S. Grant  
President: James C. Wallentine  
Gen.-Sta. Mgr., Chief Announcer: Lee Walker  
Comm.-Sales Prom. Mgr.: Grant E. Parry  
Prog.-Musical Dir., Chief  
Engineer: E. W. Boelter  
Prod. Dir., Farm Editor: J. D. Jones  
Publicity Director: G. M. Bosworth

# VERMONT

Estimated Population 374,000—Increase +4.1%—Radio Homes 103,800  
Total Families 108,500—Stations in State 7

# WCAX

BURLINGTON—1931—CBS

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By: WCAX Bcstg. Corp.  
Business-Studio Address: 135 Main St.  
Phone Number: Burlington 2000  
Transmitter Location: Colchester  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Associated  
Representative: Weed  
Membership: NAB, BMB  
Pres., Gen.-Station Mgr.: C. P. Hasbrook  
Comm.-Sales Prom. Mgr., Prog.-Pub.  
Director: J. D. Swan  
Prod.-Musical Dir.: Milton Slater  
Chief Announcer: R. L. Burger  
Chief Engineer: James W. Tierney  
Farm Editor: L. F. Killick

Sta. Mgr., Prog. Dir.: Alfred E. Spokes  
Prom. Mgr., Chief Engineer: John C. Quill  
Production Director: Val Carter  
Musical Director: Gerald Gibson

# WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Montpelier-Barre Bcstg. Co.  
Business Address: Union Mutual Bldg., Montpelier  
Phone Numbers: Montpelier 1740, Barre 374  
News Service: AP  
Transcription Service: Lang-Worth  
Representatives: Kettell-Carter, W. S. Grant  
President: B. M. Jacobsen  
General Manager: Paul H. Martin  
Program Director: Robert Bannon

# WJOY

BURLINGTON—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Vermont Bcstg. Corp.  
Bus. Studio-Transmitter Location: 633 Main St.  
Phone Number: Burlington 5400  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Thesaurus  
Representative: William G. Rambeau  
Membership: NAB  
President: David W. Howe

# WHLW

RUTLAND—1947

Frequency: 1000 Kc. Power: 1000 Watts d.  
Owned-Operated By: Herbert L. Wilson  
Bus. Address: 1025 Connecticut Ave., Washington 6, D. C.  
Studio Address: 24½ Center St.  
Transmitter Location: W. Proctor Rd.  
Air Time: Sunrise-sunset  
News Service: AP  
Transcription Service: World, Capitol

## VERMONT-VIRGINIA

Membership ..... NAB  
 President.....Herbert L. Wilson  
 General Manager.....Thomas M. Donlin

### W S Y B

**RUTLAND—1930—MBS-KBS-YANKEE**  
 Frequency: 1380 Kc.....Power: 1000 Watts  
 Bus. Studio Address.....35 Washington St.  
 Phone Number.....1247  
 Transmitter Location.....Creek Rd.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Thesaurus, Keystone  
 Representative.....Joseph Hershey McGillvra,  
 Be:tha Bannon

Membership ..... NAB  
 Pres., Comm. Mgr.....Philip Weiss  
 Station Manager.....J. H. Weiss  
 Chief Engineer.....Norval K. Ramson, Jr.

### W W S R

**ST. ALBANS—1941**  
**MBS-KBS-GREEN MT.**

Frequency: 1420 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Vermont Radio Corp.  
 Business-Studio Address.....75 N. Main St.  
 Phone Number.....1420  
 Transmitter Location.....Swanton Rd.

Air Time ..... Sunrise-sunset  
 News Service .....UP  
 Transcription Service.....World, Keystone  
 Representative .....Walker  
 Membership ..... NAB, BMB  
 President .....Lloyd Squier  
 Gen.-Sta.-Comm. Mgr., Farm  
 Editor.....Warren Marsden  
 Prog.-Prod.-Pub. Dir.....Stuart Perry  
 Chief Announcer, Musical Dir.....Eliot Page  
 Chief Engineer.....Theodore Boisvert

### W D E V

**WATERBURY—1931**  
**MBS-KBS-YANKEE**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lloyd E. Squier  
 Business-Studio Address.....8 Stowe St.  
 Phone Number.....400-1  
 Transmitter Location.....Blush Hill  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Keystone  
 Representative .....Walker  
 Membership .....BMB  
 Owner, Gen.-Sta.-Comm. Mgr., Lloyd E. Squier  
 Program Director, Chief

Announcer.....Thomas L. Dodd, Jr.  
 Production Director.....Craig S. Parker  
 Chief Engineer.....Harold M. Grout

# VIRGINIA

*Estimated Population 3,029,000—Increase +13.1%—Radio Homes 646,900*  
*Total Families 728,000—Stations in State 46*

### W P I K

**ALEXANDRIA—1945**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Potomac Bcstg. Corp.  
 Business-Studio Address.....523 First St.  
 Phone Number.....Overlook 3000  
 Transmitter Location.....504 Telegraph Rd.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....World, Lang-Worth  
 Pres., Gen.-Sta. Mgr., Prog.-Prod.

Director.....Howard B. Hayes  
 V.P., Chief Engineer.....Carl L. Lindberg  
 Comm.-Sales Prom. Mgr.....Henry Z. Ungar  
 Musical Director.....Herbert DeBerry, Jr.

### W A R L

**ARLINGTON—1946**

Frequency: 780 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....No. Virginia Bcstrs., Inc.  
 Bus. Studio Address.....3102 10th Road No.

Phone Number.....OWens 7800  
 Transmitter Location.....Nr. Bailey's Crossroads  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 Transcription Service.....Standard, Capitol  
 Representative .....Burn-Smith  
 Membership ..... NAB  
 Co-Owners.....R. Kilbourne Castell,  
 Frank U. Fletcher  
 General Manager.....R. W. Baker  
 Commercial Manager.....William W. Jefferay  
 Prog. Dir.....Raymond L. Hutchinson  
 Musical Director.....Millicent Thomas  
 Chief Engineer.....John E. Strong  
 Farm Editor.....Connie B. Gay

### W E A M

**ARLINGTON—1947**

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Harold H. & Meredith Thoms  
 Business-Studio Address.....2030 N. 18th St.  
 Phone Number.....OWens 7100  
 Transmitter Location.....Minor Hill, Falls Church

. . . **VIRGINIA** . . .

Air Time . . . . . 5:30 a.m.-4 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Adam J. Young  
 President, General Mgr. . . . . Harold H. Thoms  
 Station Manager . . . . . Howard Stanley  
 Prog.-Prod. Director . . . . . Matthew Warren  
 Pub.-Musical Director . . . . . Warren F. Matts  
 Chief Engineer . . . . . William Youden  
 Farm Editor . . . . . Sidney Willard

**W K L V**

**BLACKSTONE—1947—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Frank W. Wagner  
 Business-Studio Address . . . . . Community Bldg.  
 Phone Number . . . . . 478  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Lang-Worth  
 President . . . . . F. W. Wagner  
 General Manager . . . . . T. C. Richie  
 Commercial Manager . . . . . E. G. Silverman  
 Program Director . . . . . Dave Hart  
 Promotion Manager . . . . . W. E. Jones  
 Chief Engineer . . . . . D. O. Guthrie

**W C Y B**

**BRISTOL—1946**

Frequency: 690 Kc. . . . . Power: 10,000 Watts d.  
 Owned-Oper. By . . . . . Appalachian Bcstg. Corp.  
 Business Address . . . . . Bristol  
 Phone Number . . . . . North 3560  
 Studio Address . . . . . Hotel Gen. Shelby  
 Transmitter Location . . . . . Washington County  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Thesaurus  
 Membership . . . . . NAB, BMB  
 Sec.-Treas., Gen. Mgr. . . . . Robert H. Smith  
 Pres., Sales Mgr. . . . . J. Fey Rogers  
 Asst. Station Mgr. . . . . Grace Almond  
 Production Spvr. . . . . Tom Duná  
 Announcer Spvr., Farm Editor . . . . . Bill Lane  
 Engineering Spvr. . . . . Bob Daugherty

**W F H G**

**BRISTOL—1949—MBS**

Frequency: 880 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Blaufox Radio Co., Inc.  
 Business-Studio Address . . . . . Hotel Bristol  
 Phone Number . . . . . 3620  
 Transmitter Location . . . . . Shell Plant Road  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB  
 General-Station Manager . . . . . M. B. Burnette  
 Commercial Sales Prom. Mgr. . . . . W. L. Nininger  
 Program Dir., Publicity Dir. . . . . W. F. Roney  
 Musical Director-Farm Editor . . . . . Verlin Mays  
 Chief Engineer . . . . . John Hughlett

**W C H V**

**CHARLOTTEVILLE—1933  
 ABC-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Station WCHV  
 Bus.-Studio-Transmitter Address . . . . . Rose Hill St.  
 Phone Number . . . . . 2500  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Keystone  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . BMB  
 Owner . . . . . Charles Barham, Jr.  
 Mgr., Pub. Dir. . . . . Randolph Beon  
 Local Comm. Manager . . . . . Robert C. Walker  
 Prod. Dir., Chief  
 Announcer . . . . . R. G. Sketchley, Jr.  
 Musical Director . . . . . James H. Bash  
 Chief Engineer . . . . . Walter W. Gray  
 Farm Editor . . . . . Herb DeBell

**W K E Y**

**COVINGTON—1941—ABC-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Earl M. Key  
 Business Address . . . . . Box 710  
 Phone Number . . . . . 8351  
 Studio Address . . . . . Main St.  
 Transmitter Location . . . . . Fairlawn  
 Air Time . . . . . 7 a.m.-11:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Keystone  
 Membership . . . . . NAB  
 Pres., Gen.-Sta. Mgr. . . . . Earl M. Key  
 Commercial Mgr. . . . . T. Carroll Harrison  
 Prog.-Prod.-Pub. Director . . . . . John Lee Davis  
 Musical Director . . . . . Frank Badders  
 Chief Engineer . . . . . John H. Wilson

**W S V S**

**CREWE—1946—KBS**

Frequency: 650 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . So. Virginia Bcstg. Corp.  
 Business Address . . . . . Crewe  
 Phone Number . . . . . Crewe 5000  
 Studio Addresses . . . . . 117 Carter St., Crewe, Ma'in  
 St., Blackstone, Herald Bldg., Farmville  
 Transmitter Location . . . . . Burkeville  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Keystone  
 Representative . . . . . Rural Radio  
 Membership . . . . . NAB  
 President . . . . . C. S. Willis  
 General-Station Mgr. . . . . Moxey E. Stone  
 Comm.-Sales Prom. Mgr. . . . . Harris Unstead  
 Pub. Dir., Farm Editor . . . . . Bob Maynard  
 Chief Engineer . . . . . C. E. Wilson

## W B T M

### DANVILLE—1930—ABC

Frequency: 1330 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By . . . Piedmont Bcstg. Corp.  
Bus.-Studio Address . . . . . Hotel Danville Bldg.  
Phone Number . . . . . 2350  
Transmitter Location . . . . . Sandy Creek,  
Pittsylvania County  
Air Time . . . . . 6:25 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . Lang-Worth, Thesaurus  
Representative . . . . . George P. Hollingbery  
Membership . . . . . NAB  
President . . . . . L. N. Dibrell  
General-Station Mgr. . . . . R. Sanford Guyer  
Asst. Manager . . . . . Edward G. Gardner  
Comm.-Sales Prom. Mgr. . . . . Edward Wilder  
Program Director . . . . . Thomas W. Thompson  
Prod. Dir., Chief Announcer . . . . . Ambert Dail  
Publicity Director . . . . . Herbert Hodge  
Musical Director . . . . . Harry W. Spencer  
Chief Engineer . . . . . Lyle C. Motley  
Farm Editor . . . . . Ray Schreiner

## W D V A

### DANVILLE—1947—MBS

Frequency: 1250 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By . . . . . Virginia Carolina Bcstg.  
Corp.  
Bus.-Studio Address . . . . . American Natl. Bank  
Bldg.  
Phone Number . . . . . 5300  
Transmitter Location . . . . . Martinsville Rd.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . World, Capitol,  
SESAC  
Membership . . . . . NAB, BMB  
President . . . . . J. D. Pruitt  
Gen.-Sta.-Comm.-Sales Prom.  
Manager . . . . . Emerson J. Pryor  
Prog.-Prod. Director . . . . . Richard Campbell  
Publicity Director . . . . . Charles Holmes  
Chief Engineer . . . . . Rush Sawyers  
Farm Editor . . . . . Frank Raymond

## W F A X

### FALLS CHURCH—1948

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Lomar A. Newcomb  
Address . . . . . Box L  
Phone Number . . . . . 0900  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
President-Genl. Mgr. . . . . Lamar A. Newcomb  
Commercial Manager . . . . . James E. Hollins  
Program Manager . . . . . Genevieve Newcomb  
Promotion Manager . . . . . Bob Honesworth  
Chief Engineer . . . . . Paul Malik

## W F L O

### FARMVILLE—1946

Frequency: 870 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Colonial Bcstg. Co.  
Business Address . . . . . P. O. Box 238  
Phone Number . . . . . 600  
News Service . . . . . UP  
Transcription Service . . . . . Capitol, Associated  
President . . . . . Carla B. Keys  
Manager . . . . . Charles R. Maillet  
Chief Engineer . . . . . Charles K. Chrismon

## W F V A

### FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . Fredericksburg Bcstg. Corp.  
Business Address . . . . . P. O. Box 269  
Phone Number . . . . . 1261  
Studio Address . . . . . 528 Wolfe St.  
Transmitter Location . . . . . King's Hwy.  
Air Time . . . . . Unlimited  
Transcription Service . . . Lang-Worth, Keystone  
Representative . . . . . Burn-Smith  
V.P., General Mgr. . . . . Richard F. Lewis, Jr.  
Station-Comm. Mgr. . . . . Walter F. Harris, Jr.  
Chief Engineer . . . . . William S. Candler

## W F T R

### FRONT ROYAL—1946—MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Sky-Park Bcstg. Corp.  
Business-Studio Address . . . . . P. O. Box 192  
Phone Number . . . . . 750  
Transmitter Location . . . John Marshall Hwy.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Membership . . . . . NAB, BMB  
President . . . . . Thomas R. Owens  
Gen.-Sta. Mgr., Pub. Dir., Chief  
Engineer . . . . . Warren S. Bell  
Comm.-Sales Prom. Mgr. . . . . Roy D. Springer  
Prog.-Prod. Dir., Chief Announcer . . . Bob Martin

## W B O B

### GALAX—1947—MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . Carroll-Grayson Bcstg. Corp.  
Bus.-Studio-Transmitter Address . . . Poplar Knob  
Rd.  
Phone Number . . . . . 300  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Membership . . . . . NAB, BMB  
President . . . . . Robert V. Morris  
General Manager . . . . . Carl E. Duckett  
Comm. Manager . . . . . Joseph P. Crockett  
Program Director . . . . . Muriel Bell  
Chief Engineer, Farm Editor . . . Carl E. Duckett

## WVEC

### HAMPTON—1948—KBS

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Operated By: Peninsula Bcstg. Co.  
 Address: P. O. Box 481  
 Phone Number: 6332  
 News Service: AP  
 Transcription Service: Standard, Associated  
 President-Genl. Mgr.: Thomas P. Chisman  
 Assistant & Commercial Mgr.: Vernon Carter  
 Program Director: Peter Edman  
 Promotion Manager: Edith Lawrence  
 Chief Engineer: James Swafford

Transmitter Location: Boonsboro, Bedford  
 County  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Lang-Worth, Associated  
 Representative: George P. Hollingbery  
 Membership: NAB, BMB  
 President: Edward A. Allen  
 Gen.-Station Mgr.: Philip P. Allen  
 Comm.-Sales Prom. Mgr.: Joseph F. Wright, Jr.  
 Prog.-Prod.-Pub. Dir.: William H. Loren  
 Chief Announcer: Wayne Tyler  
 Musical Director: Miss Jimmie McNeely  
 Chief Engineer: John T. Orth  
 Farm Editor: Eric Lund

## WSVA

### HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Shenandoah Valley Bcstg.  
 Corp.  
 Business-Studio Address: Newman Bldg.  
 Phone Number: 550  
 Transmitter Location: 5 Mi. S. of City on  
 U. S. Route 11  
 Air Time: 6 a.m.-local sunset  
 News Service: UP  
 Transcription Service: Thesaurus  
 Membership: NAB, BMB, FMA  
 President: Frederick L. Allman  
 Business Manager: H. A. Wright  
 Comm.-Sales Prom. Mgr., Pub.  
 Director: R. B. Harrington  
 Prog.-Prod.-Musical Dir.: R. H. Johnson  
 Chief Announcer, Farm  
 Editor: Alvin Mullenax  
 Chief Engineer: W. L. Braun

## WWOD

### LYNCHBURG—1947—MBS

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By: Old Dominion Bcstg. Corp.  
 Business Address: P. O. Box 918  
 Phone Number: 7000  
 Studio Address: 10th & Main Sts.  
 Transmitter Location: Boonsboro Rd.  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: World  
 Representative: Walker  
 Membership: NAB, BMB  
 President: David Hugh Dillard  
 General Manager: Jack Weldon  
 Commercial Manager: Norman T. Simpson  
 Prog.-Pub. Director: Jay Seibel  
 Prod.-Musical Dir.: Don Jarvis  
 Chief Announcer: Mark Lewis  
 Chief Engineer: Forest J. Pinkerton

## WHAP

### HOPEWELL—1948

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: The Hopewell Bcstg. Co.  
 President: Augustus Robbins, Jr.  
 Chief Engineer: Edward Burwell

## WREL

### LEXINGTON—1948

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Rockbridge Bcstg. Co.  
 Business-Studio Address: 130 S. Main St.  
 President: Marshall L. Wilner

## WMVA

### MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Martinsville Bcstg. Co., Inc.  
 Business Address: P. O. Box 831  
 Phone Number: Virginia 2152  
 Studio-Transmitter Location: Figsboro Rd.  
 Air Time: 6 a.m.-11:30 p.m.  
 News Service: AP  
 Transcription Service: Keystone  
 Membership: NAB  
 President: William C. Barnes  
 General-Station Manager: John W. Shultz  
 Commercial Manager: Charles F. Adams  
 Program Director: Barbara H. Zimmerman  
 Musical Director: Paul E. Zimmerman  
 Chief Engineer: Dewey W. Muse

## WLVA

### LYNCHBURG—1930—ABC

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By: Lynchburg Bcstg. Corp.  
 Bus.-Studio Address: Allied Arts Bldg.  
 Phone Number: 3030

## WGH

### NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By: Hampton Roads Bcstg. Corp.  
 Bus.-Studio Address: 500 Portlock Bldg.,  
 Norfolk



# VIRGINIA

Phone Number .....2-7031  
Transmitter Location.....Boat Harbor  
Air Time.....6 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Free & Peters  
Membership.....NAB, BMB  
President.....Raymond B. Bottom  
V.P., Gen.-Sta. Manager...Edward E. Bishop  
Comm.-Sales Prom. Mgr....Edward E. Edgar  
Prog.-Prod.-Pub. Director.....John A. Black  
Musical Director.....Kathryn Wood  
Chief Engineer.....Charles A. Runyon

## WHYU

### NEWPORT NEWS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Eastern Bcstg. Corp.  
Business-Studio Address.....114 W. 24th St.  
Phone Number.....7-1604  
Transmitter Location.....Respass Beach,  
Churchland  
Air Time.....6 a.m.-sunset  
News Service.....UP  
Transcription Service.....Capitol  
Representative.....Friedenberg  
President, General Mgr.....John Doley  
Sta. Mgr., Prog. Tech. Dir....Frederic F. Clair

## WCAV

### NORFOLK—1947

Frequency: 860 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Cavalier Bcstg. Corp.  
Bus.-Studio Address.....Plume & Granby Sts.  
Phone Number.....2-3266  
Transmitter Location.....W. Norfolk  
Air Time.....Local sunrise-sunset  
News Service.....UP  
Transcription Service...Associated, Standard  
Representative.....Burn-Smith  
Membership.....NAB  
President.....Joseph Light  
Gen.-Sales Prom. Mgr., Pub. Dir....Joe Brown  
Sta.-Asst. Gen. Mgr.....William M. Manrov  
Commercial Manager.....William Laliberte  
Chief Announcer.....Sam Carter  
Technical Dir.....William M. Manrov

## WLOW

### NORFOLK—1946

Frequency: 1410 Kc.....Power: 1000 Watts d.  
Owned By.....Commonwealth Bcstg. Corp.  
Operated By.....Radio Station WLOW  
Business-Studio Address.....Pender Bldg.  
Phone Number.....4-5678  
Transmitter Location.....W. Norfolk  
Air Time.....Sunrise-sunset  
News Service.....UP  
Transcription Service.....Associated, Capitol  
Representative.....Forjoe

President.....E. L. Scott  
V.P., Gen.-Sales Prom.  
Manager.....Robert E. Wasdon  
Station Manager.....W. M. Carpenter  
Commercial Manager.....Don Kelly  
Program Director.....Ray Penner  
Prod.-Musical Dir.....Lee Lively  
Publicity Director.....Dick Gould  
Chife Announcer.....Bob Drepperd  
Chief Engineer.....Jack Siegel  
Farm Editor.....Ralph Wasdon

## WTAR

### NORFOLK—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts  
Owned By.....Norfolk Newspapers, Inc.  
Operated By.....WTAR Radio Corp.  
Bus.-Studio Address.....National Bank of  
Commerce Bldg.  
Phone Number.....2-5671  
Transmitter Location.....Glen Rock  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Standard  
Representative.....Edward Petry  
Membership.....NAB, BMB  
Pres., Gen.-Sta. Mgr.....Campbell Arnoux  
Comm.-Sales Prom. Mgr.....John W. New  
Program Director.....Joel Carlson  
Production Director.....Clyde Moser  
Chief Announcer.....Blair Eubanks  
Chief Engineer.....John C. Peffer

## WNVA

### NORTON—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Blaufox Radio Co., Inc.  
Bus.-Studio Address.....Coalfield Progress Bldg.  
Phone Number.....700-1, Transmitter: 565  
Transmitter Location.....Josephine  
Air Time.....6 a.m.-10:30 p.m.  
News Service.....AP  
Transcription Service...Lang-Worth, Keystone  
Membership.....NAB  
President, Gen. Mgr.....Richard B. Helms  
Station Manager.....Jack T. Helms  
Comm. Manager.....Bill Holland  
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,  
Chief Announcer.....Bill Benesch  
Musical Director.....Stan Kotel  
Chief Engineer.....Gene Tommerdahl

## WSSV

### PETERSBURG—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Southside Virginia Bcstg.  
Corp.  
Business-Studio Address.....112 W. Tabb St.  
Phone Number.....3881-2  
Transmitter Location.....E. Bank St.

# VIRGINIA

**Air Time** ..... Unlimited  
**News Service** ..... UP  
**Representative** ..... Burn-Smith  
**P. resident, General Mgr.** ..... Louis H. Peterson  
**Commercial Mgr.** ..... Raymond L. Moss  
**Program Director** ..... Katherine M. Nunnally  
**P. oduction Director** ..... No man Walker  
**Pub.-Musical Director** ..... Lou Ross  
**Chief Engineer** ..... Edward F. Echwarz

## W S A P

### PORTSMOUTH—1943—MBS

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Portsmouth Radio Corp.  
**Bus.-Studio Address** ..... 205 Professional Bldg.  
**Phone Number** ..... 7-2381  
**Transmitter Location** ..... 1318 Spratley St.  
**Air Time** ..... 6 a.m.-1 a.m.  
**News Service** ..... UP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Burko, Kuipers & Mahoney  
**Membership** ..... NAB  
**President** ..... Tom E. Gilman  
**Gen.-Station Mgr.** ..... B. Walter Huffington  
**Commercial Mgr.** ..... J. L. Norfeet  
**Sales Prom. Mgr., Pub. Dir.** ..... Boyd Harrier  
**Program Director** ..... George L. Brantley  
**Production Director** ..... Jack Laurence  
**Musical Director** ..... Richard Harvey  
**Chief Engineer** ..... Charles R. Sledge

## W P U V

### PULASKI—1946—MBS-KBS

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Southwest Bcstg. Corp.  
**Business Address** ..... Box 351  
**Phone Number** ..... 3-3931  
**Studio-Transmitter Location** ..... Cool Springs  
**Air Time** ..... 6 a.m.-M.  
**News Service** ..... AP  
**Transcription Service** ..... Keystone  
**Representative** ..... Sears & Aver  
**Membership** ..... NAB  
**President** ..... Howard R. Imboden  
**General-Station Mgr.** ..... William R. Murray  
**Commercial Manager** ..... Allan S. Aden  
**Program Director** ..... Lee Mills  
**Publicity Director** ..... Eleanor Imboden  
**Chief Engineer** ..... Fitzgerald McDaniel

## W B B L

### RICHMOND—1924

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Grace Covenant  
Presbyterian Church  
**Address** ..... 1627 Monument Ave.  
**Phone Number** ..... 8-4246  
**General Manager** ..... C. H. Liesfield  
**Chief Engineer** ..... R. W. Raabe

## W L E E

### RICHMOND—1945—MBS

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Lee Bcstg. Corp.  
**Bus.-Studio Address** ..... Broad-Grace Arcade  
**Phone Number** ..... 3-6741  
**Transmitter Location** ..... Colorado Ave. &  
Sumpter St.

**Air Time** ..... Unlimited  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Forjoe  
**President** ..... Thomas G. Tinsley, Jr.  
**Gen.-Sta.-Comm. Mgr.** ..... Irvin G. Abeloff  
**Program Director** ..... Harvey Hudson  
**Musical Director** ..... Roberta Morris  
**Chief Engineer** ..... George W. McGuigan, Jr.

## W M B G

### RICHMOND—1926—NBC

**Frequency:** 1380 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... Havens & Martin, Inc.  
**Bus.-Studio Address** ..... 3301 W. Broad St.,  
P. O. Box 5229

**Phone Number** ..... 5-8611  
**Transmitter Location** ..... Staples Mill Rd. off  
W. Broad St.

**Air Time** ..... 6:30 a.m.-1 a.m.  
**News Service** ..... Transradio  
**Transcription Service** ..... Thesaurus, Lang-Worth  
**Representative** ..... John Blair  
**Membership** ..... NAB  
**Pres., Gen.-Sta. Mgr.** ..... Wilbur M. Havens  
**Comm.-Sales Prom. Mgr.** ..... Walter A. Bowry, Jr.  
**Prog.-Prod.-Pub. Dir.** ..... Allan J. Phaup, Jr.  
**Chief Engineer** ..... Wilfred H. Wood

## W R N L

### RICHMOND—1937—ABC

**Frequency:** 910 Kc. .... **Power:** 5000 Watts  
**Owned By** ..... Richmond Newspapers, Inc.  
**Operated By** ..... Richmond Radio Corp.  
**Business-Studio Address** ..... 107-111 N. Fourth St.  
**Phone Number** ..... 3-3436  
**Transmitter Location** ..... Wilkinson Rd.  
**Air Time** ..... 5:30 a.m.-1 a.m.; 7 a.m. Sun.  
**News Service** ..... AP  
**Transcription Service** ..... Standard  
**Representative** ..... Edward Petry  
**Membership** ..... NAB, BMB  
**President** ..... D. Tennant Bryan  
**Gen. Sta.-Commercial Mgr.** ..... E. S. Whitlock  
**Program Director** ..... Don Martin  
**Chief Engineer** ..... Vincent Wolstenholme

## W R V A

### RICHMOND—1925—CBS

**Frequency:** 1140 Kc. .... **Power:** 50,000 Watts  
**Owned-Oper. By** ..... Larus & Brother Co.

. . .  
**VIRGINIA**  
. . .

Business Address.....Hotel Richmond  
Phone Number.....3-6633  
Studio Addresses..Hotel Richmond, Richmond;  
1506 Colley Ave., Norfolk  
Transmitter Location.....Edgeworth, Henrico  
County  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, Lang-Worth,  
Associated  
Representative.....Radio Sales  
Membership.....NAB, BMB  
General Manager.....C. T. Lucy  
Commercial Manager.....Barron Howard  
Promotion Manager.....Jack Stone  
Program Service Mgr.....Samuel S. Carey  
Production Manager.....John B. Tansey  
Public Relation Dir.....Walter R. Bishop  
Musical Director.....Burt T. Repine  
Chief Engineer.....David C. Woods  
Farm Editor.....Alden Aaroe

**WXGI**

**RICHMOND—1947**

Frequency: 740 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Radio Virginia, Inc.  
Bus.-Studio Address.....100 W. Franklin St.  
Phone Number.....7-4684  
Transmitter Location.....German School Rd.,  
Chesterfield County  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service..Lang-Worth, Associated  
Representative.....Burn-Smith  
Membership.....NAB, BMB  
President, General Mgr.....D. H. Robertson  
Sta.-Comm.-Sales Prom. Mgr.....Bert Julian  
Prog.-Prod.-Pub. Dir.....Harold Brauer  
Chief Engineer.....Kaye Redd

**WDBJ**

**ROANOKE—1924—CBS**

Frequency: 960 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Times-World Corp.  
Business-Studio Address.....124 W. Kirk Ave.  
Phone Number.....8131  
Transmitter Location.....Colonial Ave.,  
Colonial Heights  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....World, Lang-Worth  
Representative.....Free & Peters  
Membership.....NAB, BMB, FMA  
President.....J. P. Fishburn  
General Manager.....R. P. Jordan  
Commercial Manager.....John W. Harkrader  
Program Director.....Paul E. Reynolds  
Studio Director.....Irving Sharp  
Publicity Director.....Clifford B. Huffman  
Musical Director.....Evelyn Nininger  
Chief Engineer.....J. Edward Newman  
News Editor.....John W. Eure

**WROV**

**ROANOKE—1946—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By.....Radio Roanoke, Inc.  
Operated By.....Frank E. Koehler  
Bus.-Studio Address..600 Mountain Trust Bldg.  
Phone Number.....3-4444  
Transmitter Location.....Cleveland Ave., S.W.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth, Capitol  
Membership.....NAB, BMB  
President.....Leo F. Henebry  
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler  
Program-Production Mgr.....Gordon R. Phillips  
Chief Engineer.....Frank A. Hall

**WSLS**

**ROANOKE—1940—ABC**

Frequency: 610 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Roanoke Bcstg. Corp.  
Business-Studio Address.....301 First St., S.W.  
Phone Number.....9227  
Transmitter Location.....2 Mi. N. of Salem &  
6.5 Mi. N.W. of Roanoke  
Air Time.....5:30 a.m.-12:02 a.m.  
News Service.....AP  
Transcription Service.....SESAC, Thesaurus,  
Associated  
Representative.....Weed  
Membership.....NAB, BMB, FMA  
President.....Paul C. Buford  
Exec. Vice President.....James H. Moore  
Asst. Station Mgr.....Horace Fitzpatrick  
Program Director.....Bill Saunders  
Musical Director.....Mavis Overstreet  
Chief Engineer.....J. P. Briggs  
Farm Editor.....Glenwood Howell

**WHLF**

**SOUTH BOSTON—1947—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Halifax Bcstg. Co.  
Business-Studio Address.....P. O. Box 490  
Phone Number.....567  
Transmitter Location.....Halifax County Fair  
Grounds  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus, World,  
Cole, Keystone  
Owner, General Mgr.....John L. Cole, Jr.  
Asst. Sta. Mgr., Prog.-Prod.-Pub.  
Director.....Charles B. Davis  
Comm.-Sales Prom. Mgr.....Bill Fielding  
Chief Engineer.....John R. Doherty

**W T O N**

**STAUNTON—1945—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Charles P. Blackley  
 Business-Studio Address: Morrison Bldg.  
 Phone Number: 1400  
 Transmitter Location: Waynesboro Rd.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World  
 Membership: NAB  
 General-Station Mgr.: Charles P. Blackley  
 Comm.-Sales Prom. Mgr.:  
 Publicity Director: Charles E. Seebeck  
 Prog.-Prod. Dir., Chief Announcer:  
 Farm Editor: Fulton A. King  
 Chief Engineer: Rex Houser

**W L P M**

**SUFFOLK—1940—ABC-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Suffolk Bcstg. Corp.  
 Business-Studio Address: 105 Bank St.  
 Phone Number: 1420-1, 1227  
 Transmitter Location: Hwy 460 N.W. of  
 Suffolk  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Thesaurus, Keystone  
 Representative: Sears & Ayer  
 Membership: NAB  
 Pres., Gen.-Sta. Manager: Fred L. Hart  
 Comm. Mgr., Prog. Dir.: William W. Kitchen  
 Sales Prom. Mgr., Pub. Dir.: Earl Hundley  
 Production Director: Fran Joyner  
 Chief Announcer: William Galling  
 Musical Director: Ida M. Barrett  
 Chief Engineer: Veryl W. Rupp  
 Farm Editor: L. E. Pettyjohn

**W A Y B**

**WAYNESBORO—1947—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Waynesboro Bcstg. Corp.  
 Bus.-Studio Address: 526 Main St.  
 P. O. Box 938  
 Phone Number: Studio, 999;  
 Transmitter, 998  
 Transmitter Location: Hermitage Rd.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: World, Lang-Worth,  
 Keystone  
 Membership: NAB  
 Gen.-Sta. Mgr., Prog. Dir.: N. Wilbur Kidd  
 Commercial Manager: Edward F. Libby  
 Prod. Dir., Chief Announcer: Paul M. Shue  
 Chief Engineer: Edward R. Goodwin

**W I N C**

**WINCHESTER—1941—ABC-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Richard Field Lewis, Jr.  
 Business Address: Box 605  
 Phone Number: 4855  
 Studio-Transmitter Location: 514 Kerr St.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth, Keystone  
 Membership: NAB, BMB, FMA  
 Owner, Gen. Mgr.: Richard Field Lewis, Jr.  
 Comm. Mgr., Prog. Dir., Farm  
 Editor: John Carl Morgan  
 Sales Prom. Mgr.: Winslow Porter  
 Chief Engineer: Phil Whitney

**WASHINGTON**

*Estimated Population 2,487,000—Increase +43.3%—Radio Homes 658,000  
 Total Families 673,000—Stations in State 41*

**K X R O**

**ABERDEEN—1927  
 MBS-DON LEE-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: KXRO, Inc.  
 Bus.-Studio Address: 207½ E. Market St.  
 Phone Number: Aberdeen 4098  
 Transmitter Location: 1308 Coolidge Rd.  
 Air Time: 6:30 a.m.-11 p.m.  
 News Service: UP  
 Transcription Service: Thesaurus, Keystone  
 Representative: W. S. Grant  
 Membership: NAB, BMB

President, General Mgr.: Harry R. Spence  
 Sta.-Comm. Mgr.: Fred G. Goddard  
 Sales Prom. Manager: Roy Johnson  
 Prog.-Prod. Dir., Chief  
 Announcer: A. W. Lindsay  
 Publicity Director: John Duane Johnson  
 Musical Director: James L. Andrews  
 Chief Engineer: P. S. True

**K P U G**

**BELLINGHAM—1948—MBS-DON LEE**

Frequency: 1170 Kc. Power: 1000 Watts  
 Owned-Operated By: KPUG, Inc.

# WASHINGTON

Business-Studio Address.....P. O. Box 855  
Transcription Service.....Associated  
Representative.....Gene Grant  
President, Comm. Mgr.....Jessica L. Longston  
Exec. V. P.....C. V. Zaser

President.....J. Elroy McCaw  
Sec.-Treas.....Mabel A. McGwinn  
Gen.-Station Manager.....Joe Chyll  
Publicity Director.....Dudley Gaylord

## KVOS

### BELLINGHAM—1927—ABC-KBS

Frequency: 790 Kc.....Power: 1000 Watts  
Owned-Operated By.....KVOS, Inc.  
Bus.-Studio Address.....1321 Commercial St.  
Phone Number.....Bellingham 790  
Transmitter Location.....Yew St.  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth, Keystone  
Representative.....Joseph Hershey McGillvra,  
John Keating  
Membership.....NAB, BMB  
President, General Mgr.....Rogan Jones  
Asst. Station Mgr.....Fred Elsethagen  
Commercial Manager.....Glen Beebe  
Program Director.....Roger Patrick  
Chief Engineer.....Ernest E. Harper

## KBRO

### BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Bremerton Bcst. Co.  
Bus.-Studio-Transmitter Address.....2nd &  
Washington  
Phone Number.....1970  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....John Keating  
Membership.....NAB  
President.....Bruce Bartley  
General Manager.....Dick Crombie  
Commercial Manager.....Hal Moan  
Sales Prom. Manager.....Jack Gwyer  
Program Director.....Bob Gleason  
Chief Engineer.....Bert Hallberg

## KELA

### CENTRALIA-CHEHALIS—1937

#### MBS-DON LEE-KBS

Frequency: 1470 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Central Bcstg. Corp.  
Business Address.....P. O. Box 720, Centralia;  
P. O. Box 827, Chehalis  
Phone Numbers.....Centralia 6-3321,  
Chehalis 721  
Studio Address.....On Hwy. 99 midway bet.  
Centralia & Chehalis  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Keystone  
Representative.....John Keating, W. S. Grant  
Membership.....NAB

## KXLE

### ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Washington Bcstrs.  
Business-Studio Address.....Box 689  
Phone Number.....2-1240  
Transmitter Location.....Route 1  
Air Time.....6:30 a.m.-10 p.m.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Walker, Tracy-Moore  
Membership.....NAB  
President.....Goodwin Chase, Jr.  
Station Manager.....Joe Kendall  
Commercial Manager.....Wendall Kinney  
Chief Announcer, Farm Editor.....Joe Jaeger  
Chief Engineer.....Jack Hemingway

## KRKO

### EVERETT—1922—MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Everett Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address.....KRKO Bldg.  
Phone Number.....Cedar 1144  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Keystone  
Representative.....Joseph Hershey McGillvra,  
John Keating  
Membership.....NAB, BMB  
Pres., Gen.-Sta.-Comm. Mgr.....William R. Taft  
Prog.-Prod.-Pub. Dir.....Earl Gerdon  
Chief Engineer.....Dave Foley

## KRKL

### KIRKLAND—1948

Frequency: 1050 Kc.....Power: 250 Watts, D.  
Owned-Operated By.....F. L. Thornhill  
Business-Studio Address.....Civic Center  
General Manager.....F. L. Thornhill

## KWLK

### LONGVIEW—1938

#### MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Twin City Bcstg. Corp.  
Business-Studio Address.....14th & Hudson  
Phone Number.....Longview 1500  
Transmitter Location.....Ocean View Hwy.  
Air Time.....6:30 a.m.-M.  
News Service.....UP  
Transcription Service.....Associated, Keystone  
Representative.....W. S. Grant, John Keating

# WASHINGTON

Membership . . . . . NAB, BMB  
President, Gen.-Sta. Mgr. . . . . C. O. Chatterton  
Commercial Manager . . . . . Jim Waggoner  
Program-Production Dir. . . . . Al Emrich  
Publicity Director . . . . . F. Chatterton  
Chief Engineer . . . . . John Holmes  
Farm Editor . . . . . Don Bailey

## KSEM

MOSE LAKE—1947—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KSEM, Inc.  
Business Address . . . . . Box 446  
Phone Number . . . . . 234  
Studio-Transmitter Location . . . . . Capistrano Park  
Air Time . . . . . 7 a.m.-10 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . World, Keystone  
Representative . . . . . W. S. Grant  
President . . . . . Jessica L. Langston  
Station-Comm. Mgr. . . . . Don G. Bennett  
Program Director . . . . . Shirley A. Olson  
Chief Announcer . . . . . Clay Bishop  
Chief Engineer . . . . . Roland Kissler  
Farm Editor . . . . . Dave Jones

## KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc. . . . . Power: 500 Watts d.  
Owned-Operated By . . . . . Beckley Radio Co.  
Business-Studio Address . . . . . P. O. Box 240  
Phone Number . . . . . 8955  
Transmitter Location . . . . . ½ Mi. W. of city  
Air Time . . . . . 6 a.m.-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representative . . . . . John Keating  
Membership . . . . . NAB  
General-Station Mgr. . . . . Leo H. Beckley  
Commercial Manager . . . . . Fred Grant  
Prog. Dir., Chief Announcer . . . . . Bud Clark  
Chief Engineer . . . . . Orris Vanerstrom  
Farm Editor . . . . . Marilyn Anderson

## KGY

OLYMPIA—1922  
MBS-DON LEE-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Tom Olsen  
Bus.-Studio-Transmitter Address . . . . . Rockway-  
Leland Bldg.  
Phone Number . . . . . 6636  
Air Time . . . . . 8:30 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . World, Keystone  
Representative . . . . . W. S. Grant  
Membership . . . . . NAB, BMB  
President, Gen.-Station Mgr. . . . . Tom Olsen  
Commercial Manager . . . . . J. Harris Dorr

Sales Prom. Mgr., Prod.-Pub.  
Director . . . . . Elmer J. Holmberg  
Prog.-Musical Dir., Chief  
Announcer . . . . . Larry Dossett  
Chief Engineer . . . . . C. A. Roark  
Farm Editor . . . . . Sam Crawford

## KOMW

OMAK—1947

Frequency: 680 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . KOMW, Inc.  
Business-Studio Address . . . . . Box 151  
Phone Number . . . . . 00  
Transmitter Location . . . . . Omak  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, Capitol  
Representative . . . . . John Keating  
Membership . . . . . BMB  
President . . . . . R. L. McNett  
Station Manager . . . . . Dean Nichols  
Commercial Manager . . . . . Nat Harris  
Sales Asst. . . . . Grover Allen  
Program Director . . . . . Gene Leslie  
Chief Announcer . . . . . Bryon Franz  
Chief Engineer . . . . . Kirk W. Springer

## KPKW

PASCO—1945

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Western Radio Corp.  
Bus.-Studio-Transmitter Address . . . . . W. Chase &  
"A" Sts.  
Phone Number . . . . . 890  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Pres., General Mgr. . . . . V. B. Kenworthy  
Station Comm. Mgr. . . . . A. L. Anderson  
Sales Prom. Mgr. . . . . Don Davis  
Prog.-Prod.-Pub. Dir., Chief  
Engineer . . . . . Wolter Mott  
Chief Announcer, Musical  
Director . . . . . Carl Swanson  
Farm Editor . . . . . Bob D'Arcy

## KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Radio Pacific, Inc.  
Bus.-Studio-Transmitter Address . . . . . 313 W. First  
St.  
Phone Number . . . . . 4437  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Keystone  
Representative . . . . . John Keating  
Membership . . . . . NAB  
President, General Mgr. . . . . C. N. Webster  
Chief Engineer . . . . . Howard R. Patrick

**K X R N**

RENTON—1947

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Interlake Bcstg. Corp.  
 Business Address.....P. O. Box 567  
 Phone Number.....Renton 3424, Lander 8481  
 Studio-Transmitter Location.....7th Ave. at  
 N. Park  
 Air Time.....Sunrise-sunset  
 Transcription Service.....World  
 President, General Mgr.....Robert S. McCaw  
 Sta. Mgr., Prog.-Prod.-Musical  
 Director.....Scott Seifert  
 Comm.-Sales Prom. Mgr.....O. W. Simpson  
 Publicity Director.....C. H. Williams  
 Chief Engineer.....F. C. Cook

**K I N G**

SEATTLE—1927

Frequency: 1090 Kc. Power: 10,000 Watts  
 (CP For 50,000)  
 Owned-Oper. By.....KING Bcstg. Co.  
 Business-Studio Address.....Smith Tower  
 Phone Number.....Main 1090  
 Transmitter Location.....Vashon-Maury Island  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, Associated  
 Representative.....Walker  
 Membership.....NAB  
 President.....A. Sockt Bullitt  
 General-Comm. Mgr.....Henry B. Owen  
 Program Director.....Dave Crockett  
 Chief Engineer.....Arthur Shultz  
 Farm Editor.....John McCauley

**K I R O**

SEATTLE—1930—CBS

Frequency: 710 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Queen City Bcstg. Co.  
 Business-Studio Address.....66 Cobb Bldg.  
 Phone Number.....Seneca 1500  
 Transmitter Location.....Burton  
 Air Time.....18 Hrs.  
 News Service.....AP  
 Transcription Service.....SESAC, Standard  
 Representative.....Free & Peters  
 Membership.....NAB, BMB, FMA  
 President.....Saul Haas  
 Station Manager.....Loren B. Stone  
 Commercial Manager.....William F. Tucker  
 Program Director.....Kenneth Yeend  
 Publicity Director.....Milo Ryon  
 Chief Announcer.....Maury Rider  
 Chief Engineer.....James Hatfield  
 Farm Editor.....Al Bond

**K J R**

SEATTLE—1923—ABC

Frequency: 950 Kc. Power: 5000 Watts  
 Owned By.....Field Enterprises, Inc.  
 Operated By.....Totem Bcstrs., Inc.  
 Business-Studio Address.....Skinner Bldg.  
 Phone Number.....Elliot 5890  
 Transmitter Location.....2600 26th Ave., S.W.  
 Air Time.....18 Hrs.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President.....Marshall Field, III  
 General-Station Mgr.....J. Archie Morton  
 Commercial Mgr.....Arthur Gerbel, Jr.  
 Sales Prom. Mgr. Pub. Dir.....Maitland Jordan  
 Program Director.....Roland Bradley  
 Chief Announcer.....Clifford Hansen  
 Chief Engineer.....L. S. Bookwalter  
 Farm Editor.....Bill Moshier

**K O L**

SEATTLE—1922

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Seattle Bcstg. Co.  
 Bus.-Studio Address.....Northern Life Tower  
 Phone Number.....MA, 2312  
 Transmitter Location.....1110 W. Florida  
 Air Time.....6 a.m.-M.  
 News Service.....AP, UP  
 Trcnscription Service.....Capitol, World,  
 Standard  
 Representative.....Headley-Reed  
 Membership.....BMB  
 President.....Archie Taft  
 Commercial Manager.....Archie Taft, Jr.  
 Station Manager.....Oliver A. Runchey  
 Program Director.....John Forrest  
 Publicity Director.....Elizabeth Hinman  
 Chief Announcer.....Wheeler Smith  
 Chief Engineer.....Perry Lind

**K O M O**

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Fisher's Bend Station, Inc.  
 Bus.-Studio Address.....100 4th Ave. No.  
 Phone Number.....SEneca 6000  
 Transmitter Location.....Vashon Island  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated, Capitol  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 President, General Mgr.....O. W. Fisher  
 Asst. to President.....R. D. McCornack  
 Commercial Manager.....Ray Baker  
 Mgr., Notl. Sales & Sales Serv., Merch.,  
 Prom. Mgr. & Pub. Dir.....Richard E. Green  
 Program Manager.....W. W. Warsen

WASHINGTON

Production Mgr. Frederick J. Patterson
Operations Svprs. Bennett I. Fisher, John Q. Murphy
Chief Engineer F. J. Brott
Develop. Engineer S. D. Bennett
Farm Director George Dunning

KRSC

SEATTLE-1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By Radio Sales Corp.
Bus. Studio Address 2939 Fourth Ave. So.
Phone Number Eliot 2480
Air Time 6 a.m.-2 a.m.
News Service AP
Transcription Service Lang-Worth, Associated
Representative Adam J. Young, Jr.
Membership NAB
President P. K. Leberman
General-Station Mgr. Robert E. Priebe
Comm.-Sales Prom. Mgr. A. P. Hunter
Prog.-Prod. Dir., Chief Announcer Ted Bell
Publicity Director Lee Schulman
Musical Director J. F. McCahill
Chief Engineer George Freeman

KTW

SEATTLE-1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By The First Presbyterian Church of Seattle, Wash.
Bus. Studio Address Seventh Ave. & Spring St.
Phone Number Main 2056, Seneca 0644
Air Time Unlimited
News Service AP
President W. T. Whitney
General Mgr. Dr. F. Paul McConkey
Sta. Mgr., Chief Engineer James S. Ross
Comm.-Sales Prom. Mgr.
Program Director Don Bevilacqua

KXA

SEATTLE-1926

Frequency: 770 Kc. Power: 1000 Watts
Owned-Operated By KXA, Inc.
Bus. Studio Address 312 Bigelow Bldg., 4th & Pike
Phone Number Seneca 1000
Transmitter Location Rhodes Dept. Store, 2nd & Union
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Forjoe
Membership NAB
President Wesley I. Dumm
Exec. Vice-President Lincoln W. Miller
National Sales R. G. McArdle
Program Director Ben Harkins
Chief Engineer John Dubuque

KFIO

SPOKANE-1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Spokane Bcstg. Corp.
Bus. Studio-Transmitter Address 526 Riverside Ave.
Phone Number Riverside 8033
Air Time Unlimited
News Service UP
Transcription Service World
President Arthur L. Smith
Gen.-Sta. Comm. Mgr. R. G. McBroom
Prog.-Prod.-Pub.-Musical Dir. John A. Maxson

KGA

SPOKANE-1933-ABC

Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Operated By Louis Wasmer
Bus. Studio Address Radio Central Bldg.
Phone Number Main 5383
Transmitter Location 4102 S. Regal
Air Time Unlimited
News Service UP
Transcription Service Associated
Representative Edward Petry
Membership NAB
General Manager Harvey Wixson
Program Director Robert E. Plummer
Chief Engineer A. G. Sparling

KHQ

SPOKANE-1922-NBC

Frequency: 590 Kc. Power: 5000 Watts
Owned By Spokane Chronicle Co.
Operated By KHQ, Inc.
Bus. Studio Address Radio Central Bldg.
Phone Number Main 5131
Transmitter Location 4102 So. Regal
Air Time Unlimited
News Service AP
Transcription Service Capitol, Associated
Representative Katz
Membership NAB, BMB
Pres., Gen.-Sta. Mgr. Richard O. Dunning
Nat'l. Sales-Sales Prom.
Manager Robert H. Wesson
Program Director R. Wallace Brazel
Production Director Herb Hess
Chief Announcer Richard Godon
Chief Engineer John Walker
Farm Editor Glenn C. Lorang

KNEW

SPOKANE-1947-MBS-DON LEE

Frequency: 1430 Kc. Power: 5000 Watts
Owned By Coeur d'Alene Bcstg. Co.
Operated By Radio Station KNEW
Bus. Studio Address Sprague & Wall



# WASHINGTON

Phone Number.....Riverside 8035  
Transmitter Location.....Moran Prairie  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....George P. Hollingbery  
Membership.....NAB  
President.....Burl C. Hagadone  
Gen.-Sta. Manager.....Harry Lantry  
Comm.-Sales P om. Mgr.....W. C. Rhodes  
Prog.-Prod.-Pub. Director.....Paul Crain  
Musical Director.....Anthony Pinski  
Chief Engineer.....C. W. Evons  
Farm Editor.....John Fahey

## KREM

SPOKANE—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Cole E. Wylie  
Business-Studio Address.....242 Riverside Ave.  
Phone Number.....MAin 3333  
Transmitter Location.....242 Riverside Ave.  
Air Time.....6:30 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Forjoe & Co.  
President-Owner, General Station  
Manager.....Cole E. Wylie  
Commercial Manager.....Robert H. Temple

## KXLY

SPOKANE—1922

CBS

PACIFIC NORTHWEST BCSTRS.

Frequency: 920 Kc.....Power: 5,000 Watts  
Owned-Operated By.....Symons Bcstg. Co.  
Business-Studio Address.....Symons Bldg.  
Phone Number.....MAin 1218  
Transmitter Location.....Rt. 3, Spokane, Wash.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth, MacGregor  
Representative.....Walker, Tracy Moore  
Membership.....NAB  
President, General Manager.....E. B. Craney  
Commercial Manager.....B. E. Woolston  
Sales Promotion Manager.....John Funk  
Program Director.....George McGowan  
Chief Engineer.....George Langford

## KMO

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Wotts  
Owned-Oper. By.....Carl E. Haymond  
Bus.-Studio Address.....914½ Broadway  
Phone Number.....MAin 4144  
Transmitter Location.....Colonial Garden Area  
Air Time.....Unlimited  
News Service.....UP

Transcription Service.....Capitol, Standard,  
SESAC  
Representative.....Joseph Hershey McGillvra,  
Duncan Scott, John Keating  
Membership.....NAB  
Owner.....Carl E. Haymond  
General Manager.....Jerry Geehan  
Comm.-Sales Prom. Mgr.....Ray T. McKenzie  
Prog.-Prod. Dir.....Ted Knightlinger  
Chief Announcer.....Don Hopkins  
Musical Director.....Andrea Hovde  
Chief Engineer.....John Boor  
Farm Editor.....Pierce County Agent

## KTBI

TACOMA—1941

KBS

Frequency: 810 Kc.....Power: 100 Watts d.  
Owned-Operated By.....Tacoma Bcstrs., Inc.  
Address.....2715 Center St.  
Phone Number.....BRoadway 2241  
Air Time.....Daytime  
Transcription Service.....Associated, World  
Membership.....NAB, BMB  
President.....Harold J. Quilliam  
Commercial Manager.....King Mitchell  
Chief Engineer.....Walt Eddy

## KVI

TACOMA-SEATTLE—1928

MBS-DON LEE

Frequency: 570 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Puget Sound Bcstg. Co., Inc.  
Business Address.....Camlin Hotel  
Phcne Number.....SEneca 4848, Seattle;  
BRoadway 4211, Tacoma  
Studio Address.....Camlin Hotel, Seattle;  
Rust Bldg., Tacoma  
Transmitter Location.....Ellisport, Vashon Island  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated, Lang-Worth,  
Cole  
Representative.....George P. Hollingbery  
Membership.....NAB, BMB  
Pres., Gen.-Sta. Mgr.....Vernice Irwin  
Comm.-Sales Prom. Mgr.....Earl T. Irwin  
Program Director.....Larry Huseby  
Publicity Director.....Bob Hayward  
Chief Engineer.....D. M. McDonough  
Farm Editor.....Harry Long

## KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Vancouver Radio Corp.  
Business Address.....Box 610  
Phone Number.....Vancouver 150  
Studio Address.....707½ Main St.

## WASHINGTON

Transmitter Location... Smith Lake, Portland, Ore.  
Air Time..... 6 a.m.-M.  
News Service..... UP  
Transcription Service..... World, Standard  
Representative..... John Keating  
Membership..... NAB, BMB  
President..... Sheldon F. Sackett  
General-Station Mgr..... Fred F. Chitty  
Comm. Manager..... Mark F. DeLaunay  
Sales Prom. Mgr..... David L. Waite  
Prog.-Prod.-Musical Dir..... Rickey Bras  
Pub. Dir., Farm Editor..... George Conner  
Chief Announcer..... Frank Herron  
Chief Engineer..... Edgar Means

### K U J

#### WALLA WALLA—1928—DON LEE

Frequency: 1420 Kc..... Power: 5000 Watts  
Owned-Operated By..... KUJ, Inc.  
Business-Studio Address..... 55 E. Main St.  
Phone Number..... 1230  
Transmitter Location..... U. S. Hwy 410 & Sudbury Rd.

Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... Thesaurus  
Representative..... W. S. Grant, John Keating  
Membership..... NAB, BMB  
Pres., Gen.-Sta. Mgr..... H. E. Studebaker  
Comm. Mgr..... (National) Don Wike.  
(Local) Norval Armes

Sales Prom. Mgr..... Don Wike  
Prog.-Prod.-Pub. Dir., Chief  
Announcer..... Howard Rhoads  
Chief Engineer..... M. L. MacLatterly  
Farm Editor..... Bob Holer

### K W W B

#### WALLA WALLA—1946 UNITED PACIFIC-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Oper. By..... Wolla Walla Bcstg. Co.  
Bus.-Studio Address..... First & Main Sts.  
Phone Number..... 4103  
Transmitter Location..... Second & Cordiner  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... World, Keystone  
Membership..... NAB  
President..... John W. Kendall  
Gen.-Sta.-Comm. Mgr..... Kenneth K. Williams  
Promotion Mgr..... Adaline Bussard  
Program Dir..... Orville Claire Banks  
Chief Engineer..... Tyrus T. MacFadden

### K P Q

#### WENATCHEE—1929—ABC

Frequency: 560 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Wescoast Bcstg. Co., Inc.

Bus.-Studio Address..... KPQ Bldg.  
Phone Number..... 2757  
Transmitter Location..... Wenatchee & Columbia Rivers Junct.

Air Time..... 6 a.m.-M.  
News Service..... UP  
Transcription Service..... Associated, World, Cole

Representative..... Joseph Hershey McGillvra.  
John Keating  
Membership..... NAB, BMB  
President..... Rogan Jones  
V.P., General-Station Mgr..... James W. Wallace  
Commercial Mgr..... Pat O'Halloran  
Sales Prom. Mgr., Prog. Dir..... Bill Green  
Production Director..... Emerson Elder  
Publicity Director..... Patricia Clark  
Musical Director..... Dorothy Lee  
Chief Engineer..... George Frese  
Farm Editor..... Bill Hood

### K W N W

#### WENATCHEE—1948—DON LEE

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... Apple-Land Bcstrs., Inc.  
Bus.-Studio-Transmitter Address..... 1119 N. Wenotchee Ave., P. O. Box 1510

Air Time..... 6a.m.-M.  
News Service..... AP  
Transcription Service..... Standard  
Membership..... NAB  
President..... James B. Hatfield  
Station Manager..... Anthony I. Sternling  
Sales Prom. Mgr..... Kenneth Waddell  
Production Dir..... Warren C. Brown,  
Vera J. Colony

Chief Announcer..... Warren C. Brown  
Chief Engineer..... Robert B. Sutton  
Farm Editor..... William Yeomans

### K I M A

#### YAKIMA—1944 CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc..... Power: 1000 Watts d.; 500 Watts n.

Owned By..... Cascade Bcstg. Co., Inc.  
Operated By..... A. W. Talbot  
Bus.-Studio Address..... Terrace Heights Blvd.  
Phone Number..... 6104  
Transmitter Location..... Terroce Heights  
Air Time..... 5 a.m.-M.  
News Service..... AP  
Transcription Service..... Lang-Worth, Associated  
Representative..... Weed  
Membership..... NAB, BMB  
President..... A. W. Talbot  
Gen.-Sales Prom. Mgr..... R. Lee Black  
Dir., Station Operations..... Thomas C. Bostic  
Commercial Mgr..... Herchel Cary  
Night Spvr., Musical Dir..... Ben Weaver  
Chief Engineer..... J. Barry Wilkinson  
Farm Editor..... John Roberts

## WASHINGTON-WEST VIRGINIA

### KIT

YAKIMA—1929—ABC

Frequency: 1280 Kc. Power: 1000 Watts  
Owned By: Valley Bcstrs.  
Operated By: Carl E. Haymon  
Business-Studio Address: 414 E. Yakima Ave.  
Phone Number: 8115  
Transmitter Location: Washington Ave.  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Capitol, SESAC  
Representative: Joseph Hershey McGillvra,  
John Keating, Duncan Scott  
Pres., General Mgr.: Carl E. Haymond  
Station Manager: James A. Murphy  
Commercial Mgr.: Harrison A. Miller  
Sales Prom. Mgr., Pub. Dir.: William B. Hansen  
Prog.-Prod. Director: James W. Nolan  
Chief Announcer: Don White  
Musical Director: William Moody  
Chief Engineer: H. B. Murphy  
Farm Editor: Pete Wick

### KYAK

YAKIMA—1947—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Yakima Bcstg. Corp.  
Business Address: P. O. Box 172  
Phone Number: 2-7143  
Studio-Transmitter Location: Mead & Fair  
Aves.  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World  
Representative: W. S. Grant  
Membership: NAB  
Pres., Gen.-Sta. Mgr.: Robert S. McCaw  
Comm.-Sales Prom. Mgr.: Seymour O. Spring  
Prog.-Prod. Dir., Chief Announcer:  
Chief Engineer: Gordon Allen  
Pub. Dir., Farm Editor: Anthony Maucione  
Musical Director: Donald Potwin

## WEST VIRGINIA

Estimated Population 1,915,000—Increase +0.7%—Radio Homes 416,000  
Total Families 453,100—Stations in State 31

### WJLS

BECKLEY—1939  
CBS-PERSONALITY

Frequency: 560 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By: Joe L. Smith, Jr., Inc.  
Bus.-Studio Address: WJLS Bldg., Main &  
Kanawha St.  
Phone Number: 7311  
Transmitter Location: Routes 19-21, 0.5 Mi.  
S.E. Beckley  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Standard, Cole  
Representative: Burn-Smith  
Membership: NAB, BMB  
President: Joe L. Smith, Jr.  
General-Station Mgr.: Virginia N. Cooper  
Commercial Manager: George J. Gray  
Sales Prom. Mgr., Prog.-Pub.  
Director: Benton B. Boggs  
Musical Director: Mervyn Amols  
Chief Engineer: Al J. Ginkel  
Farm Editor: William R. Barrett

### WWNR

BECKLEY—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Rahill Bcstg. Co.

Business-Studio Address: 1565 Harper Rd.  
Phone Number: 9300-9  
Transmitter: Willis Farm, 1565 Harper Rd.  
Air Time: 6 a.m.-12:30 a.m.  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Joseph Hershey McGillvra  
President: N. Joe Rahall  
General-Comm. Mgr.: Tom Douds  
Program Director: Don Hays  
Production Dir.: Dennis Hollandsworth  
Musical Director: Muriel Meade  
Chief Engineer: James F. Bucy  
Farm Editor: Roy Lee Harmon

### WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts  
Owned-Oper. By: Daily Telegraph Prtg. Co.  
Business-Studio Address: 623 Commerce St.  
Phone Number: 7114  
Transmitter Location: Harry Heights  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World, Long-Worth  
Representative: Katz  
General Manager: P. T. Flanagan  
Asst. Manager: William Hostetter  
Program Director: Mel Barnett  
Prod.-Musical Dir.: Barnes Nash  
Chief Engineer: P. T. Flanagan

## W C A W

### CHARLESTON—1947 BURGER-MOUNTAINEER

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Capitol Bcstg. Corp.  
 Business Address . . . . . P. O. Box 2791  
 Phone Number . . . . . 37-503  
 Studio-Transmitter Location . . . . . 16th St. &  
 MacCorkle Ave., S.E.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Lang-Worth  
 Representative . . . . . Friedenberg  
 Membership . . . . . NAB  
 President . . . . . Garland F. Wilkinson  
 Sta.-Prog. Director . . . . . James M. Flenniken  
 Musical Director . . . . . Ruth Ann Kahn  
 Chief Engineer . . . . . William D. Stone  
 News Editor . . . . . Al Walker

## W C H S

### CHARLESTON—1927—CBS

Frequency: 580 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Charleston Bcstg. Co.  
 Business-Studio Address . . . . . 1016 Lee St.  
 Phone Number . . . . . 28-131  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Branham  
 Membership . . . . . NAB  
 President, Gen. Mgr. . . . . John A. Kennedy  
 Sta.-Comm. Mgr. . . . . John T. Gelder, Jr.  
 Sales Prom. Manager . . . . . Jack Herman  
 Program Director . . . . . Morlon S. Cohn  
 Publicity Director . . . . . Harry M. Brawley  
 Chief Engineer . . . . . William E. Dixon

## W G K V

### CHARLESTON—1939

NBC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Kanawha Valley  
 Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 208 Dickinson St.  
 Phone Number . . . . . 37-541  
 Transmitter Location . . . . . Coal Branch Heights  
 Air Time . . . . . Unlimited  
 New Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Robert Meeker Assoc., Inc.  
 Membership . . . . . NAB  
 President . . . . . Richard M. Venable  
 General-Station Manager . . . . . John S. Phillips  
 Promotion Manager . . . . . Juanita Barker  
 Promotion Mgr.-Pub. Dir. . . . . Juanita Barker  
 Program Director . . . . . C. P. Vogel, Jr.  
 Chief Engineer . . . . . George Whiteman

## W K N A

### CHARLESTON—1946—ABC

Frequency: 950 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Joe L. Smith, Jr., Inc.  
 Bus.-Studio Address . . . . . 804 Kanawha Blvd.  
 Phone Number . . . . . 39-871  
 Transmitter Location . . . . . Tyler Mountain Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Weed  
 Membership . . . . . BMB  
 President . . . . . Joe L. Smith, Jr.  
 Gen.-Sta.-Comm. Mgr. . . . . James T. Quirk  
 Sales Prom. Mgr., Prog. Dir. . . . . Frank E. Shaffer  
 Production Dir. . . . . Robert N. Provence  
 Publicity Director . . . . . James Van Sickle  
 Chief Announcer . . . . . Fred L. Scott  
 Musical Director . . . . . Arlene Johnson  
 Chief Engineer . . . . . Taylor Marcum

## W T I P

### CHARLESTON—1946—MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Chemical City Bcstg. Co.  
 Bus.-Studio Address . . . . . Capitol & Fife  
 Phone Number . . . . . 2-3136-7  
 Transmitter Location . . . . . Stricker Rd.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Cole  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 President, General Mgr. . . . . Gus Zaharis  
 Station Manager . . . . . Berton Sonis  
 Program Director . . . . . Bob Bower  
 Musical Director . . . . . Jack Mitchell  
 Chief Engineer . . . . . Paul Sullivan

## W B L K

### CLARKSBURG—1937—NBC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . News Publishing Co. of  
 Wheeling  
 Bus.-Studio Address . . . . . 444½ W. Pike St.  
 Phone Number . . . . . 3040  
 Transmitter Location . . . . . Glen Elk  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Branham  
 Membership . . . . . NAB  
 President . . . . . Austin Wood  
 General Manager . . . . . George H. Clinton  
 Station-Comm. Mgr. . . . . Fred Zimmerman  
 Sales Prom. Mgr. . . . . Richard Duncan  
 Prog.-Prod. Dir., Chief  
 Announcer . . . . . Donald McWhorter  
 Musical Director . . . . . Alpha Rowand  
 Chief Engineer . . . . . Harry S. Brown

WEST VIRGINIA

WHAR

CLARKSBURG—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Mountain State Bcstg. Co.
Bus.-Studio-Transmitter Address... 1200 E. Pike St.
Phone Number... 7340
Air Time... 7 a.m.-M.
News Service... UP
Transcription Service... Keystone
Representative... Joseph Hershey McGillvra
Membership... NAB
Owner, Gen.-Station Mgr.... Glacus G. Merrill
Commercial Mgr.... John Bach
Sales Prom. Mgr., Pub. Dir.... Robert Edge
Program Director... Janice Williams
Chief Announcer... Gail Thompson
Chief Engineer... Andrew H. Kovlan

WPDX

CLARKSBURG—1946

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By... Clarksburg Bcstg. Corp.
Business-Studio Address... 339 W. Main St.
Phone Number... 6060
Transmitter Location... 3 1/2 Mi. S. of Clarksburg on Weston Rd.
Air Time... Sunrise-sunset
News Service... UP
Transcription Service... World, Capitol
President... O. L. Billingsley
General Manager... R. C. Warden
Sales Mgr.... Joe M. Larosa
Prog. Dir., Farm Editor... Dewitt Wyatt
Production Director... Robert Walsh
Chief Announcer... John Peters
Musical Director... Bill McKay
Chief Engineer... R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... West Virginia Radio Corp.
Business Address... Washington & Davis Sts., P. O. Box 967
Phone Number... 1300-1
Studio-Transmitter Location... Washington & Davis Sts.
Air Time... Unlimited
News Service... AP
Transcription Service... Standard, Keystone
Membership... NAB
President... H. C. Greer
Station Manager... George J. Kapel
Comm.-Sales Prom. Mgr.... Ambrose F. White
Program Director... Jean Kapel
Publicity Director... Ann Steever
Technical Plant Spvr.... Edmund Sepe

WMMN

FAIRMONT—1927—CBS

Frequency: 920 Kc. Power: 5000 Watts
Owned-Oper. By... Fort Industry Co.
Business-Studio Address... 208 Adams St.
Phone Number... 3100
Transmitter Location... Monongah
Air Time... 4:30 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Lang-Worth
Representative... Katz
Membership... NAB, BMB
President... George B. Storer
General Manager... Allen L. Haid
Commercial Manager... Charles E. Smith
Program Director... Frank Lee
Chief Announcer... William W. Powell
Musical Director... Francis T. Lauzau
Chief Engineer... Joseph C. Strelauski
Farm Editor... Walter Smoot

WWW

FAIRMONT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Fairmont Bcstg. Co., Inc.
Business-Studio Address... Fairmont
Phone Number... 5000-1
Transmitter Location... Palatine Knob, Radio Pk.
Air Time... Unlimited
News Service... AP
Transcription Service... World
Membership... NAB
President... J. Patrick Beacom
Station-Comm. Mgr.... Wip Robinson, III
Promotion Manager... John F. Watkins
Prog. Dir., Chief Announcer... Harry A. Riley
Publicity Director... Jane Windom
Musical Director... C. Robert Hall
Chief Engineer... J. Harvey McCoy

WHTN

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By... Greater Huntington Radio Corp.
Business-Studio Address... 1112 1/2 Fourth Ave.
Phone Number... 3-3453
Transmitter Location... 2 1/2 Mi. S. of Huntington
Air Time... Daytime
News Service... UP
Transcription Service... MacGregor, Associated
Representative... Friedenberg
Membership... NAB
President... A. B. Hyman
General-Station Manager... Meyer Laymon
Program Director... Arnold Silvert
Chief Announcer... Ted Arnold
Musical Director... Mrs. John Skeans
Chief Engineer... Harold F. Sturm

## WPLH

### HUNTINGTON—1946—MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Huntington Bcstg. Corp.  
 Business-Studio Address . . . . . 1105 Fourth Ave.  
 Phone Number . . . . . 3-3421  
 Transmitter Location . . . . . 16th St., W. & Jackson Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Transit Radio  
 Membership . . . . . NAB, BMB  
 Pres., General Manager . . . . . Flem J. Evans  
 Asst. Mgr., Program Dir. . . . . Joseph J. Herget  
 Commercial Manager . . . . . Bernard Sammons  
 Sales Prom. Mgr., Pub. Dir. . . . . Lillian Swann  
 Chief Engineer . . . . . William R. Haldane

## WSAZ

### HUNTINGTON—1923 ABC-WEST VIRGINIA

Frequency: 930 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By . . . . . WSAZ, Inc.  
 Business-Studio Address . . . . . 912½ Third Ave.  
 Phone Number . . . . . Huntington 4106  
 Transmitter Location . . . . . 28th St. & Park at C. & O. R. R.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Branham  
 Membership . . . . . NAB, BMB  
 President . . . . . John A. Kennedy  
 General Manager . . . . . Howard L. Chernoff  
 Station-Comm. Mgr. . . . . Marshall Rosene  
 Sales Prom. Manager . . . . . L. H. Rogers, II  
 Prog.-Musical Dir., Farm Editor . . . . . Ted Eiland  
 Prod. Dir., Chief Announcer . . . . . Bert Shimp  
 Publicity Director . . . . . William Tracey  
 Chief Engineer . . . . . Leroy Kilpatrick

## WLOG

### LOGAN—1940

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Clarence H. Frey & Robert O. Greever  
 Business Address, Box 720 (mail) 433 Stratton St.  
 Studio-Transmitter Location . . . . . Kanada St.  
 Air Time . . . . . 14 hrs. daily  
 News Service . . . . . UP  
 Membership . . . . . NAB, BMB

## WEPM

### MARTINSBURG—1946

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Martinsburg Bcstg. Co.

Business Address . . . . . P. O. Box 874  
 Phone Number . . . . . 1146  
 Studio Address . . . . . People's Trust Co. Bldg.  
 Transmitter Location . . . . . W. King St. Ext.  
 Air Time . . . . . 7 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Cole  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . C. Leslie Golliday  
 Comm. Manager . . . . . Edward W. Dockeney  
 P.rom. Mgr., Prod. Dir., Chief

Announcer . . . . . Charles Reznikov  
 Chief Engineer . . . . . Sterling H. Heil  
 Farm Editor . . . . . Edward W. Dockeney

## WMON

### MONTGOMERY—1946—MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Fayette Associates, Inc.  
 Bus.-Studio-Transmitter Address . . . . . 1028 1st Ave.  
 Phone Number . . . . . 1340  
 Air Time . . . . . 8 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB, BMB  
 President . . . . . Arnold M. Vickers  
 Comm.-Sales Prom. Mgr., Publicity Director . . . . . Andrew W. Vickers  
 Prog.-Prod. Dir. . . . . James G. Holmes  
 Chief Engineer . . . . . Campbell J. Craver

## WAJR

### MORGANTOWN—1940—MBS-KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . West Virginia Radio Corp.  
 Business-Studio Address . . . . . 446 Spruce St.  
 Phone Number . . . . . 9488  
 Transmitter Location . . . . . So. Park Hill  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Keystone  
 Membership . . . . . NAB, BMB  
 General-Station Mgr. . . . . Ferd Browning, Jr.  
 Commercial Manager . . . . . John J. Johns  
 Production Director . . . . . Willis D. Tennant  
 Publicity Director . . . . . Jo Anne Schenck  
 Chief Engineer . . . . . Clarence Rulong  
 Farm Editor . . . . . Nick Basso

## WOAY

### OAK HILL—1946

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Robert R. Thomas, Jr.  
 Business Address . . . . . Oak Hill  
 Phone Number . . . . . 651  
 Studio-Transmitter Location . . . . . 1 Mi. So. of Oak Hill on Hway. 21  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol

# WEST VIRGINIA

Representative .....Friedenberg  
Membership .....NAB, BMB  
Owner, Gen. Mgr., Musical Dir.  
Chief Engineer.....Robert R. Thomas, Jr.  
Comm.-Sales Prom. Mgr.....Harold B. Shaw  
Prog. Mgr., Prod. Dir., Chief Announcer,  
Farm Editor.....Hugh McPherson

## WCOM

PARKERSBURG—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Parkersburg Bcstg. Co.  
Business-Studio Address.....317 Ninth St.  
Phone Number.....7-4491  
Transmitter Location.....New York Ave.  
Air Time.....7 a.m.-1:05 a.m.  
News Service.....UP  
Transcription Service.....World  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB  
President.....Joseph M. Handlan  
General Mgr.....Richard S. Colterman  
Program Director.....G. R. Abels  
Production Director.....Margaret Stern

## WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Ohio Valley Bcstg. Corp.  
Business-Studio Address.....211 5th St.  
Phone Number.....7-5475  
Transmitter Location.....Route 2  
Air Time.....6:30 a.m.-1:05 a.m.  
News Service.....AP  
Transcription Service.....Thesaurus, SESAC  
Representative.....Branham  
Membership.....NAB  
President.....Austin V. Wood  
Exec. V.P., Sta. Comm.  
Manager.....George H. Clinton  
Program Director.....Shermin Grimm  
Publicity Director.....Barbara O'Brien  
Chief Engineer.....V. G. Brooks

## WLOH

PRINCETON—1947  
KBS-MOUNTAINEER

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mountain Bcstg. Service,  
Inc.  
Business Address.....P. O. Box 549  
Phone Number.....567  
Studio-Transmitter Location.....Lilly Grove  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Thesaurus, Standard,  
Keystone  
Representative.....Friedenberg  
Membership.....NAB  
President.....F. W. McKensie

Gen. Mgr., Prdg. Dir.....James H. Mayes, Jr.  
Comm.-Sales Prom. Mgr.....James M. Angel  
Publicity Director.....Nancy Crotty  
Chief Announcer.....Tom Hicks  
Musical Director.....Sue Stuckman  
Chief Engineer.....Earl H. Graham

## WRON

RONCEVERTE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....William E. Blake  
Business Address.....Ronceverte  
Phone Number.....300  
Studio Address.....Shanklin Bldg.  
Transmitter Location.....Charlotte Hts.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
Owner, Pub. Dir.....William E. Blake  
General Manager.....Rodney B. Walker  
Program Director.....Bertrand F. Mulligan  
Chief Engineer.....Herbert S. Jackson  
Farm Editor.....Vance R. Hatcher

## WBRW

WELCH—1940  
MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....McDowell Service Co.  
Business Address.....Riverside Drive  
Phone Number.....818  
Studio-Transmitter Address.....Riverside Drive  
Air Time.....6:00 a.m.-10:30 p.m.  
Transcription Service.....Standard  
Station Representative.....Forjoe & Co.  
Membership.....NAB, BMB  
President.....J. G. Hunt  
General-Station-Commercial  
Manager.....Ellis Landreth  
Program Director.....John J. Villani  
Chief Engineer.....Howard R. King

## WHAW

WESTON—1948—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Lewis Service Corp.  
Business-Studio Address.....Main Ave.  
Phone Number.....1555  
Transmitter Location.....Weston  
Air Time.....7 a.m.-M.  
News Service.....AP  
Transcription Service.....World, Associated  
Representative.....Donald Cooke  
President.....Harold McWhorter  
Gen.-Sta.-Comm. Mgr.....Carl Loose  
Program Director.....A. Les Vassar  
Production Director.....Tom Brooks  
Chief Engineer.....James A. Huff, Jr.

• • • **WEST VIRGINIA-WISCONSIN** • • •

**W K W K**

**WHEELING—1941**

ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By: Community Bcstg., Inc.  
 Operated By: Radio Station WKWK  
 Business-Studio Address: Pythian Building, 16th & Market Sts.  
 Phone Number: 5320  
 Transmitter Location: Pythian Building, 16th & Market Sts.  
 Air Time: 18 hours  
 News Service: UP  
 Transcription Service: Standard  
 Station Representative: Weed  
 Membership: NAB, BMB  
 President: Joe L. Smith, Jr.  
 General-Station-Commercial  
 Manager: John B. Reynolds  
 Program Director, Production  
 Manager: J. Alan Jasper  
 Publicity Director: Nancy A. Hilmes  
 Chief Announcer: Ray Vingli  
 Chief Engineer: Fred A. Baker

**W W V A**

**WHEELING—1926**

CBS

Frequency: 1170 Kc. Power: 50,000 Watts  
 Owned-Operated By: The Fort Industry Co.

Address: Hawley Bldg.  
 Phone Number: Wheeling 5383  
 Transmitter Location: St. Clairsville, Ohio  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Lang-Worth, Cole  
 Representative: Petry  
 Membership: NAB, BMB  
 President: George B. Storer  
 V.P. in chg. of Operations: Wm. E. Rine  
 Sales Promotion Mgr.: Howard W. Meagle  
 Ass't Mgr.-Dir.: Paul J. Miller  
 Program Director: Paul A. Myers  
 Chief Engineer: Edwin L. Keim

**W B T H**

**WILLIAMSON—1939—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Williamson Bcstg. Corp.  
 Business Address: Williamson  
 Phone Number: 1241  
 Studio-Transmitter Location: 5½ E. Second Ave.  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Transcription Service: World  
 Membership: NAB, BMB  
 President: Mrs. Lewis C. Tierney  
 Gen.-Sta.-Comm. Mgr.: Alice Shein  
 Program Director: John T. Blair, Jr.  
 Chief Engineer: Robert W. Bullio

**WISCONSIN**

*Estimated Population 3,309,000—Increase +5.5%—Radio Homes 888,800  
 Total Families 910,400—Stations in State 47*

**W A T K**

**ANTIGO—1947**

Frequency: 900 Kc. Power: 250 d.  
 Owned-Operated By: Antigo Bcstg. Co.  
 Business-Studio Address: Antigo  
 Transcription Service: Standard  
 President: Artemas F. Burner  
 Manager: G. McElrone  
 Commercial Manager: Ted Homerding  
 Program Director: R. Stake  
 Chief Engineer: Harry Wardwell

Phone Number: 3-6639  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: J. P. McKinney  
 Membership: NAB, BMB  
 Director of Radio: M. J. Beemster  
 General Manager: Earl H. Huth  
 Commercial Manager: W. C. Porsow  
 Sales Prom. Mgr.: F. Douglas Chingo  
 Program Director: Robert Petrie  
 Production Director: Harold Zahorik  
 Publicity Director: Milton Boehm  
 Chief Engineer: George Merkl  
 Farm Editor: Wallace MacBriar

**W H B Y**

**APPLETON—1925—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: WHBY, Inc.  
 Bus.-Studio-Transmitter Address: 600 So. Lawe St.

**W A T W**

**ASHLAND—1940—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Upper Michigan-Wisconsin Bcstg. Co., Inc.



## WISCONSIN

Business-Studio Address... Northern State Bank Bldg.  
Phone Number ..... 1680  
Transmitter Location..... Ellis Ave.  
Air Time..... 6:30 a.m.-M.  
News Service ..... UP  
Transcription Service..... Standard, Keystone  
Representative ..... Walker  
Membership ..... NAB, BMB  
President..... William L. Johnson  
Vice Pres., Gen. Mgr..... J. W. Huss  
Station-Comm. Manager..... T. G. Hogan  
Program Director..... Mary Jean Anno  
Chief Announcer..... Arnold Peterson  
Chief Engineer..... Otto Link

### WBEL

BELOIT—1948

Frequency: 1380 Kc.... Power: 1000 Watts d.  
Owned-Oper. By..... Beloit Bcstrs., Inc.  
Business-Studio Address... 335 E. Grand Ave.  
Phone Number..... Col. 1380  
Transmitter Location..... 900 E. Elmwood Ave.  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service ..... Cole  
President..... William P. Taylor  
General Manager..... Edgar E. Hinkle  
Sec. & Treas..... Russell G. Salter  
Commercial Manager..... Robert Underhill  
Sales Prom. Mgr., Prog.-Pub.  
Director..... W. M. Morton  
Chief Announcer..... James Schweitzer  
Musical Director..... Robert Eicher  
Chief Engineer..... Leo Wilson  
Farm Editor..... Ray Lange

### WGEZ

BELOIT—1948

Frequency: 1490 Kc.... Power: 100 Watts  
Owned-Operated By..... Sidney H. Bliss  
Business-Studio Address .....  
..... 200 E. Milwaukee St. (Janesville)

### WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.... Power: 250 Watts  
Owned-Operated By..... WBIZ, Inc.  
Bus.-Studio-Transmitter Address... 603 Cameron St.  
Phone Number ..... 5111  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... World  
President, General Mgr..... James J. Conroy  
Station-Comm. Mgr..... Ray L. Watton  
Sales Prom. Mgr., Prog. Dir.,  
Chief Announcer..... Bruce McLean

Traffic Mgr..... Alvina M. Britz  
Musical Director..... Lee Rice  
Chief Engineer..... Claude V. Thomas

### WEAU

EAU CLAIRE—1937

NBC-ARROWHEAD-NORTHWEST

Frequency: 790 Kc.... Power: 5000 Watts  
Owned-Operated By..... Central Bcstg. Co.  
Business-Studio Address... 203 S. Barstow St.  
Phone Number ..... 6149  
Transmitter Location..... County Hwy. QQ  
Air Time..... 6 a.m.-M.  
News Service ..... Transradio  
Transcription Service... Associated, Lang-Worth  
Representative ..... George P. Hollingbery  
Membership ..... NAB, BMB  
President ..... Morgan Murphy  
General Manager..... W. C. Bridges  
Station-Comm. Mgr..... Harry S. Hyett  
Sales Prom. Mgr., Prog. Dir.... Ralph Shepard  
Chief Engineer..... T. O. Jorgenson  
Farm Editor..... Carl Johnson

### WRFW

EAU CLAIRE—1948

Frequency: 1050 Kc.... Power: 1000 Watts d.  
Owned-Oper. By.... Chippewa Valley Radio & Telev. Corp.  
Bus.-Studio-Transmitter Address... Rudolph Rd.  
Phone Number ..... 2-1629  
Air Time ..... Local sunrise-local sunset  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Forjoe  
President, Pub. Dir..... Thomas K. Werner  
Gen.-Sales Prom. Mgr..... John E. Kelly  
Sta. Mgr., Prog. Dir., Chief  
Engineer..... Rolph D. Tobin  
Commercial Manager..... Richard Werner  
Musical Director..... Betty I. Tobin

### KFIZ

FOND DU LAC—1922

MBS-WISCONSIN

Frequency: 1450 Kc.... Power: 250 Watts  
Owned-Operated By..... KFIZ Bcstg. Co.  
Bus.-Studio-Transmitter Address... 18 W. First St.  
Phone Number ..... 356  
Air Time ..... Full Time  
News Service ..... UP  
Membership ..... NAB  
President..... A. H. Lange  
Exec. Vice Pres..... Emery W. Martin  
General Manager..... Lynn N. Fairbanks  
Prog.-Musical Dir..... Lucile Fairbanks  
Chief Engineer..... Wendell S. Meyers

# WISCONSIN

## W D U Z

GREEN BAY—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Green Bay Bcstg. Co.  
Business-Studio Address Nicolet Bldg.  
Phone Number Howard 6300  
Transmitter Location Cass St., Town of Preble  
Air Time 6 a.m.-M.  
News Service INS  
Transcription Service Lang-Worth  
Representative Taylor-Borrorff  
Membership NAB, BMB  
President, Gen. Mgr. Ben A. Laird  
Station Manager Robert C. Nelson  
Commercial Manager Forster M. Cooper  
Prog.-Prod. Director Dan Arthur  
Pub. Dir., Chief Announcer John R. Kessenich  
Musical Director Roy Hessler  
Chief Engineer Paul C. Tyrrell

## W J P G

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. Power: 1000 Watts d.  
Owned-Oper. By Green Bay Newspaper Co.  
Business Address Green Bay  
Phone Number Adams 4400  
Studio Address 428 Cherry St.  
Transmitter Location Scray's Hill, De Pere  
Township  
Air Time 6 a.m.-local sunset  
News Service AP  
Transcription Service Standard, Capitol  
Representative McGeehan & O'Mara  
Membership NAB, FMA  
President V. I. Minahan  
General Manager A. B. Turnbull  
Station Manager John M. Waller  
Commercial Manager Glen R. Holznecht  
Program Director Russ Widae  
Musical Director Vi Govin  
Chief Engineer Elmo Reed  
Farm Editor Les Sturmer

## W T A Q

GREEN BAY—1922—CBS

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By WHBY, Inc.  
Business-Studio Address Bellin Bldg.  
Phone Number Adams 1  
Transmitter Location W. De Pere  
Air Time 5 a.m.-12:05 a.m.  
News Service AP  
Representative Weed  
Managing Director Rev. M. J. Beemster  
General-Station Mgr. Haydn R. Evans  
Sales Prom. Manager Lee Stinson  
Prog. Dir., Chief Announcer Clair Stone  
Prom.-Pub. Director Karl Gorsche  
Musical Director Clarence Edges

Chief Engineer Wallace Stangel  
Farm Editor Eddy Jason

## W C L O

JANESVILLE—1930  
MBS-KBS-WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Southern Wisconsin Radio, Inc.  
Business-Studio Address 200 E. Milwaukee St.  
Phone Number 2506  
Transmitter Location 1436 So. Oookhill Ave.  
Air Time Full Time  
News Service AP  
Transcription Service World, SESAC, Lang-Worth, Keystone  
Representative William G. Rambeau  
Membership NAB, BMB  
President Sidney H. Bliss  
General Manager Vern W. Williams  
Asst. Manager Joseph G. Urban  
Chief Announcer Don Boyd  
Musical Director Patricia Jacobson  
Chief Engineer Wayne Clay  
Farm Editor Grant A. Ritter

## W L I P

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Operated By William L. Lipman  
Bus.-Studio-Transmitter Address 625 57th St.  
Phone Number 6162  
Air Time Daytime  
News Service UP  
Transcription Service Lang-Worth  
Representative J. P. McKinney  
Membership NAB, BMB  
General-Station Mgr. William L. Lipman  
Comm.-Sales Prom. Mgr. Hugh Gately  
Program-Publicity Dir. Richard Driscoll  
Chief Engineer Orlando Rotunda  
Farm Editor Leo Porwaniecki

## W K B H

LA CROSSE—1923—NBC

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By WKBH, Inc.  
Business-Studio Address 409 Main St.  
Phone Number 450  
Transmitter Location Gillette St. nr. Hwy. 16  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service World  
Representative Taylor-Borrorff  
Membership NAB, BMB  
President, Station Mgr. Howard Dahl

Program Director..... Berneice Callaway  
 Publicity Director..... Paul Ziemer  
 Chief Engineer..... Al Leeman

## W K T Y

LA CROSSE—1948—MBS

Frequency: 580 Kc..... Power: 1000 Watts  
 Owned-Operated By..... La Crosse Bcstg. Co.  
 Business-Studio Address..... 110 N. 4th St.  
 Phone Number..... 790  
 Transmitter Location..... On Stoddard Rd. Hwy.  
 53, 4 Mi. So. of La Crosse  
 Air Time..... 6 a.m.-M.  
 News Service..... UP  
 Transcription Service..... Cole, MacGregor  
 Representative..... John Blair  
 President..... Cecil Allen  
 Gen.-Sta.-Comm.-Sales Prcm.  
 Manager..... Marvin L. Rosene  
 Prog.-Prod.-Musical Dir..... Ralph D. Willey  
 Chief Engineer..... J. Harold White  
 Farm Editor..... William Mason

## W L C X

LA CROSSE—1947—ABC

Frequency: 1490 Kc..... Power 250 Watts  
 Owned-Operated By..... Bermac Radio, Inc.  
 Business-Studio Address..... State Bank Bldg.  
 Phone Number..... 4379  
 Transmitter Location..... Lang Drive  
 Air Time..... 6 a.m.-12 M. & 8 a.m.-12 M. Sun.  
 News Service..... UP  
 Transcription Service..... Standard  
 President..... James J. Conroy  
 General Manager..... Milo Knutson  
 Sales Promotion Manager..... Robert Gaumer  
 Prog. Dir.-Production Mgr..... Joe N. Snyder  
 Chief Announcer..... Donald Anderson  
 Chief Engineer..... Albert Hauscher  
 Office & Traffic Manager..... Dorothy Smith

## W L D Y

LADYSMITH—1948

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... O. J. Falge  
 Bus.-Studio-Transmitter Address..... Hwy. 8  
 Phone Number..... 584  
 Air Time..... 6:30 a.m.-10:15 p.m.  
 News Service..... UP  
 Transcription Service..... World, Cole  
 President, General Mgr..... O. J. Falge  
 Station-Comm. Mgr..... Bart Mestelle  
 Sales Prom. Mgr., Prog.-Prod.-Pub.  
 Director..... C. C. Beck  
 Chief Announcer..... Tom Anderson  
 Musical Director..... Joe Dahlvig  
 Chief Engineer..... Darrel Holbock  
 Farm Editor..... Orin Garwood

## W I B A

MADISON—1926—NBC

Frequency: 1310 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Badger Bcstg. Co.  
 Business-Studio Address..... 3800 Regent St.  
 Phone Number..... Fairchild 8800  
 Transmitter Location..... Fitchburg  
 Air Time..... 6 a.m.-M.  
 News Service..... AP, UP  
 Transcription Service..... Standard  
 Representative..... Avery-Knodel  
 Membership..... NAB, BMB  
 President..... William T. Evjue  
 General Manager..... Kenneth F. Schmitt  
 Business Manager..... Howard A. Johnson  
 Program Director..... Robert N. Dick  
 Publicity Director..... Jeanne Remus  
 Chief Engineer..... Norman Hahn  
 Farm Editor..... Frank Mayfield

## W I S C

MADISON—1948  
 ABC-ARROWHEAD

Frequency: 1480 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Radio Wisconsin, Inc.  
 Bus.-Studio Address..... Commercial State  
 Bank Bldg.  
 Phone Number..... Gilford 7502  
 Transmitter Location..... Seyene Rd., 1 Mi. So.  
 of Madison  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Associated  
 Representative..... George P. Hollingbery  
 Membership..... BMB  
 President..... Morgan Murphy  
 Executive Director..... W. C. Bridges  
 General Manager..... Ralph O'Connor  
 Commercial Manager..... Robert Kosak  
 Sales Prom. Mgr..... Hank Henriksen  
 Program Director..... Robert Swanson  
 Prod. Dir., Chief Announcer..... Luther Mason  
 Publicity Director..... Joann Markward  
 Musical Director..... Robert Howard  
 Chief Engineer..... W. M. Greely

## W K O W

MADISON—1947—MBS

Frequency: 1070 Kc..... Power: 10,000 Watts d.  
 5,000 Watts n.  
 Business Address..... 215 W. Washington Ave.  
 Telephone..... Gilford 7100  
 Transcription Service..... Headley-Read, World  
 News Service..... UP  
 General Manager..... Ralph E. Ammon  
 Sales & Promotional Mgr..... E. R. Peterson  
 Program Director..... William T. Wagner  
 Chief Engineer..... Vincent Vanderheiden

**W O M T**

**MANITOWOC—1926—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Francis M. Kadow  
 Business-Studio Address: Radio Bldg.  
 Phone Number: 6015  
 Transmitter Location: 3600 Block, Marshall St.  
 Air Time: 7 a.m.-M.  
 News Service: UP  
 Transcription Service: Keystone  
 Representative: McGeehan & O'Mara  
 Membership: NAB  
 Owner, General Mgr.: Francis M. Kadow  
 Asst. Mgr., Prog. Dir.: George H. Erdman  
 Comm.-Sales Prom. Mgr.: John M. Kadow, Jr.  
 Prod. Dir., Chief Announcer: Jack Leon  
 Publicity Director: Ralph Norman  
 Musical Director: El Roy  
 Chief Engineer: W. C. Duben

**W M A M**

**MARINETTE—1939—NBC**

Frequency: 570 Kc. Power: 250 Watts d.;  
 100 Watts n.  
 Owned-Oper. By: M. & M. Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address: Radio Park  
 Phone Number: 570-1, 2216  
 Air Time: Unlimited  
 News Service: UP  
 Representative: Robert Meeker  
 Membership: NAB, BMB  
 President: William E. Walker  
 General-Station Mgr.: Joseph D. Mackin  
 Commercial Manager: Howard L. Emich  
 Sales Prom. Mgr., Pub. Dir.: Richard Dickoff  
 Program Director: Pat Kehoe  
 Prod. Dir., Chief Announcer: Bob Southard  
 Chief Engineer: A. L. Stewart  
 Farm Editor: John Bell

**W D L B**

**MARSHFIELD—1947—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Dairyland's Bcstg. Svc., Inc.  
 Bus.-Studio-Transmitter Address: 1710 N.  
 Central Ave.  
 Phone Number: 1212  
 Air Time: 6:30 a.m.-11 p.m.  
 News Service: UP  
 Transcription Service: World, SESAC, KBS  
 Membership: FMA  
 President: Lloyd L. Felker  
 General-Station Mgr.: R. W. Behling  
 Commercial Manager: Duane Allen  
 Sales Prom. Manager: Robert Hollenbeck  
 Prog. Dir., Chief Announcer: James Tighe  
 Production Director: Pierre Monet  
 Pub. Dir., Farm Editor: James Holmlund  
 Musical Director: Ulamae Knutson  
 Chief Engineer: Jerry Boos

**W I G M**

**MEDFORD—1941—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: George F. Meyer  
 Bus.-Studio-Transmitter Address: Medford  
 Phone Number: 5147  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: SESAC, Keystone  
 Owner, Gen. Mgr., Prog.-Prod.:  
 Director: George F. Meyer  
 Station Manager: Irma Meyer  
 Comm.-Sales Prom. Mgr., Publicity:  
 Director: Frank Swan  
 Chief Announcer: Dick Johnson  
 Chief Engineer: Ray Bohnerl

**W L I N**

**MERRILL—1948**

Frequency: 730 Kc. Power: 1,000 Watts d.  
 Owned-Operated By: Alvin E. O'Konski  
 Business Address: Merrill  
 Transcription Service: Lang-Worth, Capitol  
 President: Alvin E. O'Konski  
 General Manager: Tony Marla  
 Commercial Manager: Lew Process  
 Program Director & Prom. Mgr.: Joe McCann  
 Chief Engineer: Robert Fowler

**W E M P**

**MILWAUKEE—1935**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Milwaukee Bcstg. Co.  
 Bus.-Studio Address: 710 N. Plankinton Ave.  
 Phone Number: MARquette 8-7722  
 Transmitter Location: 5407 W. Martin Dr.  
 Air Time: 6 a.m.-2 a.m.  
 News Service: UP  
 Transcription Service: World  
 Representative: Avery-Knodel  
 President: Robert M. LaFollette, Jr.  
 General-Station Manager: Hugh K. Boice, Jr.  
 Commercial Manager: John C. Gaagliano  
 Sales Prom. Manager: Tom Dyson  
 Program-Production Dir.: Bert Mulvey  
 Chief Announcer: Tom Shanahan  
 Musical Director: Elmer Ihrke  
 Chief Engineer: Roland Paske

**W E X T**

**MILWAUKEE—1947**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Operated By: WEXT, Inc.  
 Bus.-Studio-Transmitter Address: 2501 S. 43rd  
 St.  
 Phone Number: Evergreen 3-1430  
 Air Time: Local sunrise-sunset  
 News Service: UP

# WISCONSIN

Transcription Service ..... Capitol  
Representative ..... Hal Holman  
Membership ..... NAB  
President, General Mgr. .... Gerald A. Bartell  
Sta. Mgr., Prog.-Prod. Dir. Form

Editor ..... John A. Reddy  
Commercial Manager ..... James Haig  
Sales Prom. Mgr. .... Robert W. Chamberlain  
Publicity Director ..... Rosa B. Evans  
Chief Announcer ..... Jack Buechler  
Musical Director ..... Sammy Madden  
Chief Engineer ..... Ralph Evans

## WFOX

MILWAUKEE—1946

Frequency: 860 Kc. .... Power: 250 Watts d.  
Owned-Oper. By. .... Wisconsin Bcstg. System,  
Inc.

Bus.-Studio-Transmitter Address ..... 739 No.  
Broadway  
Phone Number ..... Broadway 2-1272  
Air Time ..... Sunrise-sunset  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Burke, Kuipers & Mahoney  
Pres., Gen.-Sta.-Comm.-Sales Prom.

Manager ..... Charles J. Lanphier  
Prog.-Prod.-Pub. Dir. .... Carl Zimmermann  
Chief Announcer ..... Paul Bartell  
Musical Director ..... Walter Behl  
Chief Engineer ..... George Dodge  
Farm Editor ..... John Vans

## WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. .... Power: 5000 Watts  
Owned-Operated By. .... Hearst Radio, Inc.  
Bus.-Studio Address ..... 123 W. Michigan St.  
Phone Number ..... Division 2-3000  
Transmitter Location ..... 5001 S. 60th St.  
Air Time ..... Unlimited  
News Service ..... INS, UP  
Transcription Service ..... World  
Representative ..... Katz  
Membership ..... NAB  
Exec. V.P., Gen.-Sta. Mgr. .... G. W. Grignon  
Local Sales Manager ..... R. E. Shireman  
Sales Prom. Mgr., Pub. Dir. .... H. Ellis Saxton  
Prog.-Prod. Director ..... Jack Raymond  
Chief Announcer ..... Milt Brandl  
Musical Director ..... Elmer Krebs  
Chief Engineer ..... Donald A. Weller  
Farm Editor ..... Frances X. Haggerty

## WMAW

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... Midwest Bcstg. Co.

Business-Studio Address ..... 723 N. Third St.  
Phone Number ..... DAly 8-2154  
Transmitter Location ..... Hales Corners  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Lang-Worth, Associated  
Representative ..... Free & Peters  
President ..... Clifford C. Randall  
Gen.-Sta.-Comm. Mgr. .... Jack Bundy  
Sales Prom. Mgr., Pub. Dir. .... Lou Riepenhoff  
Program Director ..... Woods O. Dreyfus  
Production Director ..... Hal Walker  
Chief Announcer, Farm Editor ..... Joe Andres  
Musical Director ..... Ralph Herman  
Chief Engineer ..... Raymond Hast

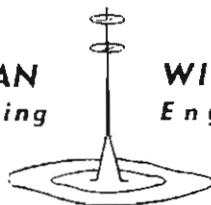
## WMLO

MILWAUKEE—1946

Frequency: 1290 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Cream City Bcstg. Co., Inc.  
Bus.-Studio Address ..... 2625 W. Wisconsin Ave.  
Phone Number ..... West 3-1290  
Transmitter Location ..... Whitefish Bay  
Air Time ..... 6 a.m.-local sunset  
News Service ..... UP  
Transcription Service ..... Lang-Worth, Cole  
Representative ..... Forjoe  
Membership ..... NAB

NATHAN  
Consulting

WILLIAMS  
Engineer



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WISCONSIN

President . . . . . Gene Posner
Gen.-Sta.-Comm. Mgr. . . . . Jerome Sill
Program Director . . . . . Lan Singer
Musical Director . . . . . Louis Bashell
Chief Engineer . . . . . Paul Mueller

W T M J

MILWAUKEE—1927—NBC

Frequency: 620 Kc. . . . . Power: 5000 Watts
Owned-Oper. By . . . . . The Journal Co.
Business Address . . . . . 333 W. State St.
Phone Number . . . . . MARquette 8-6000
Studio Address . . . . . Radio City, 720 E. Capitol Dr.
Transmitter Location . . . . . Rt. 4, Box 444, Waukesha

Air Time . . . . . Unlimited
News Service . . . . . AP
Transcription Service . . . . . Thesaurus
Representative . . . . . Edward Petry
V.P., General Mgr. . . . . Walter J. Damm
Asst. General Mgr. . . . . L. W. Herzog
Station-Comm. Mgr. . . . . R. G. Winnie
Asst. Sta. Mgr., Pub. Dir. . . . . Bruce Wallace
Program Manager . . . . . Frank Bignell
Comm. Prod. Manager . . . . . Frank Hart
Chief Announcer . . . . . Bob Heiss
Musical Director . . . . . Maurice Kipen
Chief Engineer . . . . . William Hebal

W N A M

NEENAH—1947

Frequency: 1280 Kc. . . . . Power: 1,000 Watts
Owned-Operated By . . . . .

Neenah-Menasha Bcstg. Co.
Business-Studio Address . . . . . 101 East Wisc. Ave.
Phone Number . . . . . 2-2871
Transmitter Location . . . . . Rt. 1, Neenah

Air Time . . . . . 6 a.m.-local sunset
News Service . . . . . UP
Transcription Service . . . . . Associated
Representative . . . . . Rambeau
Membership . . . . . NAB, BMB
V. P., General Manager . . . . . Don C. Wirth
Commercial-Sales Promotion
Manager . . . . . Fred W. Sample
Program-Publicity-Director . . . . .
Production Manager . . . . . Bud McBain
Chief Engineer . . . . . E. W. Fliegel

W O S H

OSHKOSH—1941—ABC

Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . . Oshkash Bcstg. Co.
Business-Studio Address . . . . . 151 Main St.
Phone Number . . . . . Stanley 4580
Transmitter Location . . . . . Bowen St. Rd.
Air Time . . . . . Unlimited

News Service . . . . . UP
Transcription Service . . . . . World
Representative . . . . . Donald Cooke
Membership . . . . . NAB, BMB
Exec. Dir. & Senior Partner . . . . . Myles H. Johns
General Manager . . . . . George Greeley
Commercial Manager . . . . . Al Embury
Sales Prom. Manager . . . . . William McDonald
Program Director . . . . . Sherwood Lorenz
Production Director . . . . . Dan Wallace
Publicity Director . . . . . Warren Haines
Chief Announcer . . . . . Allan Sampson
Musical Director . . . . . Pep Babler
Chief Engineer . . . . . Glen Wheeler
Farm Editor . . . . . Don Christensen

W I B U

POYNETTE—1925—KBS-WIS.

Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . . William C. Forrest
Bus.-Transmitter Address . . . . . Route 2
Phone Number . . . . . Poynette 98
Studio Addresses . . . . . Poynette, Portage, Beaver Dam, Madison

Air Time . . . . . Unlimited
News Service . . . . . UP
Transcription Service . . . . . Standard, SESAC, Keystone
Representative . . . . . Burn-Smith
Pres., Gen.-Sta.-Comm. . . . .

Manager . . . . . William C. Forrest
Sales Prom. Mgr. . . . . Doris MacPherson
Prog.-Pub. Director . . . . . Sarah Forrest
Chief Announcer . . . . . Clifford Conohan
Chief Engineer . . . . . L. Stanley Sadler

W R J N

RACINE—1926—ABC-KBS-WIS.

Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . . Racine Bcstg. Corp.
Business Address . . . . . 441 Main St.
Phone Number . . . . . Jackson 290-1
Studio Addresses . . . . . 441 Main St., Racine; 1225 W. Mitchell St., Milwaukee

Transmitter Location . . . . . Victory & Kentucky Sts., Mt. Pleasant

Air Time . . . . . 6:15 a.m.-10:15 p.m.
News Service . . . . . AP
Transcription Service . . . . . Keystone
Representative . . . . . Walker
Membership . . . . . NAB, BMB
President . . . . . Frank R. Starbuck
General Manager . . . . . Horry R. LePoidevin
Station-Comm. Mgr. . . . . Harold J. Newcomb
Prog.-Prod. Dir., Chief

Announcer . . . . . Lyman Merens
Publicity Director . . . . . Amelia French
Musical Director . . . . . Orson White
Chief Engineer . . . . . F. I. Franchant

**W O B T**

**RHINELANDER—1947—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Oneida Bcstg. Co.  
 Bus.-Studio-Transmitter Address Rhineland  
 Phone Number 1240  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Lang-Worth, Keystone  
 President John R. Tomek  
 General-Comm. Mgr. Clyde D. Lake  
 Program Director Hugh Rowlands  
 Chief Engineer Charles Bresette  
 Farm Editor Clyde Downing

**W J M C**

**RICE LAKE—1939**

**MBS-ARROWHEAD-NORTHWEST**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By WJMC, Inc.  
 Bus.-Studio-Transmitter Address 1615 S. Moin  
 St.  
 Phone Number 550  
 Air Time Unlimited  
 Transcription Service Associated, SESAC  
 Representative George P. Hollingbery  
 Membership BMB, FMA  
 President W. C. Bridges  
 General Manager Greg Rouleau  
 Program Director Harry Willis  
 Publicity Director Richard Moore  
 Chief Engineer Robert Kolsky

**W T C H**

**SHAWANO—1948**

Frequency: 960 Kc. Power: 1,000 Watts d.  
 Owned-Operated By Showano County  
 Leader Pub. Co.  
 Business Address 107 E. Green Bay St.  
 Telephone Number 666  
 News Service UP  
 Transcription Service World  
 President Jeanne Heal  
 General Manager D. W. Hodgins

**W H B L**

**SHEBOYGAN—1924—ABC-WIS.**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 250 Watts n.  
 Owned-Operated By WHBL, Inc.  
 Business-Studio Address 636 Center Ave.  
 Phone Number 4844  
 Transmitter Location Hwy. 141, 1 Mi. So.  
 of city  
 Air Time Unlimited  
 News Service AP  
 Transcription Service World  
 Representative Robert Meeker

Membership NAB, BMB  
 President A. Matt Werner  
 General-Comm. Mgr. G. P. Richards  
 Program Director Glen James  
 Publicity Director Doris Dannie  
 Chief Engineer Herbert J. Mayer

**W T W T**

**STEVENS POINT—1948**

Frequency: 1010 Kc. Power: 250 Watts d.;  
 Owned-Operated By Evans Radio Co.  
 Business-Studio Address 414 Main St.  
 Phone Number 2744-5  
 Transmitter Location 2 Blocks No. of Stevens  
 Point city limits  
 Air Time Sunrise-sunset  
 News Service UP  
 Transcription Service SESAC  
 Representative Hal Holman  
 President Claire Miller  
 General-Station Mgr. S. J. Kelbanowski  
 Comm.-Sales Prom. Mgr. Andy Komasa  
 Prog.-Prod. Chief Announcer Vern Letz  
 Publicity Director Catherine Carew  
 Chief Engineer Justin Stoniker

**W D S M**

**SUPERIOR—1939  
 ABC-NORTHLAND**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Ridson, Inc.  
 Business Address National Bldg.  
 Phone Number Superior: 4451-2; Duluth:  
 Melrose 7234 or Radison 1230  
 Studio Addresses Spalding Hotel, Duluth;  
 Notical Bldg., Superior  
 Transmitter Location Conners Point  
 Air Time 7:25 a.m.-11:35 p.m.  
 News Service AP  
 Transcription Service Capitol, Lang-Worth  
 Representative Free & Peters  
 Membership NAB, BMB  
 President Robert Ridder  
 General-Station Mgr. Carl Bloomquist  
 Commercial Manager Bill Kirby  
 Sales Prom. Mgr., Pub.-Musical  
 Director Harry Gradin  
 Program-Production Dir. Lew Martin  
 Chief Announcer James Payton  
 Chief Engineer Melvin Laskey

**W S B R**

**SUPERIOR—1946—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By WSBR, Inc.  
 Business Address Superior  
 Phone Number 4405-6  
 Studio-Transmitter Location First & Baxter  
 Ave.  
 Air Time Unlimited

**WISCONSIN-WYOMING**

News Service ..... AP  
 Transcription Service..... Standard, Keystone  
 President, General Mgr..... James J. Conroy  
 Station-Comm. Mgr..... Clifford J. Lue  
 Sales Prom. Manager..... William McGregor  
 Prog. Dir., Chief Announcer.. Robert O. Daniels  
 Production Director..... Patrick McKenna  
 Pub. Musical Dir., Farm Editor.. James Orngard  
 Chief Engineer..... James Garrity

**WAUX**

**WAUKESHA—1946**

Frequency: 1510 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Waukesha Bcstg. Co.  
 Business-Studio Address..... 319 W. Main St.  
 Phone Number ..... 6619  
 Transmitter Location..... R. 1, Waukesha  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service..... Lang-Worth  
 Representative..... McGeehan & O'Mara  
 President ..... Carl Taylor  
 Gen.-Sta.-Comm. Mgr..... M. Figi  
 Sales Prom. Manager..... Charles E. Williams  
 Program Director..... Ralph Andrews  
 Chief Announcer..... Don Froehlich  
 Chief Engineer..... Adin Randle

**WSAU**

**WAUSAU—1937—NBC**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper By..... The Journal Co. (The  
 Milwaukee Journal)

Business-Studio Address..... 125 3rd St.  
 Phone Number ..... 6521  
 Transmitter Location..... Coates Lane R. R. 3  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service..... Thesaurus  
 Representative..... Edward Petry  
 Station Manager..... Ben F. Hovel  
 Commercial Manager..... J. W. Killeen  
 Program Director..... R. J. Topinka  
 Musical Director..... LaVerne Peterson  
 Chief Engineer..... R. W. Richardt

**WFHR**

**WISCONSIN RAPIDS—1940**

**MBS-WIS.**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... William F. Huffman Radio,  
 Inc.  
 Business Address..... 141 W. Grand Ave.  
 Phone Number ..... 1340  
 Studio Addresses..... 141 W. Grand Ave., Wis.  
 Rapids; 208 So. Central, Marshfield; Cor.  
 Main & Third, Stevens Point  
 Transmitter Location..... 1500 Bonow Ave.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service..... Capitol  
 Membership ..... NAB  
 President..... William F. Huffman  
 V.P., Gen.-Sta. Mgr., Prog.-Prod. Pub.  
 Director..... George T. Frechette  
 Comm.-Sales Prom. Mgr..... Bruce G. Beichl  
 Chief Announcer, Farm Editor..... Arnie Strobe  
 Chief Engineer..... Bert E. Zieslesch

**WYOMING**

*Estimated Population 275,000—Increase +9.6%—Radio Homes 71,300  
 Total Families 73,500—Stations in State 12*

**KSPR**

**CASPER—1930**

**MBS-KBS-INTERMOUNTAIN**

Frequency: 1470 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Donald L. Hathaway  
 Business Address..... Box 930  
 Phone Number..... 407, 2083  
 Studio-Transmitter Location.. 1st & Lennox Sts.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Thesaurus, Lang-Worth,  
 Keystone  
 Representative..... Sears & Ayer  
 Membership ..... NAB, BMB  
 General-Station Mgr..... Donald L. Hathaway  
 Comm.-Sales Prom. Mgr..... Frederic W. Hulsmith  
 Program Director..... Marcus R. Nichols  
 Chief Engineer..... Duane W. Simons

**KVOC**

**CASPER—1946—ABC**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... KVOC Bcstg. Co.  
 Bus.-Studio-Transmitter Address..... 1540 So.  
 Wolcott St., P. O. Box 2090  
 Phone Number ..... 130  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Membership ..... NAB, BMB  
 President..... Jack W. Perry  
 General-Station Mgr..... John R. Bailey, Jr.  
 Comm.-Sales Prom. Mgr..... Don R. Christophe  
 Program-Production Dir..... Edward L. Rock  
 Publicity Director..... Clifford E. Ewing  
 Chief Announcer..... E. L. Peiss  
 Chief Engineer..... Gordon L. Schmebl



## K F B C

CHEYENNE—1940  
ABC-PURPLE SAGE

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Frontier Bcstg. Co.  
Business-Studio Address: Plains Hotel  
Phone Number: Cheyenne 4461  
Transmitter Location: 3rd & Evans Ave.  
Air Time: 6 a.m.-M.  
News Service: UP  
Membership: NAB  
President: Tracy S. McCracken  
Treas., Gen.-Sta. Mgr.: William C. Grove  
Commercial Manager: Frank Flynn  
Sales Prom. Manager: Max Young  
Program Director: Dale Sunderland  
Production Director: Frank White  
Publicity Director: Margarel O'Brien  
Musical Director: Sid McSloy  
Chief Engineer: Harold Roberts

## KODI

CODY—1947  
WYOMING NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Absaroka Bcstg. Co.  
Business-Studio Address: Cody  
Phone Number: 444  
Transmitter Location: 1/2 mi. S. of Cody, Wyo.  
Air Time: 6:30 a.m.-10 p.m.  
News Service: AP  
Transcription Service: World, Lang-Worth  
Membership: NAB  
General Manager: William J. Garlow  
Program Dir.-Chief Engin'r.: Philip H. Barnhart

## KOVE

LANDER—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Edward J. Breece  
Business Address: 262 W. Eugene St.

## KOWB

LARAMIE—1947—CBS—  
INTER-MOUNTAIN

Frequency: 1340. Power: 250 Watts  
Owned-Oper. By: The Snowy Range Bcstg. Co.  
Address: P. O. Box 972  
Phone Number: 4888  
News Service: AP  
Transcription Service: Standard  
Representative: Gene Grant  
President: Fred O. Rice  
Gen., Comm. Manager: Clem L. Rawlins  
Program Director: C. Wiles Hallock

Promotion Manager: Paul G. Tobin  
Chief Engineer: Ray W. Hawks

## K P O W

POWELL—1941  
MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Operated By: A. J. Meyer  
Business Address: 243 E. 2nd St.  
Phone Number: 222  
Studio-Transmitter Location: 2 Mi. So. of  
Powell on Willwood Rd.  
Air Time: 6 a.m.-10 p.m.  
News Service: UP  
Transcription Service: SESAC, Cole, Keystone  
Representative: Avery-Knodel  
Membership: NAB, BMB  
Gen.-Sta.-Comm. Mgr., Publicity  
Director: A. J. Meyer  
Program Director: Mary Meyer

## KRAL

RAWLINS—1947  
ABC-KBS-PURPLE SAGE

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Rawlins Bcstg. Co.  
Business Address: P. O. Box 511  
Phone Number: 1015  
Studio-Transmitter Address: 1/2 Mi. W. of  
Rawlins on U. S. Hwy. 30  
Air Time: 6:30 a.m.-10:30 p.m.  
News Service: AP  
Transcription Service: Keystone  
Membership: NAB  
President: Tracy McCracken  
Gen.-Sta.-Comm. Mgr.: D. A. Fisher  
Sales Prom. Mgr., Pub. Dir.: Wyman Schnepf  
Prog.-Prod. Director: Donna Waeckerlin  
Chief Engineer: Clark Grove

## KWRL

RIVERTON—1948

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Joseph P. Ernst  
Business Address: Riverton  
General Manager: Joseph P. Ernst

## KVRS

ROCK SPRINGS—1938  
MBS-KBS-INTERMOUNTAIN

Frequency: 1360 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By: Wyoming Bcstg. Co.  
Business-Studio Address: 1307 Wyoming St.

**WYOMING**

Phone Number ..... 93-4  
 Transmitter Location ..... 2 Mi. N. of city  
 Air Time ..... 7 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard, Keystone  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 Pres., Gen. Mgr., Program  
   Director ..... Marjorie L. McCracken  
 Comm.-Sales Prom. Mgr. .... Myron Megeath  
 Publicity Director ..... Imogene Parr  
 Chief Announcer ..... Dick Moore  
 Musical Director ..... David Shirley  
 Chief Engineer ..... Archie W. Buchanan

Transmitter Location ..... 1½ Mi. N.W. of Sheridan  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Keystone  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President ..... R. E. Carroll  
 Gen.-Sta. Mgr., Prog. Dir. .... Jim Carroll  
 Comm.-Sales Prom. Mgr. .... Don Tannehill  
 Chief Announcer ..... Norm Wegmet  
 Chief Engineer ..... Bob Crosthwaite

**K W Y O**

SHERIDAN—1934  
 MBS-KBS-INTERMOUNTAIN

Frequency: 1410 Kc. .... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By ..... Bighorn Bcstg. Co.  
 Business-Studio Address ..... 21 N. Main  
 Phone Number ..... 601-2

**K W O R**

WORLAND—1946—KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Joseph P. Ernst  
 Address ..... Box 92  
 Phone Number ..... 308  
 News Service ..... AP  
 Transcription Service ..... KBS  
 Owner-General Manager ..... Joseph P. Ernst  
 Commercial Manager ..... Mildred V. Ernst  
 Chief Engineer ..... Joseph P. Ernst

“... we extend felicitations and congratulations to the management and staff of **THE ASSOCIATED PRESS** and our fellow members for their achievement in developing **THE ASSOCIATED PRESS** into the preminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of **THE ASSOCIATED PRESS** as a dependable news gatherer in the years to come.”

—Resolution adopted by Arkansas Associated Press  
 Broadcasters on November 14, 1948.

# TERRITORIES AND POSSESSIONS



## ALASKA

### KBYR

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By: Keith Capper  
 Operated By: Aleutian Bcstr.  
 Business Address: Box 1296  
 Phone Number: Black 395, Green 474  
 Studio Address: 4th & B St.  
 Transmitter Location: Spenard Rd.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: MacGregor, Capital  
 Representative: Donald Cooke  
 Membership: NAB  
 President: Keith Capper  
 General Manager: Vern Mack  
 Commercial Manager: Chester Thurston  
 Program Director: Helen Smythe  
 Production Director: Bob Edlund  
 Musical Director: Winfred Curry  
 Chief Engineer: Richard Shoup

### KENI

ANCHORAGE—1948—MBS

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By: Midnight Sun Bcstg. Co.  
 Business-Studio Address: Lathrop Bldg.  
 Phone Number: East 150  
 Transmitter Location: 2½ Mi. S.W. of Anchorage  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Thesaurus, Standard  
 Representative: Gilbert Wellington  
 President: Austin E. Lathrop  
 General-Station Mgr.: Alvin O. Bramstedt  
 Comm.-Sales Prom. Mgr.: Robert J. Wells  
 Program Director: Frank O. Brink  
 Prod.-Pub. Dir., Chief  
 Announcer: John W. Borges, Jr.  
 Musical Director: Simeon Oliver  
 Chief Engineer: Jack M. Walden  
 Farm Editor: Ed Stevens

### KFQD

ANCHORAGE—1924—CBS-  
KBS-ALASKA

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By: William J. Wagner  
 Business-Studio Address: 830 Securities Bldg., Seattle, Wash.  
 Phone Number: Seneca 6333  
 News Service: AP  
 Transcription Service: Lang-Worth, KBS  
 Representative: Pan American, Scott  
 Owner: William J. Wagner  
 Manager: Ken Laughlin  
 Commercial Manager: Joe Klaas  
 Program Director: Edward P. Taylor  
 Promotion Manager: R. L. Strock  
 Chief Engineer: Charles Mohler

### KFAR

FAIRBANKS—1939—MBS

Frequency: 660 Kc. Power: 10,000 Watts  
 Owned-Operated By: Midnight Sun Bcstg. Co.  
 Business-Studio Address: Lathrop Building  
 Phone Number: East 380  
 Transmitter Location: Farmers Loop Road  
 Air Time: 7 a.m.-12 M.  
 News Services: AP and UP  
 Transcription Service: Thesaurus  
 Representative: Gilbert A. Wellington  
 Membership: NAB  
 President: Austin E. Lathrop  
 General Station Manager: Alvin O. Bramstedt  
 Commercial Manager: Arvid Erickson  
 Sports & News Editor: Del Day  
 Chief Engineer: A. G. Hiebert

### KFRB

FAIRBANKS—1948—CBS-ALASKA

Frequency: 1290 Kc. Power: 1,000 Watts  
 Owned-Operated By: William J. Wagner

## ALASKA - HAWAII

Business-Studio Address  
830 Securities Bldg., Seattle, Wash.  
Phone Number ..... Seneca 6333  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Pan American  
Owner ..... William J. Wagner  
Manager ..... Claude Ratcliff  
Commercial Manager ..... Walter A. Welch  
Program Director ..... Harry Balvin  
Promotion Manager ..... Herb Hilcher  
Chief Engineer ..... Paul C. Johnston

### KINY

#### JUNEAU—1935—CBS-KBS-ALASKA

Frequency: 1460 Kc. .... Power: 5,000 Watts  
Owned-Operated By ..... William J. Wagner  
Business-Studio Address .....  
830 Securities Bldg., Seattle, Wash.  
Phone Number ..... Seneca 6333  
News Service ..... AP  
Transcription Service ..... Lang-Worth, KBS  
Representative ..... Pan American  
Owner ..... William J. Wagner  
Station Manager ..... John Ashpaugh  
Program Director ..... James Gibson  
Promotion Manager ..... Lester A. Scott  
Chief Engineer ..... Charles Gray

### KTKN

#### KETCHIKAN—1942 CBS-KBS-ALASKA BCSTG.

Frequency: 930 Kc. .... Power: 1000 Watts  
Owned By ..... Alaska Bcstg. Co.  
Operated By ..... William J. Wagner  
Business Address ..... 830 Securities Bldg.,  
Seattle 1, Wash.  
Studio Address ..... 322 Dock St.  
Transmitter Location ..... Stedman St.  
News Service ..... AP  
Transcription Service ..... Lang-Worth, KBS  
Representative ..... Pan American  
Pres., General Manager, William J. Wagner  
Station Manager ..... Jim Fletcher  
Program Director ..... Jim Kemp  
Publicity Director ..... Bill Lynch  
Chief Announcer ..... Ruben Gaines  
Chief Engineer ..... Bob Nichols

### KIBH

#### SEWART—1948

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By ..... William J. Wagner  
Business-Studio Address .....  
830 Securities Bldg., Seattle, Wash.  
Phone Number ..... Seneca 6333  
Air Time ..... Specified Hours  
Owner ..... William J. Wagner  
Station Manager ..... Bruce Cruikshank  
Chief Engineer ..... Charles Young

## HAWAII

### KHBC

#### HILO—1936—CBS-HBS

Frequency: 970 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Hawaiian Bcstg. System  
Business Address ..... P. O. Box 1476  
Phone Number ..... 4616-7  
Studio-Transmitter Location ..... Piihonua  
Air Time ..... 6 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service ..... World, Standard  
Representative ..... Free & Peters  
Pres., Gen. Mgr. .... J. Howard Worrell  
Sta. Mgr., Prog.-Prd. Dir. ... C. Tracy Thrumston  
Comm.-Sales Prom. Mgr. .... Denzil W. Rose  
Chief Engineer ..... C. Lynn Rhoads

### KIPA

#### HILO—1947—MBS-DON LEE

Frequency: 1110 Kc. .... Power: 1,000 Watts  
Owned-Oper. By ..... Big Island Bcstg. Co., Ltd.  
Business-Studio Address .....  
140 Haili St., P. O. Box 1602

Phone Number ..... 2177-8  
Transmitter Location ..... 4.5 mi. W. of Hilo  
Air Time ..... 6 a.m.-11:05 p.m.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Aloha Network  
General-Station Manager ..... James E. Jaeger  
Sales Manager ..... Hardy Hulchinson  
Chief Engineer ..... H. L. Marques

### KGMB

#### HONOLULU—1929—CBS-HBS

Frequency: 590 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Hawaiian Bcstg. System,  
Ltd.  
Bus.-Studio-Transmitter Address ..... 1534  
Kapiolani Blvd.  
Phone Number ..... 9-0914  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... World, Standard  
Representative ..... Free & Peters  
Pres., General Mgr. .... J. Howard Worrall



# — PUERTO RICO —

## WCMN

ARECIBO—1947

Frequency: 1280 Kc. Power: 1,000 Watts  
Owned-Operated By: Caribbean Bcstg. Corp.  
Business Address: P. O. Box 755  
Phone Number: 589  
President: Aristides Santoni Oliver  
General Manager: Nabal Barreto  
Chief Engineer: Jose Soler

## WKVM

ARECIBO—1945

Frequency: 1070 Kc. Power: 10,000 Watts  
Owned-Operated By: American Colonial Bcstg. Corp.  
Address: P. O. Box 772  
Phone Number: 463  
Pres.-Gen. Mgr.-Chief Engr.: Ralph Perez Perry  
Commercial Manager: Cuco Llop Colon  
Program Director: Francisco L. Inserni  
Promotion Manager: Felix Benet Velez

## WRIA

CAGUAS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Inter-American Radio Corp.  
Business Address: P. O. Box 487  
Phone Number: 678  
Studio Address: Corchado Street  
Transmitter Location: Rio Piedras-Caguas Rd.  
Air Time: 15 hrs. wk. d.; 16 hrs. Sun.  
President: Eduardo Bascoschea  
Gen.-Station Manager: Jose A. Gautier  
Commercial Manager: Leo P. Gautier  
Program Dir.-Production Dir.: Alicia Moreda  
Chief Engineer: Jose Golay

## WVJP

CAGUAS—1947

Frequency: 1110 Kc. Power: 250 Watts  
Operated By: Borinquen Bcstg. Co.  
Business Address: Box 207  
Phone Numbers: 789 & 790  
Studio Address: Calle Ruiz Belvis esq. Acosta  
Transmitter Location: Kil. O Hec. 5—Road No. 5  
Air Time: 17 hrs. daily  
News Service: AP  
Transcription Service: World  
Membership: NAB  
President: Francisco Pereira  
General Manager: Hector Pereira

Station Manager: Federico E. Virella  
Commercial Manager: Jorge Luis Arzuaga  
Sales Promotion Mgrs.: Jorge Luis Arzuaga & Federico E. Virella  
Program Director: Ramon Mojica Sola  
Production Director: Federico E. Virella  
Publicity Directors: Federico E. Virella & Hector Pereira  
Chief Engineer: Pedro Luis Jimenez

## WMDD

FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Madrazo & Diaz  
Business Address: Munoz Rivero esq. Barcelo, P. O. Box 187  
Phone Number: 132  
General Manager: Andrew S. Sweet  
Program Director: Reinaldo Moreira  
Chief Engineer: Carmelo Soto

## WXRf

GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts  
Owned-Operated By: Rafael Fuster  
Business Address: Hostos St. #42  
Phone Number: 243  
President: Rafael Fuster  
General Manager: Charles L. Cordero  
Commercial Manager: Raul Acostarubio  
Program Director: Jose Colon  
Chief Engineer: Timoteo Rodriguez Quinones

## WENA

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts  
Owned-Operated By: Ramon Agudo  
Business Address: Box 157  
Phone Number: Bayamon 161  
Studio Address: Barbosa St.  
Transmitter Location: Cataño-Bayamon Rd.  
Air Time: 7 a.m.-11 p.m.  
General Manager: Domingo Diaz Alejandro  
Chief Engineer: Juan A. Arias

## WAEI

MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Mario Acosta  
Business Address: Once de Agosto 82

## WECW

MAYAGUEZ—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Electronic Corp. of P. R.  
Address: Box 791

## WKJB

MAYAGUEZ—1946

Frequency: 710 Kc. Power: 1000 Watts d.:  
500 Watts n.  
Owned-Operated By: Jose A. Bechara, Jr.  
Business Address: Box 1293  
Phone Number: 983  
Studio Address: 59 Minerva St.  
Transmitter Location: Guanajibo Ave.,  
Route 37  
Air Time: 6 a.m.-M.  
News Service: AP  
Representative: Clark Wandless  
President, General Mgr.: Jose A. Bechara, Jr.  
Station Manager: Rafael Izquierdo  
Comm. Mgr.: Jaime Sanjurjo Piris  
Sales Prom. Mgr., Prog. Dir.: Arturo Cortez  
Prod.-Pub. Director: Alberto Basora  
Chief Announcer: Rafael Colon Diaz  
Musical Director: Moises Pagan  
Chief Engineer: Henry Fischback  
Farm Editor: Ivan Letrank

## WORA

MAYAGUEZ—1947

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By: Radio Americas Corp.  
Business Address: P. O. Box 43  
Phone Number: 1150-1  
Studio Address: 1150 Guanajibo Ave.  
Transmitter Location: Off Guanajibo Ave.  
News Service: AP  
Transcription Service: Martinez Vela  
Representative: Melchor Guzman  
Membership: NAB  
President:

Gen. Mgr.: Moj. Alfred R. de Arellano, Jr.  
Station Mgr.: Reinaldo Dupont  
Commercial Mgr.: Mrs. Jose Moran  
Sales Prom. Manager: Nestor Figarella  
Prog.-Prod. Dir.: Ernesto Graziari  
Publicity Director: Publicidad Exelsior  
Chief Announce: Musical Dir.: German Velez  
Chief Engineer: Mark Vega

## WPRA

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts  
Owned-Operated By: Porto Rico Adv. Co.

Address: Box 869  
Phone Number: 269  
Representative: Continental  
President-Gen. Mgr.: Andres Camara  
Commercial Manager: Virginia DiCristina  
Program Director: Pedro Ojeda  
Promotion Manager: Esteban Rosado Balz  
Chief Engineer: Luis E. Freyre

## WPAB

PONCE—1939

Frequency: 1370 Kc. Power: 5,000 Watts  
Owned-Operated By: Portorican American Bcstg. Co., Inc.  
Business-Studio Address: 17 Leon St.  
Phone Number: 783  
News Service: AP  
General Manager: A. Gimenez Aguayo

## WPRP

PONCE—1936

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Oper. By: Voice of Puerto Rico, Inc.  
Business Address: Box 430  
Phone Number: 1015  
Studio Address: Guadalupe & Salud  
Transmitter Location: Las Cucharas  
Air Time: Unlimited  
Transcription Service: Lang-Worth  
Membership: NAB  
President: Andres Grillasca  
General Manager: Ramon Montaner  
Program Director: Jose E. Franco  
Chief Engineer: José Arzuaga

## WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc. Power: 10,000 Watts  
Owned-Oper. By: José Ramón Quiñones  
Bus.-Studio Address: 357 Ponce de León Ave.,  
P. O. Box 4563  
Phone Number: 2-1448, 2-4271  
Transmitter Location: Guoynabo  
Air Time: 6 a.m.-11 p.m.  
Transcription Service: Thesaurus  
Representative: Paul H. Raymer  
Membership: NAB  
Owner: José Ramón Quiñones  
General Manager: Harwood Hull, Jr.  
Commercial Manager: Segismundo Quiñones  
Program Director: Santiago García  
Production Director: Laura Sanabria  
Publicity Dir.: José Arnaldo Meyners  
Musical Director: Félix Santiago  
Studio Engineer: Héctor A. Moll  
Chief Engineer: José A. Fernández  
Farm Editor: Guillermo Atilles García  
(See Page 692)



BUSINESS SECTION OF SAN JUAN, PUERTO RICO

**WAPA**

IS

**FIRST**

IN

**PUERTO RICO**

YOUR \$300,000,000

MARKET IN THE CARIBBEAN

**WAPA** "The Voice of the Caribbean"  
10,000 Watts — 680 Kc.

San Juan, P. R.

**PAUL H. RAYMER**  
Representative

**HARWOOD HULL, JR.**  
General Manager



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Puerto Rico—Rich Port—is one of the most important markets of Uncle Sam with over 2,000,000 American citizens who consumes more continental made goods per capita\* than any other market.

Puerto Ricans also have money to spend. The Island exported in 1947 \$96.00 per capita. And in the years to come, with hundreds of new industries, free of taxation for 12 years, there will be more money to spend in luxuries and everyday goods made in Continental U. S. A.

Since 1941 WIAC of San Juan—First on all Puerto Rico dials, 5,000 watts, 580 kcs.—has acquired knowledge and experience which, with RCA equipment throughout, provides Top Entertainment, Top Coverage\*\* and gives Top Service.

\* 1947 imports per capita \$156.00—wholesale.

\*\* MAP—William N. Greer.



## WIAC

First on all Puerto Rico Dials — 5000 Watts, 580 Kcs.

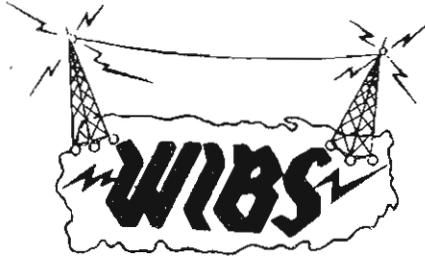
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**MELCHOR GUZMAN COMPANY, INC.**

45 Rockefeller Plaza — New York 20, New York

Circle 7-0624



## RADIO STATION WIBS

VOICE OF THE TROPICS

SAN JUAN, PUERTO RICO

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NEWS COMMENTATOR — PRODUCER — ANNOUNCER

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Musical America—WNEL—1943 and 1944

International Highlights—WNEL—1943 and 1944

Moonlight Serenade—WAPA—1948

Melody Time—WIAC—1944

Associated Press News—WIAC—1944 and 1945

Musical America—WIAC—1945 and 1946

About Town—WAPA—1948

Preludio—WIAC—1946

Starlight—WIAC—1947 and 1948

Unity Viewpoint—WAPA—1947

Sunset—WIBS—1947 and 1948

P. O. Box 4528

SAN JUAN, PUERTO RICO

## WEMB

**SAN JUAN—1948**

Frequency: 1320 Kc. Power: 5,000 Watts  
 Owned-Operated By: El Mundo Bcstg. Co.  
 Address: Box 1072  
 Phone Number: 2-2000  
 News Service: UP  
 Transcription Service: World. Associated  
 Representative: Inter-American  
 Pres.-Gen. Mgr.: A. Ramas

## WIA C

**SAN JUAN—1942**

Frequency: 580 Kc. Power: 5,000 Watts  
 Owned-Operated By: Radio Station WIA C, Inc.  
 Business Address: Box 4504  
 Phone Number: 2-0014  
 Studios & Offices: Ponce de Leon 654, Santurce, P.R.  
 Transmitter Location: Isla Verde Road  
 Air Time: 6 a.m.-12 M.  
 News Service: AP  
 Transcription Service: Standard  
 Membership: NAB  
 President: Mrs. Enrique Abarca  
 General Manager: Tomas Muniz  
 Commercial Manager: Enrique Abarca  
 Program Director: Eli (Buck) Canel  
 Program Manager: Francisco Rodriguez  
 Chief Engineer: Alfonso Sanchez  
*(See Page 693)*

## WITA

**SAN JUAN—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Electronic Enterprises, Inc.  
 Business Address: P. O. Box 3726  
 Phone Number: 2-4756  
 Studio Address: Edificio "New York",  
 Stop 16½  
 Transmitter Location: Villa Capatza  
 Air Time: Unlimited  
 Membership: PRAB  
 President: V. H. Meador  
 General Manager: José Ferreras  
 Program Dir.: Waldemar Pilot Picón  
 Chief Announcer: Fernando Q. Velazquez  
 Chief Engineer: Roberto Rodriguez  
 Hollywood Editor: Gloria Medor

## WKA Q

**SAN JUAN—1922—CBS**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned By: International Telephone &  
 Telegraph Corp.

Operated By: Radio Corp. of Porto Rico  
 Business Address: Box 3746  
 Phone Number: 2-2023  
 Studio Address: 1261 Ponce de Leon Ave.  
 Transmitter Location: Sabana Llana  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Clark Wandless  
 Membership: NAB  
 President: Andrew W. Cruse  
 Gen.-Sta.-Soles Prom. Mgr.: John A. Zerbe  
 Commercial Manager: Jose C. Irizarry  
 Program Director: Serafin Montero  
 Production Director: Manuel Ochoa  
 Chief Announcer: Jose G. Morales  
 Musical Dir.: Ignacio Guerrero Noble  
 Chief Engineer: Paul A. Girard

## WNE L

**SAN JUAN—1934—NBC**

Frequency: 860 Kc. Power: 5000 Watts  
 Owned-Oper. By: Station WNE L Corp.  
 Bus. Address: New studio under construction  
 at 960 Ponce de Leon, Santurce; Present ad-  
 dress Brau St. 258, San Juan  
 Phone Number: 2-1300, 2-1309  
 Studio Address: 258 Brau St.  
 Transmitter Location: Green Island  
 Air Time: 6:45 a.m.-11:30 p.m.  
 News Service: INS  
 Representative: Own office, 820 Park Ave.,  
 telephone RH 4-4352  
 Membership: NAB  
 President, General Manager: Juan Pizá  
 Station Manager: Camilo Fraticelli  
 Commercial Manager: Rodolfo Blanco  
 Sales Prom. Mgr.: Roberto Bocanegra  
 Program Director: Blanca A. Rivero  
 Production Dir.: Guillermo Ortega  
 Publicity Dir.: Publicidad Badillo, Inc.  
 Chief Announcer: Luis Enrique Marrero  
 Musical Director: Esther Torruellas  
 Chief Engineer: Robert L. Petersen  
 Farm Editor: Raul Acevedo

## WIBS

**SANTURCE—1947**

Frequency: 740 Kc. Power: 10,000 Watts  
 Owned-Operated By: Jose E. del Valle  
 Address: 4809  
 Phone Number: 21-558  
 Owner: Jose del Valle

# RADIO

**INSTANTLY — IT SERVES  
ALL OUR PEOPLE!**

In Nanaimo or Noranda, in Toronto or Truro . . . from coast to coast, from the U. S. border to the rugged northlands, Radio is conquering distance . . . and playing an indispensable part in the daily life of more and more Canadian homes.

A world of entertainment is brought to millions each day by more than 130 publicly and privately-owned radio stations serving Canadians! *And the giant stride is being further lengthened, as the new province of Newfoundland adds its group of broadcasting stations.*

Financier and fisherman, professor and postman, farmer and forester, listeners of every kind and creed can select and enjoy a great variety of outstanding radio fare . . . music . . . drama . . . news . . . sports. Canadian Radio entertains . . . it informs . . . it *sells* . . . it makes news and reports news, frequently from its source . . . and instantly delivers its message to every corner of the country.

Constantly improving and expanding, the three CBC networks—*Trans-Canada, Dominion and French*—present a diversified schedule of the finest programs—combined with effective sales messages.



## CANADIAN BROADCASTING CORPORATION

354 Jarvis St.  
Toronto 5, Ontario

1231 St. Catherine St., W.  
Montreal 25, Quebec

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# CANADA

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*C B C*

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*C A B*

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*Alphabetical Index*

*By Call Letters*

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*Networks*

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# CANADIAN

## Broadcasting Corporation

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### OFFICES

Head Office—Victoria Bldg., 140 Wellington St., Ottawa, Ont.

National Program Office—354 Jarvis St., Toronto 5, Ont.

Engineering Division—Keefer Bldg., 1440 St. Catherine St., W.,

Montreal, Que.

1231 St. Catherine St., W., Montreal, Que.

1236 Crescent St., Montreal, Que.

### EXECUTIVES and STAFF



#### Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman

Rene Morin, Montreal, Que., Vice-Chairman

Howard B. Chase, Montreal, Que.

Mrs. T. W. Sutherland, Revelstoke, B. C.

F. J. Crawford, Toronto, Ont.

Dean Adrien Pouliot, Laval University, Que.

Dr. G. Douglas Steel, Charlottetown, P.E.I.

John J. Bowlen, Calgary, Alta.

(H. M. Palmer, secretary, 140 Wellington St.,

Ottawa, Ont.)

(one vacancy)

W. R. Johnston, Supervisor of Acceptance and Production

T. T. Odell, Sales Representative

L. E. Pegg, Sales Representative

Arthur Barr, Sales and Commercial Traffic

H. F. Chevrier, Coverage Statistics

#### National Program Office

354 Jarvis St., Toronto 5, Ont.

Ernest L. Bushnell, Director-General of Programs

Charles Jennings, General Supervisor of Programs

Harry J. Boyle, Program Director Trans-Canada Network

H. G. Walker, Manager, Dominion Network

Andrew Allan, Supervisor of Drama

W. H. Brodie, Supervisor of Broadcast Language

D. Claringbull, Manager, Personnel and Administrative Services

W. J. Dunlop, Special Assistant, Religious and Institutional Broadcasts

Mary Grannan, Children's Broadcasts

H. E. S. Hamilton, Technical Liaison Officer (Engineering Division)

H. Hilliard, Supervising Engineer (Toronto Area)

E. W. Jackson, Traffic Manager

J. M. Kannawin, Supervisor of Presentation

R. S. Lambert, Supervisor of School Broadcasts

Elizabeth D. Long, Women's Interests

J. N. Mogridge, Supervisor of Program Clearance

D. C. McArthur, Chief News Editor

Neil M. Morrison, Supervisor of Talks and Public Affairs

Fergus Mutrie, Supervisor of Farm Broadcasts

H. Z. Palmer, Program Administrative Officer

A. E. Powley, News Features Editor

J. Frank Willis, Supervisor of Feature Broadcasts

#### Head Office

Victoria Bldg., 140 Wellington St., Ottawa, Ont.

Dr. Augustin Frigon, General Manager  
(also Keefer Bldg., 1440 St. Catherine St. W.,  
Montreal, Que.)

Donald Manson, Assistant General Manager

R. P. Landry, Director of Personnel and Administrative Services

G. W. Richardson, Assistant Director of Personnel and Administrative Services

K. M. Kelly, Supervisor of Personnel and Welfare

Marcel Carter, Supervisor of Administrative Services

A. E. Tetu, Chief of Records

V. F. Segee, Editor, "RADIO" (CBC Staff Magazine)

(354 Jarvis Street, Toronto 5, Ont.)

H. Bramah, Treasurer

S. Schnobb, Assistant to Treasurer

W. R. Mortimer, Supervisor of Expenditures

F. W. Savignac, Assistant to Executive-Legal

H. M. Palmer, Executive Assistant and Secretary to Board of Governors

#### Commercial Division

354 Jarvis St., Toronto 5, Ont.

E. A. Weir, Commercial Manager

W. E. Powell, Assistant Commercial Manager

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# CANADIAN

## Association of Broadcasters

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### OFFICES

Head Office—108 Sparks St., Ottawa, Ont.  
Phone: 34036

Branch Office—2100 Victory Bldg., Toronto, Ont.



### Officers

Manager ..... T. J. Allard  
Secretary-Treasurer ..... T. Arthur Evans  
Dir. Adv. & Station Services..... Patrick Freeman  
General Counsel ..... Joseph Sedgwick  
Chairman of the Board..... G. R. A. Rice  
Honorary President (Montreal)..... Phil Lalonde



### Directors

A. A. Murphy, Saskatoon; Ralph Snelgrove, Owen Sound; J. N. Thivierge, Quebec; Phil Lalonde, Montreal; Malcolm Neill, Fredericton; Fred Lynds, Moncton; Harry Sedgwick, Toronto; Paul Le Page, Quebec; George Chandler, Vancouver; William Guild, Lethbridge.



### Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 89 privately owned (independent) broadcasting stations in Canada.

# **You get effective listenership over Canada's private radio stations**

Canada's more than twelve million people are buying goods and services at a record rate.

Whatever you have to sell to the rich Canadian market, you will be ahead if you make use of Canada's privately-owned radio stations: they dominate effective listenership in their territories, everywhere in Canada.

You will be ahead also because of the merchandising cooperation you get from these private stations: they take pains to further their clients' commercial interests. Their programming and their services are closely in accord with the tastes and wants of their local audiences.

Don't neglect Canada's buying power! The Canadian Association of Broadcasters has facilities to help you get sales data on Canada, or on any part of Canada. We can give you complete facts on how radio can best serve your Canadian operation. Please call on us.



## **Canadian Association of Broadcasters**

108 Sparks Street, Ottawa

37 Bloor St., West, Toronto



# STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page	Call Letters	City	See Page
CBA	Sackville, N. B.	708	CJCB	Sydney, N. S.	709
CBF	Montreal, Que.	719	CJCH	Halifax, N. S.	709
CBH	Halifax, N. S.	708	CJCI	Calgary, Alta.	702
CBI	Sydney, N. S.	709	CJCS	Stratford, Ont.	714
CBJ	Chicoulimi, Que.	718	CJDC	Dawson Creek, B. C.	703
CBK	Watrous, Sask.	723	CJEM	Edmundston, N. B.	707
CBL	Toronto, Ont.	717	CJFX	Antigonish, N. S.	708
CBM	Montreal, Que.	719	CJGX	Yorktown, Sask.	723
CBO	Ottawa, Ont.	713	CJIB	Vernon, B. C.	705
CBR	Vancouver, B. C.	705	CJIC	Sault St. Marie, Ont.	714
CBV	Quebec City, Que.	720	CJKL	Kirkland Lake, Ont.	712
CBW	Winnipeg, Man.	706	CJLS	Yarmouth, N. S.	710
CBX	Edmonton, Alta.	702	CJNB	North Battleford, Sask.	722
CFAB	Windsor, N. S.	709	CJOB	Winnipeg, Man.	707
CFAC	Calgary, Alta.	702	CJOC	Lethbridge, Alta.	703
CFAR	Flin Flon, Man.	706	CJOR	Vancouver, B. C.	705
CFBC	Saint John, N. B.	708	CJOY	Guelph, Ont.	711
CFCF	Montreal, Que.	719	CJRL	Kenora, Ont.	711
CFCH	North Bay, Ont.	712	CJRW	Summerside, P. E. I.	718
CFCN	Calgary, Alta.	702	CJSO	Sorel, Que.	721
CFCO	Chatham, Ont.	710	CJVI	Victoria, B. C.	705
CFCY	Charlottetown, P. E. I.	718	CKAC	Montreal, Que.	720
CFGP	Grande Prairie, Alta.	703	CKBI	Prince Albert, Sask.	722
CFJC	Kamloops, B. C.	703	CKBL	Matane, Que.	719
CFJM	Brockville, Ont.	710	CKBW	Bridgewater, N. S.	708
CFJP	Riviere-Du-Loup, Que.	721	CKCH	Hull, Que.	719
CFNB	Fredericton, N. B.	707	CKCK	Regina, Sask.	722
CFOR	Orilla, Ont.	712	CKCL	Truro, N. S.	709
CFOS	Owen Sound, Ont.	713	CKCO	Ottawa, Ont.	713
CFPA	Port Arthur, Ont.	714	CKCR	Kitchener, Ont.	712
CFPL	London, Ont.	712	CKCV	Quebec City, Que.	720
CFPR	Prince Rupert, B. C.	704	CKCW	Moncton, N. B.	707
CFQC	Saskatoon, Sask.	723	CKDO	Oshawa, Ont.	713
CFRA	Ottawa, Ont.	713	CKEN	Kentville, N. S.	709
CFRB	Toronto, Ont.	717	CKEY	Toronto, Ont.	717
CFRN	Edmonton, Alta.	702	CKFI	Fort Frances, Ont.	711
CHAB	Moose Jaw, Sask.	721	CKGB	Timmins, Ont.	715
CHAD	Amos, Que.	718	CKLN	Nelson, B. C.	704
CHAT	Medicine Hat, Alta.	703	CKLW	Windsor, Ont.	717
CHEF	Granby, Que.	719	CKMO	Vancouver, B. C.	705
CHEX	Peterborough, Ont.	714	CKNB	Campbellton, N. B.	707
CHLN	Three Rivers, Que.	721	CKNW	New Westminster, B. C.	704
CHLO	St. Thomas, Ont.	714	CKNX	Wingham, Ont.	717
CHLP	Montreal, Que.	719	CKOC	Hamilton, Ont.	711
CHLT	Sherbrooke, Que.	721	CKOV	Kelowna, B. C.	704
CHML	Hamilton, Ont.	711	CKOX	Woodstock, Ont.	718
CHNC	New Carlisle, Que.	720	CKPC	Bramford, Ont.	710
CHNO	Sudbury, Ont.	715	CKPG	Prince George, B. C.	704
CHNS	Halifax, N. S.	708	CKPR	Fort William, Ont.	711
CHOK	Sarnia, Ont.	714	CKRC	Winnipeg, Man.	707
CHOV	Pembroke, Ont.	713	CKRM	Regina, Sask.	722
CHRC	Quebec City, Que.	720	CKRN	Rouyn, Que.	721
CHSJ	Saint John, N. B.	708	CKRS	Jonquire, Que.	719
CHUM	Toronto, Ont.	717	CKSB	St. Boniface, Man.	706
CHVC	Niagara Falls, Ont.	712	CKSE	St. Cornwall, Ont.	710
CHWK	Chilliwack, B. C.	703	CKSO	Sudbury, Ont.	715
CJAD	Montreal, Que.	720	CKTB	St. Catharines, Ont.	714
CJAT	Trail, B. C.	704	CKTS	Sherbrooke, Que.	721
CJAV	Port Alberni, B. C.	704	CKVD	Val D'Or, Que.	722
CJBC	Toronto, Ont.	717	CKVL	Verdun, Que.	722
CJBQ	Belleville, Ont.	710	CKWS	Kingston, Ont.	711
CJBR	Rimouski, Que.	721	CKWX	Vancouver, B. C.	705
CJCA	Edmonton, Alta.	702	CKX	Brandon, Man.	706

# ALBERTA

## CFAC

CALGARY—1922

TRANS-CANADA-FOOTHILLS

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Operated By: Calgary Bcstg. Co.  
Bus.-Studio Address: 1000 Southam Bldg.  
Phone Number: Renfrew 1036  
Transmitter Location: Midnapore, Alta.  
Air Time: Unlimited  
News Service: PN, BUP  
Transcription Service: Thesaurus, World.  
Associated  
Representative: All-Canada, Weed  
Membership: CAB, BBM  
President: H. R. Carson  
General Manager: A. M. Cairns  
Commercial Manager: F. R. Shaw  
Publicity Director: W. L. Sutton  
Chief Engineer: E. C. Connor

## CFCN

CALGARY—1922—CBC-DOMINION

Frequency: 1060 Kc. Power: 10,000 Watts  
Owned-Oper. By: The Voice of the Prairie, Ltd.  
Bus.-Studio Address: Toronto General Trusts  
Bldg.  
Phone Number: Main 1161  
Transmitter Location: 9 Mi. S. of Calgary  
Air Time: 6:30 a.m.-M.  
News Service: PN, BUP  
Transcription Service: Standard, Lang-Worth,  
UTS  
Representative: Radio Representatives,  
Adam J. Young, Jr.  
Membership: CAB, BBM  
President, General Mgr.: H. G. Love  
Commercial Manager: E. H. McGuire  
Program Director: James A. Love  
Publicity Director: G. L. Carter  
Chief Engineer: Robert Lamb

## CJCL

CALGARY—1927—CBC-ALBERTA

Frequency: 1140 Kc. Power: 1000 Watts  
Owned-Oper. By: The Albertan Publishing  
Co., Ltd.  
Address: Victory Bldg.  
Phone Number: Main 9966  
Transmitter Location: Grandview Hts.  
Air Time: 18 Hrs.  
Representative: Alexander, McGillvra  
Transcription Service: SESAC  
News Service: BUP  
Membership: CAB  
President: G. M. Bell  
Manager: D. H. MacKay

## CBX

EDMONTON—1948

TRANS-CANADA

Frequency: 1010 Kc. Power: 50,000 Watts  
Owned-Oper. By: Canadian Bcstg. Corp.  
Business-Studio Address: MacDonald Hotel  
Air Time: Unlimited  
News Service: PN, BUP, Reuters  
President (CBC): Dr. Augustine Frigon  
Manager: D. E. Cameron

## CFRN

EDMONTON—1934

CBC-DOMINION

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Operated By: Sunwapta Bcstg. Co.  
Business-Studio Address: 109 CPR Bldg.  
Phone Number: 22101  
Transmitter Location: Jasper Hwy., 6 Mi. W.  
of Edmonton  
Air Time: 6:30 a.m.-M.  
News Service: BUP, PN  
Transcription Service: Lang-Worth, Standard,  
UTS  
Representative: Radio Representatives,  
Adam J. Young, Jr.  
Membership: CAB, BBM  
Pres., General-Station Mgr.: G. R. A. Rice  
Asst.-Comm. Mgr.: A. J. Hopps  
Bcst. Mgr., Prog. Dir.: G. A. Duffield  
Publicity Director: F. J. Herman  
Prod.-Musical Director: M. M. Forbes  
Chief Engineer: F. G. A. Makepeace

## CJCA

EDMONTON—1922

TRANS-CANADA-CBC-FOOTHILLS

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Oper. By: Edmonton Bcstg. Co., Ltd.  
Bus.-Studio Address: 452 Birks Bldg.  
Phone Number: 26131  
Transmitter Location: Ellerslie  
Air Time: Unlimited  
News Service: CP  
Transcription Service: World, Thesaurus,  
Standard  
Representative: All-Canada, Weed  
Membership: CAB  
Station Manager: Gerry Gaetz  
Assistant Manager: R. L. Barnes  
Program Director: Dalt Elton  
Prod. Dir.: Doug Homersham  
Chief Engineer: Frank Hollingworth

## CFGP

GRANDE PRAIRIE—1937  
CBC-TRANS-CANADA

Frequency: 1050 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Northern Bcstg. Corp., Ltd.  
Bus.-Studio Address . . . . . 9901 Richmond Ave.  
Phone Number . . . . . Private Exchange No. 109  
Transmitter Location . . . . . Clairmont Hwy.  
Air Time . . . . . 7 a.m.-M.  
News Service . . . . . CP  
Transcription Service . . . . . Thesaurus, Cole.  
SESAC  
Representative . . . . . All-Canada, Weed  
Membership . . . . . CAB, BBM  
President . . . . . J. E. Thomson  
General-Station Mgr. . . . . Arthur J. Balfour  
Commercial Manager . . . . . Jack E. Soars  
Program Director . . . . . John Wilson  
Publicity Director . . . . . Kay Anderson  
Chief Engineer . . . . . D. J. McKinnon

## CJOC

LETHBRIDGE—1926  
TRANS-CANADA-CBC

Frequency: 1220 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Lethbridge Bcstg., Ltd.  
Address . . . . . Marquis Hotel Bldg.  
Phone Number . . . . . 3161  
Transmitter Location . . . . . Broxburn, Alberta

Air Time . . . . . Unlimited  
News Service . . . . . PN  
Transcription Service . . . . . Thesaurus, Lang-Worth  
Representative . . . . . Weed, All-Canada  
Membership . . . . . CAB, BBM  
Pres., General Mgr. . . . . H. R. Carson  
Station Manager . . . . . William M. Guild  
Commercial Manager . . . . . Cameron A. Perry  
Prog. Manager . . . . . George A. Brown  
Pub. Director . . . . . K. Grant  
Chief Engineer . . . . . Robert A. Reagh

## CHAT

MEDICINE HAT—1946  
CBC-DOMINION

Frequency: 1270 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Monarch Bcstg. Co., Ltd.  
Business-Studio Address . . . . . 520 First St.  
Phone Number . . . . . 2821-2-3  
Transmitter Location . . . . . Roytal, Alberta  
Air Time . . . . . 6:30 a.m.-11:30 p.m.  
News Service . . . . . BUP  
Transcription Service . . . . . Standard  
Representative . . . . . All-Canada, Weed  
Membership . . . . . CAB  
President . . . . . J. H. Yuill  
Station-Commercial Mgr. . . . . R. J. Buss  
Program Director . . . . . Bart Brown  
Prom. Mgr. . . . . Orville Cope  
Chief Engineer . . . . . Ian Carson

# —BRITISH COLUMBIA—

## CHWK

CHILLIWACK—1927  
DOMINION-TRANS-CANADA

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Fraser Valley Bcstrs., Ltd.  
Business-Studio Address . . . . . 50 Yale Rd. E.  
Phone Number . . . . . 7511-21  
Transmitter Location . . . . . Prest Rd.  
Air Time . . . . . 7 a.m.-11:30 p.m.  
Transcription Service . . . . . UTS, Cole  
Representative . . . . . All-Canada, Weed  
Membership . . . . . CAB, BBM  
President . . . . . C. Casey Wells  
Managing-Pub. Dir. . . . . Jack Pilling  
Commercial Manager . . . . . W. G. Teetzel  
Production Manager . . . . . J. M. MacLachlan  
Chief Engineer . . . . . Jack Pilling

## CJDC

DAWSON CREEK—1947

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Radio Station CJDC

Business Address . . . . . Dawson Creek  
Phone Number . . . . . IR 2  
Air Time . . . . . Unlimited  
News Service . . . . . BUP  
Representative . . . . . Radio Representatives  
Station Manager . . . . . Gordon H. Cummings

## CFJC

KAMLOOPS—1926  
TRANS-CANADA

Frequency: 910 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Sentinel Publ. Co.  
Operated By . . . . . Radio Station CFJC  
Address . . . . . 310 St. Paul St.  
Phone Number . . . . . 1021  
Transmitter Location . . . . . No. Kamloops  
Air Time . . . . . Unlimited  
Representative . . . . . All-Canada, Weed  
News Service . . . . . PN, UP  
Membership . . . . . CAB, BBM  
General Manager . . . . . Ian G. Clark  
Asst. Mgr. . . . . Walter Harwood

## CKOV

**KELOWNA—1931  
TRANS-CANADA**

Frequency: 630 Kc. Power: 1000 Watts  
 Owned-Oper. By: Okanagan Bcstrs., Ltd.  
 Business-Studio Address: 1491 Pendozi St.  
 Phone Number: 200  
 Transmitter Location: Okanagan Mission, B. C.  
 Air Time: Unlimited  
 News Service: PN  
 Transcription Service: World, Thesaurus,  
 Lang-Worth, SESAC  
 Representative: All-Canada, Weed  
 Membership: CAB  
 President: J. W. B. Browne  
 Station Manager: I. H. Browne  
 Commercial Manager: E. S. Frost  
 Program Director: Frank Bond  
 Chief Engineer: J. Fred Weber

## CKLN

**NELSON—1939—CBC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: News Publishing Co.  
 Business Address: Box 250  
 Phone Number: 19  
 Studio-Transmitter Location: Radio Ave.  
 Air Time: Unlimited  
 Representative: Stovin, Young, Freemantle  
 Manager: W. E. Bracken

## CKNW

**NEW WESTMINSTER—1944—CBC**

Frequency: 1230 Kc. Power: 1000 Watts  
 Owned By: International Bcstg. Co., Ltd.  
 Operated By: William Rea, Jr.  
 Bus.-Studio Address: 752 Columbia St.  
 Phone Number: 3000  
 Transmitter Location: Lulu Island, B. C.  
 Air Time: 24 Hrs.  
 News Service: PN  
 Transcription Service: Associated, World,  
 Cole  
 Representative: Forjoe  
 Pres., General-Station Mgr.,  
 Program Director: William Rea, Jr.  
 Commercial Manager: D. M. Armstrong  
 Sales Prom. Mgr.: Sheila Hassell  
 Production Manager: G. M. Reid  
 Chief Engineer: Bill Collins

## CJAV

**PORT ALBERNI—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: CJAV, Ltd.  
 Address: 3rd Ave. N. 735 Redford Rd.  
 Phone Number: 603-4

Air Time: Unlimited  
 News Service: PN  
 Transcription Service: Lang-Worth, Cole  
 Representative: Radio Representatives  
 Membership: CAB  
 President: Margaret Rea  
 Station Manager: Charles J. Rudd  
 Commercial Manager: C. Patrick  
 Sales Prom. Manager: K. Hutcheson  
 Program-Production Dir.: T. Rannie  
 Publicity Director: T. O'Neill  
 Chief Engineer: H. Hollway

## CKPG

**PRINCE GEORGE—1945  
CBS-TRANS-CANADA**

Frequency: 550 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio Station CKPG, Ltd.  
 Business-Studio Address: Ritz-Kiefer Hall  
 Phone Number: 140  
 Transmitter Location: So. Fort George  
 Air Time: Unlimited  
 Transcription Service: UTS  
 Representative: All-Canada, Weed  
 Membership: CAB, BBM  
 President: Frank H. Elphicke  
 General-Station Mgr.: Cecil G. Elphicke  
 Comm. Mgr., Prog. Dir.: Jack E. Carbutt  
 Sales Prom. Mgr., Pub. Dir.: John V. Boates  
 Chief Engineer: Ralph E. Spencer

## CFPR

**PRINCE RUPERT—1938  
TRANS-CANADA-CBC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By: Northwest Bcst. & Service Co.  
 Operated By: Conadian Bcstg. Corp.  
 Studio Address: 336 Second Ave., Box 848  
 Phone Number: 863  
 Air Time: Unlimited  
 News Service: PN, Reuters  
 Representative: Stovin  
 President: F. E. Batt  
 Gen.-Sta. Mgr., Chief  
 Engineer: C. H. Insulander  
 Commercial Mgr.: S. J. Anderson

## CJAT

**TRAIL—1933—CBC-TRANS-CANADA**

Frequency: 610 Kc. Power: 1000 Watts  
 Owned-Oper. By: Kootenay Bcstg. Co.  
 Business-Studio Address: 815 Victoria St.  
 Phone Number: 737, 1243  
 Transmitter Location: Warfield  
 Air Time: Unlimited  
 News Service: PN  
 Transcription Service: Thesaurus  
 Representative: All-Canada, Weed  
 Station Manager: Eric C. Ayleen

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**BRITISH COLUMBIA**

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Commercial Manager..... R. F. G. Green  
Program Director..... Joseph P. Kobluk  
Chief Engineer..... John D. Hepburn

President..... Mrs. R. J. Sprott  
Manager..... R. T. Bowman  
Comm. Mgr..... Thomas Slattery  
Prog. Director..... George Dewey  
Chief Engineer..... R. Whiteside

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**CBR**

VANCOUVER—1936

CBC-TRANS-CANADA-PACIFIC

Frequency: 1130 Kc..... Power: 5000 Watts  
Owned-Operated By..... Canadian Bcstg. Corp.  
Business-Studio Address..... 701 Hornby St.  
Phone Number..... Marine 6121  
Transmitter Location..... Lulu Island  
Air Time..... Unlimited  
News Service..... PN, BUP, Reuters  
Representative..... CBC  
President (CBC)..... Dr. Augustin Frigon  
Program Director..... Doug Nixon

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**CJOR**

VANCOUVER—1925

CBC-DOMINION

Frequency: 600 Kc..... Power: 5000 Watts  
Owned-Operated By..... CJOR. Ltd.  
Business-Studio Address..... 846 Howe St.  
Phone Number..... Marine 6464  
Transmitter Location..... Lulu Island  
Air Time..... Unlimited  
News Service..... CP, BUP  
Transcription Service..... Thesaurus, UTS, SESAC  
Representative..... Slovins, Young  
Membership..... CAB, BCAB  
Pres., Gen-Sta. Mgr..... George C. Chandler  
Commercial Manager..... Don Laws  
Sales Prom.-Pub. Mgr..... Dorwin Baird  
Program Director..... Ross Mortimer  
Production Dir..... Dick Diespecker  
Musical Director..... Wallie Peters  
Chief Engineer..... A. H. Chandler

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**CKMO**

VANCOUVER—1922

Frequency: 1410 Kc..... Power: 1000 Watts  
Owned-Oper. By..... British Columbia Bcstg.  
System, Ltd.  
Address..... 812 Robson St.  
Phone Number..... Marine 1271-2  
Air Time..... Unlimited  
News Service..... AP, PN  
Representative..... Natl. Bcstg. Sales, Cooke  
Transcription Service..... Standard, SESAC  
Membership..... CAB

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**CKWX**

VANCOUVER—1923—MBS-DON LEE

Frequency: 980 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Western Bcstg. Co., Ltd.  
Business-Studio Address..... 543 Seymour St.  
Phone Number..... Marine 3344  
News Service..... PN, BUP  
Transcription Service..... Lang-Worth, World  
Representative..... All-Canada, Weed  
Membership..... CAB, BBM  
Gen-Station Mgr..... Frank H. Elphicke  
Asst. Manager..... Sam G. Ross  
Commercial Manager..... John L. Sayers  
Program Dir..... Laurie Irving  
Promotion Manager..... Joo Midmore  
Chief Engineer..... Jack Gordon

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**CJIB**

VERNON—1947

Frequency: 940 Kc..... Power: 1000 Watts  
Owned-Operated By..... Interior Bcstg., Ltd.  
Business Address..... Bagnall Block  
Phone Number..... 900  
News Service..... PN  
Representative..... Radio Representatives  
Transcription Service..... Associated, Cole  
General Manager..... C. H. Pitt  
Comm. Manager..... Blackie Crothers  
Production Manager..... Don McGibbon  
Chief Engineer..... L. Merriman

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**CJVI**

VICTORIA—1941—DOMINION-CBC

Frequency: 900 Kc..... Power: 1000 Watts d.;  
250 Watts n.  
Owned-Oper. By..... Island Bcstg. Co., Ltd.  
Phone Number..... Garden 2014, Beacon 1911  
News Service..... PN  
Transcription Service..... Thesaurus, World  
Representative..... Weed, All-Canada  
President..... H. T. Matson  
General Manager..... M. V. Chestnut  
Commercial Manager..... L. Hallberg  
Program Director..... R. T. Batey  
Promotion Manager..... Miss B. Garnett  
Chief Engineer..... J. Sommers

# MANITOBA

## CKX

BRANDON—1928—DOMINION

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By: Western Manitoba Bcstrs., Ltd.  
Address: 8th St. & Princess Ave.  
Phone Number: 4532  
Air Time: 7:30 a.m.-11:30 p.m.  
Transcription Service: Thesaurus, World  
Representative: Radio Representatives, Cooke  
Managing Director: J. B. Craig  
Commercial Manager: E. D. Holland

## CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Oper. By: Radio St. Boniface, Ltd.  
Address: 607 College St.  
Phone Number: 204, 865-6  
Air Time: Unlimited  
Membership: CAB  
Representative: Wright, Hunt, Cooke  
Prog. Dir., Prom. Mgr.: Rene Dussault  
Chief Engineer: D. R. Thomson

## CFAR

FLIN FLON—1937—TRANS-CANADA

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By: Arctic Radio Corp., Ltd.  
Address: 75 Hill St.  
Phone Number: 590  
Air Time: Limited  
News Service: PN  
Transcription Service: Lang-Worth  
Representative: Stovin, Young  
President: J. G. Mundie  
Manager: G. B. Quinney  
Program Director: D. G. Willis  
Chief Engineer: Gordon Woodward

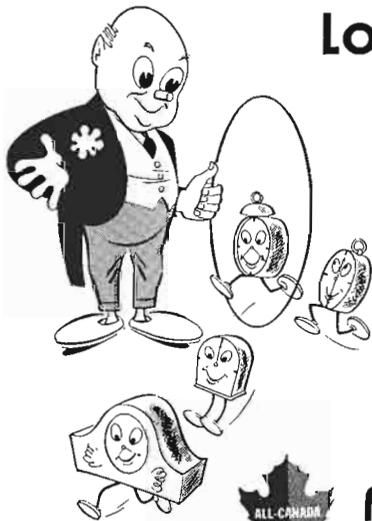
## CBW

WINNIPEG—1948

CBC-TRANS-CANADA

Frequency: 990 Kc. Power: 50,000 Watts  
Owned-Operated By: Canadian Bcstg. Corp.  
Business Address: 300 Telephone Bldg.  
Phone Number: 922191  
Air Time: Unlimited  
News Service: BUP, PN, Reuters  
Representative: CBC  
President (CBC): Dr. Augustin Frigon  
Station Manager: J. N. Mogridge  
Program Director: Norman Lucas  
Chief Engineer: R. D. Cahoon

## WITH SELECTIVE RADIO YOU CONTROL LOCAL BROADCAST TIMES



SELECTIVE radio is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With SELECTIVE RADIO, you treat each station *individually*—you select an effective local time on that station's program schedule—unhampered by time-zone difficulties.

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Let SELECTIVE RADIO help you *pinpoint* your audience—*when they're listening!* Call the ALL-CANADA man for full information.

### ALL-CANADA RADIO FACILITIES Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

## CJOB

**WINNIPEG—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By: Blick Bcstg., Ltd.  
 Operated By: Radio Station CJOB  
 Business-Studio Address: Lindsay Bldg.  
 Phone Number: 9-6374  
 Transmitter Location: St. Boniface  
 Air Time: 24 Hrs.  
 News Service: PN  
 Transcription Service: Standard  
 Representative: Radio Representatives, Cooke  
 President, General Manager: J. O. Blick  
 Commercial Manager: A. J. Messner  
 Program Director: C. E. Farey  
 Asst. Prog. Mgr.: George Davies  
 Chief Engineer: R. V. Durie

## CKRC

**WINNIPEG—1934—DOMINION**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By: Transcanada Communica-  
 tions, Ltd.  
 Bus.-Studio Address: 300 Carlton St.  
 Phone Number: 92266  
 Transmitter Location: St. Vital  
 Air Time: Unlimited  
 News Service: BUP, PN  
 Transcription Service: Lang-Worth, Standard  
 Representative: Weed, All-Canada  
 Membership: CAB, BBM  
 President: V. Sifton  
 General Mgr.: William A. Speers  
 Commercial Manager: B. M. Pirie  
 Prog. Dir., Prod. Mgr.: J. M. Hill  
 Promotion Manager: Clare Copeland

# —NEW BRUNSWICK—

## CKNB

**CAMPBELLTON—1939  
 CBC-DOMINION**

Frequency: 950 Kc. Power: 1000 Watts  
 Owned-Oper. By: Restigouche Bcstg. Co.  
 Business Address: P. O. Box 840  
 Phone Number: 8  
 Studio Address: 110 Water St.  
 Transmitter Location: Maple Green  
 Air Time: Unlimited  
 News Service: RP  
 Transcription Service: All-Canada  
 Representative: All-Canada, Weed  
 Membership: CAB, BBM  
 President: J. Wesley MacDonald  
 Managing Director: Dr. Charles H. Houde  
 Station Manager: Stan Chapman  
 Program Director: Bob Richards  
 Chief Engineer: L. P. Paquet

## CFNB

**FREDERICTON—1923  
 TRANS-CANADA**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By: J. S. Neill & Sons, Ltd.  
 Business-Studio Address: York St.  
 Phone Number: 209  
 Transmitter Location: New Maryland,  
 York Co.  
 Air Time: Unlimited  
 News Service: BUP  
 Transcription Service: Thesaurus, Standard,  
 Cole  
 Representative: All-Canada, Weed  
 Membership: CAB, BBM  
 General Manager: D. Malcolm Neill  
 Sales Prom. Manager: C. Austin Moore  
 Program Director: J. T. H. Fenety

## CJEM

**EDMUNDSTON—1944—CBC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Edmundston Radio, Ltd.  
 Business-Studio Address: 99 Canada Rd.  
 Transmitter Location: Iroquois  
 Air Time: 7 a.m.-11:15 p.m.  
 Transcription Service: World  
 Representative: Stovin  
 Membership: BBM  
 President: Dr. C. P. Laporte  
 General Manager: Maurice Lacasse  
 Comm. Manager: George Guerrette

## CKCW

**MONCTON—1934—DOMINION**

Frequency: 1220 Kc. Power: 5000 Watts  
 Owned-Oper. By: Moncton Bcstg., Ltd.  
 Bus.-Studio Address: K. of P. Bldg., cor.  
 Bonacord & Gordon Sts.  
 Phone Number: 9111-2-3  
 Transmitter Location: Cherryfield  
 Air Time: Unlimited  
 News Service: BUP, RP  
 Transcription Service: World, UTS  
 Representative: Joseph Hershey McGillyvra,  
 Stovin  
 Membership: CAB, BBM  
 President, Owner, Mgr.: F. A. Lynds  
 Commercial Manager: Clair Chambers  
 Program Director: Roy Hicks  
 Chief Engineer: A. J. White

**NEW BRUNSWICK-NOVA SCOTIA**

**C B A**

**SACKVILLE—1939  
TRANS-CANADA**

Frequency: 1070 Kc. Power: 50,000 Watts  
Owned-Oper. By: Canadian Bcstg. Corp.  
Bus.-Studio Address: 100 Sackville St.  
Halifax  
Phone Number: 3-6188  
Transmitter Location: Sackville  
Air Time: Unlimited  
News Service: PN, BUP  
President (CBC): Dr. Augustin Frigon  
Regional Prog. Dir., Sta. Mgr.: W. E. S. Briggs  
Commercial Manager: E. A. Weir  
Regional Engineer: H. M. Smith

**C F B C**

**SAINT JOHN—1946  
CBC-DOMINION**

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Operated By: Fundy Bcstg. Co., Ltd.  
Business-Studio Address: 4 Carelton St.  
Phone Number: 3-2421  
Transmitter Location: Sand Cove Rd.  
Air Time: Unlimited  
News Service: BUP, RP

Transcription Service: Thesaurus  
Representative: Weed, All-Canada  
Membership: BBM  
General Manager: Norman Botterill  
Commercial Manager: J. Alcorn  
Program Director: J. E. Palmer  
Chief Engineer: H. M. Stout

**CHSJ**

**SAINT JOHN—1934  
TRANS-CANADA**

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By: New Brunswick Bcstg.  
Co., Ltd.  
Business-Studio Address: 14 Church St.  
Phone Number: 3-3304  
Transmitter Location: Coldbrook  
Air Time: Unlimited  
News Service: PN  
Transcription Service: World, Lang-Worth,  
Associated, Standard, UTS  
Representative: Stovin, Young  
Membership: CAB  
President: George A. Cromwell  
Commercial Manager: Cleve G. Stillwell  
Program Director: Earl McCarron  
Publicity Director: Agnes M. Glennie  
Chief Engineer: J. G. Bishop

**NOVA SCOTIA**

**C J F X**

**ANTIGONISH—1943—DOMINION**

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Operated By: Atlantic Bcstrs., Ltd.  
Address: Broadcasting Bldg.  
Phone Number: 66  
Transmitter Location: New Glasgow Rd.  
Air Time: Unlimited  
News Service: PN  
Transcription Service: United, Lang-Worth  
Representative: Natl. Bcst. Soles  
President, General Mgr.: J. Clyde Nunn  
Commercial Manager: R. J. Ricketts  
Promotion Manager: James Burroughs

Membership: BBM  
President: C. J. Morrow  
General-Station Mgr.: John F. Hirtle  
Commercial Manager: Ken R. Dougan  
Sales Prom. Manager: Lester L. Rogers  
Program Director: John Harris  
Publicity Director: Don Hill  
Chief Engineer: J. W. Essex

**CBH**

**HALIFAX—1944  
TRANS-CANADA-MARITIMES**

Frequency: 1330 Kc. Power: 100 Watts  
Owned-Operated By: Canadian Bcstg. Corp.  
Business-Studio Address: 100 Sackville St.  
Phone Number: 3-6188  
Transmitter Location: Sackville  
Air Time: Unlimited  
News Service: BUP, UP, PN, Reuters  
National Sales Office: CBC Commercial Div.  
President (CBC): Dr. Augustin Frigon  
Regional Prog. Dir., Sta. Mgr.: W. E. S. Briggs  
Regional Engineer: H. M. Smith

**CKBW**

**BRIDGEWATER—1947  
TRANS-CANADA**

Frequency: 1000 Kc. Power: 1000 Watts  
Owned-Operated By: Acadia Bcstg. Co., Ltd.  
Business Address: King St.  
Phone Number: 445  
Transmitter Location: Hebbville  
Air Time: Unlimited  
News Service: AP, PN  
Transcription Service: Associated, All-Canada  
Representative: Radio Representatives, Cooke

**CHNS**

**HALIFAX—1926—DOMINION**

Frequency: 960 Kc. Power: 5000 Watts



. . . **NOVA SCOTIA** . . .

Owned-Oper. By . . . . . Maritime Bcstg. Co., Ltd.  
 Bus.-Studio Address . . . . . Broadcasting House,  
 10 Tobin St., P. O. Box 400  
 Phone Number . . . . . 3-8318  
 Transmitter Location . . . . . Rockingham, Halifax  
 County  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN, BUP  
 Transcription Service . . . . . Thesaurus, Lang-Worth,  
 World, UTS  
 Representative . . . . . All-Canada, Weed  
 Membership . . . . . CAB, BBM  
 President . . . . . Andrew W. Robb  
 Managing Dir. . . . . William Coates Borrett  
 Station Manager . . . . . Gerald Redmond  
 Comm-Sales Prom. Mgr. . . . . Harry A. L. Stephen  
 Prog. Dir., Prod. Mgr. . . . . John Funston  
 Chief Engineer . . . . . Arthur H. Craig

**CJCH**

**HALIFAX—1944**

Frequency: 920 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Chronicle Co., Ltd.  
 Bus.-Studio Address . . . . . Lord Nelson Hotel  
 Phone Number . . . . . 3-7311  
 Transmitter Location . . . . . St. Margaret's Bay Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN, Reuters  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Cooke  
 Membership . . . . . CAB  
 Gen. Manager . . . . . E. Finlay MacDonald  
 Commercial Manager . . . . . Howard E. Gerard  
 Chief Engineer . . . . . A. Reginald MacWilliams

**CKEN**

**KENTVILLE—1948**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Evangeline Bcstg. Co., Ltd.  
 Business-Studio Address . . . . . Windsor  
 Phone Number . . . . . Kentville 400  
 Transmitter Location . . . . . Upper Dyke  
 Air Time . . . . . Unlimited  
 News Service . . . . . CP  
 Transcription Service . . . . . United, Cole,  
 All-Canada  
 Representative . . . . . James L. Alexander  
 Membership . . . . . CAB, BBM  
 President . . . . . George C. Nowlan, K.C.  
 Gen.-Sta.-Comm. Mgr. . . . . Avarid M. Bishop  
 Sales Prom. Mgr. . . . . J. P. LaRoque  
 Prog.-Prod. Director . . . . . Willard A. Bishop

**CBI**

**SIDNEY—1948—TRANS-CANADA**

Frequency: 1570 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Canadian Bcstg. Corp.  
 Business-Studio Address . . . . . 247 Charlotte St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN, BUP, Reuters

Representative . . . . . CBC  
 President (CBC) . . . . . Dr. Augustin Frigon  
 Station Mgr. . . . . Barry MacDonald  
 Program Director . . . . . W. E. S. Briggs  
 Chief Engineer . . . . . H. M. Smith

**CJCB**

**SYDNEY—1929—DOMINION**

Frequency: 1270 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Operated By . . . . . Eastern Bcstrs., Ltd.  
 Business-Studio Address . . . . . Radio Bldg.  
 Phone Number . . . . . 5596  
 Transmitter Location . . . . . So. Bar, Cape Breton  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN  
 Transcription Service . . . . . Thesaurus, Lang-Worth,  
 World  
 Representative . . . . . All-Canada, Weed  
 President, Station Mgr. . . . . N. Nathanson  
 Membership . . . . . CAB  
 Commercial Mgr. . . . . J. Marvin Nathanson  
 Sales Prom. Mgr., Pub. Dir. . . . . C. I. McDougall  
 Program Director . . . . . Lloyd MacInnis  
 Chief Engineer . . . . . A. Vernon

**CKCL**

**TRURO—1947**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Truro Bcstg. Co., Ltd.  
 Business Address . . . . . 7 Pleasant St.  
 Phone Number . . . . . 491  
 Transmitter Location . . . . . Onslow  
 Air Time . . . . . 7:30 a.m.-M.  
 News Service . . . . . PN  
 Transcription Service . . . . . World  
 Representative . . . . . William Wright  
 Membership . . . . . CAB, BBM  
 President, General Mgr. . . . . J. Arthur Manning  
 Comm. Mgr., Pub. Dir. . . . . Alex Thomson  
 Prog. Dir., Chief Announcer . . . . . Edward Belcher  
 Chief Engineer . . . . . E. S. Bernasconi

**CFAB**

**WINDSOR—1945**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Evangeline Bcstg. Co., Ltd.  
 Address . . . . . Windsor  
 Phone Number . . . . . Windsor 498  
 Transmitter Location . . . . . Falmouth  
 Air Time . . . . . Unlimited  
 News Service . . . . . CP  
 Transcription Service . . . . . United, Cole,  
 All-Canada  
 Representative . . . . . Alexander  
 Membership . . . . . CAB, BBM  
 President . . . . . George C. Nowlan, K.C.  
 Gen.-Sta.-Comm. Mgr. . . . . Avarid M. Bishop  
 Sales Prom. Manager . . . . . J. P. LaRoque  
 Prog.-Prod. Director . . . . . Willard A. Bishop

## CJLS

**YARMOUTH—1934  
CBC-DOMINION**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Gateway Bcstg. Co., Ltd.  
Business Address . . . . . Drawer 440  
Phone Number . . . . . 500  
Studio Address . . . . . 222 Main St.

Transmitter Location . . . . . Brooklyn, Yormouth  
County  
Air Time . . . . . Unlimited  
News Service . . . . . CP  
Transcription Service . . . . . UTS, All-Canada  
Representative . . . . . All-Canada, Weed  
Membership . . . . . BBM  
President, Station Mgr. . . . . Laurie L. Smith  
Commercial Manager . . . . . Thomas H. Tonner  
Prog. Musical Dir. . . . . Florine H. Matgolian  
Chief Engineer . . . . . Donald L. Smith

# ONTARIO

## CJBQ

**BELLEVILLE—1946**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Quinte Bcstg. Co., Ltd.  
Business-Studio Address . . . . . 11 Victoria Ave.  
Phone Number . . . . . Belleville 3200-1  
Transmitter Location . . . . . Foxboro Hwy.  
Air Time . . . . . Unlimited  
News Service . . . . . PN  
Transcription Service . . . . . World, Thesaurus  
Representative . . . . . Stovin, Young  
Membership . . . . . CAB, BBM  
President . . . . . A. McLean Haig  
Station Manager . . . . . W. H. Stovin  
Commercial Manager . . . . . J. H. MacDonald  
Sales Prom. Manager . . . . . Frank C. Murray  
Program Director . . . . . W. E. Arnold  
Publicity Director . . . . . Scott Honnah  
Chief Engineer . . . . . J. B. Buchanan

News Service . . . . . BUP  
Transcription Service . . . . . All-Canada  
Representative . . . . . Stovin, Young  
Membership . . . . . CAB  
Owner, Gen.-Sto.-Comm. Mgr. . . . . Jack R. Radford  
Chief Engineer . . . . . Fred J. Ball

## CFCO

**CHATHAM—1926—DOMINION**

Frequency: 630 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . John Beardall  
Business Address . . . . . P. O. Box 277  
Phone Number . . . . . 2626  
Address . . . . . William Pitt Hotel  
Air Time . . . . . Unlimited  
News Service . . . . . BUP  
Owner, Gen. Manager . . . . . John Beardall  
Comm.-Prom. Manager . . . . . Peter Kirkey  
Program Director . . . . . George Sulman  
Chief Engineer . . . . . Gordon Brooks

## CKPC

**BRANTFORD—1923—DOMINION**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Telephone City Bcst., Ltd.  
Address . . . . . 49-51 Colborne St.  
Phone Number . . . . . 5140-1  
Air Time . . . . . Unlimited  
Transcription Service . . . . . World  
Representative . . . . . J. L. Alexander  
President, General Mgr. . . . . Mrs. J. D. Buchanan

## CKSF

**CORNWALL—1945  
CBC-DOMINION**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Standard-Freeholder  
Business-Studio Address . . . . . 36 Pitt St.  
Phone Number . . . . . 1703  
Transmitter Location . . . . . Toll Gate Rd.  
Air Time . . . . . Unlimited  
News Service . . . . . CP  
Transcription Service . . . . . World, London  
Representative . . . . . Stovin, McGillvra  
Membership . . . . . CAB, BBM  
General Manager . . . . . Phillip Robertson  
Station-Comm. Mgr. . . . . H. Harrison Flint  
Sales Prom. Manager . . . . . Burton Heward  
Program Director . . . . . E. Narman Bailey  
Production Dir. . . . . Howard H. Bailey  
Publicity Director . . . . . Richard Hynes  
Chief Engineer . . . . . Mahlon Clark

## CFJM

**BROCKVILLE—1943  
CBC-DOMINION**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Eastern Ontario Bcstg. Co., Ltd.  
Business-Studio Address . . . . . Revere oHiel  
Phone Number . . . . . 4628  
Transmitter Location . . . . . Prescott Hwy.  
Air Time . . . . . Unlimited

## CKFI

**FORT FRANCES—1944**  
**CBC-DOMINION**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Radio Station CKFI  
Bus. Address . . . . . Ft. Frances, Ont. or  
International Falls, Minn.  
Phone Number . . . . . Ft. Frances 200  
Studio Address . . . . . Wells Bldg.  
Transmitter Location . . . . . Pither's Point Pk.  
Air Time . . . . . Unlimited  
News Service . . . . . PN  
Representative . . . . . Alexander  
President . . . . . J. G. McLaren  
General Manager . . . . . W. H. McLellan  
Program Director . . . . . Victor Price  
Promotion Manager . . . . . John A. Coughlin  
Chief Engineer . . . . . W. H. McLellan

## CKPR

**FORT WILLIAM—1931**  
**TRANS-CANADA**

Frequency: 580 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Dougall Motor Car Co.  
Bus.-Studio Address . . . . . 106 So. May St.  
Phone Number . . . . . S. 315  
Transmitter Location . . . . . Memorial Ave.,  
Port Arthur  
Air Time . . . . . 7:30 a.m.-11:30 p.m.  
News Service . . . . . CP  
Transcription Service . . . . . Thesaurus, United  
Representative . . . . . Slovin, Radio Representatives,  
Young, All-Canada, Oakes  
Membership . . . . . BBM  
President . . . . . H. F. Dougall  
Station Manager . . . . . George Jeffrey  
Program Director . . . . . R. C. Baker  
Chief Engineer . . . . . W. T. Ross

## CJOY

**GUELPH—1948**

Frequency: 1450 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . CJOY, Ltd.  
Business Address . . . . . Bond Bldg.  
Phone Number . . . . . 555  
Air Time . . . . . Unlimited  
News Service . . . . . PN  
Transcription Service . . . . . Cole, Lang-Worth  
Representative . . . . . Radio Reps., Cooke  
Station Mgr. . . . . Wallace Slatter  
Commercial Mgr. . . . . Frederick T. Metcalf  
Program Director . . . . . Laurie J. Lohman  
Chief Engineer . . . . . Bert Cobb

## CHML

**HAMILTON—1927—DOMINION**

Frequency: 990 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Maple Leaf Bcstg. Co.

Business-Studio Address . . . . . 36 James St. S.  
Phone Number . . . . . 7-1595  
Transmitter Location . . . . . Vinemount  
Air Time . . . . . Unlimited  
News Service . . . . . BUP  
Transcription Svc. . . . . Standard, Associated, UTS  
Representative . . . . . Natl. Bcst. Sales  
President, General Mgr. . . . . Kenneth D. Soble  
Station Mgr., Prog. Dir. . . . . Tom Darling  
Commercial Manager . . . . . W. D. Whitaker  
Sales Prom. Mgr., Pub. Dir. . . . . E. S. Stock  
Chief Engineer . . . . . O. R. Smith

## CKOC

**HAMILTON—1922**  
**TRANS-CANADA**

Frequency: 1150 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Wentworth Radio Bcstg.  
Co., Ltd.  
Bus.-Studio Address . . . . . King William & John  
Sts.  
Phone Number . . . . . 7-4484  
Transmitter Location . . . . . Elfrida  
Air Time . . . . . Unlimited  
News Service . . . . . PN  
Transcription Service . . . . . Thesaurus, World,  
Lang-Worth  
Representative . . . . . All-Canada, Weed  
Membership . . . . . CAB, BBM  
President . . . . . Harold R. Carson  
Station Manager . . . . . W. T. Cranston  
Commercial Manager . . . . . L. A. Westmoreland  
Asst. Manager . . . . . J. Lyman Potts  
Production Manager . . . . . J. O. Stone  
Chief Engineer . . . . . Leslie Horton

## CJRL

**KENORA—1938—DOMINION**

Frequency: 1220 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . James Richardson & Sons, Ltd.  
Operated By . . . . . Kenora Bcstg. Co., Ltd.  
Address . . . . . Brydon Block, Main St.  
Phone Number . . . . . 717  
Transmitter Location . . . . . Jaffray Township  
Air Time . . . . . 7:30 a.m.-11 p.m.  
News Service . . . . . CP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Slovin, Cooke  
Membership . . . . . CAB  
President . . . . . Mrs. James Richardson  
Commercial Manager . . . . . G. A. McLean  
Program Director . . . . . E. C. Mulimer  
Prod. Manager . . . . . M. C. Cooke  
Chief Engineer . . . . . William Hackett

## CKWS

**KINGSTON—1942**  
**TRANS-CANADA**

Frequency: 960 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Brookland Co., Ltd.

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. . . **ONTARIO** . . .

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Address.....304 King St.  
Phone Number.....4405  
Transmitter Location.....Wolfe Island  
Air Time.....Unlimited  
News Service.....PN  
Transcription Service.....Standard, Lang-Worth  
Representative.....Natl. Bcst. Sales, Cooke  
Membership.....CAB  
President.....Senator W. R. Davies  
Station Manager.....Roy W. Holstetter  
Program Director.....Jack Pollie  
Chief Engineer.....Burt Coy

## C J K L

### KIRKLAND LAKE—1934 TRANS-CANADA-CBC

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Northern Bcstg. Co., Ltd.  
Address.....Govt. Rd.  
Phone Number.....27  
Transmitter Location.....Dane  
Air Time.....Unlimited  
News Service.....PN  
Transcription Service.....Standard, Thesaurus,  
Lang-Worth  
Representative.....Natl. Bcst. Sales, Cooke  
Membership.....CAB  
President.....Roy H. Thomson  
General Manager.....Jack M. Davidson  
Station Manager.....Harry M. Edgar  
Commercial Manager.....Don Lawrie  
Program Director.....Cliff Harrison  
Chief Announcer.....K. B. Crossley  
Chief Engineer.....Les Oliver

## C K C R

### KITCHENER—1928—CBC-DOMINION

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....K. W. Bcstg. Co.  
Operated By.....W. C. Mitchell, G. Liddle  
Business-Studio Address.....125 King St. W.  
Phone Number.....3-3628  
Transmitter Location.....Guelph St.  
Air Time.....Unlimited  
News Service.....PN  
Transcription Service.....UTS, Associated  
Representative.....William Wright  
Owners.....W. C. Mitchell, G. Liddle  
General-Station Mgr.....W. C. Mitchell  
Commercial Manager.....G. Liddle  
Promotion Manager.....Ed Manning  
Program Director.....Norm McKinney  
Chief Engineer.....Ian Hartman

## C F P L

**LONDON—1922—DOMINION-CBC**

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Oper. By.....The Free Press Printing Co.

Address.....442 Richmond St.  
Phone Number.....Metcalfe 5200  
Transmitter Location.....Wellington Rd.  
Air Time.....Unlimited  
News Service.....PN  
Transcription Service.....World, Standard,  
Lang-Worth  
Representative.....Weed, All-Canada  
Membership.....CAB  
President.....Walter J. Blackburn  
General Manager.....Donald J. A. Wright  
Commercial Manager.....Murray T. Brown  
Program Director.....Bob Reinhart  
Chief Engineer.....Percy A. Field

## C H V C

### NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio Station CHVC, Ltd.  
Business Address.....1745 River Rd.  
Studio Address.....Rainbow Bridge  
Phone Number.....Niagara Falls, Ont. 4110;  
Niagara Falls, N. Y. 9801  
Transmitter Location.....Queen Elizabeth Way  
Air Time.....Unlimited  
News Service.....BUP  
Transcription Service.....World  
Representative.....McKinney, Alexander  
Membership.....CAB  
President, Gen.-Station Mgr.....B. H. Bedford  
Production Director.....Art Blakely  
Program Director.....Jim Sullivan  
Chief Engineer.....George Slinn

## C F C H

### NORTH BAY—1931—CBC

Frequency: 600 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Northern Bcstg. Co., Ltd.  
Address.....147 Main St. E.  
Phone Number.....2400  
Transmitter Location.....Nipissing Junction  
Air Time.....Unlimited  
News Service.....PN  
Transcription Service.....Thesaurus, Standard,  
Lang-Worth  
Representative.....Natl. Bcst. Sales, Cooke  
Membership.....CAB  
President.....Roy H. Thomson  
General Manager.....Jack M. Davidson  
Station Manager.....Cliff Pickrem  
Commercial Manager.....Keith Packer  
Prog. Dir., Prom. Mgr.....Phil Clayton  
Chief Engineer.....Jack Barnaby

## C F O R

### ORILLIA—1945—DOMINION

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Gordon E. Smith  
Bus.-Studio Address.....32 Mississauga St.  
Phone Number.....3511

Transmitter Location . . . . .Orillia Township  
 Air Time . . . . .Unlimited  
 News Service . . . . .BUP  
 Representative . . . . .Stovin, Young  
 Membership . . . . .CAB, BBM  
 President, General Mgr. . . . .Gordon E. Smith  
 Program Director . . . . .James McGarvey

## CKDO

**OSHAWA—1946**

Frequency: 1240 Kc. . . . .Power: 100 Watts  
 Owned-Oper. By . . . . .Oshawa Bcstg. Co., Ltd.  
 Business-Studio Address . . . . .16 Centre St.  
 Phone Number . . . . .4481  
 Transmitter Location . . . . .Westmount  
 Air Time . . . . .Unlimited  
 News Service . . . . .PN  
 Transcription Service . . . . .Thesaurus, World  
 Representative . . . . .Alexander, Weed  
 President, Managing Dir. . . . .Walter A. Dales  
 Station Manager . . . . .Ross R. Rowlands  
 Commercial Manager . . . . .Milton E. Bond  
 Sales Prom. Manager . . . . .Gordon G. Garrison  
 Program Director . . . . .William B. Swinton  
 Chief Engineer . . . . .George Blanchett

## CBO

**OTTAWA—1924**  
**CBC-TRANS-CANADA**

Frequency: 910 Kc. . . . .Power: 1000 Watts  
 Owned-Oper. By . . . . .Canadian Bcstg. Corp.  
 Bus.-Studio Address . . . . .Chateau Laurier Hotel,  
 P. O. Box 1045  
 Phone Number . . . . .2-1151  
 Transmitter Location . . . . .Hawthorne  
 Air Time . . . . .Unlimited  
 News Service . . . . .CP, BUP  
 President (CBC) . . . . .Dr. Augustin Frigon  
 Gen. Sta. Mgr., Prog. Dir. . . . .Charles P. Wright  
 Comm. Mgr. (CBC) . . . . .E. A. Weir  
 Chief Operator . . . . .Maxted Gilbert

## CFRA

**OTTAWA—1947**

Frequency: 560 Kc. . . . .Power: 1000 Watts  
 Owned-Operated By . . . . .Frank Ryan  
 Business Address . . . . .Auditorium  
 Phone Number . . . . .3-6241  
 Transmitter Location . . . . .City View  
 Air Time . . . . .Unlimited  
 News Service . . . . .BUP  
 Transcription Service . . . . .Standard, World, Cole  
 Representative . . . . .All-Canada, Weed  
 Membership . . . . .CAB  
 President, General Mgr. . . . .Frank Ryan  
 Commercial Manager . . . . .George M. Gowling  
 Program Director . . . . .Brian Hodgkinson  
 Chief Engineer . . . . .Chester Beachell

## CKCO

**OTTAWA—1924—DOMINION-CBC**

Frequency: 1310 Kc. . . . .Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By . . . . .CKCO, Ltd.  
 Address . . . . .272 Somerset St., W.  
 Phone Number . . . . .2-3611  
 Air Time . . . . .Unlimited  
 News Service . . . . .PN, BUP  
 Transcription Service . . . . .Associated, Lang-Worth  
 Representative . . . . .Wright, McGillvra  
 President . . . . .Duncan K. Mactavish  
 General Manager . . . . .Louis E. Leprohon  
 Commercial Manager . . . . .J. L. Kendall  
 Program Director . . . . .C. E. Root  
 Promotion Manager . . . . .R. Beach  
 Chief Engineer . . . . .J. McGrail

## CFOS

**OWEN SOUND—1940**  
**CBC-DOMINION**

Frequency: 1470 Kc. . . . .Power: 1000 Watts  
 Owned-Oper. By . . . . .Grey & Bruce Bcstg. Co.,  
 Ltd.  
 Bus.-Studio Address . . . . .904 Second Ave. E.  
 Phone Number . . . . .1940  
 Transmitter Location . . . . .Sydenham Township,  
 Hways. 6 & 10  
 Air Time . . . . .7 a.m.-11:15 p.m.  
 News Service . . . . .PN  
 Transcription Service . . . . .World  
 Representative . . . . .Stovin, Young  
 Membership . . . . .CAB, BBM  
 President . . . . .Howard Fleming  
 General Station Mgr. . . . .Ralph T. Snelgrove  
 Commercial Mgr. . . . .William N. Hawkins  
 Sales Prom. Manager . . . . .William Fulton  
 Program Director . . . . .Everette Smith  
 Chief Engineer . . . . .Ronald Turnpenny

## CHOV

**PEMBROKE—1942—DOMINION**

Frequency: 1350 Kc. . . . .Power: 1000 Watts  
 Owned-Oper. By . . . . .Ottawa Valley Bcstg. Co.,  
 Ltd.  
 Address . . . . .97 Albert St.  
 Phone Number . . . . .1350  
 Transmitter Location . . . . .E. of Pembroke  
 Air Time . . . . .7 a.m.-11:30 p.m.  
 News Service . . . . .BUP  
 Transcription Service . . . . .Thesaurus, SESAC  
 Representative . . . . .Stovin, Young  
 Chief Owner, Gen. Mgr. . . . .E. G. Archibald  
 Program Director . . . . .Bill Kutshke  
 Promotion Manager . . . . .Marg. Miller  
 Chief Engineer . . . . .W. E. Schmidt

**CHEX**

**PETERBOROUGH—1942  
DOMINION**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Oper. By: Brookland Co., Ltd.  
Bus. Studio Address: Examiner Bldg.  
Phone Number: 4641  
Transmitter Location: R. R. No. 8  
Air Time: Unlimited  
News Service: PN  
Transcription Service: UTS, Thesaurus,  
Lang-Worth  
Representative: Natl. Bcst. Sales, Cooke  
President: Sen. Rupert Davios  
Vice President: Roy H. Thomson  
Station Manager: Russ Baer  
Program Director: Karl E. Monk  
Chief Engineer: Bert Crump

**CFPA**

**PORT ARTHUR—1944  
CBC-DOMINION**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Ralph H. Parker  
Bus. Studio Address: Public Utilities Bldg.  
Phone Number: North 315  
Transmitter Location: Memorial Ave.  
Air Time: 7:30 a.m.-11:30 p.m.  
Transcription Service: Lang-Worth, Standard  
Representative: National Broadcast Sales,  
Broadcast Representatives, Hunt, Weed  
Membership: CAB, BBM  
Owner, Gen. Sta. Mgr.: Ralph H. Parker  
Commercial Manager: R. P. MacGowan  
Program Director: Roy Dahmer

**CKTB**

**ST. CATHARINES—1930  
CBC-DOMINION**

Frequency: 1550 Kc. Power: 1000 Watts  
Owned-Oper. By: The Niagara District Bcstg.  
Co., Ltd.  
Business Studio Address: 12 Yates St.  
Phone Number: 5-7351  
Transmitter Location: Lakeshore Rd.,  
Port Dalhousie  
Air Time: Unlimited  
News Service: PN  
Transcription Service: Thesaurus, UTS  
Representative: National Broadcast Sales,  
J. H. McGillvra  
Membership: CAB, BBM  
President, Station Mgr.: W. B. C. Burgoyne  
Managing Director: H. B. Burgoyne  
Commercial Manager: V. A. Lococo  
Sales Prom. Manager: W. C. Wingrove  
Production Manager: W. C. Wheeler  
Chief Engineer: W. H. Allen

**CHLO**

**ST. THOMAS—1948**

Frequency: 680 Kc. Power: 1000 Watts  
Owned-Operated By: J. F. Peterson  
Business Address: 133 Curtis St.  
Air Time: Unlimited  
Transcription Service: Lang-Worth  
Representative: Radio Reps.  
President, General Mgr.: J. F. Peterson  
Commercial Manager: Tom Warner

**CHOK**

**SARNIA—1946—TRANS-CANADA**

Frequency: 1070 Kc. Power: 5000 Watts d.:  
1000 Watts n.  
Owned-Oper. By: Sarnia Bcstg. Co., Ltd.  
Address: 148½ Front St. N.  
Phone Number: 4000  
Air Time: Unlimited  
News Service: PN  
Transcription Service: Thesaurus, Standard,  
Lang-Worth  
Representative: Natl. Bcst. Sales, Cooke  
President: H. M. Houston  
General Manager: Claude R. Irvine  
Commercial Manager: Gerry Hall  
Asst. Mgr., Prog. Dir.: Grant Webber  
Asst. Prog. Dir.: Ray Sterling  
Chief Engineer: Robert F. Cooke

**CJIC**

**SAULT STE. MARIE—1934  
TRANS-CANADA-CBC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Hyland Bcstg. Co.  
Address: Windsor Hotel  
Phone Number: 3500  
Transmitter Location: Peoples Rd.  
Air Time: 7 a.m.-M.  
News Service: PN  
Transcription Service: World  
Representative: J. L. Alexander, McGillvra  
Membership: CAB, BBM  
Chief Exec., Gen. Mgr.: J. G. Hyland  
Sales Promotion Manager: E. Vance  
Program Director: J. Basil Scully  
Chief Engineer: Italo Marinelli

**CJCS**

**STRATFORD—1927—DOMINION**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Frank M. Squires  
Address: Reynolds Bldg.  
Phone Number: 1675  
Air Time: 7 a.m.-11 p.m.  
News Service: UP  
Transcription Service: World  
Representative: All-Canada, Weed

• • • **ONTARIO** • • •

Membership ..... CAB  
President, General Mgr. .... Frank M. Squires  
Asst. Manager..... Stanley Tripley  
Commercial Manager..... K. S. Lott  
Prog. Dir., Prom. Mgr..... J. E. Phillips  
Chief Engineer..... John Crigg

**CHNO**

**SUDBURY—1947—DOMINION-CBC**

Frequency: 1440 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Sudbury Bcstg. Co., Ltd.  
Business Address..... 166 Elm St.  
Phone Number ..... 6-5416  
Air Time ..... Unlimited  
News Service ..... PN  
Transcription Service ..... Associated  
Representative ..... Wright, Young  
President, General Mgr..... F. B. Ricard  
Commercial Manager..... R. Riel  
Promotion Manager..... D. Goodwin  
Sta. Mgr., Chief Engineer..... A. J. Robinson

**CKSO**

**SUDBURY—1934  
CBC-TRANS-CANADA**

Frequency: 790 Kc..... Power: 5000 Watts  
Owned-Operated By..... CKSO, Sudbury, Ltd.  
Business-Studio Address..... 21 Elgin St., N.  
Phone Number ..... 77-505  
Transmitter Location..... 7 Mi. from Sudbury  
at McFarlane Lake  
Air Time ..... Unlimited  
Transcription Service..... Thesaurus, World  
Standard  
Representative ..... All-Canada, Weed  
Membership ..... BMB  
President..... G. M. Miller, K.C.  
General-Station Mgr..... W. J. Woodill  
Commercial Manager..... J. D. Hossack  
Program-Production Dir..... K. Dobson  
Publicity Director..... D. Sutherland  
Chief Engineer..... R. F. Chinnick

**CKGB**

**TIMMINS—1933  
TRANS-CANADA-CBC**

Frequency: 680 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Northern Bcstg. Co., Ltd.  
Bus.-Studio Address..... Thompson Bldg.  
Phone Number ..... 1500  
Transmitter Location..... Mountjoy Township  
Air Time ..... Unlimited  
News Service ..... PN  
Transcription Service..... Lang-Worth, Standard  
Representative..... Canada-Natl. Bcst. Sales,  
Donald Cooke  
President..... R. H. Thomson  
General Manager..... J. M. Davidson  
Station Manager..... H. C. Freeman

The World's Largest

Source of News—

**AP**

Available through

membership

# CFRB's

## balanced programming gets you more listeners in Canada's No. 1 market!

Our programming is designed to please *most* of the people *most* of the time. That's why CFRB gets *more* listeners — why CFRB is Ontario's No. 1 station!

Musical shows, newscasts, quiz shows, dramas, serials . . . there's every kind of show on CFRB . . . proportioned and programmed to attract and hold a BIG audience!

That's why your advertising dollar buys you *more* listeners on CFRB!

**Your No. 1 buy in Canada's No. 1 market**

*Representatives—*

**United States:** Adam J. Young  
Jr. Inc.

**Canada:** All-Canada Radio  
Facilities Limited

# CFRB



Commercial Manager.....Edwin Bowser  
 Program Director.....Doug Burrows  
 Publicity Director.....Bill Nadeau  
 Chief Engineer.....Ernie Mott

## CBL

**TORONTO—1927  
 CBC-TRANS-CANADA**

Frequency: 740 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Business-Studio Address.....354 Jarvis St.  
 Phone Number.....Midway 5481  
 Transmitter Location.....Hornby  
 Air Time.....Unlimited  
 News Service.....BUP, Reuters, PN  
 Representative.....CBC  
 President (CBC).....Dr. Augustin Frigon  
 Program Director.....Ernest L. Bushnell  
 Commercial Manager.....E. A. Weir  
 Chief Engineer.....Howard Hilliard

## CFRB

**TORONTO—1927—CBS**

Frequency: 1010 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Rogers Radio Bcstg. Co.,  
 Ltd.  
 Business-Studio Address.....37 Bloor St. W.  
 Phone Number.....Midway 3515  
 Transmitter Location.....Aurora  
 Air Time.....Unlimited  
 News Service.....BUP, PN  
 Representative.....Young, All-Canada  
 Membership.....CAB, BBM  
 President.....Harry Sedgwick  
 Station Manager.....Lloyd Moore  
 Commercial Manager.....Waldo Holden  
 Program Director.....Wes McKnight  
 Publicity Director.....Ken Marsden  
 Chief Engineer.....Clive Eastwood

## CHUM

**TORONTO—1945**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....York Bcstrs., Ltd.  
 Address.....225 Mutual St.  
 Phone Number.....Elgin 4271  
 Transmitter Location.....Lawrence Ave. &  
 Don Mills Rd.  
 Air Time.....Sunrise-sunset  
 Transcription Service.....Lang-Worth, United,  
 Standard  
 News Service.....BUP  
 President.....John H. Part  
 General-Comm. Mgr.....Roland E. Ford  
 Proram Director.....Larry Mann  
 Chief Engineer.....Kenneth Smith

## CJBC

**TORONTO—1936  
 CBC-DOMINION**

Frequency: 860 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Business-Studio Address.....354 Jarvis St.  
 Phone Number.....Midway 5481  
 Transmitter Location.....Dixie  
 Air Time.....Unlimited  
 News Service.....PN, BUP, Reuters  
 Membership.....BBM  
 President (CBC).....Dr. Augustin Frigon  
 Mgr., Dominion Network, Program  
 Director.....H. G. Walker  
 Commercial Manager.....E. A. Weir  
 Supervising Engineer (Toronto  
 Area).....Howard Hilliard

## CKEY

**TORONTO—1944**

Frequency: 580 Kc.....Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned By.....Toronto Bcstg. Co., Ltd.  
 Bus-Studio Address.....444 University Ave.  
 Phone Number.....Waverly 3881  
 Transmitter Location.....Scarboro  
 Air Time.....Unlimited  
 News Service.....PN, BUP  
 Transcription Service.....World, Lang-Worth,  
 Standard, Associated  
 Representative.....Natl. Bcst. Sales, Cooke  
 Membership.....CAB  
 President, General Mgr.....Jack K. Cooke  
 Station Manager.....Hal Cooke  
 Sales Prom. Mgr., Pub. Dir.....Honk Sauro  
 Program Director.....Don Insley  
 Production Manager.....Ed Housotin  
 Chief Engineer.....Ernie M. Swan

## CKLW

**WINDSOR**

(See Listing, Detroit, Mich.)

## CKNX

**WINGHAM—1926—DOMINION**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Station CKNX, Ltd.  
 Business-Studio Address.....Field Bldg.  
 Phone Number.....158  
 Transmitter Location.....Belgrave  
 Air Time.....7 a.m.-11 p.m.  
 News Service.....BUP  
 Transcription Service.....Thesaurus, Cole,  
 Long-Worth, World  
 Representative.....Alexander  
 Membership.....CAB  
 President, General Mgr.....W. T. Cruickshank  
 Station Manager.....J. S. Cruickshank

**• • • ONTARIO-PRINCE EDWARD ISLAND-QUEBEC • • •**

Commercial Manager.....G. W. Cruickshank  
Sales Prom. Manager.....V. Dittmer  
Program Director.....J. F. Brent  
Prod.-Pub. Director.....Tom Rafferty  
Chief Engineer.....S. C. Reid

Business Address.....P. O. Box 55  
Phone Number.....2400  
Studio Address.....380 Hunter St.  
Transmitter Location.....Sweaburg Rd.,  
Township of W. Oxford

**CKOX**

**WOODSTOCK—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By....Oxford Bcstg. Co., Ltd.

Air Time.....7a.m.-11 p.m.  
News Service.....PN  
Transcription Service.....World  
Representative.....Wright  
Membership.....CAB  
President, Gen.-Station Mgr.....Monty J. Werry  
Comm.-Sales Prom. Mgr.....W. Stanley Smith  
Prog. Dir., Prod. Mgr.....John B. Starke

**-PRINCE EDWARD ISLAND-**

**CFCY**

**CHARLOTTETOWN—1924  
CBC-DOMINION-MARITIME**

Frequency: 630 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By....Island Radio Bcstg. Co.  
Business-Studio Address.....85 Kent St.  
Phone Number.....741  
Transmitter Location.....W. Royalty  
Air Time.....7:25 a.m.-12:10 a.m.  
News Service.....AP  
Transcription Service....Associated, Standard,  
Lang-Worth  
Representative.....All-Canada, Weed  
Membership.....CAB  
Pres., Managing Dir.....Lt. Col. K. S. Rogers  
Comm.-Program Manager.....R. F. Large  
Publicity Director.....M. E. Large  
Musical Director.....Mrs. K. S. Rogers  
Technical Spvr.....A. L. Finley

**CJRW**

**SUMMERSIDE—1948**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By....Gulf Bcstg. Co., Ltd.  
Business-Studio Address.....218 Water St.  
Phone Number.....792-3, 493  
Transmitter Location.....Read's Corner, 2 Mi.  
E. of Summerside  
Air Time.....7:30 a.m.-9 p.m.  
News Service.....BUP  
Transcription Service.....World, All-Canada,  
Guild Radio Features  
Representative.....Radio Reps.  
Membership.....CAB  
President.....H. E. Gaudet  
Sta.-Comm. Mgr., Chief Engineer..A. G. Rogers  
Program Director.....L. C. Dunfield  
Chief Announcer.....R. C. Schurman

**—QUEBEC—**

**CHAD**

**AMOS—1942**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio NORD, Inc.  
Business Address.....Rouyn  
Studio Address....Reilly Block Bldg., Main St.,  
Capitol Theatre Bldg.  
Transmitter Location.....Amos  
Air Time.....7 a.m.-M.  
Representative.....Natl. Bcst. Sales, Weed  
Membership.....CAB, BMB  
President.....David Armand Gourd  
Station Manager.....Joseph Duguay

**CBJ**

**CHICOUTIMI—1933**

**TRANS-CANADA—CBC-FRENCH**

Frequency: 1580 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Business-Studio Address.....286A Racine St.  
Phone Number.....814, 155  
Transmitter Location.....4 Larouche Ave.  
Air Time.....Unlimited  
News Service.....PN, BUP, Reuters  
Representative.....CBC  
Membership.....BMB  
Pres. (CBC), Gen. Mgr.....Dr. Augustin Frigon  
Commercial Manager.....M. Valiquette  
Program Director.....M. Oulmet  
Supervisor of Press & Information  
Service.....J. Saint-Georges  
Supervising Bcst. Operator.....J. E. Roberts

## CHEF

GRANBY—1945

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... The Granby Bcstg. Co.  
 Business-Studio Address... 7 Johnson St.  
 Phone Number... 353, 392  
 Transmitter Location... Abbotstford Rd.  
 Air Time... 6 a.m.-M.  
 News Service... AP, PN  
 Transcription Service... World, UTS  
 Representative... Radio Reps.  
 Membership... CAB, BBM  
 General-Station Mgr. Chief  
 Engineer... Gerard Laliberte

## CKCH

HULL—1933—CBC-FRENCH

Frequency: 870 Kc. Power: 1000 Watts  
 Owned-Oper. By... Syndiat d'Ouvres Sociales  
 Ltee.  
 Business Address... 121 Notre-Dame St.  
 Phone Number... 2-1701  
 Studio Address... Hull  
 Transmitter Location... Chelsea Rd.  
 Air Time... Unlimited  
 News Service... PN, Reuters  
 Transcription Service... Thesaurus  
 Representative... Young, Renaud  
 Membership... CAB, BBM  
 President... L. J. Billy  
 General Manager... Aurele Gratton  
 Commercial Prom. Mgr... Raymond Benoit  
 Sales Prom. Manager... Ernest Lalonde  
 Program Director... Georges Francon  
 Chief Engineer... Max Gebhardt

## CKRS

JONQUIERE—1947

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Henri Lepage  
 Business Address... 223 St. Dominique St.  
 Air Time... Unlimited  
 Representative... Hardy, Young  
 President... Henri Lepage  
 Manager... Gaston Voyeur

## CKBL

MATANE

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Operated By... Roger Bergeron  
 Business-Studio Address... St. Jerome St.  
 Air Time... Unlimited  
 News Service... PN  
 Transcription Service... World  
 Representative... Renaud  
 Gen.-Prom. Mgr., Prog. Dir... Roger Bergeron  
 Commercial Manager... Rene Lapointe  
 Chief Engineer... Paul Duberger

## CBF

MONTREAL—1937

MONTREAL-CBC-FRENCH

Frequency: 690 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Canadian Bcstg. Corp.  
 Bus.-Studio Address... 1231 St. Catherine St. W.  
 Phone Number... Plateau 7161  
 Transmitter Location... Vercheres  
 Air Time... Unlimited  
 News Service... PN, BUP, Reuters  
 Membership... BMB  
 Pres. (CBC), Gen. Mgr... Dr. Augustin Frigon  
 Commercial Manager... M. Valiquette  
 Program Director... Marcel Ouimet  
 Supervisor of Press & Information  
 Service... J. Saint-Georges  
 Chief Engineer... H. Audet

## CBM

MONTREAL—1937

TRANS-CANADA

Frequency: 840 Kc. Power: 5000 Watts  
 Owned-Oper. By... Canadian Bcstg. Corp.  
 Bus.-Studio Address... 1231 St. Catherine St. W.  
 Phone Number... Plateau 7161  
 Transmitter Location... Marieville  
 Air Time... Unlimited  
 News Service... CP, BUP, Reuters  
 Membership... BMB  
 Pres. (CBC), Gen. Mgr... Dr. Augustin Frigon  
 Commercial Manager... M. Valiquette  
 Program Director... W. J. O'Reilly  
 Supvr. of Press & Information... J. Saint-Georges  
 Chief Operator... E. D. Roberts

## CFCF

MONTREAL—1919

ABC-CBC-DOMINION

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By... Canadian Marconi Co.  
 Bus.-Studio Address... 1231 St. Catherine St. W.  
 Phone Number... Plateau 2577  
 Transmitter Location... St. Genevieve  
 Air Time... 8:30 a.m.-M.  
 News Service... BUP, PN  
 Transcription Service... Thesaurus  
 Representative... Weed, All-Canada  
 Membership... CAB, BBM  
 Bcstg. Manager... W. Victor George  
 Station Manager... Gordon F. Keeble  
 Program Director... H. H. Hewetson  
 Chief Engineer... John Gettenby

## CHLP

MONTREAL—1933

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Oper. By... La Patrie Publishing Co., Ltd.  
 Address... Sun Life Bldg., Dominion Sq.

# QUEBEC

Transmitter Location ..... Laprairie  
Air Time ..... Unlimited  
News Service ..... PN  
Transcription Service ..... Standard, Associated  
Representative ..... Alexander, McGillvra  
Membership ..... CAB  
Pres., Gen. Mgr. .... Hon. Sen. P. R. Du Tremblay  
Station Mgr.-Dir. .... C. A. Berthiaume  
Comm.-Sales Prom. Mgr. .... Simon Gendron  
Prog.-Prod.-Music Director. .... Andre Chabot  
Publicity Director. .... Armand Goulet  
Chief Engineer. .... Alphonse Cloutier

## CJAD

### MONTREAL—1945

Frequency: 800 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... CJAD, Ltd.  
Business-Studio Address. .... 1191 Mountain St.  
Phone Number. .... Plateau 1805  
Transmitter Location ..... MacKayville  
Air Time ..... Unlimited  
News Service ..... CP, BUP, CN  
Transcription Service. .... Lang-Worth, Standard,  
World, Associated  
Representative ..... Young, Natl. Bcst. Soles  
Membership ..... BBM  
Pres., Gen.-Sta.-Comm. Mgr. .... J. Art. Dupont  
Program Director. .... Ron Morrier  
Chief Engineer. .... A. K. Taylor

## CKAC

### MONTREAL—1922—CBS

Frequency: 730 Kc. .... Power: 10,000 Watts d.;  
5000 Watts n.  
Owned-Oper. By ..... La Cie. De Publication,  
La Presse, Ltée.  
Address. .... 980 Stes. Catherine St., W.  
Phone Number. .... MARquette 3611  
Transmitter Location. .... St. Hyacinthe  
Air Time ..... Unlimited  
News Service ..... BUP, Reuters  
Transcription Service. .... UTS, Lang-Worth,  
World  
Representative ..... Young, Wright  
Membership ..... CAB  
Pres., Gen. Mgr. .... Sen. P. R. Du Tremblay  
Station Mgr. .... Phil Lalonde  
Commercial Manager. .... Georges Bourassa  
Sales Prom. Manager. .... Robert Jouglet  
Program Director. .... Ferdinand Biondi  
Production Director. .... Gerard Goulet  
Publicity Director. .... Marcel Theoret  
Chief Engineer. .... Leonard Spencer

## CHNC

### NEW CARLISLE—1933—CBC

Frequency: 610 Kc. .... Power: 5000 Watts  
Owned By ..... Gaspesia Radio Bcstg. Co.  
Operated By ..... Radio Station CHNC  
Business-Studio Address. .... Main St.

Phone Number ..... 64  
Transmitter Location. .... Barachois de Pasébiac  
Air Time ..... 6:30 a.m.-11 p.m.  
Representative ..... Hardy, Young  
Membership ..... BBM, CAB  
President. .... Dr. Charles E. Dumont  
General Mgr. .... Dr. Charles Houde  
Station-Comm. Manager. .... Viateur Bernard  
Chief Engineer. .... Gordon S. Coleman

## CBV

### QUEBEC CITY—1934—CBC-FRENCH

Frequency: 980 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Canadian Bcstg. Corp.  
Business Address. .... 1231 St. Catherine St. W.  
Phone Number ..... 5-8155  
Studio Address. .... Palais Montcalm  
Transmitter Location ..... Charlesbourg  
Air Time ..... 7:30 a.m.-M.  
News Service ..... CP, BUP  
Chmn., Bd. of Governots. .... A. D. Duntion  
General Manager. .... A. Frigon  
Station Manager. .... Guy Dumais  
Comm. Mgr. (French Net) ... Maurice Valiquette  
Prog. Dir. (French Net) ..... Marcel Ouimet  
Spvr. of Presentation. .... Roger Daveluy  
Pub. Dir. (French Net) .... Jean Saint-Georges  
Chief Engineer. .... Gordon W. Olive

## CHRC

### QUEBEC CITY—1936

Frequency: 800 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... CHRC, Limitée  
Address. .... 39 St. Jean  
Phone Number ..... 2-8177  
Transmitter Location ..... Charny  
Air Time ..... Unlimited  
News Service ..... BUP, PN  
Transcription Service. .... Lang-Worth, Thesaurus  
Representative ..... Young, Hardy  
President ..... Herve Baribeau  
General Manager. .... Henri Lepage  
Commercial Manager. .... Aurele Pellitier  
Program Director. .... Marcel Lehouef  
Program Manager. .... Jean Bender  
Chief Engineer. .... Arsene Nadeau

## CKCV

### QUEBEC CITY—1924—CBC-FRENCH

Frequency: 1280 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... CKVC, Ltd.  
Business-Studio Address. .... 142 St. John St.  
Phone Number ..... 2-1585  
Transmitter Location. .... St. Louis Rd., Ste. Foye  
Air Time ..... Unlimited  
News Service ..... PN  
Transcription Service. .... World, UTS  
Representative ..... Renaud, Weed  
President ..... Gaston Pratte  
General-Station Manager. .... Paul Lepage

# QUEBEC

Commercial Manager.....Lucien A. Bernier  
Program Director.....Marcel Leboeuf  
Publicity Director.....Jean Bender  
Chief Engineer.....Albert DuBerger

## CJBR

**RIMOUSKI—1937—CBC-FRENCH**

Frequency: 900 Kc.....Power: 5000 Watts  
Owned-Oper. By.....The Central Public Service Corp., Ltd.

Address.....1 St. John St.  
Phone Number.....396  
Transmitter Location.....Notre-Dame du Sacre Coeur

Air Time.....Unlimited  
News Service.....PN  
Transcription Service.....Unlited, Standard  
Representative.....Stovin, Young  
Membership.....BBM  
President.....J. A. Brilliant  
Manager.....Guy Caron  
Commercial Manager.....Andre Lecomte  
Program Director.....Francois Raymond  
Chief Engineer.....F. C. Daok

## CFJP

**RIVIERE-DU-LOUP—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Temiscouata Ltée.  
Business Address.....203 Lafontaine St.

Phone Number.....536  
Representative.....Renaud, Young  
Asst. Manager.....Bertran Polvin  
Comm. Manager.....Henri Legueux  
Prom. Mgrs.....Henri Boudeaux, Yves Marchand  
Chief Engineer.....Raymond Lavole

## CKRN

**ROUYN—1939—CBC-FRENCH**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Northern Radio, Inc.  
Bus.-Studio Address.....Reilly Block Bldg.

Transmitter Location.....Rouyn  
Air Time.....Unlimited  
News Service.....PN  
Representative.....Natl. Best. Sales, Weed  
Membership.....CAB, BMB  
President.....David A. Gourd  
General Mgr.....Jacques A. Thivierge  
Chief Engineer.....George H. Pope

## CHLT

**SHERBROOKE—1937—CBC-FRENCH**

Frequency: 900 Kc.....Power: 1000 Watts  
Owned-Operated By.....La Tribune, Ltd.  
Business-Studio Address.....3 Marquette St.

Phone Number.....2071  
Transmitter Location.....King St., E. Sherbrooke

Air Time.....Unlimited  
Transcription Service.....World, UTS, Thesaurus  
Representative.....Hardy  
President.....Hon. Jacob Nicol  
General Manager.....A. Gauthier  
Prog. Dir., Prom. Mgr.....J. L. Gauthier  
Commercial Manager.....Leon Lorrain  
Chief Engineer.....Romeo Paquette

## CKTS

**SHERBROOKE—1946—DOMINION**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Telegram Printing & Publishing Co., Ltd.

Business-Studio Address.....3 Marquette St.  
Phone Number.....2071  
Transmitter Location.....King St., E. Sherbrooke  
Air Time.....Unlimited  
Transcription Service.....Thesaurus, United, World

News Service.....CBC  
Representative.....Radio Representatives  
President.....Senator C. B. Howard  
General Manager.....A. Gauthier  
Prog.-Pub. Director.....J. L. Gauthier  
Commercial Manager.....Leon Lorrain  
Chief Engineer.....R. Paquette

## CJSO

**SOREL—1945**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Richelieu, Ltd.  
Business Address.....72 Rue Du Roi

Phone Number.....318  
Transmitter Location.....National Hwy.  
Air Time.....7a.m.-11 p.m.

News Service.....PN  
Transcription Service.....World, SESAC  
Representative.....Renaud  
Membership.....BBM  
General Manager.....Maurice Boulianne  
Program Director.....Wilfrid Mondoux  
Prom. Manager.....Jacques Tremblay  
Chief Engineer.....Joseph Cardin

## CHLN

**THREE—RIVERS—1937**

Frequency: 550 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Le Nouvelliste, Lié.  
Bus.-Studio Address.....Château de Blois Hotel

Phone Number.....4500  
Transmitter Location.....Montreal Hwy.  
Air Time.....Unlimited

News Service.....PN  
Transcription Service.....World, UTS  
Representative.....Hardy, Young  
Membership.....CAB, BMB  
Station Manager.....Léon Trépanier

**CKVD**

**VAL D'OR—1939**

Frequency: 1230 Kc. . . . . Power: 100 Watts  
 Owned-Oper. By . . . . . Northern Radio, Inc.  
 Bus. Address . . . . . Reilly Block, Rouyn  
 Phone Number . . . . . TA 7245  
 Transmitter Location . . . . . Val d'Or  
 Air Time . . . . . Unlimited  
 Representative . . . . . Natl. Ecst. Sales, Weed  
 Membership . . . . . CAB  
 President . . . . . David A. Gourd  
 Station Manager . . . . . Louis Hiller

**CKVL**

**VERDUN—1946**

Frequency: 980 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . J. Teitlman  
 Business Address . . . . . 211 Gordon Ave.  
 Phone Number . . . . . York 3696  
 News Service . . . . . PN, BUP  
 Transcription Service . . . . . Lang-Worth, United  
 Representative . . . . . Stovin, Cooke  
 President . . . . . J. Teitlman  
 Station Manager . . . . . Corray Thomson

**—SASKATCHEWAN—**

**CHAB**

**MOOSE JAW—1924  
 CBC-DOMINION**

Frequency: 800 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . CHAB, Ltd.  
 Bus.-Studio Address . . . . . Grant Hall Hotel  
 Phone Number . . . . . 3282  
 Transmitter Location . . . . . Boharm  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN  
 Transcription Service . . . . . Lang-Worth, Cole  
 Representative . . . . . Stovin, Weed  
 Membership . . . . . CAB, BBM  
 General Manager . . . . . J. S. Boyling  
 Commercial Manager . . . . . Lloyd Crittenden  
 Promotion Manager . . . . . C. H. Witney  
 Production Manager . . . . . Bob Burton  
 Program Director . . . . . Jim Cloak  
 Chief Engineer . . . . . M. Pickford

Air Time . . . . . Unlimited  
 News Service . . . . . PN  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . All-Canada, Weed  
 Membership . . . . . CAB, BBM  
 General-Station Mgr. . . . . E. A. Rawlinson  
 Comm.-Sales Prom. Mgr. . . . . Gerald Prest  
 Program Director . . . . . K. F. Davey  
 Chief Engineer . . . . . Tom Van Nes

**CKCK**

**REGINA—1922—TRANS-CANADA**

Frequency: 620 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Leader-Post, Ltd.  
 Bus.-Studio Address . . . . . Leader-Post Bldg.  
 Phone Number . . . . . 8525  
 Transmitter Location . . . . . 8 Mi. S. of city  
 Air Time . . . . . Unlimited  
 News Service . . . . . BUP, PN  
 Transcription Service . . . . . Thesaurus, Cole  
 Representative . . . . . All-Canada, Weed  
 Membership . . . . . CAB, BBM  
 President . . . . . Victor M. Sifton  
 General Manager . . . . . Harold A. Crittenden  
 Commercial Manager . . . . . Gil Seabrook  
 Sales Prom. Manager . . . . . Kenneth E. Compton  
 Program Director . . . . . Will Collier  
 Chief Engineer . . . . . E. A. Strong

**CJNB**

**NORTH BATTLEFORD—1946**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Northwestern Bcstg. Co.  
 Bus.-Studio Address . . . . . Sollows & Boyd B'dg.  
 Phone Number . . . . . 2373  
 Transmitter Location . . . . . No. Battleford  
 Air Time . . . . . Unlimited  
 Transcription Service . . . . . World, United  
 Representative . . . . . Stovin  
 Membership . . . . . CAB  
 Manager . . . . . Jack H. Coalston  
 Comm. Manager . . . . . C. W. H. Hill

**CKRM**

**REGINA—1926—DOMINION-CBC**

Frequency: 980 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Trans-Canada Communications,  
 Ltd.  
 Operated By . . . . . All-Canada Radio Facilities  
 Bus.-Studio Address . . . . . Fidelity Life Bldg.  
 Phone Number . . . . . 7631  
 Transmitter Location . . . . . Rowatt  
 Air Time . . . . . Unlimited  
 News Service . . . . . CP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . All-Canada

**CKBI**

**PRINCE ALBERT—1927—DOMINION**

Frequency: 900 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Central Bcstg. Co., Ltd.  
 Bus.-Studio Address . . . . . Sanderson Block  
 Phone Number . . . . . 2621  
 Transmitter Location . . . . . 7 Mi. S. of Prince Albert

**• • • SASKATCHEWAN • • •**

Membership ..... CAB  
Station Manager.....Stuart MacKay  
Commercial Manager..... Don Oakes  
Pub. Dir., Sales Prom. Mgr..... F. Laight  
Program Director..... W. L. Walker  
Chief Engineer..... William MacDonald

**CFQC**

**SASKATOON—1923—DOMINION**

Frequency: 600 Kc..... Power: 5000 Watts  
Owned-Oper. By.... A. A. Murphy & Sons, Ltd.  
Bus. Studio Address..... 216 1st Ave., N.  
Phone Number ..... 7917  
Transmitter Location... 3 Mi. W. of Saskatoon,  
Hwy. No. 11  
Air Time ..... Unlimited  
News Service ..... BUP, PN  
Transcription Service... Thesaurus, Standard,  
Lang-Worth, Cole  
Representative..... Radio Reps., Young  
President..... A. A. Murphy  
Gen. Comm. Manager..... Vernon Dallin  
Program Director..... Willfred Gilbey  
Chief Engineer..... Lyn Hoskins

**CBK**

**WATROUS—1939  
TRANS-CANADA**

Frequency: 540 Kc..... Power: 50,000 Watts  
Owned-Oper. By..... Canadian Bcstg. Corp.  
Bus. Studio Address... 300 Manitoba Telephone  
Bldg.  
Phone Number ..... 97261  
Transmitter Location ..... Watrous  
Air Time ..... Unlimited  
News Service ..... PN, BUP, Reuters  
Representative ..... CBC  
Membership ..... BMB  
Commercial Manager..... E. A. Weir

**CJGX**

**YORKTON—1927—DOMINION**

Frequency: 940 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Yorkton Bcstg. Co., Ltd.  
Bus. Studio Address..... Smith-McKay Bldg.  
Phone Number ..... 324  
Transmitter Location... ¼ Mi. E. of Yorkton  
on Hwy. No. 14  
Air Time ..... Unlimited  
News Service ..... PN  
Transcription Service... World, Cole, SESAC  
Representative ..... Stovin, Young  
Membership ..... CAB, BBM  
President ..... Dawson Richardson  
General Manager..... K. S. Parton  
Commercial Manager..... J. M. Shortreed  
Vice President..... F. K. Tully  
Program Director..... William Liska  
Promotion Manager..... Jack Goodman  
Chief Engineer..... Arthur Mills

For News Prestige—

**AP**

Available through  
membership

*It's a great new*  
**WORLD**  
*Library*

**HERE'S  
SHOWMANSHIP  
THAT PAYS OFF IN  
SPONSORSHIP!**

- New Commercial Stars!
- New Commercial Scripts!
- New Commercial Selections!
- New Commercial Timings!
- New Commercial Production Aids!
- New Commercial Audition Discs!
- New Commercial Promotions!

*That's why commercial sponsorship  
of WORLD shows is zooming!*

**WORLD**  
*the Sponsored Library*

**WORLD BROADCASTING SYSTEM, INC.**  
*An Affiliate of Frederic W. Ziv Company*  
**501 MADISON AVE., NEW YORK 22, N. Y.**

**MAKE "WATCH WORLD" YOUR "WATCH WORD!"**



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# PRODUCTION

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## Radio & Television

*Program Producers*

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*Transcription Companies*

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*Recording Companies*

•

*Music*

*JERRY DEVINE*

*"THIS IS YOUR FBI"*

*MEMBER*

*RADIO WRITERS GUILD*

*RADIO AND TELEVISION DIRECTORS GUILD*

# RADIO—TELEVISION PROGRAM PRODUCERS

## **A.B.T. Productions, Inc.**

460 West 54th St., New York 19, N. Y.  
Phone, COLUMBUS 5-7200. Chmn. of Bd.,  
Charles L. O'Reilly; Pres., J. Louis Geller;  
V.P., Ira H. Simmons; Dir. of Films,  
Stanley Simmons; Asst. to Prod., Elizabeth  
Cooper; Musical Dir., Nathaniel  
Shilkret. SERVICES OFFERED: Pro-  
ducers of TV motion pictures and live  
shows, commercial and theatrical motion  
pictures.

## **Paul F. Adler Associates**

535 Fifth Ave., New York 17, N. Y.  
Phone, MURRAY Hill 7-1668. SERVICES  
OFFERED: Sales and production of live  
and transcribed programs. Representa-  
tives for Mayfair Transcription Co.  
vehicles including The Alan Ladd pro-  
gram, "Box 13," "Damon Runyon The-  
atre," "Chuckwagon Jamboree," etc. Act  
in advisory capacity for stations and  
agencies.

## **Advance Television Picture Service, Inc.**

729 Seventh Ave., New York 19, N. Y.  
Phone, COLUMBUS 5-5400. President, Chas.  
A. Alicoate; Secretary-Treasurer, F. E.  
Miles. SERVICES OFFERED: Producers  
and distributors of films, features, shorts  
and package films for television.

## **Advertisers Recordings Limited**

624 Dominion Square Bldg., Montreal,  
Quebec, Canada. Phone Marquette 6368.  
President-General Manager, Walter P.  
Downs; Secretary, Marjorie C. McKeown.  
SERVICES OFFERED: Transcription  
and private wire service.

## **Advertisers Recording Service, Inc.**

113 West 57th St., New York 19, N. Y.  
Phone, Circle 6-0141-2. President, James  
A. Miller; Secretary, E. B. McCutcheon.  
SERVICES OFFERED: Program pro-  
duction, Millertape editing, wax and in-  
stantaneous recording, studio rental,  
phonograph records (vinylite).

## **Affiliated**

### **Program Service, Inc.**

535 Fifth Ave., New York 17, N. Y.  
Phone, MURRAY Hill 7-1668. Paul F. Ad-  
ler, Manager. SERVICES OFFERED:  
Production of live and transcribed pro-  
grams.

### **Air Features, Inc.**

247 Park Ave., New York 17, N. Y.  
Phone, PLAZA 5-2700. SERVICES OF-  
FERED: Radio Program Producers.

### **Alton Alexander Productions**

825 W. 187th St., New York 33, N. Y.  
Phone, LORRAINE 8-3100. Manager Lottie  
Ritter; President, Alton G. Alexander.  
SERVICES OFFERED: Complete pro-  
duction service for the advertising  
agency—Scripts, commercials and direc-  
tion for radio & TV.

### **Ambassador Films, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone, CI 5-4994. Eugen Sharin, Presi-  
dent; Steven Vas, Story Editor; Stephanie  
Schmidt-Gentner, Producer (Europe).  
SERVICES OFFERED: Television pro-  
ductions. Specialties: Vienna Philhar-  
monic; Vienna Symphony; Vienna Choir  
Boys; La Scala Opera Films; Puppet  
Plays.

### **American Institute of Food Products, Inc.**

509 Madison Ave., New York 22, N. Y.  
Phone, MU 8-4900. General Manager,  
Robert A. Bories; Sales Mgr., Robert A.  
White. SERVICES OFFERED: Wo-  
men's participating programs for food  
and home product advertisers. Each pro-  
gram backed by merchandising service  
to the grocery trade in area where we  
operate.

### **American-Jewish Broadcasting Co., Inc.**

86 Chambers St., New York 7, N. Y.  
Phones, WORTH 2-3322, RECTOR 2-5341.  
President, Herman Younglieb. SER-  
VICES OFFERED: Program production,

**TELEVISION'S  
FINEST  
ENTERTAINMENT**



**170 SOUTH BEVERLY DRIVE • BEVERLY HILLS, CALIF.**

## Program Producers

script and transcription library. All foreign languages; specializing in American-Jewish field.

### **American Royal Productions**

7928 Michigan Ave., Oakland 5, Calif. Phone, Lockhaven 8-8698. Scott Weakley, Manager. SERVICES OFFERED: Custom-built production and recording service, survey and market analysis service, public relations counsel.

### **Arts Recording Studios**

29 West 57th St., New York 19, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, record pressings.

### **Associated Broadcast Advertising Co.**

430 South Western Ave., Los Angeles 5, Calif. Phone, DUNKirk 8-2972. Irwin T. Porter, Partner & Advertising Manager, Publicity Director; Gertrude T. Porter, Partner & Program Manager, Director Research Dept. SERVICES OFFERED: Scripts, from miniature 5-minute programs to half hour shows; also spot announcements. Promotion, programming, production, and merchandising. Several participation shows available.

### **Associated Program Service (Div. of Muzak Corp.)**

151 West 46th St., New York 19, N. Y. Phone, PLaza 7-7710. Richard S. Testut, Vice Pres. & General Manager; Bert C. Lown, Vice Pres. Chg. Station Relations; John R. Andrus, Vice Pres. & Treasurer; Andrew M. Wiswell, Vice Pres. & Recording Director; Clifford E. Greenland, Commercial Manager; James W. Lucas, Program Director. SERVICES OFFERED: Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.

### **Associated Radio-Television Productions**

Empire State Bldg., New York 18, New York. Phone, LONGacre 3-7290. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED:

Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

### **B-C Productions**

6615 Padre Terrace, Hollywood 28, Calif. Phone, Hillside 1310. Mal Boyd, Stanley Cowan. SERVICES OFFERED: Producers of "Punch With Buddy," starring Buddy Rogers on KLAC-TV.

### **Ann Barbinel**

54 Riverside Drive, New York 24, N. Y. Phone, ENdicott 2-4351. Pres., Ann Barbinel. SERVICES OFFERED: Creating—producing—directing custom built package shows for radio and television.

### **Basch Radio & Television Productions**

17 East 45th St., New York 17, N. Y. Phone, MURray Hill 2-8877. Sales Manager, Charles J. Basch, Jr. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television programs and commercial spots, live and film.

### **Bass & Co., Inc.**

2 Stone St., New York 4, N. Y. Phone, WH 3-0580. Sydney Bass, President; David J. Gallagher, Vice-President; Milton Bass, Secretary-Treasurer. SERVICES OFFERED: Foreign and domestic market research and analysis, industrial equipment marketing, advertising placement, advertising copy layout, studies on organizational problems and procedures, radio productions, industrial motion pictures and slide films.

### **Walter Batchelor Agency**

30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-4224-5-6-7-8. President, Walter Batchelor; Secretary, Henry H. Dagand; Attorney, Martin J. Desmoni. SERVICES OFFERED: Radio & TV package shows.

### **Zach Baym**

114 Grafton St., Brooklyn 12, N. Y. Phone, DICKens 2-0243. SERVICES OFFERED: 200 television shows available on 16 mm. film. These shows range in running time from 3 minutes to an hour. Subject matter includes: musicals, sports, comedy, cartoons, documentary, and travel.

# Stanley J. Wolf

## RADIO PRODUCTIONS

LIVE AND TRANSCRIBED

★ ★ ★

1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions, 24 hour service.
3. Luxurious studio, Johns-Manville acoustics, completely equipped for all kinds of radio production.
4. "Next door" location. Immediate delivery.



**Rockhill  
Radio, Inc.**

**18 East 50th  
ELdorado 5-1860**

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. . . **Program Producers** . . .

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**Beck Studios, Inc.**

Lyceum Theater, Minneapolis 3, Minn. Phone, Lincoln 4708. Executive Director, Joseph H. Beck; William E. Gage, Technical Supervisor; Ernest S. Colling, Program Director; Mel Jass, Sales Promotion. SERVICES OFFERED: TV package program service. Live productions and films, features and commercials. Full studio and camera facilities, staff of nine tv-experienced program directors and seven tv engineers. Prior tv rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

**V. S. Becker Advertising Service**

562 Fifth Ave., New York 19, N. Y. Phone, LUXemburg 2-1040. Viola S. Becker, Owner. SERVICES OFFERED: Production of package shows and spots for Radio, Television programs. Representatives of Talent, Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

**George R. Bentel & Assoc.**

6606 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 8608. George Bentel, President; Harvey Parry, Bill Kelso, Dolph Zimmer, Associates. SERVICES OFFERED: International play brokers, radio & television packages, representing world famous authors and their works in all markets.

**Walter Biddick Company**  
(Radio Programs Division)

1151 South Broadway, Los Angeles 15, Calif. Phone, RICHmond 6184. Guy M. Biddick, Mgr.; Mildred V. Biddick, Asst. Mgr.; Burt Zoul, Traveling Representative. SERVICES OFFERED: Preparing and recording spot announcements for your own individual requirements. Selling ½ min. transcribed spot announcements already prepared for various type businesses. Selling quarter hour transcribed programs. Transcribed Sacred Music Libraries sold outright.

**Ford Bond Radio Productions, Inc.**

810 RCA Bldg., W., New York 20, N. Y. Phone, Circle 7-2236. President, Ford Bond; Sales Mgr., W. C. Bond. SERVICES OFFERED: TV productions on 16 mm. films. Treasure Island available in 30-15 min. episodes. Specializing in open-end, transcribed programs. "Music Hall of Fame," quarter-hour, big-name musical, 52 shows available; Howard and Shelton, "Fun At Breakfast," 5-minutes,

325 shows available. "Rod Hendrickson," 15-minutes, homey philosophy, 260 shows available.

**Mal Boyd-Robert Joseph Productions**

4457 Farmdale Ave., North Hollywood, Calif. Phone, SU 11331. SERVICES OFFERED: Production and packaging of tele shows; "Hollywood in Three Dimensions," (film industry public relations TV show); "TELevent," (15-minute news summary show); "Television Theater Players," (Stock company weekly show, using same performers in a 26-unit series 15-minute original playlet).

**Richard Bradley Associates**

540 North Michigan Ave., Chicago 11, Ill. Phone, Whi. 4-5543. Richard Bradley, President; B. J. Tunick, Secretary-Treasurer; Leo Rabens, Office Manager; Merrill W. Fugit, Program Exec. and Dir. of Radio Sales; Warren Ketter, Promotion Director. SERVICES OFFERED: General advertising service, specializing in radio advertising, television accounts, etc.

**Ruth & Gilbert Braun**

130 E. 40th St., New York 16, N. Y. Phone, SCHuyler 4-8896. Gilbert Zraun, Program Producer; Ruth Braun, Director. SERVICES OFFERED: Package shows, live and transcribed; ideas, scripts, production for radio.

**Bob Bright Productions**

509 Fifth Ave., New York 17, N. Y. Phone, VANDerbilt 6-0890. Bob Bright, Owner, Producer. SERVICES OFFERED: Radio and TV shows. Programs created.

**Broadcast Productions Corp.**

25 East Jackson Blvd., Chicago 4, Ill. Phone, Wabash 0711. President, John Stamford; Vice-President, John Stamford, Jr.; Secretary - Treasurer, Loretta Clusman. SERVICES OFFERED: School of radio announcing, acting, singing, record jockeying, program production. Also producers of radio programs, live and transcribed. Auditions, recordings and transcriptions. Script service.

**Broadcasters Program Syndicate**

2217 Maraville Dr., Hollywood 28, Calif. Phone, Hollywood 5869. Bruce Eells & Associates. SERVICES OFFERED: Cooperative program syndication via transcription on a cost-plus basis for radio stations.

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In the world's  
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market

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**“Luncheon Club”**

starring JOHNNY OLSEN  
WMGM 12:30-1 P.M.  
Monday-Friday

**“Prince Charming”**

starring JOHNNY OLSEN  
WOR 4:30-5 P.M.  
Monday-Friday

**“Ted Husing Bandstand”**

(Grocery Hour 10-11 A.M.)  
starring TED HUSING  
WMGM Monday-Friday  
. . . and coming up . . .

**“Sports Quiz”**

starring JOE WILLIAMS

**“Gloria Vanderbilt At Home”**

starring  
GLORIA VANDERBILT

and A NEW IDEA IN TV  
ENTERTAINMENT — watch for it!

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FREE MERCHANDISING SERVICE  
FOR PARTICIPATING SPONSORS

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works  
for  
you

SUPER MARKET, CHAIN BUYERS CONTACTED FOR

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FOR THE FULL STORY CALL

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## Program Producers

### **Bureau of Allied Arts**

1650 Broadway, New York 19, N. Y. Phone, PL. 7-8594, CO. 5-0371. Hal Halpern, General Mgr.; Paul Kalet, Exec. Sec. SERVICES OFFERED: Package productions for TV, live and film; industrial film strips; open end transcriptions; personal representation and management, promotion.

### **Allyn Butterfield Prod.**

6823 Santa Monica Blvd., Hollywood 38, Calif. Phone, Hollywood 3961. Allyn Butterfield, Owner, Producer in Charge; Jacques Jaccard, Director; Leslie Swabacker, Writer; Alan Stensvold, Technical Supervisor; Frank King, Cameraman; Edward Biery, Jr., Film Editor; Leslie Kaufman, Publicity; Martin Gosch (Savoy Plaza, N. Y.). Sales & Distribution. SERVICES OFFERED. Television production exclusively; complete facilities for custom built on film television productions; 25 years experience with major studios. Member Television Film Producers Association, Hollywood.

### **Byron Productions Co.**

730 Fifth Ave., New York 19, N. Y. Phone, Circle 6-2677. Owner-President, Edward A. Byron. SERVICES OFFERED: Package producers.

### **The Cardinal Co.**

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HEMpstead 1177. Joseph F. MacCaughtry, Pres., Gen. Mgr.; G. L. MacCaughtry, V.P.; Joseph T. Scott, Sec. Treas. SERVICES OFFERED: Radio & TV transcriptions, program productions, script service.

### **Garry J. Carter of Canada, Ltd.**

394 Bay St., Toronto, Ont., Can. Phone, Waverley 4635. Garry J. Carter, President; Bob Howe, Asst. to President; Lloyd Coumts, Acct. Exec. SERVICES OFFERED: Radio production, transcriptions, time placement, talent.

### **The Bruce Chapman Co.**

145 West 41st St., New York 18, N. Y. Phone, WISconsin 7-9244. President, Bruce Chapman; Vice-Pres. and Treasurer, Edna Chapman; Sales Promotion Manager, Quentin Gulliver; Program Manager, Dan Morley; Editor, Fletcher Coates; Production Manager, Alan Oak; Research Director, Edythe Roberts; Office Manager, Anna Levy. SERVICES OFFERED: Program production, commercial scripts, package shows.

### **Mary D. Chase Productions**

875 Fifth Ave., New York 21, N. Y. Phone REgent 7-1120, REgent 4-4232. Mary D. Chase, Program Producer. SERVICES OFFERED: Package shows (live, transcribed, filmed), ideas, scripts, production for radio and television.

### **Eddie Chevie Productions**

Associate Jack Kurtze Agency, 214 North Canon Drive, Beverly Hills, Calif. Phone, Crestview 4-5403. Eddie Chevie, charge of production. SERVICES OFFERED: "Poor Miriam," starring Joan Leslie; "Officer O'Toole" for Barry Fitzgerald; "Women Make Headlines"; "Wings Over America" with Roy Knuebenshue, First American to Fly an Airship. Script, talent, production, direction. Outlet for 20th Century Writers Guild.

### **Cineffects, Inc.**

1600 Broadway, New York 19, N. Y. Phone, Circle 6-0951-2-3-4. Nathan Sobel, President; Isaac Hecht, Secretary-Treasurer. SERVICES OFFERED: Special optical effects, photography of titles, animation, trailers, song reels, slide films, television presentations in 16 and 35 mm. black and white and 16 mm. Kodachrome.

### **Leslie Clucas**

333 North Michigan Ave., Chicago 1, Ill. Phone, Franklin 7100. BRANCH OFFICES: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5111. Owner, Leslie Clucas. SERVICES OFFERED: Production of live "packaged" musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

### **Ted Collins Corporation**

1819 Broadway, New York 23, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. SERVICES OFFERED: Program building and producing.

### **Russell C. Comer Adv. Co.**

15 West 10th St., Kansas City 6, Mo. Phone, HARRison 3964. Partner, Russell C. Comer; Partner, Ruth Eloise Comer; Production Manager, John C. Fehlandt; Office Manager, Daniel C. Martin; Mgr., Transcription Dept. & Recording Engineer, Bill L. Godden. SERVICES OFFERED: Custom-built transcribed shows. Complete recording facilities—air-conditioned studio. Production of syndicated programs and serials.



# The BEST In TRANSCRIBED PROGRAMS

For 18 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 700 stations. If the type of show you wish is not listed below, let us build it for you.

## SYNDICATED SHOWS NOW AVAILABLE

<b>"THE SPICE OF LIFE"</b> .....	39	1/2-hour shows
<i>Musical variety show, big cast, completely in rhyme! Terrific!</i>		
<b>"THE FAMILY ALBUM"</b> .....	78	1/4-hour shows
<i>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede</i>		
<b>"GLORIA CARROLL ENTERTAINS"</b> .....	78	1/4-hour shows
<i>Starring Gloria Carroll, and Frank Bell and "The Belltones"</i>		
<b>"THE BAND CONCERT"</b> .....	26	1/4-hour shows
<i>England's greatest concert bands, superbly recorded</i>		
<b>"THE ADDISON PELLETIER SHOW"</b> .....	130	1/4-hour shows
<i>The most amazing feminine-audience program in broadcasting</i>		
<b>"EAT-ITORIALLY SPEAKING"</b> .....	78	1/4-hour shows
<i>Starring Dick Stone in the most unusual food program in the country</i>		
<b>"ADVENTURES OF BUDDY BEAR"</b> .....	26	1/4-hour shows
<i>The most lovable, adventurous playmate a child ever had!</i>		
<b>"SONGS OF CHEER &amp; COMFORT"</b> .....	52	1/4-hour shows
<i>Starring Richard Maxwell, famous Gospel singer</i>		
<b>"THE VAGABOND ADVENTURER"</b> .....	39	1/4-hour shows
<i>Starring Tom Terriss, internationally known adventurer</i>		
<b>"UNSOLVED MYSTERIES"</b> .....	39	1/4-hour shows
<i>Dramatizations of true mysteries as yet unsolved</i>		
<b>"ONE I'LL NEVER FORGET"</b> .....	156	5-minute shows
<i>Unusual sports stories, starring Jack Stevens</i>		
<b>"FAR-AWAY LAND"</b> .....	52	1/4-hour shows
<i>Original and famous fairy tales and stories for children</i>		
<b>"DAN DUNN, SECRET OPERATIVE No. 48"</b> .....	78	1/4-hour shows
<i>Juvenile series based on famous newspaper cartoon strip</i>		
<b>"FUN WITH MUSIC"</b> .....	26	1/4-hour shows
<i>Starring Sigmund Spaeth, The Tune Detective</i>		
<b>"UNCLE JIMMY"</b> .....	156	1/4-hour shows
<i>Daytime family serial, starring William Farnum</i>		
<b>"FAMOUS MOTHERS"</b> .....	75	5-minute shows
<i>Starring Jane Dillon. All parts taken by Miss Dillon</i>		
<b>"HISTORY IN THE MAKING"</b> .....	52	1/4-hour shows
<i>Dramatizations of outstanding historical events</i>		
<b>"FURS ON PARADE"</b> .....	39	1/4-hour shows
<i>Sponsored successfully by hundreds of fur retailers</i>		
<b>"A CHRISTMAS CAROL"</b> .....	1	1/2-hour show
<i>Original one-half hour adaptation starring Tom Terriss</i>		
<b>"ADVENTURES IN CHRISTMASTREE GROVE"</b> .....	15	1/4-hour shows
<i>Sponsored annually by more than 200 department stores</i>		
<b>"SANTA'S MAGIC CHRISTMAS TREE"</b> .....	15	1/4-hour shows
<i>Another outstanding Christmas holiday promotion</i>		

*Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data*

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*The Oldest—and One of the Country's Largest Transcribed Program Producers  
Manufacturers of Transcription Playback Machines*

**Commodore Productions  
and Artists, Inc.**

1350 No. Highland Ave., Hollywood 28, Calif. Phone, Ho. 8229. Walter White, Jr., Pres. & Production Mgr.; Shirley Thomas, V.P. & Treasurer; Jean Annis, Sel. & Traffic Mgr. SERVICES OFFERED: Create, write and produce "live" and "transcribed" radio programs, selling direct to the radio stations and advertising agencies. Producers of "Hop-along Cassidy," "Down Our Way" & "Strollin' Tom," etc. Also contract to write and produce programs for agencies, etc.

**Concert Films Corp.**

1000 Larrabee St., Hollywood 46, Calif. Phone, CR 6-8552. 220 West 42nd St., New York 18, N. Y. Phone, LO 3-2558. Paul Gordon, President, Producer, Director; George Moskov, Producer; Dr. Victor Clement, N. Y. Manager. SERVICES OFFERED: Artistic short musical pictures for television, featuring Yehudi Menuhin, violinist; Jakob Gimpel, pianist; Eula Beal, contralto; Antal Dorati, conductor and others. Short comedy subjects for television, starring outstanding comedians.

**Louis G. Cowan, Inc.**

485 Madison Ave., New York 22, N. Y. Phone, PLaza 9-3700. Louis G. Cowan, President; Alfred L. Hollender, Vice-President; Joseph W. Bailey, Vice-President; Robert D. Michels, Vice President for Station Distribution; John Lewellen, Vice President in Charge of Chicago Office; Hugh Grauel, West Coast Manager. SERVICES OFFERED: Live network and open-end transcribed shows available on request.

**Cruger Radio-TV Enterprises**

5800 Carlton Way, Hollywood 28, Calif. Phone, HE 8254. Paul Cruger, General Manager; John Bolan, Producer; Scott Carleton, Editor; Sandy Sanderson, Writer; Howard Swift, Cartoonist. SERVICES OFFERED: Creators and producers of radio and television packages. Also script service and films for TV available. New series Portrait of America for lease. Commercial films produced. Complete facilities.

**Damon Recording Studios,  
Inc.**

1221 Baltimore Ave., Kansas City 6, Mo. Phone, Victor 2585. Vic Damon, President & Treasurer; Alice Damon,

Vice-President; Harry A. Morris, Secretary. SERVICES OFFERED: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots. Complete service from script to pressed transcription. Sound amplification equipment leased. Television shorts produced. Microgroove long playing records and masters produced.

**Frederic Damrau, M.D.**

247 Park Ave., New York 17, N. Y. Phone, PL 5-3638. Frederic Damrau, M.D., Director; Mary L. Davis, General Manager; Adeline Maneery, Interviewer. SERVICES OFFERED: Popular educational programs relating to health and medical subjects.

**Gordon M. Day Productions**

108 E. 30th St., New York 16, N. Y. Phone, ORegon 9-3595. Gordon M. Day, Producer, Writer, Composer; Carol Bulkey, Producer-Director; Luise Johnson, Script Editor. SERVICES OFFERED: Package programs; radio department service to advertising agencies; creating and producing custom-built musical jingles and spots of all kinds.

**Roy De Groot Consultants,  
Inc.**

551 Fifth Ave., New York 17, N. Y. Phone, MU 7-9135-6. Roy de Groot, President; Katherine Hynes, Vice President; Richard Dana, Chief, Script Dept.; L. B. Pitkin, Chief, Television Dept.; T. F. Kuper, Chief, Education Dept.; I. Rabinowitz, Chief, Music Dept. SERVICES OFFERED: Consultants in public relations through radio, television and motion pictures.

**Jerry Devine Productions**

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, HUDson 2-1228. Jerry Devine, Owner; Joyce Merchant, Casting Dir.; SERVICES OFFERED: Packaged radio programs.

**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams. SERVICES OFFERED: Program production, air and line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

"IF IT'S A BRIGHT IDEA"

it's from

# BOB BRIGHT PRODUCTIONS

Radio — Television

509 FIFTH AVENUE, NEW YORK, N. Y.      PHONE: VA. 6-0890

"LET'S PLAY AMERICA" — A SENSATIONAL NEW RADIO QUIZ PROGRAM THAT WILL SWEEP THE COUNTRY. NO PHONE CALLS. NO STUDIO AUDIENCE. BEAMED AT THE RADIO AUDIENCE ONLY. DESIGNED TO ATTRACT HUNDREDS OF THOUSANDS OF BOX-TOPS OR EQUIVALENTS, WEEKLY.

"THE MARRIED LIFE OF HELEN AND JIM YOUNG" — definitely not a soap opera; it's the warm, humorous story of a young married couple with REAL PEOPLE!

THE CLASSIFIED RADIO PAGE.

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**Harry S. Dube**

1270 Avenue of the Americas, New York 20, N. Y. Phone, COLUMBUS 5-7035. Owner, Harry S. Dube; Manager, J. Knight. SERVICES OFFERED: Live talent, package shows, transcriptions.

●

**Dynamic Films, Inc.**

112 West 89th St., New York 24, N. Y. Phone, SCHUYLER 4-3654. Henry Morley, President; Nathan Zucker, Treasurer; Rita Slater, Program Director. SERVICES OFFERED: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording facilities; film consultants.

●

**Ed East Creative Recorded Spots**

331 South Arden Boulevard, Los Angeles 5, Calif. Phone, Yorke 7617. SERVICES OFFERED: Producers of tailored and syndicated spots for national, regional and local sponsors.

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**Bruce Eells & Associates**

2217 Maraville Dr., Hollywood 28, Calif. Phone, Hollywood 5869. Bruce Eells, President, General Mgr.; Joel Murcott, V. P. Chg. Prod.; Cy Langlois, Director. SERVICES OFFERED: Production of radio and TV programs; administration of Broadcasters Program Syndicate and Telecasters Program Syndicate.

●

**W. M. Ellsworth**

75 East Wacker Drive, Chicago 1, Ill. Phone, Central 6-0942. W. M. Ellsworth, Owner. SERVICES OFFERED: Talent, programs, production.

●

**Empire Broadcasting Corporation**

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, President and Treasurer; F. de Jaeger, Vice-President; Arthur Lubo, Secretary. SERVICES OFFERED: Custom-built transcriptions, production, scripts, talent and complete recording facilities.

●

**Bernard Estes, Inc.**

1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-2085. Bernard Estes, President; Hazel Estes, Sec.-Treas. SERVICES OFFERED: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact. AM, FM, Video

and Shortwave to and from U.S.A., Latin America, Europe.

●

**Fadiman Associates, Ltd.**

1501 Broadway, New York 18, N. Y. Phone, LACKAWANNA 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

●

**F & M Stageshows, Inc.**

1501 Broadway, Suite 2005, New York 18, N. Y. Phone, CHICKERING 4-3956. Harry C. Arthur, Jr., President; M. D. Howe, Vice President & Public Relations Director; James H. Arthur, Secretary-Treasurer. SERVICES OFFERED: Film & live television productions; stage and touring attractions; package shows; talent booking; legitimate producers; motion picture producers; star management.

●

**Mildred Fenton Productions**

40 East 49th St., New York 17, N. Y. Phone, PLaza 9-8266. Mildred Fenton, Owner; Kay Roberts, Show Sales & Talent Representative; Russ Ambruster, Producer. SERVICES OFFERED: Radio and TV package producer. Also functions as radio and TV counsel for ad agencies.

●

**Films Associates, Inc.**

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. President-Treasurer, E. Raymond Arn, Jr.; Vice-President, Mildred G. Arn; Secretary, Clement V. Jacobs; Chief Engineer, Robert Duke. SERVICES OFFERED: Producers of Television "Teleskits" packaged complete fill in shorts of vaudeville character. Advertising trailers. Newsreels. Complete facilities for television film productions. Slides for television, station breaks, electrical transcription facilities NAB curve.

●

**Fisher Productions**

1501 Broadway, Suite 1508, New York 18, N. Y. Phone, BRyant 9-9580. President, Maggy Fisher; Assistant, Useulte Simone; Secretary, Alice Ochs. SERVICES OFFERED: Production and writing for radio and television. Package shows, film presentations, and musicals.

●

**Edward H. Ford**

156 West 44th St., New York 18, N. Y. Phone, LUXEMBURG 2-5188. Owner, "Senator" Edward H. Ford; General Manager, Ed. J. Weber; Office Staff, Betty North, Kay Aulbach. SERVICES OFFERED: "Can You Top This?"

**Harry E. Foster Advertising Limited**

King Edward Hotel & 149 Alcorn Ave., Toronto, Ont., Canada. Phone EL. 6373, H. E. Foster, President; R. B. Wakely, Radio Dept. Mgr.; Miss Mary Newton, Radio Time Buyer; W. R. T. Cory, Acct. Exec. & Toronto Mgr.; R. A. Cauley, G. W. Duncan, M. O. Johnston, J. Mitchell, Acct. Execs. SERVICES OFFERED: General Advertising Agency with a complete radio department including production facilities for "live" talent programs, transcribed shows, flashes, spots, 15 minute "strip" programs, variety and symphonic broadcasts.

**Allen A. Funt Radio Productions**

52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 7-8741. President, Allen A. Funt; Gen. Mgr., Philip J. Pollard; Creative Dir., Al J. Slep; Editorial Supervisor, Irwin Fox; Chief Engineer, Herbert Exner; Personnel Dir., Nina Heberer. SERVICES OFFERED: Network, live, transcribed and syndicated programs.

**Gainsborough Associates**

234 West 44 St., New York 18, N. Y. Phone, CHickering 4-5141-4-5142-4-1583. Mitchell Jablons, Radio Director; Nathan M. Rudich, Dir. of Television and Films; Martin Seligson, Mgr. of Sales Operations; Arlene Shelly Gaines, Talent Supervisor; Jay Barrett, Production Manager. SERVICES OFFERED: Production of radio and television package shows; produce and distribute films for television; radio and tele publicity for fund raising organizations; publicity and public relations consultants to advertising agencies, AM, FM, and TV stations and commercial organizations; publicity and radio-television management for talent.

**Gale, Inc.**

48 W. 48th St., New York 19, N. Y. Phone, PLaza 7-7100. President, Moe Gale; Dir. of Radio Dept., Mitchell Benson. SERVICES OFFERED: Complete Radio-TV package program and directing service.

**General Artists Corp.**

1270 6th Ave., New York 20, N. Y. Phone, Circle 7-7543. Thomas G. Rockwell, President; Chrg. of Radio-TV Dept.

**HENRY SOUVAINÉ, INC.**

RADIO and TELEVISION PRODUCTIONS

1932 - 1949

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

Circle 7-5666

## Program Producers

John J. Mullihill, Dan Hollywood. SERVICES OFFERED: Program production, package shows, artists' representatives.

### **John E. Gibbs & Co.**

9 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-4888-9. President. John Gibbs; Assistant, Francis Head. SERVICES OFFERED: Radio production, talent representation.

### **Grace Gibson Radio Productions**

6700 Sunset Blvd., Hollywood 28, Calif. Phone, GR. 5543. B. Eaton Lawrence. Director of Sales; Bertha Watt, Business Manager. SERVICES OFFERED: Production and distribution of open-end transcribed radio shows; specializing in documentaries.

### **Harry S. Goodman Radio Productions**

19 East 53rd St., New York 22, N. Y. Phone, PLaza 5-6131-5. Harry S. Goodman. President and General Manager; Everett F. Goodman, Vice-Pres.,

Chg. Sales; H. Knuth, Secretary; Daniel R. Goodman, V-P. Chg. of TV. SERVICES OFFERED: Transcribed and "live" radio & TV programs. Syndicated and custom-built spot announcements.

### **Gotham Radio Productions, Inc.**

120 E. 16th St., New York 3, N. Y. Phone, GRamercy 5-7614. Louis Cioffi, Gen. Mgr.; James Breetveld, Script Editor; Morton Fleischmann, Talent Dir.; Jerry Gregoris, Research Dir. SERVICES OFFERED: Live package productions, talent.

### **Green Associates**

360 No. Michigan Ave., Chicago 1, Ill. Phone, Central 6-5593. Lewis G. Green, Vice-President. SERVICES OFFERED: Production, transcriptions, TV shows.

### **Gerald Gross**

1270 6th Ave., New York 20, N. Y. Phone, Circle 6-2144. Gerald Gross. SERVICES OFFERED: TV and radio package shows.

**radio production**

**WOLF ASSOCIATES, Inc.**

**in all its phases**

EDWARD WOLF

General Manager

420 MADISON AVE.

NEW YORK CITY

PLaza 5-7620

**Program Producers**

**John Guedel Radio Productions**

1680 North Vine Street, Hollywood 28, Calif. Phone, HEMPstead 5186. Executive Producer, John Guedel; Production Manager, Irvin Atkins; Script Editor, Walter Guedel; Office Manager, Eleanor Rowland; Accountant, Shirley Spencer; Expediter, Martin Hill; Publicity Dir., Dick Pettit; Children Supervisor, Martha Proudfoot; Writers, Walter Guedel, Jack Stanley, Bernie Smith, Bob Dawn, Hy Freedman, Ed Tyler. SERVICES OFFERED: Producers of network package radio programs.

**Les Hafner & Co. Program Producers**

112 West 89th St., New York 24, N. Y. Phone, TRafalgar 3-1800. Les Hafner, Producer. SERVICES OFFERED: Live and film programs for radio and TV.

**Laurence Hammond Productions, Inc.**

45 West 51 St., New York 19, N. Y. Phone, PL 9-2210. Laurence Hammond, President; Michael Carr, Casting Director; Edward Barry Roberts, Script Edi-

tor; Turnley Walker, Script writer; Lloyd Shaffer, Musical Consultant; Cornel Tanassy, Musical Arranger; Lou Goldenberg, Accountant; Millard C. Faught, Public Relations Counsel. SERVICES OFFERED: Packaging radio and television programs, live, transcribed, and filmed. Producing motion pictures for television. Scripting, directing services available for radio and television. Public relations counsel.

**George Heid Productions**

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. Owner, George Heid; Musical Director, Max Adkins; Office Mgr. Betty Millwood. SERVICES OFFERED: Program production, continuity, recordings, transcriptions, commercial spots and jingles, air checks, complete slide film production, sound for mechanical displays.

**Arthur Henley**

88-04 63rd Drive, Forest Hills, N. Y. Phone, ILlinois 9-6729. Arthur Henley, Writer-Producer. SERVICES OFFERED: Radio and TV programs packaged. Writing, consultation and production services.

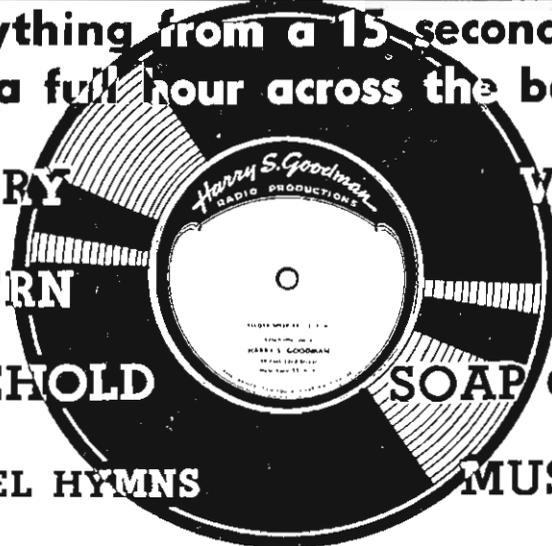
**Everything from a 15 second spot  
to a full hour across the board**

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Programs for feminine appeal - male - kiddies - any and everything  
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*Harry S. Goodman*      19 EAST 53rd STREET  
NEW YORK, N. Y.



## Program Producers

### **Hoffberg Productions, Inc.**

620 Ninth Ave., New York 18, N. Y.  
Phone, Circle 6-9031-2. J. H. Hoffberg,  
President. SERVICES OFFERED: 35  
mm. and 16mm. of features and short  
subjects for television broadcasts.

### **William F. Holland Radio Productions**

Hotel Sinton, Cincinnati 2, Ohio. Phone,  
Main 3450, Parkway 7584. William F.  
Holland, Gen. Mgr. SERVICES OFFERED:  
Custom-built radio spot an-  
nouncements and radio programs, live  
and transcribed.

### **Richard W. Hubbell and Associates**

118 East 40th St., New York 16, N. Y.  
Phone, MUrray Hill 3-0028. Richard W.  
Hubbell, Chairman; Alfred N. Gold-  
smith, Associate; Robert Jerome Smith,  
Associate; Wanda Van Brunt, Executive  
Assistant. SERVICES OFFERED: Man-  
agement consultation on all matters re-  
lating to television, and advice or direct  
assistance on packaging and producing of  
TV shows of all types. Confidential con-  
sultation to advertisers, their advertising  
agencies, and producers.

### **Hudes and Baral Radio Productions**

17 East 42nd St., New York 17, N. Y.  
Phone, MUrray Hill 3-2840-9-2473-9-2440.  
Ted Hudes, Lillian Baral, partners.  
SERVICES OFFERED: Produce public  
service transcribed radio package shows;  
distribution over 900 stations from coast  
to coast, including 34 50,000 watters,  
produce TV feature films, educational and  
industrial shorts. Handle radio accounts  
for commercial and non-commercial insti-  
tutions.

### **Hummert Radio Features**

247 Park Ave., New York 17, N. Y.  
Phone, PLaza 5-2700. Partners: Frank  
& Anne Hummert. SERVICES OFFERED:  
Creators and producers of network  
radio productions.

### **Inter-California Broadcasting System**

253 So. Broadway, Los Angeles 12,  
Calif. Phone, MUtual 2759, Gen. Mgr.,  
Gustavo Faist Moran; Sales Manager M.  
L. Moran; Office Mgr., Margarita Lamar;  
SERVICES OFFERED: Specialists in  
Spanish language advertising. Produc-

## THE HOMETOWNERS...

156 fifteen minute episodes

NBC Stars — Americana Music

### **JOE EMERSON'S HYMNTIME...**

Star of "Hymns of all churches"  
156 fifteen minute episodes  
America's top hymn show

### **SO THE STORY GOES...**

260 fifteen minute episodes  
The greatest story telling series in  
the history of radio

### **LOUISE MASSEY and the WESTERNERS...**

Network Stars  
156 fifteen minute episodes  
Radio's finest western musical  
starring Louise and Curt Massey

### **THIS IS THE STORY...**

Featuring Ed Prentiss, network star.  
Producing 260 fifteen minute epi-  
sodes... 2 stories to a platter about  
history, sports, art, literature, indus-  
try—all subjects.

# MORTON RADIO PRODUCTIONS, Inc.

360 N. MICHIGAN AVE. CHICAGO 1, ILL.

**Program Producers**

tion of Spanish language programs. Representatives of radio station XECM (located in Tijuana, Lower California).

**International 16mm Corporation**

165 W. 46th St., New York 19, N. Y. Phone, PLaza 7-2265. Patrick E. Shanahan, Pres. & Treas.; George Blake, Sec.; Board of Directors: Patrick E. Shanahan, George Blake, Fabian R. Normandin. **SERVICES OFFERED:** Producers and distributors of motion pictures, prints in both 16 mm. and 35 mm. Subjects: Classical music with Symphonic orchestras.

**Estella H. Karn**

49 West 45th St., New York, N. Y. Phone, LUXemburg 2-2170. **SERVICES OFFERED:** Radio-TV program production.

**Low Kashuk & Son Adv. Co.**

350 Fifth Ave., New York 1, N. Y. Phone, LONgacre 3-7290. Low Kashuk, Jay E. Kashuk, Partners. **SERVICES OFFERED:** Preparing and producing

radio and TV spots and programs for advertisers and agencies. Custom-built and syndicated spots and programs for radio and TV. Copyright owner of "Mail-O-Vision" a participation TV program available on a syndicated basis.

**Kasper-Gordon, Inc.**

140 Boylston St., Boston 16, Mass. Phone, DEvonshire 8-7357. Edwin H. Kasper, President-Production Director; Aaron S. Bloom, Secretary-Treasurer-Script Supervisor; Robert W. Graham, Office Manager; Frances Barrett, Secretary; Gerald Kaufman, Production-Scripts; Kenn Schaffer, Engineer; Bradford Tiffany, Engineer; Preston Sandiford, Musical Director. **SERVICES OFFERED:** "Live" and film TV shows. Complete production from creation of show to finished production. TV Commercials on film.

**Kermit-Raymond Corporation**

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. Treasurer, William J. McCambridge; Vice-President & General Manager, Ray-

CREATORS AND PRODUCERS  
of **RADIO** and **TELEVISION**  
PROGRAMS FOR NETWORKS AND  
COMMERCIAL ADVERTISERS

EXCLUSIVE MANAGEMENT

● **RUSS HODGES** ● **JACK EIGEN**  
● **RED BENSON** ● **SHELDON STARK**  
● **KATHI NORRIS**

**WILBUR STARK - JERRY LAYTON**

*Program Productions*

551 5th Ave.

NEW YORK 17, N.Y.

• • • **Program Producers** • • •

mond R. Green; Business Mgr., Theodore Green; Account Exec., David Fiel; Secretary, Andree P. Jones. **SERVICES OFFERED:** Production of live and transcribed programs, spot announcements, scripts and program consultant.

●

**Oland Killingsworth**

1560 Broadway, New York 19, N. Y. Phone, PLaza 7-0759. Oland Killingsworth, Producer-Director; LeRoy B. Pitkin, Associate Producer; Boris Serratore, Production Supervisor; John Hermansader, Art Director; Monica Burlbaw, Press Editor. **SERVICES OFFERED:** Producer of animation, live action films, live tele shows and transcriptions.

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**Landau Broadcasting Service**

270 Broadway, New York 7, N. Y. Phone, REctor 2-5341-2. President, Herman Younglieb; Program Director, Paul Berkowitz. **SERVICES OFFERED:** Program production, script.

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**The Landt Trio**

8 West 49th St., New York 19, N. Y. Phone, CIrcle 5-5431. Karl Jack and Dan

Landt, Co-owners. **SERVICES OFFERED:** Jingles, spots and live shows for radio and TV.

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**Lang-Worth Feature Programs, Inc.**

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. O'Keefe; Secretary, A. Walter Socolow; Representatives, John D. Langlois, Ralph S. Hatcher; Pierre Weis; Prog. Dir. Doris Kaye; Office Manager, C. O. Langlois, Jr. **SERVICES OFFERED:** Transcribed music library service for radio stations, advertising agencies and advertisers, Custom built radio programs both live and transcribed.

●

**C. O. Langlois, Inc.**

Steinway Hall, 113 W. 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. **SERVICES OFFERED:** Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

**Teamed for TV - Teamed to sell**

first TV  
repertory company

**tele-theatre  
actors company**

Top-talent service to sell  
your story in a complete  
"Ready-to-Air" package  
program by Tele-Theatre  
Productions.



first complete  
TV scenic service

**tele-scenery  
studio**

Because of this all-in-one  
service you can be sure  
of getting the most effec-  
tive, most economical  
buy in TV to-day.

**TELE - THEATRE package PRODUCTIONS**

C. W. Christenberry Jr., Executive Producer

33 WEST 58th STREET, N. Y. 19 • PLAZA 9-8490

**Lawrence Productions**

6700 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 5543. Owner B. Eaton Lawrence, Associates: Richard Hill Wilkinson, Glenn Langen. SERVICES OFFERED: Production and distribution of open-end transcribed radio shows.

**Evelyn Lawson Associates**

237 E. 53rd St., New York 22, N. Y. Phone, EL 5-4773. Evelyn Lawson, President; Guy Livingston, George Hanson, Brooke Lawson, Vice Presidents; Thomas Canning, Ex. Producer N. Y. SERVICES OFFERED: Public Relations firm specializing in the promotion of television productions and talent. Also handle public relations for industrial accounts already in television (r planning to use video as an advertising medium. Design television productions tailored to needs of firm accounts.

**Bob Loewi Productions, Inc.**

255A East 49th St., New York 17, New York. Phone, MUrray Hill 8-2600, PLaza 5-0958. Bob Loewi, Producer-Director; Stan Lee, Assistant; Lee Klein, Assistant. SERVICES OFFERED: Create, produce, direct, and sell live and film, television package shows.

**Phillips H. Lord, Inc.**

501 Madison Ave., New York 22, N. Y. Phone, PLaza 5-2211. Phillips H. Lord, President; John O. Ives, Vice President; Dorothy E. Levy, Manager; Leonard L. Bass, Program Supervisor. SERVICES OFFERED: Package shows.

**Mac Davis Sports Features**

1 Montgomery Place, Brooklyn 15, New York. Phone, NEvins 8-4374. Director, Mac Davis. SERVICES OFFERED: Sport Shows for television, special programs and features created and built for television presentation. Ideas and scripts supplied for all types of sport television shows.

**C. P. MacGregor**

729 So. Western Ave., Los Angeles 5, Calif. Phone, FITzroy 4191. C. P. MacGregor, President; Victor Quan, Director; Paul Quan, Production Manager; A. Q. Felthousen, Chief Engineer; George R. Jones, Office Manager; Rudy Rudolph, Sales Manager; Nat V. Donato, Eastern Manager. SERVICES OFFERED: Transcription library productions: dramatic and musical programs; recording studios. Complete packaging including recording



**JOHNNY OLSEN**

1120 Park Ave. AT. 9-4359

**JOHNNY OLSEN'S  
AMERICAN PRODUCTIONS**

**RADIO:**

11—½ HOURS WEEKLY

**TELEVISION:**

7—½ HOURS WEEKLY

**RECORDS:**

RCA VICTOR  
APOLLO

PERSONAL APPEARANCES:  
NOW BEING BOOKED FOR  
SUMMER WEEK-ENDS

electro-plating of masters and production, pressings on vinylite and music library.

•  
**Haven MacQuarrie Ideas**

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio and TV shows created, produced, and written, specializing in comedy situations, 1 to 30 minutes.

•  
**Alexander McQueen & Associates**

5222 N. Lakewood Ave., Chicago 40, Ill. Phone RAVenswood 8 9010. Owner, Alexander McQueen. SERVICES OFFERED: "Nothing but the Truth" feature (Reg. U. S. Pat. Office), in person or transcribed. Research for human-interest stories on sponsor's product.

•  
**The Ted Mack Co.**

4 E. 53rd St., New York 22, N. Y. Phone, MURray Hill 8-0370. Owner-Manager, Ted Mack; Associate, Joseph A. Clifford; Writers, Virginia Lee, Lloyd Marx; Producers, Ted Mack, Robert Green; Musical Director, John Gart. SERVICES OFFERED: Complete production of transcriptions and package shows, re-

search and commercial copy service, producers of Original Amateur Hour, Sunday evening tele show now on the air.

•  
**Fred C. Mertens and Associates**

946 S. Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President and Prod. Mgr., Fred C. Mertens; George Logan Price, Production, Sales, Service; S. M. Lauch, Office Manager. SERVICES OFFERED: Scripts, production, promotion, public relations. 25 years national experience. Success record with packaged shows on more than 100 major stations.

•  
**Charles Michelson, Inc.**

23 West 47th St., New York 19, N. Y. Phone, PLaza 7-0695-6. President, Charles Michelson. SERVICES OFFERED: Portoplayback Machines and Gennett & Speedy-Q Sound Effects Records. Half-hour and quarter-hour transcribed program features.

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**Michelson & Sternberg, Inc.**

23 W. 47th St., New York 19, N. Y. Phone, PLaza 7-1269. President, Aaron Michelson. SERVICES OFFERED: Exporters of transcriptions and sound effect records.

WILLIAM GERNANT

. . . **Program Producers** . . .

**Les Mitchel Productions, Inc.**

9310 Hillrose, Sunland, Calif. Phone, Florida 31531, 33244. Les Mitchel, President; G. Madelon Mitchel, Secty. & Treas.; E. Marshal Bitgood, Vice President; Budd Lesser, Vice President, Script Editor; John Hutchins, Controller. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

**Mole, Davis, Inc.**

105 W. 55th St., New York 19, N. Y. Phone, Circle 6-0006. John Mole, President; Blevins Davis, Executive Vice-President; Blanche Stuart Lee, Vice-Pres. & Gen. Mgr.; John Bryan, Technician. SERVICES OFFERED: Packaged radio productions, live and transcribed, for radio and television.

**William Morris Agency, Inc.**

1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-2160. Executive-in-Charge of Radio, William B. Murray. SERVICES OFFERED: Production of packaged shows for Radio & TV, also talent representatives.

**Morton Radio Productions, Inc.**

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 6-4144. President, Morton Jacobson; Secretary, Cecelia Jacobson. SERVICES OFFERED: Open-end and custom built transcriptions, live packages, and custom built television shows.

**Herbert M. Moss**

100 West 55th St., New York 19, N. Y. Phone, Columbus 5-1661. SERVICES OFFERED: Radio & television production, recorded auditions available.

**Motion Picture Productions, Inc.**

620 West Superior Ave., Cleveland 13, Ohio. Phone, PProspect 4900. Donald C. Jones, President; Robert E. Haviland, Vice President; E. M. Engle, Secretary. SERVICES OFFERED: Producers of motion pictures and slide films on industrial relations, sales promotion, sales & technical training; in black & white or color with RCA sound in our own studios and laboratories.

# GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, *Pres.*

≈≈≈

*Producers, Creators and Managers*

*of*

*Outstanding Radio and Television Ideas,  
Talent and Orchestras for Over Sixteen Years*

**NEW YORK • CHICAGO • CINCINNATI • HOLLYWOOD**

**Music Corporation  
of America**

(MCA Artists, Ltd.)

745 Fifth Ave., New York 22, N. Y.  
(will move to 598 Madison Ave.) Phone,  
PLaza 5-8900. BRANCH OFFICES: 17-  
18 Dover St., London, England; 430 N.  
Michigan Ave., Chicago, Ill.; 9200 Wil-  
shire Blvd., Beverly Hills, Cal.; 9370  
Burton Way, Beverly Hills, Cal.; 105  
Montgomery St., San Francisco, Cal.;  
1164 Union Commerce Bldg., Cleveland,  
O.; 515 Tower Petroleum Bldg; Dallas,  
Tex.; 1612 Book Tower, Detroit, Mich.;  
1044 Little Bldg., Boston, Mass.; North-  
western Bank Bldg., Minneapolis, Minn.  
SERVICES OFFERED: Program Pro-  
duction.

**Muzak Corporation**

(For detailed listing see Associated  
Program Service, Div. of Muzak Corp.)

**John Nasht & Associates, Inc.**

16 East 52nd St., New York 22, N. Y.  
Phone, MURray Hill 8-3323. John Nasht,  
President; Gene Seagle, Vice President.  
SERVICES OFFERED: Television pro-  
gram production.

**NBC Radio-Recording  
Division**

30 Rockefeller Plaza, Radio City, New  
York 20, N. Y. Phone, Circle 7-8300. Di-  
rector, Robert W. Friedheim; Office Mgr.,  
George C. Stevens; Recording Sales,  
Charles G. Hicks, Jr.; Sales Manager,  
Donald J. Mercer; Program Manager,  
H. H. Wood; Thesaurus Program Man-  
ager, Norman L. Cloutier; Adv. & Promo-  
tion Mgr., Frank McMahon. SERVICES  
OFFERED: NBC Thesaurus (musical  
program service); NBC Syndicated Pro-  
grams (recorded dramatic, variety, musi-  
cal shows, etc.); NBC Custom-Built  
Programs (for regional and national spot  
advertisers); simultaneous recordings of  
network and studio programs, recording  
service for advertisers and agencies, ref-  
erence or audition recordings, NBC  
Orthacoustic transcriptions.

**National Concert & Artists  
Corp.**

711 Fifth Ave., New York 22, N. Y.  
Phone, PLaza 9-6000. O. O. Bottorff,  
Chairman of the Board; Marks Levine,  
President; Thomas Reilly, Secy. Treas-  
urer, Director of Popular Division; Alex-  
ander F. Haas, Vice-Pres. in charge of

**MEMO**

**TO:** 900 Program Directors of Indies From Coast  
to Coast

**FROM:** Ted Hudes

**RE:** Your Keen Awareness of Public Issues.

THANKS! Through your splendid cooperation,  
60,000,000 people have heard such outstanding  
public service musicals and dramatizations as:

PLYMOUTH ROCK 1949 with Ray Middleton

A MAN WITH A CAUSE with Henry Fonda  
and Aline MacMahon

DISPLACED with Paul Muni

WORTHY OF THEIR HIRE with Melvyn Douglas

THE ARRIVAL OF DELAYED PILGRIMS with Ben  
Grauer

P.S. Directors who haven't received these programs  
can still obtain them free of charge.

**CITIZENS COMMITTEE ON DISPLACED PERSONS**

39 EAST 36th STREET

NEW YORK 16, N. Y.

Los Angeles Office; D. L. Cornetet, Vice-Pres. in charge of Chicago Office; Joseph M. Barnett, Radio-Recording-Television. **SERVICES OFFERED:** Talent for concert-opera-radio-television, Speakers and special attractions in lecture platform. Package programs and ideas for radio and television.

**National Radio Features**

100 State St., Albany 7, N. Y. Phone, 4-8226, 8-1311. Allen I. Stock, Vice Pres. & Gen'l Mgr.; Al Wolman, District Manager; Bernie Kaye, District Manager; R. G. MacDonald, District Manager; Betty R. Pearl, Publicity Director; E. M. Stock, Sales Manager. **SERVICES OFFERED:** Special radio & transcribed programs for use as campaigns with radio stations, using constructive material to enhance station advertising, and promote sales and revenue. Now presenting the most unusual station program "Radio On Call".

**The National Research Bureau, Inc.**

415 No. Dearborn St., Chicago 10, Ill. Phone, Superior 75080. Frank P. Kendall, Executive Vice President. **SERVICES OFFERED:** Temperatunes and spot jingles, transcribed and live shows.

"Greatest of The Great"—transcribed 15 minute sport shows.

**Neblett Radio Productions**

360 North Michigan Ave., Chicago 1, Ill. Phone, Central 6-4144. President, Morton Jacobson. **SERVICES OFFERED:** Creators of open-end and custom-built transcribed radio shows.

**Nelson Productions, Inc.**

341 Madison Ave., New York 17, N. Y. Phone, MURray Hill 6-5862. Raymond E. Nelson, President. **SERVICES OFFERED:** Feature and commercial films to order; live shows for radio and TV.

**Oliver W. Nicoll Productions**

37 West 46th St., New York 19, N. Y. Phone, LUXemburg 2-5130. Oliver W. Nicol, Producer-Director, Executive Director; Alma Sandra Munsell, Associate Director. **SERVICES OFFERED:** (Radio) Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; (Television) Program production and consultation, package live and film shows, scripts, talent. Member of ITPA (Independent Television Producers Association).

**HAVEN  
MAC QUARRIE  
WORD MASTER  
OF CEREMONIES**

ORIGINATOR OF

**"NOAH WEBSTER SAYS"**

**"THE MARRIAGE CLUB"**

**"DO YOU WANT TO BE AN  
ACTOR?"**

All coast to coast favorites  
Now ready for video





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• • • **Program Producers** • • •

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**North American Video  
Productions, Inc.**

234 West 44th St., New York 18, N. Y.  
Phone, LA 4-0385. Max Brown, President;  
Stanley Simmons, Vice President; Charles  
Obermeyer, Treasurer. SERVICES OF-  
FERED: Commercial film spots; live and  
film packages; animation and stop action.

•

**Lilian Okun, Inc.**

2 West 67th St., New York 23, N. Y.  
Phone, TRafalgar 7-8916. President-  
Manager, Lilian Okun. SERVICES OF-  
FERED: Specialize in women's and chil-  
dren's programs, television programs;  
complete programs prepared.

•

**Johnny Olsen's American  
Productions**

565 Fifth Ave., New York 19, N. Y.  
Phone PLaza 5-7123. John L. Olsen,  
Owner; Penny Olsen, Treas. & Gen. Mgr.;  
John E. Gibbs, Rep. & Consultant. SER-  
VICES OFFERED: Production and per-  
formance of package shows for radio and  
television.

**Original Radio  
Productions, Inc.**

36 W. 74th St., New York 24, N. Y.  
Phone, SChuyler 4-8896. Harmon Yaffa,  
Pres.; Anthony Gablik, Vice-Pres.; H.  
Lawrence Laupheimer, Sec.-Treas. SER-  
VICES OFFERED: Creators and produc-  
ers of radio and television programs.

•

**Pan American Broadcasting  
Co.**

17 East 42nd St., New York 17, N. Y.  
Phone MUrray Hill 2-0810-1. President,  
Eugene Bernald; Manager, Arthur Gor-  
don; Ass. Mgr., Martin L. Niernan.  
SERVICES OFFERED: Transcribed pro-  
grams for export markets—in English,  
French, Spanish and Portuguese. Also  
programs for use in Alaska, Quarter-,  
half-, and full hour lengths.

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**Jack Parker & Associates**

Box 2222, Hollywood 28, Calif. Phone,  
GLadstone 6983, HUDson 2-4048. Jack  
Parker, Gen Mgr. Executive Prod.; Ray  
Bond, Associate Producer and Writer;  
Betty Underwood, Chief Script Editor;  
Barry Du Barry, Television Program  
Manager; Garland Brunton, Writer and

BYRON PRODUCTIONS  
COMPANY

PRESIDENT  
EDWARD A. BYRON

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George W. Allen

*Producer - Director*

"THE WHISTLER"



C. B. S.

## Program Producers

Associate Producer. SERVICES OFFERED: Scripts, transcribed programs, live programs, TV programs, live and film, commercial copy and full radio and public relations service to advertisers, and stations.

### Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. Donald Peterson, Producer-Director; Stanley Whitman, Jean Eicks, Doris Illoway, Writers; M. P. Frutchey, Recording Engineer. SERVICES OFFERED: Custom built religious programs, live and transcribed. Propaganda sustainers, live and transcribed.

### Press Association, Inc.

50 Rockefeller Plaza, New York 20, N. Y. Phone, PLaza 7-1111. Kent Cooper, President; Oliver Gramling, Vice-Pres. SERVICES OFFERED: "Personality Time," a 15-minute transcription dramatizing personalities of stage, screen and radio—of special interest to women, 78 episodes available; "Sports Star Special," a 15-minute transcription dramatizing big name sports personalities, 26 episodes available; "Special Assignment," a 15-minute transcription dramatizing the un-

usual experience of news reporters throughout the country, 78 episodes available.

### Eugenia Price Productions

75 E. Division St., Chicago 10, Ill. Phone, DELaware 7-4375. Owner, Eugenia Price. SERVICES OFFERED: Producers of "The Addison Pelletier Show" available on quarter hour open-end transcriptions and distributed exclusively worldwide by Kasper-Gordon, Inc. Also custom-built live, transcribed and TV shows.

### George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, Production, Sales Service Director; S. M. Lauch, Office Manager, Accounting, Auditing; George L. Price, Jr., Copy Consultant. SERVICES OFFERED: Established 5, 15, 30 minute dramatic shows. Tailored - to - measure scripts of any type, on any subject, based on 25-years radio experience, in writing thousands of shows.

### Prockter Productions, Inc.

1270 6th Ave., New York 20, N. Y. Phone, Circle 6-4091. President, Bernard J.

## RADIO PRODUCTIONS

Producers of radio's No. 1 transcribed football program—

### "LEAHY OF NOTRE DAME"

## TELEVISION PRODUCTIONS

Producers of the sports sensation of 1948—

### "CHICAGO BEARS QUARTERBACK SHOW"

Also

SPOTS - JINGLES

## GREEN ASSOCIATES

CHICAGO

360 N. Michigan

Gen. 6-5593

## CHICK VINCENT

Director

"Pepper Young's Family" NBC

Producer

"Adventures of Charlie Chan"

Producer

"At Home and How" WJZ-TV

Director

"Ship's Reporter" WJZ-TV

for National Television Guild

**Program Producers**

Prockter; Vice-President, Everett W. Rosenthal; Treasurer, Jerome C. Robinson; Secretary, Leonard L. Loweinthan; Director of Public Relations, Clement J. Wyle. **SERVICES OFFERED:** Live network programs. Complete TV package production, live or film.

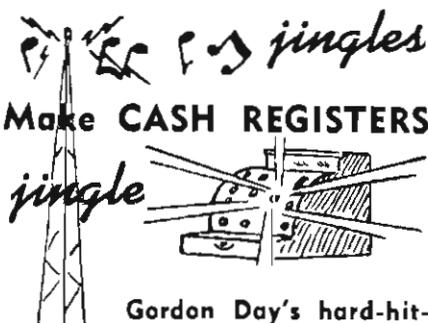
**Progressive Radio Advertising Co., Inc.**

260 E. 161st St., New York 51, N. Y. Phone, MELrose 5-5522. Lido Belli, President-Producer-Director. **SERVICES OFFERED:** Italian language programs, production and talent.

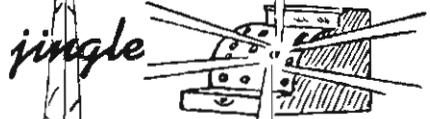
**Ra-Best Features, Inc.**

522 5th Ave., New York 17, N.Y. Phone, MU 7-8158. Lawrence K. Elliott, President; Vincent Andrews, Treasurer; Bernard Silver, Secretary; Ann Howard, Casting Director. **SERVICES OFFERED:** Company composed of well-known radio artists in all fields of activity, devoted to development of outstanding radio and television programs that are new, fresh, different, important.

**GORDON M. DAY**



Make **CASH REGISTERS**



**Gordon Day's hard-hitting singing commercials pay off at the cash register! Proof? 52 Successful spot campaigns in 2 years! Send for 10-jingle recording and full details.**

**Gordon M. Day Productions**

108 E. 30 St. ORegon 9-3595 N.Y.C. 16

**TOP-NOTCH SPOTS AT MODERATE COST**

**Radio Artists Corporation**

509 Madison Ave., New York 22, N. Y. Phone, PL 3-4670. 366 N. Camden Drive, Beverly Hills, Calif. Phone, CRestview 5-4308. Bernard L. Schubert, President; Jack Bertell, Vice President. **SERVICES OFFERED:** Talent, production, radio and television package management.

**Radio Events, Inc.**

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3487. President, Julianne Dupuy. **SERVICES OFFERED:** Production, scripts, casting for radio and television.

**Radio Features of America**

37 West 46th St., New York 19, N. Y. Phone, LUXemburg 2-5130. Executive Director, Oliver W. Nicoll; Associate Director, Alma Sandra Munsell. **SERVICES OFFERED:** (Radio): Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. (Television): Program production and consultation, package live and film shows, scripts, talent. Members ITPA.

*the finest  
in television shows*

**HOLLYWOOD SCREEN TEST**

ABC-TV NETWORK, SUNDAYS, 8-8:30 P.M.

*talent*

BILL STERN  
MARY ANDERSON  
PATRICIA BRIGHT  
HARRIET VAN HORNE

*writers*

ALTON ALEXANDER  
BERNARD DOUGAL  
PRISCILLA KENT  
MORT LEWIS  
LARRY MARKES

**LESTER LEWIS ASSOCIATES**

ONE CHRISTOPHER ST. WATKINS 4-8582

**Radio Producers of  
Hollywood, Inc.**

1651 Cosmo St., Hollywood 28, Calif. Phone, Hollywood 8318. President, Lou R. Winston; Station Relations, Mary Staggs. **SERVICES OFFERED:** Open and transcribed feature programs. 60 different shows of all types. 3,500 quarter hours for immediate delivery.

**Radio Production Service**

501 Madison Ave., New York 22, N. Y. Phone, PLaza 3-8940. Irene Beasley, Owner; Victor Sack, Charge of Sales; Mary Lincoln, Prize Supervisor; Rita Burke, Supervisor of Mail. **SERVICES OFFERED:** Program production, live package, radio & TV shows, and spot campaigns.

**Radio Program Management**

4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. Directors, Ted Mack, Joseph A. Clifford. **SERVICES OFFERED:** Package shows; variety, dramatic, musical and audience participation. Spot Announcements. Complete production; research, scripts, music, commercial copy.

**Radio-Video Associates**

322 East 55th St., New York 22, N. Y. Phone, PLaza 5-5781. Jack Lloyd, Executive Producer; Robert Whiteman, Musical Director; Doris Bertel, Publicity Director; Roy Pinney, Motion Picture Consultant. **SERVICES OFFERED:** Production of shows for radio and television, live and transcribed musical jingles and spot announcements, 16 mm films for television, custom-built audition scripts for talent, production of foreign language shows, contest consultants.

**Reemack Enterprises, Inc.**

1270 Sixth Ave., New York 20, N. Y. Phone, PLaza 7-7354. Lou Goldberg, President; Wanda Ellis, V.P.; Lloyd Mark, Secty. **SERVICES OFFERED:** Producers of the Original Amateur Hour.

**Religious News Service**

381 Fourth Ave., New York 16, N. Y. Phone, MUrray Hill 4-1463. Managing Editor, Louis Minsky. **SERVICES OFFERED:** Production of weekly religious news scripts.

**Richman Productions**

17 East 45th St., New York 17, N. Y. Phone, MUrray Hill 2-5854. Howard

**BERNARD L. SCHUBERT, Inc.**

**RADIO ARTISTS CORPORATION**

<b>NEW YORK</b>	<b>BEVERLY HILLS</b>
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PLAZA 3-4670	CRESTVIEW 5-4308

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PUBLIC RELATIONS



ELdorado 5-6092	151 East 50th Street
	New York 22, N. Y.

• • • **Program Producers** • • •

Richman, President; William Richman, General Manager; Charles Cromer, Exec. Prod. & Film Supvr.; Joseph Cates, Production Director; Sandford J. Metlis, Director of Publicity and Special Events; Harold Levey, Musical Director; Howard T. Longfellow, Research Director; Beatrice Solarz, Traffic Manager; Natalie Meader, Personnel Director. **SERVICES OFFERED:** Packaging and production of live and transcribed radio programs and spots. Packaging and production of live and motion picture television programs and spots.

•  
**H. D. Rickert Co.**

545 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-4256-7-8. H. D. Rickert, Director. **SERVICES OFFERED:** Radio and TV package shows.

•  
**Robinson Recording Laboratories**

2022 Sansom St., Philadelphia 3, Pa. Phone, Locust 7-4731. Proprietor, W. P. Robinson. **BRANCH OFFICE:** 35 S. 9th St., Philadelphia 7, Pa. Phone, Walnut 2-6800 W. W. Jost. **SERVICES OFFERED:** Manufacture transcription turntables, professional recording machines,

and transcription tone arms. Make transcriptions, master records, and pressings, and make audition and delayed broadcast discs.

•  
**Rockhill Radio & Television**

18 East 50th St., New York 22, N. Y. Phone, PLaza 9-7979. Stanley J. Wolf, President; Sylvan Taplinger, Robert F. Lewine, Steven Carlin. **SERVICES OFFERED:** Complete packages, radio, transcriptions, television, film.

•  
**Jack Rourke Productions**

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Granite 1950, HOLLYWOOD 5762. President, Jack Rourke; General Manager, Fred Fuld, Jr.; Account Exec., Mike O'Donnell; Publicity Dir., Joan Rourke. **SERVICES OFFERED:** live and transcribed radio programs, spots and jingles.

•  
**Barnard L. Sackett Television Productions**

254 West 54th St., New York, N. Y. Phone, LUXemburg 2-5080. Barnard L. Sackett, Production Manager; Bernard Wine, Business Manager; Wick Adames, Coordinator; Ann Pester, Fashion Direc-

**BASIL LOUGHRANE**

*Producer-Director*

“Light Of The World”

NBC

(sponsored by General Mills)



“Sherlock Holmes”.. MBS

(sponsored by ClipperCraft Clothes)

**GERALD GROSS**

PRODUCER



• • • **Program Producers** • • •

tor; Manny Retter, Art Director. SERVICES OFFERED: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, weather spots, animation, custom-built shows, television consultants, personal television representation, concert management.

•  
**James L. Saphier**  
**Agency, Inc.**

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, President. SERVICES OFFERED: Radio and television productions, sale of package programs and talent.

•  
**Bernard L. Schubert, Inc.**

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert. SERVICES OFFERED: Talent, production radio and television package management.

•  
**Screencraft Pictures, Inc.**

341 W. 44th St., New York 18, N. Y. Phone, Circle 6-8546-7. J. S. Berkson, President; B. H. Mills, Vice-Pres.; Edward Berkson, Treas. SERVICES OF-

FERED: Distributors of 16 and 35 mm. features and shorts.

•  
**Script Associates**

822 South Parkview, Los Angeles 5, Calif. Phone, Federal 1936. Cal Frederick, Director; Jean Frederick, Coordinator; Larry Purdin, Comm. Mgr.; BRANCH OFFICE: 1695 Sargent Court, Los Angeles 26, Calif. Phone, MA 6-6476. Larry Purdin. SERVICES OFFERED: "Lines For Living" written by Larry Purdin. Now in fourth year. Top rating in Conlan survey. Available in weekly packages of five fifteen minute scripts prepared for you to produce locally. (This show is transcribed in Hollywood for broadcasts overseas for the Armed Forces).

•  
**Selected Radio Features**

1583 Cross Roads Of The World, Hollywood 28, Calif. Phone, HEMPstead 3583. Joseph Lowe, Vice-Pres. SERVICES OFFERED: Producers and sales agents of transcribed package and syndicate radio programs.

•  
**Sentinel Productions**

(A Division of Sentinel Enterprises, Inc.)

**The LANDT TRIO**



Radio and Television Shows

"Whistle Stop"

"Guest House"

"Sing-Along"

8 W. 49th St.

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JANE WHITE, V. P. in Charge of Prod'n

CHARLES MITCHELL, Press

Offices: 229 W. 42nd St., N. Y., N. Y.

Wisconsin 7-0771

• • • **Program Producers** • • •

5746 Sunset Blvd., Nassour Studios, Hollywood 28, Calif. Phone, HEmpstead 6828. Earle R. Harper, President & Exec. Producer; A. G. Harper, V. P. & Treas.; David Griffith, Jr., Secretary; Ann Archer, Producer-Director; Harry Mancke, Director; Ray Sollars, T-V Contact & Programming; Chas. Straumer, Director of Photography; Bill Keefe, Publicity; Robt. Belcher, Film Editor; James Fair, Comptroller. **SERVICES OFFERED:** Produce all types of TV package programs on film—5 min. to 60 min., also TV commercials. Full facilities for originating shows, writing, casting, producing and distribution.

•  
**SESAC, Inc.**

475 Fifth Ave., New York 17, N. Y. Phone MURray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. **SERVICES OFFERED:** Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

•  
**Fletcher Smith Studios, Inc.**

1585 Broadway, New York 19, N. Y. Phone, Circle 6-5280-1. Fletcher Smith,

President; Charles Schettler, Vice-Pres.; William A. Sturm, Sec.-Treas. **SERVICES OFFERED:** Film production for television, specialty animation, complete art and photographic staff and equipment.

•  
**Sound Studios, Incorporated**

1124 Vermont Ave., N.W., Washington 5, D. C. Phone, REpublic 1984-5. Leon Loeb, President; Ethel Loeb, Secretary; Leo Orso, General Manager. **SERVICES OFFERED:** Produce completely packaged shows from script to transcriptions including direction, talent, backgrounds, mailing service, and promotion.

•  
**The Sound Workshop, Inc.**

412-418 S. Robertson Blvd., Los Angeles 36, Calif. Phone, Bradshaw 2-3203. Pres. Producer-Director, Robert E. Grey; Casting Director, Research, Chief Engineer, O. J. Vital; B. H. Gaily, Script Writer. **SERVICES OFFERED:** All types of recording, on disc, wire or tape, complete program production, syndicated and custom-built transcriptions, phonograph records & albums, etc. Custom-built television features on 16mm film, complete production.

A *NEW* transcribed series of  
**"MYSTERY IS MY HOBBY"**

Now 78 half-hours of thrilling suspense, starring Glenn Langan as Barton Drake, suave crime analyst and gentleman detective.

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Granite 5543



654 MADISON AVE.  
NEW YORK 21, N. Y.

TEmpleton 8-7025

## Program Producers

### **Henry Souvaine, Inc.**

30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5666. Henry Souvaine, President; Russell E. Dill, Vice-President; A. U. Braunfeld, Secretary. **SERVICES OFFERED:** Package production for radio and TV.

### **Spot Radio Service**

161 East 48th St., New York 17, N. Y. Phone, LE 2-5032. Director, Fulton Dent; Assistant Director, Dorothy Green. **SERVICES OFFERED:** Creative writing and production service for advertising agencies. Specializing integrated commercials for TV programs. All types of spot announcements including jingles.

### **Charles Stark Productions**

366 Madison Ave., New York 17, N. Y. Phone, MURray Hill 2-2636. Charles Stark, President; William Stark, Vice President; Peggie M. Springstead, Account Executive. **SERVICES OFFERED:** Transcribed package shows, 15-minute, 5-minute and one-minute tailor made spots as well as jingles for station breaks or one minute spots. Transcribed pro-

grams, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

### **Richard Stark & Company**

125 E. 72nd St., New York 21, N. Y. Phone, REgent 7-9608. **SERVICES OFFERED:** Program producers, program builders, and commercial consultants. In the latter capacity they will offer commercial copy suggestions and production notes, with particular emphasis on daytime radio selling.

### **Wilbur Stark-Jerry Layton, Program Productions**

551 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 7-6320. Wilbur Stark, Vice President; Jerry Layton, Secretary. **SERVICES OFFERED:** Creators and producers of radio and television programs for networks and commercial advertisers. Exclusive management of personalities, performers and writers for radio and television.

### **Irvin Paul Sulds, Inc.**

654 Madison Ave., New York 21, N. Y. Phone, TEMpleton 8-7025. Irvin P. Sulds, President. **SERVICES OFFERED:** Production of live and filmed TV programs.

### **Hal Tate Radio Productions**

192 N. Clark St., Chicago 1, Ill. Phone, RANDolph 6-6650. Owner-Manager, Hal Tate. **SERVICES OFFERED:** Package programs including "Who's Talking?" transcribed quiz show.

### **Telanuse Productions**

295 Madison Ave., New York 17, N. Y. Phone, LE 2-3195. Gertrude M. Katcher, Producer; David P. Lewis, Director; Patricia M. Poses, Production Assistant. **SERVICES OFFERED:** Complete preparation and production of television programs and live commercials.

### **Telecast Productions, Inc.**

101 Fifth Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman. **SERVICES OFFERED:** Packaged productions.

### **Telemated Cartoons**

70 E. 45th St., New York 17, N. Y. Phone, MURray Hill 6-8933. Prod.-Dir., Saul S. Taffet. **SERVICES OFFERED:** Production of television film commercials using animation, live action, or still cartoons on 35mm or 16mm film. Scripts and

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story boards prepared with view to meeting individual requirements for television presentation.

•

**Telepak, Inc.**

170 So. Beverly Dr., Beverly Hills, Calif. Phone, Crestview 1-0204. Gifford Phillips, President; C. Robert Longenecker, V.P. and Coordinator of Sales & Prom.; Merrill Pye, V. P. Chg. of Prod. Speed L. Post, Gen. Mgr. SERVICES OFFERED: Custom-built TV shows, film and live; spot commercials; organized to create shows on any budget, for sponsor and agency.

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**Tele-Radio Creations, Inc.**

540 No. Michigan Ave., Suite 209, Chicago 11, Ill. Phone, MOhawk 4 0015. M. T. Lanser, President; Miss Betty Myles, Vice President. SERVICES OFFERED: Create, produce and sell live and transcribed radio packages of all types; live TV packages.

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**Tele-Radio Jingle Productions**

1650 Broadway, New York 19, N. Y. Phone, CO. 5-0371. Harry Revel, President; Hal Halpern, Vice President; Paul Kalet, Sales Manager. SERVICES OFFERED: Jingles for TV and radio, creation and production.

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**Tele-Show Company**

521 Fifth Ave., New York 17, N. Y. Phone, MU 7-2722. Allen Prescott, Production; Myron J. Gould, Asst. Production; H. Ray Newman, Sales; Lawrence A. Lewis, Supervisor & Personnel; B. J. Morgan, Media Research Dir.; James Stamm, Scripts. SERVICES OFFERED: Complete television and radio packaging with particular reference to sponsor slants.

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**Tele-Theatre Productions**

33 West 58th St., New York 19, N. Y. Phone, PLaza 9-9490. Charles W. Christenberry, Jr., Producer; Karen O'Sullivan, Director. SERVICES OFFERED: Package programs for TV and radio.

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**Television Films of America**

Box 2222, Hollywood 28, Calif. Phone, HUDson 2-4048, GLadstone 6983. Jack Parker, Executive Producer-Gen. Mgr.; Allen Buick, Studio Manager; Ross Van Niebroc, Writer and Associate Producer; Garland Brunton, Writer and Associate Producer; Betty Underwood, Chief Script Editor; Mary Blue, Women's Program Manager; Hortense Reed, Children's Pro-

gram Manager; Barry Du Barry, Television Research Director; H. Albert Rice, Jr., Special Events Director; Carl Underwood, Sports Feature Director. SERVICES OFFERED: Producers of special 16 mm. pictures for television release, special effects, etc., writers of television scripts to order. Producers of features, sports, fashion, children's and women's programs.

•

**Television-Radio Enterprises, Inc.**

22 Beekman Place, New York 22, N. Y. Phone, PLaza 5-6594. Louis M. Stumer, Pres.-Treas.; Hubbard K. Viles, Sec.; Kiri B. Alexander, Dir. of Radio; Berilla Kerr, Mgr. Radio Program Development; Trudi Wedell, Mgr. Television Program Development. SERVICES OFFERED: Complete radio and television packaging, including commercial spots, television consultants.

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**Television Screen Productions, Inc.**

17 East 45th St., New York 17, N. Y. Phone, MURray Hill 2-8877. Charles J. Basch, Jr., President; Charles Miller, Vice President; Clarence Schmidt, Treasurer; Frankie Basch, Secretary. SERVICES OFFERED: Film programs, film spots, industrial, training and documentary films, slide films; will rent studio facilities with, or without, cameramen; scripts, direction and cast; will undertake any portion of film job.

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**Teleways Radio Productions, Inc.**

8949 Sunset Blvd., Hollywood 46, Calif. Phone, BRadshaw 2-1447, 2-1636, CRestview 6-7238. Carl F. Kraatz, Pres.; Charles A. Kennedy, Vice-Pres. & Dir. of Sales; A. Corrigan, Accounting Department; Art Kaptur, Traffic Manager; George R. Swearingen, Divisional Sales Manager; George W. Linn, Divisional Sales Manager. SERVICES OFFERED: Transcribed programs; creation and production of custom-built live talent or transcribed shows; creation and production of custom-built spot announcements, dramatized and singing commercials using big-name talent.

•

**Three Minute Sermons, Inc.**

Box 2222, Hollywood 28, Calif. Phone, HUDson 2-4048. Jack Parker, Exec. Prod.; Harold Marshall, Chief Script Writer & Assoc. Prod. Dir.; Garland Brunton, Writer & Assoc. Prod.; Mary Blue, Writer, Prog. Dir.; Ben Gaye, Public Relations; A. F. Parker, Jr., Prog. Mgr. SERVICES

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• • • **Program Producers** • • •

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OFFERED: Religious programs produced to order, religious scripts to order, and producers of "three-minute sermons" for five-minute spots, public and radio relations for religious radio programs, live and transcribed. Television department produces fifteen and thirty minute 16 mm. films with religious theme, also fillers for television.

•

**TOP Productions, Inc.**

*(Television On Parade)*

551 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-0272. Leon Roth, President; Marcy Fink, Executive Vice-President; Charles Caplin, Treasurer and General Manager. SERVICES OFFERED: Creating and producing television programs for agencies, stations and advertisers. Complete program packaging service-ideas-scripts-talent-production-sales.

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**Torchlight Productions**

229 West 42nd St., New York 18, N. Y. Phone, WISconsin 7-0771. David Kapralik, President; Jane White, Vice-President; Charles Mitchell, Publicity Dir. SERVICES OFFERED: Package radio and TV programs; specialists in public service programming.

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**Towers of London, Ltd.**

37 West 46th St., New York 19, N. Y. Phone, LUXemburg 2-5131. Harry Alan Towers, Int. President; Oliver W. Nicoll, Vice-President and National Director for the U. S. BRANCH OFFICE: Towers of London, Ltd., 84 Hallam St., London, W. 1, England. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, scripts, talent, package shows, international radio service.

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**Transamerican Broadcasting & Television Corp.**

1 East 54th St., New York 22, N. Y. Phone, PLaza 5-9800. President, John L. Clark. SERVICES OFFERED: Live and transcribed programs.

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**Transcribed Radio Shows**

2 West 47th St., New York 19, N. Y. Phone, LUXemburg 2-3530. President, M. E. Moore; Gen. Mgr., J. Bartlet. SERVICES OFFERED: You name the type program or spot desired and we will produce it.

•

**Transcription Sales, Inc.**

117 W. High St., Springfield 35, Ohio. Phone, 2-4974. President, J. P. Williams;

Exec. Vice-President, Adna H. Karns; V. P. & Gen. Mgr., John F. Hyle. SERVICES OFFERED: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated availabilities. TV shows also available.

•

**Transfilm, Inc.**

35 W. 45th St., New York 19, N. Y. Phone, LUXemburg 2-1400. President, William Miesegaes; Vice-President, Walter Lowendahl; Vice-President, Kurt Schelling; Vice-President, Pud Lane; Sec.-Treas., Peter A. Schlenker. SERVICES OFFERED: Complete facilities for production of motion pictures, animation and slide films, for Television, black and white or color; 16mm or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

•

**United Press Associations**

220 East 42nd St., New York 17, N. Y. Phone, MUrray Hill 2-0400. Radio News Manager, Phil Newsom; Radio Sales Manager, Al F. Harrison; Radio Shows Div. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio and television of news and sports service, news scripts, news research.

•

**U. S. Recording Co.**

1121 Vermont Ave. N. W., Washington 5, D. C. Phone, STerling 3626. General Manager, Joseph Tait; Sales Manager, Robert L. Kaufman; Chief Recording Engineer, H. P. Meisinger; Plant Manager, Irving Linkow; Chief Research Physicist, Carl Mayfield. PLANT: 1347 S. Capitol St. SERVICES OFFERED: Complete recording service; disc, tape, wire. Direct wire studio service to any U. S. Broadcast station for Washington programs. Programs details arranged if desired. Same by discs on regular frequency scheduled delivery. (For equipment manufactured see listing under Equipment Firms.)

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**United Productions, Inc.**

654 Madison Ave., New York 21, N. Y. Phone, TEMpleton 8-8300. George Scheck, Producer-director; Lou Dahlman, Producer-director; David O. Alber, Promotion; Sandy Howard, Writer; Alvin Griner, Musical Director. SERVICES OFFERED: Packaging, producing, directing and promotion.

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**Thomas J. Valentino, Inc.**

1600 Broadway, New York 19, N. Y. Phone, CIRCLE 6-4675-6. President, Thomas

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• • • **Program Producers** • • •

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J. Valentino; Vice-President, Michael T. Valentino. **SERVICES OFFERED:** Sound effects records, Chime & Organ recordings, transcriptions, recording service, pressings, health films, mood music recordings.

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**Video Associates, Inc.**

515 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7966. President, Philip Brodsky; Vice President, Miriam Tulin; Sec.-Treas., Elizabeth Lee; Head Script Editor, Joan Usoskin. **SERVICES OFFERED:** Live packages, custom-built shows and special films for television exclusively; creators of "tele-pops" unique animated films.

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**Chick Vincent & Company**

509 Madison Ave., New York 22, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Controller, Seymour Schneidman. **SERVICES OFFERED:** Package producers, program production, TV programs, live and films.

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**J. Franklyn Viola**

152 West 42nd St., New York 18, N. Y. Phone, CHickering 4-3254. Pres. & Owner Franklyn Viola. **SERVICES OFFERED:** Foreign language broadcasting, including transcriptions, scripts, recordings, and talent.

•

**Von Baumann Studio**

331 E. 71st St., New York 21, N. Y. Phone, RHinelander 4-5508. Owner, Cyril von Baumann; Publicity, E. F. Olbert. **SERVICES OFFERED:** Production of live and transcribed custom-built and package shows, radio & TV writing and production of spot and musical commercials in any language and any media. Program consultant.

•

**Roger White  
Productions**

125 East 50th St., New York 2, N. Y. Phone, PLaza 5-3560. Roger White, President; Leonard Traube, Associate Prodr. and Editorial Supvr.; Dale Phalen, Music Director. **SERVICES OFFERED:** Producing and packaging of radio and television programs, including publicity, promotion and research. Production of custom-built packages. Production of commercials and spots.

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**Wolf Associates, Inc.**

420 Madison Ave., New York 17, N. Y. Phone, PLaza 5-7620. Edward Wolf, Pres. & Gen. Mgr.; Jack Rubin, Prod. Mgr.; Herbert Wolf, Script Editor & Casting Dir.; Paul Ross, Sales Mgr.; I. Wolf, Sales; Eddie Lee, Public Relations &

Sales. **SERVICES OFFERED:** Complete radio & TV packages or production services.

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**World Video, Inc.**

718 Madison Ave., New York 21, N. Y. Phone, REgent 4-6615. Henry S. White, President; John Steinbeck, Vice-President; Robert Capa, Vice-President; Ann Carnahan, Secretary-Treasurer, producer; Richard H. Gordon, Jr., Asst. Secretary-Treasurer, Producer; Donald Davis, Executive Producer; Fred Rosen, Executive Producer; Ann Segy, Producer; Samuel R. Campbell, Jr., Producer; Robert L. Jordan, Publicity Director. **SERVICES OFFERED:** Package television programs for sale, Film programs, live programs, and combination film and live programs.

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**Carter Wright Radio-  
Television Productions**

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Albert W. Bellamy, Gen. Mgr. **SERVICES OFFERED:** Radio Television production, transcriptions, recording, scripts, talent, original music service, singing commercials.

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**Wynn Wright Associates**

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 3-4417-8. Wynn Wright, Prod.-Dir.; Charles Granzow, Mgr.; Jean Richter, Casting Dir. **SERVICES OFFERED:** Building and producing of radio television shows.

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**Frederic W. Ziv Company**

1529 Madison Road, Cincinnati 6, Ohio. Phone, Plaza 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Vice-President, Chg. of Sales; Joseph L. Moore, Treas. & Comptroller; M. R. Ziv, Partner; Samuel Glueck, Prom. Mgr. **BRANCH OFFICES:** 501 Madison Ave., New York, N. Y. Phone, MURray Hill 8-4700; 360 N. Michigan Ave., Chicago, Ill. Phone, FRanklin 2-8817; 6523 Hollywood Blvd. at Vine, Hollywood 28, Calif. Phone, HEMPstead 5121-2-3. **SERVICES OFFERED:** Network and transcribed programs.

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**Ziv Television Programs, Inc.**

1529 Madison Road, Cincinnati 6, Ohio. Phone, PLaza 1323. John L. Sinn, President; Frederic W. Ziv, Vice President; Paul Blair, Manager. **SERVICES OFFERED:** Produces open-end theatrical film covering wide variety of interesting subjects, available on commercial or sustaining basis, in both large and small markets from coast to coast.

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Now get ready for Columbia's latest development—the great new Long Playing Microgroove Transcription Records—the sensation of the year! For instance, in *savings*—Columbia's LP Transcription Records not only cost

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**CHICAGO:** Wrigley Building, 410 North Michigan Avenue, Whitehall 6000

**LOS ANGELES:** 8723 Alden Drive, Bradshaw 2-2759

"Columbia" and  Trade Marks Reg. U.S. Pat. Off., Marcas Registradas  Trade Mark

# Transcription Companies

## **Advertisers Recordings Ltd.**

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs; Sec., Marjorie C. McKeown. SERVICES OFFERED: Transcription and private wire service.

## **Advertisers Recording Service, Inc.**

113 West 57th St., New York 19, N. Y. Phone, Circle 6-0141-2. (For detailed information see listing under Program Producers).

## **Affiliated Program Service, Inc.**

535 Fifth Ave., New York 17, N. Y. Phone, Murray Hill 7-1668. Paul F. Adler, Manager. SERVICES OFFERED: Transcribed series; script library; tape recordings; sales and production of transcribed features.

## **All-Canada Radio Facilities Limited**

305 Victory Bldg., Toronto 1, Ont., Canada. Phone, Elgin 2464. President, H. R. Carson; Eastern Manager, G. F. Herbert; Program Manager, S. W. Caldwell; Sales Manager, F. W. Cannon. SERVICES OFFERED: Representative for transcription companies.

## **Allentown Record Co., Inc.**

10th and Walnut Streets, Allentown, Pa. Phone, 3-7405. Sanford L. Wartell, President; John L. Schwartz, Treasurer; Sidney Rubin, Secretary. SERVICES OFFERED: Phonograph record pressing contractors, working exclusively in unfilled vinylite and agralite. Pressings available in red or black.

## **Allied Record Mfg. Co., Inc.**

1041 N. Las Palmas Ave., Los Angeles 38, Calif. Phone, Hollywood 5107. D. K. Broadhead, Pres.; J. E. O'Hagan, Exec. V.-P.; J. S. Van Leer, Comptroller. SERVICES OFFERED: Processors and pressers of radio transcriptions and phonograph records.

## **American Royal Productions**

7928 Michigan Ave., Oakland 5, Calif. Phone, Lackhaven 8-8698. M. Scott Weakley, Manager. SERVICES OFFERED: Recording, transcription, production and public relations counsel.

## **Apex Recording Studios, Inc.**

119 West 57th St., New York, N. Y. Phone, PLaza 7-7067-8-9. Robert E. Scheuing, President; Sidney M. Feitelberg, Secretary-Treasurer; Thomas Dowd, Chief Engineer; Fred Herbert-Oettgen, Recording Director; Elayne H. Fox, Publicity; Edward Scheuing, Sales Promotion; Jack Keeny, Engineer. SERVICES OFFERED: Complete theater-studio facilities including Hammond Organ, sound effects, commercial record pressings, NAB standard transcriptions, reference auditions, off-the-air recordings. Remote location facilities. Tape and wire recording facilities.

## **Arizona Recording Productions**

834 North 7th Avenue, Phoenix, Ariz. Phone, 2-2016. Raymond Boley, Owner-Mgr.; Mary Clancy, Secretary. SERVICES OFFERED: Commercial transcriptions, air-checks, spot announcements, program production, script service. Lateral cut at 33-1/3 and 78 r.p.m. NAB Standards.

## **Associated Program Service (Div. of Muzak Corp.)**

151 W. 46th St., New York 19, N. Y. Phone, PLaza 7-7710. Richard S. Testut, Vice Pres. & General Manager; Bert C. Lown, Vice Pres. Chg. Station Relations; John R. Andrus, Vice Pres. & Treasurer; Andrew M. Wiswell, Vice Pres. & Recording Director; Clifford E. Greenland, Commercial Manager; James W. Lucas, Program Director. SERVICES OFFERED: Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.

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can get...*



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*— why take anything less? —*

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- ★ Complete facilities for recording and manufacturing slide film and home phonograph type records.
- ★ Quick, careful handling . . . fast, efficient delivery service.



For the finest transcription masters, the production services, studios and recording facilities of the National Broadcasting Company, Inc., are available in all major cities.



**Associated Radio-Television  
Productions**

Empire State Bldg., New York 18, N. Y. Phone, LO 3-7290. President, Jay E. Kashuk; Vice-President and Secretary Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Productions of television film.

**Atlantic & Pacific  
Broadcasting System**

Box 2222, Hollywood 28, Calif. HUDson 2-4048. Jack Parker, Vice President & Gen. Manager; Ray Bond, Associate Producer & Writer; Betty Underwood, Chief Script Editor; Royal F. King, Traffic Manager; Ann Blue, Stations Relations Mgr.; Mary Blue, Program Manager; Ben Gaye, Public Relations Mgr.; H. Albert Rice, Sr., Commercial Manager. SERVICES OFFERED: Transcription network, transcribed programs made to order. Full commercial copy service. Scripts to order. Associated with Television Films of America, Three Minute Sermons, Inc.

**Beltone Recording Corp.**

2 West 46th Street, New York 19, N. Y. Phone, LUxemburg 2-2920. President, Leslie C. Cahan; Sec.-Treasurer, Shirley Cahan. SERVICES OFFERED: Recording, catering to the independent phonograph record companies and the advertising companies requiring electrical transcriptions.

**Ford Bond Radio  
Productions**

810 RCA Bldg., W., New York 20, N. Y. Phone, Circle 7-2236. (For complete listing see Program Producers Section).

**Brinkley Recording Co.**

222 E. Erie St., Chicago 11, Ill. Phone, DElaware 7-4786. Jack Brinkley, General Manager. SERVICES OFFERED: Transcribed radio programs, phonograph records; open-end programs. Programs produced to client's specifications; package shows; spots, TV films, commercial announcements and sound film for TV.

**The Cardinal Co.**

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HEmpstead 1177. Jos. F. McCaughtry, President & General Manager; G. L. McCaughtry, Vice-President;

Joseph T. Scott, Secretary-Treasurer. SERVICES OFFERED: Radio & Television; program production and transcriptions.

**Cinemart, Inc.**

Exec. & Sales Offices: 565 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 8-3837-8-9. Sound Recording Studios, 101 Park Ave., New York 17, N. Y. Phone, MURray Hill 4-1562-3-4. Harold Kovner, President; Varian Fry, Vice-Pres. & Gen. Mgr.; Andre Carbe, In Charge Motion Picture Production; John H. Macdonell, Account Executive. SERVICES OFFERED: Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, 16 mm. film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and television.

**Coastal Recording Co., Inc.**

136 West 52nd St., New York 20, N. Y. Phone Circle 6-3900. Thomas M. Kelleher, Manager; Paul Hickin, Chief Recording Engr. SERVICES OFFERED: All types of recording services off-the-air, off-the-line studio and remote. Tape, wire and disc equipment available. Masters, pressings and instantaneous discs supplied. Program helps of all types available.

**Columbia Transcriptions**

*(A Division of the Columbia Records, Inc.)*

799 Seventh Ave., New York 19, N. Y. Phone, Circle 5-7300. Robert J. Clarkson, General Manager; Martin D. Schnall, Asst. Mgr.; Alden O. Carlson, Sales Representative; Carl Reinschild, Sales Representative. SERVICES OFFERED: Complete services for recording, processing and pressing Electrical Transcriptions, phonograph records and long playing Microgroove records. Studios in New York, Chicago and Hollywood.

**Consolidated Sound  
Laboratories**

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

**Gordon M. Day Productions**

108 East 30th St., New York 16, N. Y. Phone, ORegon 9-3595. Gordon M. Day, Writer-Producer; Carol Bulkley, Producer-Director; Luise Johnson, Copy

• • • **Transcriptions—Recordings** • • •

Supervisor, Retail Radio Director. SERVICES OFFERED: Creation and production of singing commercials, dramatic commercials and spots of all types; musical composition and arranging; radio department services to advertising agencies; retail radio. TV spots and programs.

•  
**Decca Records, Inc.**

50 W. 57th St., New York 19, N. Y. Phone, COLUMBUS 5-2300. Vice-President Charge Recording, Dave Kapp; Special Service, Ed Strauss. SERVICES OFFERED: Custom-built electrical transcription records.

•  
**Eccles Recordings, Inc.**

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 8351. President, Robert P. Newman; Treasurer, Pollard Garrison; Chief Director, Robert M. Purcell. SERVICES OFFERED: Recording and complete packaging service for radio, motion picture and television producers. Disc, film, magnetic tape sound, motion

photography, synchronized tracks, syndicated commercial spot films.

•  
**Empire Broadcasting Corporation**

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, Pres. & Treas.; F. de Jaager, Vice-Pres.; Arthur Lubo, Secretary. SERVICES OFFERED: Studio, recording, air line and remote.

•  
**Frankay & Jackson Recording Studios, Inc.**

48 West 48th St., New York 19, N. Y. Phone, LOnacre 5-8453. President, Harry Jackson; Vice-President, Frank Kay; Sec'y & Treas., Betty Jackson; Business Manager, Harry Jackson. SERVICES OFFERED: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings.





**Mitchell Gertz**

8533 Sunset Blvd., Hollywood 46, Calif. Phone, CR. 4-5491. Mitchell Gertz, President; Arthur Hyman, Literary Dept.-Story Editor; Miles Bohm Auer, Talent Dept. SERVICES OFFERED: Producer of "Adventures of Zorro" for transcription or live.

**Harry S. Goodman  
Radio Productions**

19 East 53rd St., New York 22, N. Y. Phone, PLaza 5-6131-5. (For detailed information see listing under Program Producers.)

**George Heid Productions**

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. George Heid, Owner and Director of Recordings; Al Campbell, Director of Slide Film Productions; Max Adkins, Musical Director. SERVICES OFFERED: Electrical transcriptions, recordings, air checks, script, production, radio package shows, slide film production, original musical jingles, sound for mechanical displays.

**Hollywood Recorded  
Features, Inc.**

75 East Wacker Drive, Chicago 1, Ill., Phone, Dearborn 2841. R. S. Peterson, President. SERVICES OFFERED: Transcriptions.

**Mary Howard Recordings**

37 E. 49th St., New York 17, N. Y. Phone, PLaza 3-4800, Ext. 47-55. Mary Howard, Owner-Manager; Donald Plunkett, Chief Engineer; Betty Jane Keilus, Commercial Manager in Charge of Sales and Promotion; Bob Dixon, Production Manager; Joseph Roberts, Publicity Consultant; Gretchen C. Howard, Office Manager. SERVICES OFFERED: Off-the-air and off-the-line recordings. Commercial records, transcriptions, all studio facilities. Package shows and spots. Tape recording and editing facilities. (Tape To Records—Records To Tape.) Recording all audio ends of TV shows.

**International  
Recording Studios, Inc.**

6700 Sunset Blvd., Hollywood 28, Calif. Phone, HO 6344. H. Dixon McCoy, Pres.; SERVICES OFFERED: Electrical tran-

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- Recording studios—vertical, lateral and tape
- Gold-sputtered masters—masterpieces of invariable quality
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- Transcriptions and phonograph records
- Most advanced methods and facilities
- Experienced, conscientious craftsmanship

*All or any of these Muzak specialized services are available to you.*

Your next transcription will sound better—and will be better—if processed by Muzak.

**Muzak** TRANSCRIPTION DIVISION

Reg. U. S. Pat. Off.

a service of Muzak Corporation

Sales Dept., 250 West 54th St., New York 19, N. Y. PLaza 7-7700

Studios: 151 W. 46th St., N. Y. 19  
Processing & Pressing Plants:  
250 W. 54th St., N. Y. 19 and  
Elizabethtown, Kentucky

scriptions of all types, air checks, line checks, 200-seat auditorium for network broadcasting or transcribing with or without a studio audience, masters and complete processing and pressing, and phonograph records.

**Kasper-Gordon, Inc.**

140 Boylston St., Boston 16, Mass. Phone, DEvonshire 8-7357. Edwin H. Kasper, President & Production Director; Aaron S. Bloom, Treasurer & Director, Commercial Dept.; Robert W. Graham, Office Manager; Frances Barrett, Secretary; Gerald Kaufman, Production-scripts; Kenn Schaffer, Engineering Dept.; Bradford Tiffany, Engineering; Preston Sandiford, Musical Director. **SERVICES OFFERED:** Recordings, air-checks, custom-built and syndicated programs, live and transcribed, jingles, script service, talent, phonograph recordings, portable playback machines.

**Kermit-Raymond Corporation**

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. Raymond R.

Green, Vice President & General Manager; William J. McCambridge, Treasurer; Theodore Green, Business Manager; David Fiel, Account Executive; Andree P. Jones, Secretary. **SERVICES OFFERED:** Production of live and transcribed programs, spot announcements, scripts and program consultants.

**Keystone Broadcasting System, Inc.**

580 Fifth Avenue  
New York 19, N. Y.  
Phone, PLaza 7-1460  
**Officers & Directors**

Exec. Vice-President . . . . .Naylor Rogers  
Vice-President . . . . .Joseph Bayer  
Vice-President . . . . .Arthur Wolf  
Secretary-Treasurer . . . . .Sidney J. Wolf  
Assistant Secretary . . . . .William Bayer

**Offices**

580 Fifth Ave., New York 19, N. Y.  
Phone, PLaza 7-1460

Eastern Sales Mgr. . . . .Noel A. Rhys  
Research Director . . . . .James A. Yergin  
Office Manager . . . . .Eve Banner  
Account Executive . . . . .Noel A. Rhys

**THERE IS A Teleways SHOW**  
**for every product . . . budget . . . audience**

- "JOHN CHARLES THOMAS" (260—15 min. hymn prgs. 3 or 5 times wkly.)
- "RIDERS OF THE PURPLE SAGE" (156—15 min. mus. prgs. 3 or 5 times wkly.)
- "FRANK PARKER SHOW" (156—15 min. mus. prgs. 3 or 5 times wkly.)
- "SONS OF THE PIONEERS" (260—15 min. mus. prgs. 3 or 5 times wkly.)
- "MOON DREAMS" (156—15 min. mus. prgs. 3 or 5 times wkly.)
- "DANGER, DR. DANFIELD" (26—30 min. mystery prgs. once weekly)
- "STRANGE WILLS" (26—30 min. dramatic prgs. once wkly.)
- "BARNYARD JAMBOREE" (52—30 min. variety prgs. once wkly.)
- "STRANGE ADVENTURE" (260—5 min. dramatic prgs. 3 or 5 times wkly.)

SEND FOR *free* AUDITION PLATTERS NOW!

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134 North La Salle St.  
Chicago 2, Ill.

Phone, STate 2-4590

Secretary-Treasurer... Sidney J. Wolf  
Dir. of St. Rel..... E. R. Rogers  
Accountant and Office

Manager ..... Elizabeth M. Mueller  
Western Sales Manager... Naylor Rogers  
6331 Hollywood Blvd.  
Hollywood 28, Calif.

Phone, HOLlywood 5338  
Program Director... Elaine N. Gonda  
310 Citizens Building  
Cleveland 14, Ohio  
Phone, ChERRY 4050

Mid-Western Sales... Louis M. Bloch, Jr.  
**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 includes 375 affiliated stations.  
24 fully scripted sustaining shows per  
week, filling 1 hour per day, seven days  
each week, to a total of 7 hours per

week. This is the only national, full-  
sized network in the United States offer-  
ing national radio advertisers the oppor-  
tunity to cover the BEYOND-METRO-  
POLITAN markets exclusively, in a single  
transaction, by means of electrical tran-  
scription. The System offers its facilities  
in group network 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.

**C. P. MacGregor**

729 S. Western Ave., Los Angeles 5,  
Calif. Phone, FItzroy 4191. C. P. Mac-  
Gregor, President. (For detailed informa-  
tion see listing under Program Pro-  
ducers.)

**The Ted Mack Company**

4 E. 53rd St., New York 22, N. Y.  
Phone, MURray Hill 8-0370. (For com-  
plete listing see Program Producers Sec-  
tion).

**IF YOUR  
RADIO  
DRAMATIZATION  
NEEDS  
SOUND  
EFFECTS**

SEND FOR  
FREE  
CATALOGUE TODAY  
DISTRIBUTED BY

**Thomas J.  
VALENTINO, Inc.**  
DEPT. RA  
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NEW YORK, N. Y.

**USE  
MAJOR  
SOUND EFFECT  
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- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
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- Playable on any Phonograph or Turntable

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DISTRIBUTOR**  
Instantaneous  
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56-58 Wellington St., E  
Toronto, Ont., Can.

**EMPIRE  
RECORDING**

**STUDIOS**

**OFF-THE-AIR**

**OFF-THE-LINE**

**PORTABLE JOBS**

**EMPIRE BROADCASTING CORP.**  
**480 LEXINGTON AVE.**  
**NEW YORK 17, N. Y.**  
 PLaza 9-4500-01-  
 02-03-04-05-06

• • **Transcriptions** • •

**Mayfair Transcription Company**

8511 Sunset Blvd., Hollywood 46, Calif. Phone, CRestview 1-8151. B. A. Joslin, Exec. Vice-Pres.; Vern Carstensen, Prod. Mgr.; Bob Reishenback, Sales Mgr.; Richard Sanville, Dir.; Russell S. Hughes, Story Editor; Florence Jordan, Office Mgr. SERVICES OFFERED: Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "Chuckwagon Jamboree".

**Fred C. Mertens and Associates**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. Fred C. Mertens, President. (For detailed information see listings under Program Producers.)

**Les Mitchel Productions, Inc.**

9310 Hillrose, Sunland, Calif. Phone, FLorida 3-1531, 3-3244. Les Mitchel, President; G. Madelon Mitchel, Secty. & Treas.; E. Marshal Bitgood, Vice President; Budd Lesser, Vice President-Script Editor; John Hutchins, Controller. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

**Morton Radio Productions, Inc.**

360 N. Michigan Ave., Chicago 8, Ill. Phone, CEntral 6-4144. President, Morton Jacobson; Secretary, Cecelia Jacobson. SERVICES OFFERED: Open-end and custom built transcriptions, live packages. Transcribed programs.

**Muzak Corporation**  
(Executive Offices)

229 Fourth Ave., New York 3, N. Y. Phone, ORchard 4-7400. Harry E. Houghton, President; Charles C. Cowley, Exec. Vice President; John R. Andrus, Vice Pres. & Treasurer; Anna M. Kerner, Secretary; William R. Seth, Advertising Director.

(Transcription Division)  
 Recording Studios: 151 West 46th St., New York 19, N. Y. Phone, PLaza 7-7710; Processing & Pressing Plant: 250 West 54th St., New York 19, N. Y. Phone, PLaza 7-7700. Richard A. Wilson, Vice Pres. & General Manager; Helen S. Wallace, Director of Sales. SERVICES OFFERED: Production facilities, recording studios (vertical, lateral and tape), gold-sputtered masters, Muzak-compounded

Vinylite biscuits, Vinylite transcriptions and phonograph records. Studio, off-the-line, off-the-air recordings. Complete services for recording studios, advertising agencies, packaged program producers, radio stations, public service organizations.

*(Wired Music Division)*

229 Fourth Ave., New York 3, N. Y. Phone, ORchard 4-7400. Curt H. Pfeniger, Vice Pres., Chg. of Sales; John R. Andrus, Vice Pres. & Treasurer; Ethel W. Maclean, Vice Pres., New York Operations; Roger L. Thaxter, Promotion Manager. **SERVICES OFFERED:** Transcribed music library specially arranged, recorded and programmed for functional use by hotels, restaurants, offices, banks, factories, stores and shops. Transmitted by telephone line from Muzak studios in all principal cities.

**NBC Radio-Recording Division**

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Robert W. Friedheim, Director; George C. Stevens, Business Manager; Donald J. Mercer, NBC Thesaurus & Syndicated Sales Manager; Charles G. Hicks, Jr.,

Recording Sales Manager; Herbert H. Wood, Program Manager; Norman L. Cloutier, Thesaurus Program Manager; Frank McMahon, Advertising & Promotion Manager. **SERVICES OFFERED:** NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthacoustic transcriptions.

**National Radio Features**

100 State Street, Albany 7, N. Y. Phone, 4-8226, 8-1311. Vice-President-General Manager, Allen I. Stock; Al Wolman, District Manager; Bernie Kaye, District Manager; R. G. MacDonald, District Manager; Betty R. Pearl, Publicity Manager; E. M. Stock, Sales Manager. **SERVICES OFFERED:** Special radio productions for radio station campaigns featuring the new "Radio On Call" production designed to have listening audience understand more fully what radio stations will do for them and the community.

**ALLIED RECORD MANUFACTURING CO., INC.**

Largest custom processing and pressing plant  
in the country . . . silver nitrate processing—genuine  
Vinylite brand plastic pressings. Independent producers  
can rely on us for exceptionally fast service.  
THIS YEAR send your master acetates to ALLIED.

**1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • HO 5107**

*(See Color Advertisement on Page 30)*

**National Recording & Film Corporation**

540 North Michigan Ave., Chicago 11, Ill. Phone, WHi. 4-5543. Richard Bradley, President; B. J. Tunick, Secretary-Treasurer; Leo Rabens, Office Manager; Merrill W. Fugit, Program Exec. and Dir. of Radio Sales; Warren Ketter, Promotion Director. **SERVICES OFFERED.** General advertising, ET and transcribed programs, library service, etc. Script service, program production, air checks, film projection service.

**Premier Radio Enterprises, Inc.**

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Desloge, President and Treasurer; Wilson Dalzell, V.P. & Secretary. **SERVICES OFFERED:** Producing and recording transcribed radio programs, slide films, motion pictures for television; complete manufacturing facilities for transcription and phonograph record pressings.

**Press Association, Inc.**

50 Rockefeller Plaza, New York 20, N. Y. Phone, PLaza 7-1111. Oliver Gram-

ling, Vice-President-Assistant General Manager. **SERVICES OFFERED:** "Sports Star Special"—A 15-minute interview and dramatization of personalities who are the "who's who" of the sports world. "Special Assignment"—A 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news. "Personality Time"—A 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

**George Logan Price, Inc.**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, President & Prod. Mgr. S. M. Lauch, Service & Sales Manager; G. L. Price, Sr., Copy Chief. **SERVICES OFFERED:** Specialists in geared to the account and the market package programs from the original idea to the finished product. Not only sells and services packaged shows but follows through to produce sales in profitable volume.

**Radio Features of America**

37 West 46th St., New York 19, N. Y.

the  
symbol  
of the  
finest  
in  
radio  
transcriptions



**CHARLES MICHELSON, INC.**

PIONEER PRODUCERS SINCE 1934

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new york 19, n. y.  
plaza 7-0695

**K. R. SMITH  
COMPANY, INC  
TRANSCRIPTIONS**

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facilities and personnel of  
**WORLD  
BROADCASTING SYSTEMS,  
INC.**

**Processing and Pressing of  
transcriptions and records**

619 W. 54th ST., NEW YORK CITY  
Phone: JUDson 2-3791

## • • • Transcriptions—Recordings • • •

Phone, LUXemburg 2-5130. Oliver W. Nicoll, Executive Director; Alma Sandra Munsell, Associate Dir. Representative: Towers of London, Ltd., 84 Hallam St., London, W. 1. **SERVICES OFFERED:** Program production and consultation, syndicated transcribed programs, scripts, talent; package live shows, phonograph records, international radio service.

### • **Radio Producers of Hollywood, Inc.**

1651 Cosmo St., Hollywood 8, Calif. Phone, HOLlywood 8318. Lou R. Winston, Pres.; M. L. Staggs, Station Relations. **SERVICES OFFERED:** Complete catalogue of all types of transcribed open and programs 60 different shows, totaling 3,500 quarter hours.

### • **Reeves Sound Studios, Inc.**

304 E. 44th St., New York 17, N. Y. Phone, OREGon 9-3550. Hazard E. Reeves, President; Chester L. Stewart, Vice President & Studio Manager; Lyman J. Wiggin, Chief Engineer; Richard J. Vorisek, Manager of Film Recording Division; Robert Fine, Manager of Disc Recording Division; Charles Campbell, Engineer. **SERVICES OFFERED:** Recording sound

on film; shooting facilities; orchestra facilities and disc recording. Facilities for television production.

### • **Rockhill Radio Recording**

18 East 50th St., New York 22, N. Y. Phone, PLaza 9-7979. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President, Gen. Mgr. **SERVICES OFFERED:** Studio recordings; off-the-air and off-the-line recordings; masters; shellac and vinylite pressings; electrical transcriptions.

### • **Jack Rourke Productions**

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, GRANite 1950, HOLlywood 5762. Jack Rourke, President; Fred Fuld, Jr., General Mgr.; Mike O'Donnell, Account Executive; Joan Rourke, Publicity Dir. **SERVICES OFFERED:** Transcribed programs, spot announcements and jingles.

### • **SESAC, Inc.**

475 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. **SERVICES OFFERED:** Licensing the use of copyrighted

## BRINKLEY RECORDING CO.

232 East Erie Street, Chicago

TRANSCRIPTIONS. RECORDS, SOUND  
MOVIE COMMERCIALS FOR TELE-  
VISION . . . MADE TO ORDER

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Sound On Tape, Disc and Film.

Studio and Portable Equipment.

OPEN END E.T. SHOW FOR LOCAL  
SPONSORS

"Big Studio Quality At Small Studio Prices"

Since 1942.

## The Five Minute, Transcribed JEFF BRYANT SHOW

**104 Story-tellin',  
product sellin',  
shows! Mighty fine  
entertainment. And  
the price is mighty  
low!**



*"The sponsor is happy with the show,"* writes Mark Crandall, Station Manager, KFEL, Denver, who has bought the entire series.

**Reserve JEFF BRYANT for your own market. Send for full details and 8-program record today.**

**GORDON M. DAY PRODS.**

108 E. 30th St., N. Y. C. 16 OREGon 9-3595

music, transcribed library-program service, syndicated transcribed tailor-made programs for advertisers.

**K. R. Smith Company, Inc.**

619 W. 54th St., New York 19, N. Y. Phone, PLaza 7-2000. K. R. Smith, President, Treasurer; Peter C. Rogers, General Manager. **SERVICES OFFERED:** Processing and pressing of radio and transcription records.

**Sound Studios, Incorporated**

1124 Vermont Ave., Washington 5, D. C. Phone, REpublic 1984-5-6. Leon Loeb, President; Ethel Loeb, Secretary; Leo Orso, General Manager. **SERVICES OFFERED:** Producers of custom built transcriptions; complete Washington studio service for out of town radio stations. Air checks, remotes, pickups and all recording services.

**Charles Stark Productions**

366 Madison Ave., New York 17, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President; William Stark, V.P.; Peggy M. Springstead, Acct. Exec. **SERVICES OFFERED:** Transcribed programs, individually tailored spot announcements for

broadcast purposes; new series of open end syndicated shows for local sponsorship.

**Telepix Corp.**

6233 Hollywood Blvd., Hollywood 28. Calif. Phone, Hillside 8351. Robert P. Newman, President; Pollard Garrison. Treasurer; Robert M. Purcell, Director; Hal Wilson, Sales Manager; Miles E. Pike, Animation Director. **SERVICES OFFERED:** Recording and complete packaging service for radio, motion picture and television producers. Disc, film, magnetic tape sound, motion photography, synchronized tracks, syndicated commercial spot films.

**Teleways Radio Productions, Inc.**

8949 Sunset Blvd., Hollywood 46, Calif. Phone, CRestview 6-7238, BRadshaw 2-1636, 2-1447. President, Carl F. Kraatz; Vice-Pres. in Chg. of Sales, Charles A. Kennedy; **SERVICES OFFERED:** Transcribed programs, The John Charles Thomas Show, The Frank Parker Show, Sons of The Pioneers, Riders Of The Purple Sage, Moon Dreams, Strange Wills, Danger, Dr. Danfield, Barnyard Jamboree, Strange Adventures. Also creation and production of spot announcements and creation and production of custom-built, live-talent programs.

**Tip Top Productions**

Box 2222, Hollywood 28, Calif. Phone, HUDson 2-4048, GLadstone 2624. Jack Parker, Executive Producer; Ray Bond, Ass't. to Exec. Producer; H. Albert Rice, Jr., General Manager; Betty Underwood, Script Editor-Film Division; Hortense Reed, Script Editor-Radio Division; Allen Buick, Script Editor-Television Div.; Mort Masters, Phonograph Division Manager. **SERVICES OFFERED:** Phonograph records, transcription syndicate (radio programs) films for television, motion picture features, shorts, educational, and business films. Programs produced to order for advertisers, stations (both radio and television).

**L. S. Toogood Recording Co.**

221 N. La Salle St., Chicago 1, Ill. Phone, CEntral 6-5275. Owner, L. S. Toogood. **SERVICES OFFERED:** Recording service.

**Towers of London, Ltd.**

37 W. 46th St., New York 19, N. Y. Phone, LUXemburg 2-5131. Intrntl. President, Harry Alan Towers; Vice-Pres. & National Dir. for U. S., Oliver W. Nicoll.





## • • • Transcriptions—Recordings • • •

SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, script, talent, package live shows, international radio service.

### • **Transcribed Radio Shows**

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### • **Transcription Broadcasting System**

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. William McCambridge, President; Raymond Green, Executive V. P.; Theodore Green, Treasurer; Howard Epstein, Secretary; David Fiel, Vice-President; Arthur Simon, General Manager. SERVICES OFFERED: 8½ hours of shows at the one-time half hour national rate. Minimum rate, \$40.

### • **Transcription Sales, Inc.**

117 W. High St., Springfield 35, Ohio. Phone, 2-4974. J. P. Williams, President; Adna H. Karns, Ex. Vice-Pres.; John F. Hyle, V.P. & General Manager. SERVICES OFFERED: Open end transcriptions featuring outstanding name stars such as "Singin' Sam," "Mullen Sisters," "Emile Cote," Charles Magnanti," "Curley Bradley," and many others. TV shows also available.

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### • **United Recording Laboratories**

1650 Broadway, New York 19, N. Y. Phone, CI 7-3718, 7-2089. Anita Smith, George Adams, Owners. SERVICES OFFERED: Instantaneous recording, Mas-

ters, complete recording facilities, transcribed collectors and documentary library, custom-built programs.

### • **Thomas J. Valentino, Inc.**

1600 Broadway, New York 19, N. Y. Phone, Circle 6-4675-6. Thomas J. Valentino, Pres.; Michael T. Valentino, Vice-Pres. SERVICES OFFERED: Sound effects records, transcriptions, chime & organ recordings, pressings, recording service. Health films, mood music.

### • **Hal Wilson Radio Productions**

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HOLLYwood 1714. Hal Wilson, Owner. SERVICES OFFERED: Syndicated E.T. programs, live package shows, E.T. spots. TV spots & programs, both live and film.

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501 Madison Ave., New York 22, N. Y. Phone MU-8-4700. Frederic W. Ziv, President; John L. Sinn, Vice President; A. B. Sambrook, Commercial Manager; Maynard Marquard, West Coast Manager. SERVICES OFFERED: World Program Service Library, Library Programs, Audio-Flex Programs and custom built shows.

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1529 Madison Road, Cincinnati 6, Ohio. Phone, PLaza 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Vice President in Charge of Sales; Joseph L. Moore, Treasurer and Comptroller; M. R. Ziv, Partner; Samuel Glueck, Promotion Manager; Television Dept.: John L. Sinn, President; Frederic W. Ziv, Vice President; Paul Blair, Mgr. BRANCH OFFICES: 501 Madison Ave., New York 22, N. Y. Phone, MURray Hill 8-4700. 360 North Michigan, Chicago 1, Ill. Phone, FRanklin 2-8917. 6253 Hollywood Blvd. at Vine, Hollywood 28, Calif. Phone, HEMPstead 5121-2-3. SERVICES OFFERED: Network and transcription productions, featuring top-talented performers from radio, stage and screen — available to local and regional sponsors.

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# A. S. C. A. P.

By **FRED E. AHLERT**

*President*

THE American Society of Composers, Authors and Publishers (ASCAP) organized Feb. 13, 1914, is dedicated chiefly to the protection of its members' music performing rights. In providing this protection, the Society becomes a readily accessible source of every conceivable kind of music sought by commercial enterprises making use of music performances as part of their business.

ASCAP was formed by Victor Herbert and a little more than 100 associates who found that individually they were unable to protect their performing rights. These organizers of the Society followed the pattern of similar performing right societies in other countries. With a record of continuous growth, and of constantly expanding service to its patrons, the Society now has a membership of more than 2,000 writers and some 350 publishers.

Originally active chiefly in the field of popular music, ASCAP in recent years has broadened its operations to include more works of standard composers. Today all the leading symphony orchestras make use of ASCAP licenses, and the same is true of civic and community groups in more than 400 cities, whose musical directors find their music clearance problems simplified through the machinery of the ASCAP license.

ASCAP is a national institution. Men and women from every state and territory of the United States, and Americans by adoption from more than 40 countries are included in its membership. There are 162 women members. Nearly 400 estates share in the royalties collected by the Society.

Such estates are largely those of deceased members, although there are numerous instances of memberships of estates whose principals died before ASCAP was formed, e.g. Ethelbert Nevin, Edward MacDowell, Gustav Mahler. Musical copyrights in these estates just as the copyrights of living members, continue to yield income after the deaths of the creators.

ASCAP maintains headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Officers as of Jan. 1, 1949 are:

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<i>Oscar Hammerstein II</i> .....	<i>Vice President</i>
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The Board of Directors comprises 12 writer- and 12 publisher-members, eight of whom are elected annually by the membership for three year terms.

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# BROADCAST MUSIC, INC.

By **CARL HAVERLIN**

*President*

**I**T HAS been aptly stated in the trade press that 1948 saw BMI attain a "milestone," one that is probably more significant than any other such achievement in its eight productive years of life. To fully understand this significance, it should be pointed out that as of January 15, 1949, BMI licenses 2,510 stations and networks. Broken down it reads: 24 national and regional networks in the U. S., 1,896 AM outlets; 394 FM stations; 40 TV and five Short-Wave facilities. In Canada, one national network and 150 stations. The "milestone" refers to the fact that over 2100 stations and all networks, have voluntarily renewed their BMI license contracts for a nine-year period from 1950 to 1959. Additional renewals arrive daily.

Thus the broadcasters of the nation have made it mandatory that BMI continue to provide the competition needed to maintain a healthy atmosphere in the realm of writing and publishing music and the licensing of such works for public performance.

Added to the progress of BMI during the year are the important contractual renewals between the organization and the old established publishing house of E. B. Marks Music Corp., renewed by BMI to a long term contract, and M. M. Cole Publishing Company of Chicago. Still another highlight is the affiliation with BMI of seven leading Italian music publishing firms.

In the land of our northern neighbors, BMI Canada, Ltd., has vastly expanded its scope during the year, becoming active in all its branches. Most of the leading composers of the Dominion are part of BMI Canada and virtually all Canadian stations consistently play BMI tunes.

Since its organization in 1940, BMI's catalog has been made available to television without restriction. Also since 1940 BMI has licensed music for motion pictures at the source only. The wisdom of this policy is reflected now more than ever in the increased use of BMI music in film production.

Non-radio licensing activity by BMI finds some 2,600 licenses issued to hotels, night clubs, dance halls, skating rinks and other places where music is used publicly for profit.

The cause of music generally was advanced on various fronts through BMI efforts, among them being active participation in the campaign of the American Music Conference.

**OFFICERS OF BMI** are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Claude C. Boydston, controller, and Charles E. Lawrence, assistant treasurer.

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## B M I Publishers

- ABC Record Company  
 A-I Music Publishers of Amer.  
 Aaron Music Company  
 Acme Music Corporation.  
 Acuff-Rose Publications  
 Adams-Vee & Abbott, Inc.  
 Adanac Music Company  
 Airplane Music, Inc.  
 Aladdin Music Publications  
 Alexa Music Company  
 Alexander, Perry  
 Algonquin Music, Inc.  
 Allen, Rick Publications  
 Allied Music, Inc.  
 Alvin Music Corporation  
 American Music, Inc.  
 American Performing Rights Society, Inc.  
 Amigo Music Publishing Co.  
 Anson Music Publishing Co.  
 Appleton-Century, D. Co., Inc. (B.M.I.)  
 Aragon Music Company  
 Arberne Music Co.  
 Ardsley Music Company  
 Arena Stars Incorporated  
 Arman, Jos. F., and Associates  
 Associated Composers, Inc.  
 Associated Music Publishers, Inc.  
 Aurora Music Publishers  
 Autry, Gene Music Publishing, Inc.  
 Avery Music Company  
 Avon Music, Inc.  
  
 B. M. S. Music Company  
 B. W. House  
 Ball Music Publishing Company  
 Banbury Music, Inc.  
 Bandbox Music Incorporated  
 Bar Music Publishing Company, Ltd., The  
 Barclay Music Company  
 Barron Music Company  
 Bartlett & Hartman Music Publishers, Inc.  
 Baton Music Publishers  
 Beacon Music Company  
 Becker-Williams Publications  
 Bell Music Co.  
 Bellmore Music Pub. Co.  
 Bell-Tone Music Publishing Co.  
 Berger Publishing Company  
 Beverly Music Company  
  
 Biehl, Rose  
 Biltmore Music, Inc.  
 Blane Music Company  
 Blazon Music Company  
 Block, Martin Music Inc.  
 Bluebird Music Company  
 Blue Note Records  
 Blue Ridge Publishing Corp.  
 Bluestone-Bernard Music Pub.  
 BMI Canada Ltd.  
 Bomart Music Corp.  
 Brightlights Music Publishing  
 Brill, D. Dudley  
 Broadcast Music, Inc.  
 Bucher, Roland C.  
 Byron Music Co.  
  
 California Music Publishers  
 Cameron Music Co.  
 Camille's Music Company, Ltd.  
 Campbell Music, Inc.  
 Canfield, Cogswell  
 Cardinal Music Publications  
 Carnival Music Company, Inc.  
 Carol Music Company  
 Carol Music, Inc.  
 Carson-Carrier Publications  
 Casa Musicale Sonzogno  
 Cascales, Joe, Music Publisher  
 Cavalier Music Pub. Co.  
 Century Songs, Inc.  
 Cerabino, Joseph  
 Chase Music Co.  
 Checker Music Publishing Company  
 Chelsea Music Corporation  
 Cherio Music Publishers, Inc.  
 Chords Music Publishers  
 Christian Music Publishing Co.  
 Cille and Dail Publications  
 Cinephonic Music, Inc.  
 Citro, Lou, Publications  
 Claremont Music Company  
 Click Music Publishing Company  
 Close Harmony Publications  
 Clow, O. B. (Estate of)  
 Coast to Coast Music Corp.  
 Cole Corporation, M. M.  
 Collwill Corporation  
 Colonial Music Publishing Co., Inc.  
 Columbia Music Publishing Company  
  
 Combs & Mack  
 Commercial Music, Inc.  
 Commodore Music Corporation  
 Continental Music Publications Co.  
 Continental Record Co.  
 Copyright Music  
 Cornell Music Company  
 Cosmopolitan Music Publ., Inc. (Colonial Music Pub. Co.)  
 Country Music  
 Crestwood Publications  
 Crocker, Al  
 Cross Music Company  
 Cross, Samuel Avery  
 Crossroads Music Co.  
 Crowe, Edward  
 Crowe, Edward and Pyle, Pete  
 Crowell, Beulah  
  
 Dance Music Corp.  
 Daniels Music Publishing Company  
 Darrell, Jack, Music Publisher  
 Davis & Ostergard  
 Davis, Jimmie, Music Corp. (A.P.R.S.)  
 Davis Music Company  
 Dawn Music Co.  
 Dayton Smith Publications  
 De Cimber Music Publishers  
 Dellon, Harold, Music Co.  
 Dennis Music Co.  
 Desert Music Publishers  
 Dexter, Al and Paris, James  
 Dexter, Al, Music Publishing  
 Dinehart Music Company, The  
 Dix-e-ana Music Publishers  
 Dixie Music Publishing Co.  
 Dolan, Ann  
 Domino Music Corporation  
 Doraine Music Publishing Co.  
 Doraine, Peter, Inc.  
 Doray, T., Music Publishing Co.  
 Dorset Publications  
 Douglas Publishing Company  
 Duchess Music Corporation  
 Dumac Music Corporation  
 Dunray Music Company  
 Duo Music Publishing Corp.  
  
 Eagle Music Publishing Corporation  
 East Coast Music Publications

**BMI Publishers**

- Eberle-Maxted Music Co.  
 Eccma Music Company  
 Echoes of Victory Music Pub. Company  
 Edizioni Musicales Victoria Musical Editions  
 Editora Dominicana De Musica, C. Por A.  
 Edizioni Kramer (Milano)  
 Edizioni Mascheroni (Milano)  
 Edizioni Musicali Di Lazzaro  
 Edizioni Musicali Italiane  
 Edizioni Suvini Zerboni  
 Edlee Music Corp.  
 Edward Music Service  
 Edwards, Norman, Music Pub.  
 Elkane Music Company  
 Elliott, Lewis  
 Elmore, C. M. Publisher  
 Elsmo Bros. Publishers  
 Elwood Publishing Co.  
 Embassy Music Corp.  
 Emcee Publishing Company  
 Emco Music Company  
 Emerald Music Company  
 Emerson Music Publications, Inc.  
 Encore Music Publications, Inc.  
 Enos, Clyde  
 Esquire Music Co.  
 Essay Music Company  
 Essgee Music Publishing Corp.  
 Excelsior Music Publishing Co.  
 Executive Music Corporation
- Fairfax Music Company  
 Fairway Music Company  
 Fame Music Company  
 Fi-Del Music Publishing Co.  
 Fifer, C. Arthur  
 Fine Songs  
 Fletcher Publishing Company  
 Florida Music Company  
 Flye-Bye-Knight Pub. Co.  
 Folk Songs  
 Ford Music, Inc.  
 Foremost Melodies Inc.  
 Forest Glen Music Publishers  
 Four-Star Music Company  
 Fowler, Wallace Publications  
 Fox Music Company  
 France Music Company  
 Francis & Wilmore Music Pub.
- Franco-American Publications  
 Freed & Hall Music Publishers  
 Freeman, Albert Edward  
 Freeman Music Co.  
 Fremart Music Company  
 Frey, Fran and Company  
 Friedly, Lowell G. & Company  
 Friedman, Arthur  
 Friedman, Isidor G.
- G & W Music Publications, The  
 G. M. S. Music Publishing Co.  
 G. V. C. Music Publishing Co.  
 Gala Music Publishing Corp.  
 Galmor Music Co.  
 General Music Publications  
 Gilbert Music Publishers  
 Globe Publications  
 Golden Melody Music Company  
 Golden Tune Publishers  
 Golden West Melodies, Inc.  
 Golden West Music Publications  
 Gollatz Music Publisher  
 Goode Music, Inc.  
 Gordon Music Company  
 Gordon Music Publisher  
 Green Music Publications  
 Grimes Music Publishers  
 Guinand, Clinton  
 Guy Publishing Company, The
- H. M. Banner Publications  
 Habestro, Albert W.  
 Haims, P. L.  
 Halama, Frank J., Publications  
 Hall, William  
 Halmac Company  
 Hamilmeyer Music Publishing Company  
 Hampton Publications, Inc. (E. B. Marks)  
 Hanna & Co. Music Compositions  
 Happy Songs, Inc.  
 Harding, Frank, Music House (E. B. Marks)  
 Hardtner, Alice D.  
 Hargrow, Paul S.  
 Harmony House  
 Harmony Music Publishers  
 Hartmann, Edward & Lynette  
 Hartmann & Van Horn  
 Harwall Music Publishers  
 Haun, Dal E., Company
- Hauser, Ethel  
 Hawaii Conservatory Pub. Co.  
 Hawkins, R. Leland  
 Hay, Bob  
 Haynes Music Publishing Co.  
 Heart of America Music Publications  
 Hemispheric Publications  
 Hendrix Music Publications  
 Herrold, Lloyd  
 Hicks, Alberta K.  
 Hill and Range Songs, Inc.  
 Hill, Christine  
 Hill Music Publishing Company  
 Hillbilly Music Publishing Co.  
 Hilliard-Currie Music Publishers  
 Hills, Johnny  
 Hillside Music Publishers  
 Hinds, Hayden & Eldredge, Inc. (B.M.I.)  
 Hines, John  
 Hit Parade Publications  
 Hockenhull's Music Publications  
 Hoffman, Carrie  
 Holden, Alfred H.  
 Holdsworth, Elmer  
 Hollywood House Music Publishing Co.  
 Hollywood Melody Publishing Co.  
 Hollywood Music Sales  
 Hollywood-Western Music Co., Inc.  
 Holmes Publications  
 Hoosier Music Publications  
 Hopkins, Earle C.  
 Horoscopes in Song  
 Horvath, Joseph  
 Hoshor, John  
 House of Carleon  
 House of Carols  
 House of Irish Songs  
 House of Melody  
 Howard, Jack, Publications, Inc.  
 Hub Publishing Company  
 Hughes, Harold F.  
 Humphries, Bruce, Inc.  
 Hunter's Music House  
 Huttig, Charles M.  
 Hynnes Music Company
- Imco Music Publishing Co.  
 Immortal Music Publishing Co.  
 Imperial Music Publishing Co.

## B M I Publishers

- Inco Music Company  
 Independent Music Publishers  
 Indigo Music, Inc.  
 Ineman, James  
 Inspired Music Company  
 Inter-American Music Pub. Co.  
 Intermountain Specialty Sales Company  
 International Dance Studio  
 International Popular Music Co.  
 Irma Music Company  
 Isenberg, Emil F., Music Publishing Co.
- J.A.Y. Music Company  
 Jackson Music Corporation  
 Jahnke Publishing Company  
 James, Floyd Duke  
 Janis, Stephen  
 Jardy Music  
 Jay-Dee Music Corporation  
 Jay Method, Publisher  
 Jean Music Company  
 Jill Music Co.  
 Jo-Ann Music Company  
 John Mason's Pub. Co.  
 Johnson, Claude  
 Johnson, Elizabeth  
 Johnson, Harry H.  
 Johnstone-Monteí, Inc.  
 Johnstone Music, Inc.  
 Jones, J. Grayson, Music Company  
 Joseph Music  
 Joyce, Jack  
 Jupiter Publishing Company
- Kaiser Music Co.  
 Kammen, J. & J., Music Co.  
 Kampas, William T.  
 Kaolene Corp.  
 Kaplan, Jack  
 Karch, Hank  
 Karen Publications  
 Karr, Jerome J.  
 Kaymusic Publishers  
 Kayro Music Publishing Co.  
 Keenote Music  
 Keller, Don  
 Keller, Leo D.  
 Kelly Music Publications  
 Kelly, William A.  
 Kelton-Romm Music Company  
 Kennedy Music Company  
 Kenneth Publishing Company  
 Kerr, Edward  
 Key City Music Publishing Company  
 Key Music Company  
 Keyser Music Publisher  
 Keystone Music Co.  
 King-Deí Music Publishers  
 Kinkade's Songs  
 Kit Music Company  
 Knight Publishing Co.
- Knobloch, M. H.  
 Knudsen Publications  
 Knutson & Kilbourne Song Publishers  
 Kolbert, Marguerite (Productions)  
 Kord Music Company  
 Krasno & Steele Co.  
 Krygier, Joseph  
 Kukula, Frank
- L & B Publications  
 La Chapelle Music Publications  
 La Rue Publishing Company  
 Lake Music Pub. Co.  
 Lance Music Co., Inc.  
 Lang-Worth Publications, Inc.  
 Lanier Music Company  
 Latin American Publishing Corp.  
 Laura-Lea Music  
 Laurel Music Publishers, Inc.  
 Lawndale Music Publishers  
 Leal, Felipe Valdes  
 Lee, Robert, Music Publishers, Inc.  
 Lee, Rosemary  
 Lee Music  
 Lencer Music Company  
 Lennerts Music Publications  
 Leora Music  
 Lester, Betty  
 Lester, J. L., Music Company  
 Lewcon Music Company  
 Liberty Music Publishers  
 Life Music  
 Life Records, Inc.  
 Lincoln, F. S.  
 Lind Music Company  
 Linden Music Publishers  
 Little Jazz Music Pub., Inc.  
 Livingston & Evans Music Company  
 Lois Music Publishing Co.  
 Lomax, Carl, Music Publishing Company  
 London Music Corp.  
 Lone Star Music Co.  
 Long, J. Baxter  
 Long, Joey Music Publishing  
 Lowden, C. Harold  
 Loy, Valeska  
 Lubin, Jimmy, Music Publishers  
 Lucky Music Publishers  
 Lutz Brothers Music Co., Inc.  
 Lydian Music Publishers  
 Lynch, Edward J.  
 Lynn, E. A., Publishing Company  
 Lynne Music Company  
 Lyric Music Co.
- M. and F. Music Publisher, The  
 M-E Melodies  
 M. R. E. Music Co.  
 Mac Angelo
- MacFarlane, Thomas M.  
 Mac Gregor, Grant  
 Mack Music Company  
 Mack-Nell Publications  
 Mackley Music Publishing Co.  
 Maestro Music Company  
 Magnet Music, Inc.  
 Magnolia Music Corp.  
 Main Music Publishing Company, The  
 Main Street Songs, Inc.  
 Majestic Music Company  
 Major Melodies  
 Major Minor Music  
 Mallory Music Publications  
 Mandeville, Loretta  
 Manhattan Melodies Music Pub.  
 Mank's, Chaw, Blue Ribbon Music Co.  
 Mann Music Co.  
 Manning Music Company  
 Mansfield, Frank, Music Pub. Co.  
 Marchant, J. C., Publications  
 Marcy, Victor  
 Mardi Gras Music Company  
 Maresh Music Co.  
 Margo Music Co.  
 Marino Music Company  
 Marion and Son Publishing Co.  
 Mark-Lee Music Company  
 Mar-Lane Music Publishers  
 Marks, E. B. Music Corp.  
 Mars Music Publications  
 Marsales, Frank  
 Marston Music  
 Martens, W. F., Music Co.  
 Martin, Jack "Tex"  
 Martin, Otto J.  
 Marvel Music Pub. Co.  
 Master Melodies Music Pub.  
 Master Music Press, Inc.  
 Master Music Publishers  
 Masters Music  
 Material Songs Publishing Company  
 Mathews, James  
 Mathieson, Hugh  
 Mayhams Music Company  
 McCall and Malin Publishing Company  
 McClaran, Olive Hanson  
 McClaren, Everett F.  
 McClellan Music Company  
 McClure Music Company  
 McClure, Ruth D.  
 McCune Music Company  
 McDonald, J. K.  
 McDonald Music Company, The  
 McDowell, Frances Grider  
 McGhee, Berry M.  
 McGinty Music Publishing Company  
 McClean, Gene, Music Co.  
 McMahon, Frank

## B M I Publishers

- Meadowbrook Music Publishing Co.  
 Med-Rik Music Publishing Company  
 Medallion Music Corp.  
 Mekeel, Charles A.  
 Melben Music  
 Mellin Music, Inc.  
 Mellow Music Publishing Co.  
 Melo Music Co.  
 Melo-Song Publishers  
 Melodies of the Americas, Inc.  
 Melody Hall Music Publishers  
 Melody Lane, Inc. (Peer)  
 Melody Moderne Incorporated  
 Melody Music Company  
 Melody Music Publications  
 Melody Song Bureau  
 Melotone Music Publishers  
 Memphis Music Publishers, The  
 Mercury Music  
 Merico Music Company  
 Merit Music, Inc.  
 Merit Music Publishing Co.  
 Meritt Publications  
 Merrymount Music Press  
 Merrywood Publishers  
 Metro-Marr Publishers  
 Metropolitan Music Company  
 Metropolitan Music Publishers  
 Micor Publishing Company  
 Midget Music, Inc.  
 Midland Music Company  
 Midwestern Publishers  
 Millbrook Music  
 Millburn Music Publishers, Inc.  
 Miller, Charles  
 Miller-Grau  
 Milliegene Music Publishing Company  
 Mipa Productions, Inc.  
 Miracle Music Company  
 Mission Hills Publications  
 Missud, Jean M. (B.M.I.)  
 Mitchell, Margaret Smythe  
 Mode Music Publishing Co.  
 Modern Jazz Publishers, Inc.  
 Modern Melo Melody Publications  
 Modern Melodies Publishing Co.  
 Modern Music Publishing Co.  
 Modern Standard Music Co.  
 Moderne Editions (Cole)  
 Moderne Publications (Cole)  
 Mohawk Music Publishing Co.  
 Monahan Music Publications  
 Monarch Music Company  
 Mongiello, Cosmo Andreotti  
 Monitor Music Publishers  
 Monmouth Publishing Company  
 Mono-Music  
 Monroe Music Company  
 Monroe Music House  
 Monroe Publications  
 Moon Ray Music Publishers
- Moorhead, Paul G.  
 Morris Music Publications  
 Morrison & Ewing  
 Morrison Music Company  
 Morrissey Music Company  
 Morse, Dave, Studio Publishing Company  
 Motley Music Publishing Co.  
 Motor City Music Publishers  
 Mount Vernon Publications  
 Mountain Music Company  
 Mountain State Music Pub.  
 Movieband Music Publishers  
 Mullin, Mary J.  
 Mulvaney, John C.  
 Murro Music Publishers  
 Murray, Grace M.  
 Murray Music Company  
 Murray Music Publishers  
 Musart, L. C. Publications  
 Music Art Publications  
 Music Box Melodies  
 Music City Copyrights  
 Music Counter, The  
 Music Enterprises  
 Music for Frets  
 Music For Young America Co.  
 Music Incorporated  
 Music Manuscript Reporter  
 Music Products, Inc.  
 Music Row Publications  
 Musicana, Inc.  
 Musin, Ovid (E. B. Marks)  
 Mustang Music Pub. Co.  
 Muzik Masters Company
- Nash Chain Song Service, The  
 National Association For Blind Composers, Inc.  
 National Association of Broadcasters  
 National Broadcasting Co., Inc.  
 National Music Corp.  
 National Tunecrafters  
 Nationwide Songs, Inc.  
 Neff, George H.  
 Nelrod Music Publishers  
 Nelsen Music Publications  
 Nelson Music Publications  
 Nelson, Overson Publications  
 Neptune Music Publishers  
 Nettles Publishing Co.  
 New England Song Publishing  
 New Era Music Corporation  
 New Harmony Music Publishers  
 New York Music Publishing Co.  
 Newton, Al  
 Niehoff, Dolorosa  
 Nicksch, Donald E.  
 Nimsilla Music Company  
 Nolan Music Co.  
 Nolton, Frances Stuart  
 Nordoll Music Co.  
 Normandy Music, Inc.
- Normay Music Company  
 Northeastern Music Company, The  
 Northern Bell Music Pub. Co.  
 Nosnaws Music Company  
 Note Music Co.  
 Noteworthy Music, Inc.  
 Nu-Tune Music Corporation  
 Nu-View Publications
- Oahu Publishing Company  
 Ocean-Spray Music Company  
 Olin, Milton E.  
 Oliver-Jacobs Music  
 Olson, Nils  
 Olympian Agencies  
 Onyx Publishers  
 Orange Music Publishers  
 Original Music Publishing Co., Inc.  
 Oriole Tunes  
 Orlowski, John R.  
 Otten & Kemp  
 Out West Music Publisher, The  
 Ozark Mountain Music Pub.
- \*Public Domain
- P. M. Music Publishing Co.  
 Pace Music Co.  
 Pacific Coast Music Publishers  
 Pacific Music Publications  
 Palladium Music Publishing Co.  
 Palomar Music Corp.  
 Pan-American Publications  
 Parade Music Company  
 Paradise Music Company  
 Paragon Publishers  
 Paris, James B.  
 Pastor Music Co.  
 Paterson, James A.  
 Patmar Music Company, Inc.  
 Patriotic Music Publishing Co.  
 Patton, Jack  
 Paty Publishing Company, The  
 Paxon, Margaret O.  
 Pearl Music Company, Inc.  
 Peck, Leah  
 Peer International Corporation  
 Peerless Music Publishing Co.  
 Pelkonen, Matt, Music Co.  
 Peloubet, William Spalding  
 Pemora Music Company, Inc.  
 Penn, Richard T.  
 Penn-Sylvan Publications  
 Personal Publications  
 Peskin Music Publishing Co.  
 Petrie, H. W. (E. B. Marks)  
 Pettelt, L. J.  
 Phono-Tunes Music Company  
 Piehla, Hilda  
 Pittman, Pete, Publications  
 Pitts, P. S., Publications  
 Plamor Music Company  
 Plumb, Neely Publishing Co.

## B M I Publishers

- Pond, Frank, Music Company  
 Porgie Music Corporation  
 Portland Music Company, The  
 Prelude Music Co. (E. B. Marks)  
 Premier Music Publishing  
 Prestige Music  
 Preview Music Company  
 Pre-View Publications  
 Princess Publications  
 Pritchett Publications  
 Pro Musica Publishing Co.  
 Propoggio, R. N.  
 Prosser Music Publishing Co.  
 Proven Publications  
 Putman Publications
- Quaker Music Company  
 Quality Music Company, Inc.  
 Quincy Music Publishers
- R. R. Publishers  
 R. S. Rose Publishing Co.  
 Radio & Video Music Publishing Company  
 Radio Music Company  
 Radio Music Publishers  
 Radio-Recording Songs, Inc.  
 Radio Screen Music Pub. Co.  
 Rainbow Melodies Music Co.  
 Rainbow Music Corporation  
 Rainbow Music Publishers  
 Rainier Music Publishers  
 Rancho Music  
 Randolph, Al, Publications  
 Ray Music Publishing Company  
 Raybert Music Company  
 Raymond Music Corp.  
 Raymond, William  
 Raymor-McCollister Music Publishers  
 Rayven Music Co., Inc.  
 Real Music Company  
 Recker, Robert, Music Co. (E. B. Marks)  
 Record Music Publishing Company  
 Recordo Music Publishers  
 Redskin Publishing Co.  
 Redwood Music Co., Inc.  
 Reed, Harold Jobe  
 Reeny Rhythms  
 Rees, H. E., Music Publishers  
 Reeves, John Frank  
 Regal Music Company  
 Regal Music Company, Ltd.  
 Regent Music Corp.  
 Reid & Singer Music Publishing Co.  
 Remarque Music Publishing Co.  
 Remington Music  
 Renown Music, Inc.  
 Republic Music Corporation  
 Retter, Louis, Music Company  
 Reveille Music Co.
- Revilo Music Co.  
 Rex Music Publishers  
 Reynolds-Bickel  
 Rhodes, David W.  
 Rhythm Publishing Company  
 Rhythms Of The West  
 Richardson Songs  
 Ricordi, G. & Co.  
 Rinehart, Marion W., Music Enterprise  
 Ringwald Publications  
 Rinker, Charles, Music Pub.  
 Rion, Johnny  
 Rivervale Music, Inc.  
 Roberts, Virgil, Publishing Co., Inc.  
 Rod Jon Music Company  
 Rodenberg, Edward L.  
 Romance Music Publications  
 Romaunt Music Publications  
 \*Romay Music, Inc.  
 Romeo Twin Publishing Co.  
 Roque, Julio  
 Rork, Ernest A., & Son  
 Rosemart Music Co.  
 Rosetti, Joseph  
 Roslyn Music Company  
 Ross & Howard  
 Ross, Hugh K.  
 Ross Music Company  
 Ross Music Pub. Co.  
 Rossi, Edward and Louis  
 Rossongs Music Publishers  
 Roth, Elizabeth  
 Roth, Howard H., & Co., Inc.  
 Rousseau Publishing Co.  
 Roxy Music Corp.  
 Roy, Mary  
 Royal Crown Music Company  
 Royal Gorge Music Publishing  
 Royal Music Corporation  
 Royalty Music Company  
 Rubens, Mark  
 Ruby Music Co.  
 Rudy Vallee Music Publications  
 Rujanart Music Publications  
 Russell, Willard  
 Russian-American Music Publishers, Inc.  
 Ruth, Barbara
- S. A. Melodi  
 S. B. G. Music Publishers  
 Salamanca Music Publishers  
 Salvatori Music Company  
 San Juan Music Publishing Co.  
 Sanders, Zeb V.  
 Sapphire Music Publisher  
 Savoy Music Company  
 Sawaya Publications, Inc., The  
 Saxonette Music Company  
 Scala Music Publishers  
 Schael, August, Company  
 Scheuerle Bros. Music Publishers  
 Schillinger, Arthur E.
- Schirmer, E. C., Music Co.  
 Schofer, Kitty James  
 Scholl Publishing Company  
 Schumann Music Company  
 Scripser's  
 Seattle Music Publishing Co.  
 Seidel, Emil, Music Pub'g Co.  
 Sentinel Music Publications  
 Serac Publishing Co.  
 Sgambellone, G., Music Publishers  
 Sharkey Music Publishing Co.  
 Shavers, Herman  
 Shaw, Charlie, Publications  
 Shelby Music Publishing Co.  
 Sheldon - Mitchell Publishing Corp.  
 Shelhamer, Ben, Jr.  
 Shelton, Bertha  
 Sherman Music Company  
 Sherwood Music  
 Shields Music Corporation  
 Shopa Music Publications  
 Show-Biz Music Co.  
 Shutt, Albert, Music Publisher  
 Singer, Murray, Music Pub.  
 Singmore Music Publishers  
 Siravo Music Company  
 Skrivanek Music  
 Skylark Songs  
 Skyline Music Publishers  
 Slate Enterprises, Inc.  
 Smart Songs Publishing Co.  
 Smith, Bob  
 Smith, Jerry, Publications  
 Smith Publications  
 Snell, Ethel, Publishing Co.  
 Snyder, Fenton Publications  
 Sobeck, Rosina  
 Society of Jewish Composers, Publishers and Songwriters  
 Soergel, Oscar  
 Solo Music  
 Sommers, Henry J.  
 Song-Ranch Publications  
 Song Shop, The  
 Song-Tex Music Company  
 Sonette Publishing Co.  
 Sonorous Music Co., Inc.  
 Sons Music Pub. Co.  
 Sophisticate Music Company  
 Sorority Fraternity Record Co.  
 Spanish Music Center  
 Spartan Music Publishers  
 Spotlight Music Company  
 Spry Music Publishing Co.  
 Staff Music  
 Staff Music Corporation  
 Stan-Host Melodies  
 Standard Publications  
 Stanow Publications  
 Star Music Co.  
 Stark Music Printing Company  
 Starlight Music Company  
 Stavín, Milt, Music Company

## B M I Publishers

- Steele, Ted, Publishing Co.  
 Stein, Rose Yvonne  
 Stern, Jos. W., & Co. (E. B. Marks)  
 Stern Music Publishing Co.  
 Steven, Arthur Publications  
 Stevens Music Company  
 Stevens Music Corporation  
 Stevens, Thomas A.  
 Stewart, Larry  
 Stone, Irving  
 Stone, Jack & Associates  
 Stover Music Company  
 Strand Press Music Publishers  
 Stratton, A. D., Music Co.  
 Striplin, Mary A.  
 Stroube, Walter A.  
 Stuart Music, Inc.  
 Sudlik & Siegel  
 Sultan Associates  
 Sun Ray Music Publishers  
 Sundial Songs  
 Sunnyside Music Publications  
 Sunrise Music Company  
 Sunshine Music Company  
 Superior Melodies Publishing Co.  
 Sutton Music Company  
 Swansongs Publications  
 Sweet Music Publications  
 Sweet, William R.  
 Swing & Tempo Music Co.  
 Swing Music Publishers  
 Symbolic Music Publishing Co.  
 Syncopation Songs  
 Syndicate Music Publishers, Inc.  
 Szathmary, Irving
- Taps Agency  
 Tara Music Company  
 Tele-Mus Publishing Company  
 Terry Tune Studios  
 Televis Music Company  
 The M. M. Hoffman Co.  
 Thomas-Cole Publishing Co.  
 Three Boys Music Company, The  
 Tic-Toc Publishing Company  
 Tichenor, W. C.  
 Tidd, G. M.  
 Tiffany Music Company  
 Tiffany Productions, Inc.  
 Timberland Publishing Co.  
 Time Music Company  
 Times Square Music Publishing  
 Tingor Music, Inc.  
 Tinker, Bill  
 Toby Music Publishers  
 Tomerlin, Lysle  
 Tompkins, Clarence F.  
 Tompkins, Clarence & Cuff, Paul
- Tono Record Co.  
 Topik Tunes  
 Tourjee, Leo Eben
- Tracy Music Company, Inc.  
 Trade Mark Music  
 Trans-American Music Pub.  
 Transatlantic Music Company  
 Treasure Music Publishers  
 Trend Music  
 Triad Music Company  
 Trianon Publications  
 Trinity Music Co., Inc.  
 Trio Music Company  
 Tropical Song Counter  
 Trutone Publishing Company  
 Tune-House Publications  
 Tune Shop Music Publishers, Inc.  
 Tune-Time Music  
 Tune Towne Tunes  
 Turner Tunes, The  
 20th Century Music Publishers  
 Typemusic
- U. S. and International Music Publishers  
 U. S. Music, Inc.  
 Uhl & Ware  
 Ultra Music Company  
 Unger Music Publisher  
 Unique Music Publishers  
 United Artists Publishing Co.  
 United Music, Inc.  
 Universal Music Sales  
 University Music Co.  
 University of Toledo  
 University Publishing Company  
 Uranus Music Company  
 Urban Publications
- Val Music Corporation  
 Valentine Music Publications  
 Valiant Music Company, Inc.  
 Valjean Music  
 Valley-Hill Music Co.  
 Valner, Kurt  
 Valor Publications  
 Van Brunt Publishing Company  
 Van Dorn  
 Van Russ Music  
 Vance Music Company  
 Vander Music Company  
 Vanguard Songs  
 Van's Music Company  
 Variety Music Company  
 Vavrin & King  
 Van Bee Music Company  
 Velleca Publishing Company  
 Vernon Music Publishers  
 Versailles Music Co., Inc.  
 Vicca's Music Co.  
 Victory Music Company  
 Vogue Music Corporation  
 Von Hallberg Music Company
- Wade Franklin, Publications  
 Wahl, J. Frederick  
 Wald Music Company
- Walden, Orville C.  
 Waldman, Irving, Music Pub.  
 Wallace Publishing Company  
 Ward, Allan W., Music Pub.  
 Warner Studio  
 Warren Publications  
 Washburn, Rozella T.  
 Washington Music Bazaar  
 Waters Music Publishing Co.  
 Watson, W. A.  
 Wayne, D., Music Publishing  
 Weaver, Jesse E.  
 Webster Music Company  
 Weeks, Publisher  
 Wemar Music Corporation  
 Wentworth, Martha  
 Wesjay Music Corp.  
 West Coast Music Publishers  
 West Philadelphia Music Centre  
 Westchester Music Co.  
 Westmore Music Corporation (American Music, Inc.)  
 Whimsy, Ltd.  
 White Mountain Music  
 White Way Music Company  
 Whitney, F. E., Publications  
 Willcox Music Publishing Co.  
 Willard Herring, Ltd.  
 Williams, Albert  
 Williams & Williams  
 Williams, Bud, Publisher  
 Willis-Woodward Music Co. (E. B. Marks)  
 Wilson Publishing Co.  
 Winfield Music, Inc.  
 Wing Music Corp.  
 Winner Music  
 Winters, Leo, Inc.  
 Winthrop, G. & Company  
 Wise Music Publications  
 Witro Music Publishing Co.  
 Witt, Claude H.  
 Wizell, Murray, Music Co.  
 Wolfe, Hugh J.  
 Wood Song and Record Co.  
 Woodward, Harry, Music Pub.  
 Woodland Music Company  
 Woods Music Co.  
 World Wide American Classics  
 Worldwide Music Publishers  
 Wright Publishing Company  
 Wrightman, Neale Publishers  
 Wyner Music Publishers  
 Wyoming Music Company
- "X-L" (Excell) Music Publications
- Yale Record Company  
 Yacoubian Publications
- Zaboy-Landino Music Company  
 Zenith Music Publications  
 Zoeller Music Company

# ASSOCIATED MUSIC PUBLISHERS, INC.

By **M. E. TOMPKINS**  
President and Secretary

**A**SSOCIATED Music Publishers, Inc., 25 West 45th Street, New York 19, New York, a wholly owned subsidiary of Broadcast Music, Inc. is in its second fiscal year under new management.

In addition to its own extensive catalogue of orchestra, chamber music and chorus music, it continues to represent exclusively in the United States such fine foreign catalogues as Breitkopf and Hartel—Leipzig; Universal Edition—Vienna; N. Simrock; B. Schott's Soehne—Mainz; Schott & Co., Ltd.—London and Edition Max Eschig—Paris. It has acquired within the last year exclusive selling rights in the fine Italian catalogue of Casa Musicale Sonzogno of Milano, and within the last month has taken over exclusive copyrighted properties of Russian-American Music Publishers, Inc., formerly of 19 West 44th Street, New York City. Associated continues to represent exclusively as selling agent the fine standard and serious music catalogues which were developed by BMI throughout its publishing life; the popular category of music, however, will continue to be handled by Broadcast Music, Inc., 580 Fifth Avenue, New York, New York. Performance rights continue to be administered by BMI.

AMP Board of Directors: Carl Haverlin, President of BMI; William Hedges, NBC; Sydney M. Kaye, Vice-President of BMI; Paul Morency, WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins.

AMP officers: Sydney M. Kaye, Chairman of the Board; M. E. Tompkins, President and Secretary; Karl Bauer, Vice-President; Earl B. Hall, Vice-President; Charles A. Wall, Treasurer; C. C. Boydston, Comptroller.

## Publishers

Aibl Verlag (See Universal Edition)	Société Nouvelle Vieu	Schott & Co., Ltd.
Alpha Music	Filmusic Union (See B. Schott's Soehne)	B. Schott's Soehne
Congress Music Co.	Julius Hainauer	Filmusik Union
Latin American Bureau	*Wilhelm Hansen Forlag	Grosch Verlag
Leader Music Co.	Kahnts' Schering Edition	Philharmonischer Verlag
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Bote & Bock	Lauterbach & Kuhn (See Alpha Music)	Senff (See Simrock)
Lauterbach & Kuhn	Leader Music Co. (See Alpha Music)	Carl Simon (See Breitkopf & Haertel)
Breitkopf & Hertzels	F. E. C. Leuckart	N. Simrock
Breitkopf & Hertzels	Luckardt (See Simrock)	Esos Verlag
Carl Simon	Otto Maass (See Universal Edition)	Luckardt
Broussan (See Editions Eschig)	Nagel Musical Archives	Raabe & Plothow
Casa Musicale Sonzogno	Ondet (See Editions Eschig)	Senff
Congress Music Co. (See Alpha Music)	Philharmonischer Verlag (See B. Schott's Soehne)	Société Nouvelle (See Editions Eschig)
Demets (See Editions Eschig)	Pion Honoré (See Editions Eschig)	*Universal Edition
Doblinger Verlag	Pro Art Publications	Aibl Verlag
Dupont (See Editions Eschig)	Russian-American Music Publishers, Inc.	Albert Gutman
Eos Verlag (See Simrock)		Schuberthaus Verlag
Editions Eschig		Otto Maass
Broussan		Vieu (See Editions Eschig)
Demets		
Dupont		
Ondet		
Pion Honoré		

\*Symphonic Works only, as per a special list.



# SESAC, Inc.

By **PAUL HEINECKE**

*President*

**I**T is always a privilege, one that I deeply appreciate, to address the entire field of broadcasting with this yearly message. SESAC, for the year ahead, has many additional values to share with you by way of service.

Here we are entering our 19th year of work and cooperation with AM stations and FM outlets . . . and more recently television operations. I cannot help but be impressed by your remarkable expansion which parallels SESAC's growth. Our efforts will continue to provide with even greater scope, a far more comprehensive and varied repertory in music, sterling in quality and lasting in value.

As one of the oldest and largest music licensing organizations, we have constantly sought to make available to you, that music which appeals to every type of listener. SESAC's affiliated publishers' catalogs, totalling more than 150,000 copyrighted selections, includes compositions from the fields of opera, operetta, musical comedy, symphony, hymns and gospel songs, orchestral numbers, standard and novelty songs, Hillbilly, Western and Folk songs as well as dramatic sketches. In fact, SESAC SERVICE is known among broadcasters throughout the land as a source of supply for every program need.

In addition to this expanded service, we are keenly conscious of the now, more than ever, important requirements of TV and FM as they continue to grow. Excellent program material for use, such as operettas, dramatic and comedy sketches and college plays, will be found in the catalogs of several of our SESAC affiliates. Among them are Northwestern Press, the Denison Company and the Raymond A. Hoffman Company of Chicago and the Edward Schuberth and Co., Inc. of New York. All of them publish material of importance to telecasting or FM.

It is also gratifying to tell you that the SESAC Transcribed Library has likewise kept pace with your own advancement and we are mighty proud indeed to point out our hundreds of subscribers. Here again, from the very start, our sole purpose was to serve you with the very finest quality transcriptions, featuring outstanding artists, at a very modest cost to you. Broadcasters have been quick to acknowledge that and to emphasize its facile adaptability for smart program planning of distinctive musical productions for both commercial and sustaining presentations.

But this Library was not patterned for AM alone; FM stations are using it consistently day after day and television producers are increasingly aware of its many unique features as their scripts and cue sheets call for SESAC transcribed melodies.

1949 should be a year of great accomplishment and we at SESAC certainly mean to do our part in furthering the progress of broadcasters, whether it be the AM outlet, the FM industry or the latest offspring, Television.

• • • **SESAC Publishers** • • •

PUBLISHERS

- Accordion Music Publishing Co., New York  
 including:  
*Deiro, Pietro*
- Albright Music Company (See National Music Company, Inc.)
- Alford, Harry L., Chicago
- Alkire, Eddie, Publications, Easton, Pa.
- Arct, M., Warsaw, Poland
- Ashmall, Wm. E., Company (See McLaughlin & Reilly Co.)
- Augsburg Publishing House, Minneapolis, Minn.
- Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
- Babwin Publications (See Palma Music Products)
- Barnes, A. S., and Company, Inc., New York
- Barnhouse, C. L., Company, Oskaloosa, Ia.
- Bartlett, E. M. (See Brumley, Albert E.)
- Barwicki, K. T. (See "P.W.P.")
- Beazley, Samuel W. & Son (See Stamps-Baxter Music & Printing Co. and Tennessee Music & Printing Co.)
- Beirly Company (See Chart Music Publishing House, Inc.)
- Bendix Publishing Corp. (See National Music Company, Inc.)
- Benson, John T., Publishing Co., Nashville, Tenn.
- Braun, Hubert J., Chicago.  
 including:  
*Braun Music Co.*  
*Braun Organization, The*
- Broadcast Music Publishers (See National Music Company, Inc.)
- Brumley, Albert E., Powell, Mo.  
 including:  
*E. M. Bartlett*
- Bryant Music Company, New York
- Call-Mar Publishers, Inc., Woodstock, Ill.
- Capitol Music Co. (See National Music Company, Inc.)
- Catholic Music Co. (See McLaughlin & Reilly Co.)
- Central Music Co., Dallas, Texas. (including: Ramsey, Will M.)
- Chart Music Publishing House, Inc., Chicago  
 including:  
*Beirly Company, Alfred*  
*Coanacher, B.*  
*Huffer, Fred K.*  
*Littig, Frank, Music Publishing Co.*  
*Warde, Harry*  
*Warner, F. Eugene*  
*Western Accordion Music Company*
- Church Music Co., The, Fullerton, Cal.  
 including:  
*Grammer, Frank*
- Clef Music Corporation, New York
- Coanacher, B. (See Chart Music Publishing House, Inc.)
- Composers Press, Inc., The, New York
- Concord Music Publishing Co., Inc., New York
- Cummings, M. Homer, Wheeling, W. Va.
- Daniel, John, Quartet Song Publishers, Nashville 5, Tenn.
- Deiro, Pietro (See Accordion Music Publishing Co.)
- Denison, T. S., & Company, Chicago
- Di Bella, O., New York
- Editions Pro Arte (See "P.W.P.")
- Eulenburg, Ernst, Ltd., London, England
- Fairbank, H. W., Company (See National Music Co., Inc.)
- Firm Foundation Publishing House, Austin, Tex.  
 including:  
*Dean, Emmet S.*  
*Dean & Edmiaston*  
*Dean & Evridge*  
*Dean & Franklin*  
*Dean & Hensley*  
*Dean & Morgan*  
*Dean & Sebren*  
*Ramsey & Parker*  
*Trio Music Co.*
- Gebethner & Wolff, Warsaw, Poland
- Gilbert Music Company (See McLaughlin & Reilly Co.)
- Goddard Music Company, Chicago
- Gornston, David, New York
- Grabczewski, F., Warsaw, Poland
- Hall Music Co., The, Maryville, Tenn.
- Hall & McCreary Co., Chicago
- Harmonia Edition Publishing Company, New York  
 including:  
*Harmonie Publications*  
*Rondo Publications*
- Harper & Brothers, New York
- Hartford Music and Printing Company, Inc., The, Powell, Mo.
- Hart's Music Company (See National Music Co., Inc.)
- Hathaway, Franklin Earl Music Publisher, Chicago  
 including:  
*Gospel Music Publications*
- Henson, J. M., Music Publisher, Atlanta Ga.  
 including:  
*Morris-Henson Music Co.*  
*Southern Music Plate Co.*
- Hoffman, Raymond A., Company, Chicago
- Holbrooke, Josef (See Modern Music Library)
- Huffer, Fred K. (See Chart Music Publishing House, Inc.)
- Idzikowski, Leon, Warsaw, Poland
- Idzikowski, M. (See "P.W.P.")
- Jastrzab (See "P.W.P.")

**• • • SESAC Publishers • • •**

Jeffress Music Co., Crossett, Ark.  
 Jewell, Fred, Music Co., Worthington, Ind.  
 Kanner Music Publishing Co. (See Top Music Publishers, Inc.)  
 Keene, Hank, Inc., South Coventry, Conn.  
 Kelman Music Corp., New York  
 King, K. L., Music House, Inc., Fort Dodge, Ia.  
 Kjos, Neil A., Music Co., Chicago including:  
     *Max and Beatrice Krone*  
 Krachtus, John, Inc., Chicago  
 Krone, Max & Beatrice (See Kjos Music Co.)  
 Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)  
 Liturgical Music Company (See McLaughlin & Reilly Co.)  
 Liturgical Music Press, Inc., New York  
 McLaughlin & Reilly Co., Boston including:  
     *Liturgical Music Company*  
     *Catholic Music Co.*  
 Also including published copyrighted compositions taken over from:  
     *Wm. E. Ashmall & Co.*  
     *Berge Music Company*  
     *John Singenberger*  
     *Otto Singenberger*  
     *Gilbert Music Company*  
 Modern Music Library, London, England including:  
     *Josef Holbrooke*  
 Morris-Henson Music Co. (See Henson, J. M., Music Publisher)  
 Music Press (William L. Dawson) Tuskegee Institute, Tuskegee, Ala.  
 Music Press, Inc., New York  
 Music Products Corporation (See Pallma Music Products)  
 National Music Co., Fort Worth, Tex. including:  
     *Ferrill, J. W.*  
     *Quartet Music Company*  
     *Thomas, Alvis O.*  
     *Thomas, J. E.*  
 National Music Company, Inc., Chicago including:  
     *Albright Music Company*  
     *Bendix Publishing Corp.*  
     *Broadcast Music Publishers*  
         (See *Eddy Hanson*)  
     *Capitol Music Co.*  
     *Fairbank, H. W., Company*  
     *Hart's Music Company*  
     *Popular Music Publications*  
     *Select Music Company*  
     *Standard Music Company* (See *Eddy Hanson*)  
     *Standard Songs* (See *Eddy Hanson*)

*Windsor Music Company*  
 also including published copyrighted compositions taken over from:  
     *Eddy Hanson*  
 Natrass-Schenck, Inc., New York  
 Network Music Publishers (See Top Music Publishers, Inc.)  
 Northwestern Press, The, Minneapolis, Minn.  
 Nowa Scena, Warsaw, Poland  
 Nowacki, Henryk X. (See "P.W.P.")  
 Oak Ridge Quartet Music Co., Nashville Tenn.  
 Pagani, O., & Bro., New York  
 Pallma Music Products Corp., Chicago including:  
     *Pallma, Frank, Music Publisher*  
     *Music Products Corporation*  
     *Babwin Publications*  
     *Quincke, Walter A. (Compositions as per list issued)*  
 Panella, Frank A., Pittsburgh, Pa.  
 Paragon Music Publishers, New York  
 Parks, J. A., Company, Chicago  
 Parris Music Co. (See Tennessee Music and Printing Co.)  
 Parris, O. A. (See Stamps Quartet Music Co.)  
 Perry's Sons, A. W., Sedalia, Mo.  
 Pioneer Music Press, Salt Lake City including:  
     *Wheelwright, Lorin F.*  
 Polonia Publishing Co. (See Zalewski, B. J.)  
 Popular Music Publications (See National Music Company, Inc.)  
 Pro Arte (See Editions Pro Arte)  
 "P.W.M.", Polskie Wydawnictwo Muzyczne, Krakow, Poland  
 "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw, Poland  
 Affiliates:  
     *Adamus, A.*  
     *Adamus, Zenobiusz*  
     *Barwicki, K. T.*  
     *Edition "Jastrzab"*  
         including:  
         *Rudnicki, Walery*  
         *"W. J. R."*  
     *Rzepecki, J.*  
     *Editions Pro Arte*  
     *Idzikowski, M.*  
     *Jastrzab*  
     *Maciejowski, ZB.*  
     *Markiewicz, Adam*  
     *Nowacki, Henryk X.*  
     *Polskie Towarzystwo Muzyk*  
         *Wspolczesnej*  
     *Pollawski, Aleksander*  
     *Pomarancki, Zygmunt*  
     *Seyfarth, G.*  
     *Slaski, H.*

## SESAC Publishers

- Towarzystwo Wydawnicze Muzyki Polskiej*  
*Wiehler, Z.*  
*Witczyk, Stanislaw*  
 "Zaiks" Związku Autorow, Kompozytorow I Wydawcow  
*Zak, Czeslaw*  
*Zaremba, Alojzy*  
 Quartet Music Company (See National Music Company)  
 Quincke, Walter A. (See Pallma Music Products)  
 Radio City Guitar Studio, Jackson Heights, New York  
 Ramsey, Will M. (See Central Music Co.)  
 Revival Music Co., The, Searcy, Ark.  
 including:  
*Walls, W. M.*  
 Ricart & Cia, Luis, S. L., Barcelona, Spain  
 Rondo Publications (See Harmonia Edition)  
 Rudnicki, Walery (See "P.W.P.")  
 Rzepecki (See "P.W.P.")  
 Sacred Music Foundation, The, Los Angeles  
 including:  
*Herbert G. Tovey*  
 Sajewski, W. H., Music Publishing Co., Inc., Chicago  
 Schmidt Co., The Arthur P., Boston 16  
 Schmitt, Paul A., Music Company, Minneapolis, Minn.  
 including:  
*Selmer, H. & A., Inc. (Compositions as per list issued.)*  
 Schuberth, Edward, & Co., Inc., N. Y.  
 Select Music Company (See National Music Company, Inc.)  
 Selmer, H. & A., Inc. (See Schmitt, Paul A., Music Company)  
 Seyfarth, G. (See "P.W.P.")  
 Showalter Co., The A. J., Dalton, Ga.  
 Simon, Frank, Middletown Ohio  
 Singenberger, John & Otto (See McLaughlin & Reilly Co.)  
 Sisk Music Company, The, Toccoa, Ga.  
 Slater, Will W., Fort Worth, Texas  
 Smith, Wm. J., Music Co., Inc., New York  
 Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.  
 including:  
*Beazley, Samuel W., & Son (Publications copyrighted in 1925 and thereafter.)*  
*Stamps, V. O., Music Company*  
 Stamps Quartet Music Co., Inc., Dallas, Tex.  
 including:  
*Parris, O. A.*  
 Standard Music Company (See National Music Company, Inc.)
- Standard Songs (See National Music Company, Inc.)  
 Stirling Music Publishing Co., New York including:  
*Avalon Music Publishing Co.*  
 Teddlie, Tillit S., Greenville, Texas  
 Tennessee Music and Printing Co., Cleveland, Tenn.  
 including:  
*Beazley, Samuel W., & Son (Publications copyrighted up to and including 1924 only.)*  
*Denson Trio Music Co.*  
*Denson-Parris Music Co.*  
*Hall Music Co., The (Publications as per list issued.)*  
*Perry, F. Clark, Co.*  
*Sebron, George W., Music Co.*  
*Showalter, A. J., Co., The*  
 Top Music Publishers, Inc., New York including:  
*Kanner Music Publishing Co.*  
*Network Music Publishers*  
 Tovey, Herbert G. (See Sacred Music Foundation, The)  
 Treasure Chest Publications, Inc., N. Y.  
 Vaughan, James D., Lawrenceburg, Tenn.  
 Vitak-Elsnic Co., Chicago  
 including:  
*Georgi and Vitak Music Co.*  
 Wallis, W. M. (See Revival Music Co.)  
 Ward, Harry (See Chart Music Publishing House, Inc.)  
 Warner, F. Eugene (See Chart Music Publishing House, Inc.)  
 Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw, Poland  
 Weaner, Maxwell (See Weaner-Levant Publications)  
 Weaner-Levant Publications, New York including:  
*Weaner, Maxwell*  
 Western Accordion Music Company (See Chart Music Publishing House, Inc.)  
 Wheelwright, Lorin F. (See Pioneer Music Press)  
 Whitney Blake Music Publishers, N. Y.  
 Wiehler, Z. (See "P.W.P.")  
 Windsor Music Company (See National Music Company)  
 Winsett, R. E., Dayton, Tenn.  
 "Zaiks" Związku Autorow, Kompozytorow I Wydawcow; Warsaw, Poland (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")  
 Zak, Czeslaw (See "P.W.P.")  
 Zalewski, B. J., Chicago  
 including:  
*Moniuszko Publishing Co.*  
*Polonia Publishing Co.*  
*Rozan Publishing Co.*  
 Zaremba, Alojzy (See "P.W.P.")

NOTE Due to limitation of space the above listing does not represent a complete roster of SESAC Publishers. For complete listing contact SESAC 415 Fifth Ave., New York 17, N. Y.

# SONG HITS OF 1948

(January 1, 1948 to January 1, 1949)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in Stage or Film Productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1947 are noted by the date—1947).

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Now Is The Hour (Leeds)	28,711	31
But Beautiful (Burke & VanHeusen)	23,472	23
A Tree In The Meadow (Shapiro-Bernstein)	22,543	31
*Buttons and Bows (Famous)	20,368	14
It's Magic (Witmark)	20,230	34
I'm Looking Over a Four Leaf Clover (Remick)	20,158	24
Haunted Heart (Williamson)	18,736	27
Manana (Barbour-Lee)	16,491	18
Beg Your Pardon (Robbins)	16,070	20
*You Call Everybody Darling (Mayfair)	15,682	23
Ballerina (1947) (Jefferson)	15,096	15
*On a Slow Boat to China (Melrose)	14,793	15
You Were Meant for Me (Miller)	14,362	26
Golden Earrings (1947) (Paramount)	14,326	15
Love Somebody (Kramer-Whitney)	14,084	24
*Maybe You'll Be There (Triangle)	14,059	24
*You Were Only Fooling (Shapiro-Bernstein)	13,886	19
Baby Face (Remick)	13,826	21
Serenade of the Bells (1947) (Melrose)	13,579	17
*Hair of Gold, Eyes of Blue (Robert)	13,491	21
Nature Boy (Burke & VanHeusen)	13,463	14
Dickey-Bird Song (Robbins)	13,267	21
Best Things in Life Are Free (1947) (Crawford)	13,016	24
*Cuanto Le Gusta (Southern)	12,829	21
Tell Me a Story (Laurel)	12,473	26
I'll Dance at Your Wedding (1947) (George Simon)	12,219	12
What'll I Do (1947) (Berlin)	12,217	20
*Ev'ry Day I Love You (Harms)	12,193	23
*My Darling, My Darling (E. H. Morris)	12,105	12
Laroo, Laroo, Lilli Bolero (Shapiro-Bernstein)	12,046	16
You Can't Be True Dear (Biltmore)	11,482	22
Little White Lies (Bregman-Vocco-Conn)	11,476	24
Toolie Oolie Doolie (C. K. Harris)	11,433	19
Sabre Dance (Leeds)	11,365	20
I May Be Wrong (1947) (Advanced)	11,298	26



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Television’s #1 Daytime program**

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# BEHIND THE MIKE

## RADIO—TELEVISION

*Artists*

*Vocalists*

*Sports Commentators*

*News Commentators*

*Women Commentators*

*Disc Jockeys*

*Orchestra Leaders*

*Musical Conductors*

*Organists*

*Writers*

*Announcers*

*Directors-Producers*

*Home Economics Directors*

*Managers and Agents*

For . . . 1948

# RADIO-TV ARTISTS

## —their work during 1948

— A —

**ABBOTT, BUD**  
Abbot and Costello Show, Abbot and Costello Kid Show  
ABC

**ACE, GOODMAN**  
Mr. Ace and Jane (CBS).

**ACE, JANE**  
Mr. Ace and Jane (CBS).

**ADAMS, MASON**  
Pepper Young's Family  
NBC

**ALEXANDER, A. L.**  
Mediation Board  
MBS

**ALEXANDER, JOAN**  
Rosemary, Perry Mason  
CBS  
This Is Nora Drake  
NBC

**ALLEN, CHARME**  
David Harum  
CBS

**ALLEN, FRED**  
(Sullivan, John Florence); Comedian; b. Cambridge, Mass., May 31, 1894; Fred Allen Show (CBS).

**ALLEN, GRACIE**  
(Burns, Mrs. George); Comedienne; b. San Francisco, Calif.; Secretarial Schools in N. Y.; Maxwell House Coffee Time (NBC).

**ALLEN, STEVE**  
Steve Allen Show, Party Line, Breaking All Records  
CBS

**ALLENBY, PEGGY**  
Ma Perkins  
NBC

**ALLISON, FRAN**  
Breakfast Club  
ABC

**ALLMAN, ELAIA**  
NBC

**AMECHE, DON**  
Your Lucky Strike  
CBS

**AMECHE, JIM**  
Personal Autograph  
ABC

**AMSTERDAM, MOREY**  
CBS, CBS-TV

**ANSON, BILL**  
KFWB

**ARNOLD, EDDIE**  
MBS  
The Eddie Arnold Show

**ARNOLD, EDITH**  
Crime Doctor  
CBS

**ARNOLD, EDWARD**  
Mr. President  
ABC

**ARQUETTE, CLIFF**  
Dick Haymes Show  
CBS

**ASCOT, RITA**  
Ma Perkins  
NBC

**AUTRY, GENE**  
CBS



## BETTY GARDE

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TELEVISION

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Stage, Screen and

Radio



• • • **Radio and Television Artists** • • •

**— B —**

**BACKUS, JIM**  
"Bob Burns Show," "Alan Young Show"  
NBC

**BAILEY, JACK**  
MBS  
Queen For A Day

**BAKER, PHIL**  
Everybody Wins  
CBS

**BANKS, JOAN**  
My Friend Irma  
CBS

**BARCLEY, LOUISE**  
Right To Happiness  
NBC

**HARRY, JACK**  
Juvenile Jury, Life Begins At Eighty  
MBS

**BARTLETT, TOMMY**  
Welcome Travelers, Tommy Bartlett Show  
ABC

**BAUER, CHARITA**  
Rose of My Dreams  
CBS

**BAYAN, ADRIENNE**  
True Detective Mysteries  
MBS

**BEASLEY, IRENE**  
Grand Slam, CBS

**BECK, JACKSON**  
Superman, Philip Morris  
NBC, CBS, MBS

**BECKER, SANDY**  
Young Dr. Malouc  
CBS

**BEEMER, BRACK**  
Lone Ranger  
ABC

**BEGLEY, ED**  
NBC

**BEHRENS, FRANK**  
Lorenzo Jones  
NBC

**BELASCO, LEON**  
Man Called X  
CBS

**BELL, RALPH**  
Superstition  
ABC  
Right To Happiness  
NBC

**BELLAMY, RALPH**  
Theater U. S. A  
ABC

**BENADARET, BEA**  
Adventures of Ozzie & Harriett, Jack Benny Show, CBS;  
Day In the Life of Dennis Day, Maxwell House Coffee Time, NBC

**BENDER, DAWN**  
One Man's Family  
NBC

**BENDIX, WILLIAM**  
Life Of Riley  
NBC

**BENNY, JACK**  
(Kubelsky, Benjamin); Radio Comedian; b. Chicago, Ill., Feb. 14, 1898; Jack Benny Show (CBS).

**BENSON, RED**  
(Norman Benson) Entertainer, MC; b. Columbus, O., Feb. 21, 1917; ed. Ohio State U.; Red Benson's Movie Matinee, Take a Number, (WOR-Mutual).

**BERG, GERTRUDE**  
CBS-TV

**BERGEN, EDGAR**  
(Bergen Edgar John); Radio Artist, Comedian, Ventriloquist; b. Chicago, Ill., Feb. 16, 1903; ed. Northwestern U. B.A., hon. MA; Coca Cola Show (CBS).

**BERLE, MILTON**  
(Berlinger, Milton) Comedian; b. July 12, 1908, NYC; Milton Berle Show (ABC); Texaco Star Theatre (NBC-TV).

**BERNARD, PHILIP**  
CBS, NBC

**BERNARD, TOMMY**  
CBS

**BERNER, SARA**  
Seafest Village Store, Eddie Cantor Show, NBC; Arthur's Place, Jack Benny Show, CBS

**BERWICK, VIOLA**  
Meet The Meeks  
NBC

**BERWIN, BERNICE**  
One Man's Family  
NBC

**BICKART, SANFORD H.**  
CBS, NBC

**BILLSBURY, RYE**  
First Neighbor  
CBS

Ed and Pegeen Fitzgerald

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**Radio and Television Artists**

**BIVANS, JACK**

Meet The Meeks  
NBC

**BLAIRE, HENRY**

Adventures of Ozzie and Harriet  
CBS

**BLANC, MEL**

Radio Artist, Animated Cartoon Voice Artist, Recording Artist; b. San Francisco, Calif., May 30, 1908; Judy Canova, Jack Benny.

**BOLES, ATHENA**

**LORDE**

Actress; b. New York, N. Y.; ed. Columbia U.; Barney Blake Tele. program; Swift Tele. Prog.; Quiet Please; David Harum.

**BOLES, BARBARA**

Rainbow House. Small Fry  
DuMont

**BOVERO, PHIL**

Relaxing Time. Saturday Session  
ABC

**BOWLES, JAMES C.**

Actor, Writer; b. Lubbock, Tex. Feb. 28, 1914; ed. UCLA, Los Angeles City College; Fred Allen Program, The Big Story (NBC); Writer, Actor on Historical Plays for DuMont; Theatre: The Victors.

**BRADLEY, CURLEY**

Tom Mix  
MBS

**BRADY, BEN**

Comedy Writer's Show  
ABC

**BRICE, FANNY**

Baby Snooks  
CBS

**BRIGGS, DON**

The Sheriff  
ABC

**BROKENSHERE, NORMAN**

Theater Guild on the Air (ABC).

**BROWN, DICK**

(Brown, Herbert Richard); Singer, MC, Actor, b. Youngstown, O.; Cincinnati Coll. of Music; Calling All Girls; Hearts in Harmony; Pleasure Parade; Dick Brown Show (WNEW); Guest-RCA Victor Show; Dave Elman's Auction.

**BROWN, JOHN**

Actor, b. Hull, England; Life of Riley; My Friend Irma; A Date With Judy; Ozzie & Harriet; The Dennis Day Show; Baby Snooks, Duffy's Tavern (NBC).

**BRUCE, EDWIN**

Portia Faces Life  
NBC

**BRYAN, ARTHUR Q.**

Doctor Gamble-Fibber McGee & Molly, Waymond Wadcliffe-The Great Gildersleeve (NBC).

**BUNCE, ALLEN**

Athel and Albert  
ABC

**BURNS, GEORGE**

Comedian; b. New York, N. Y.; Maxwell House Coffee Time (NBC).

**BURROWS, ABE**

CBS

— C —

**CAMARGO, RALPH**

Just Plain Bill  
NBC

**CAMPBELL, NAOMI**

Just Plain Bill  
NBC

**CANDIDO, CANDY**

The Jimmy Durante Show  
NBC

**CANOVA, JUDY**

Judy Canova Show, Texaco Television.

**CANTOR, EDDIE**

Comedian; b. New York, N. Y., Jan. 31, 1893, Pabst Blue Ribbon Show.

**CARLEN, FRAN**

Our Gal Sunday. Big Town  
CBS  
NBC

**CARSON, JACK**

Actor, b. Carmen, Manitoba, Oct. 27, 1910, St. Johns Mil. Acad.; Carleton College; Star of Jack Carson Show (CBS).

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SENATOR  
FORD

PETER  
DONALD

JOE  
LAURIE, JR.

WARD  
WILSON

HARRY  
HERSHFIELD

**“PALMOLIVE”**  
NBC

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**“KIRKMAN”**  
WOR

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CBS

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allen**

. . . **Radio and Television Artists** . . .

**CASE, NELSON**  
ABC. Criminal Casebook. CBS.  
Long Journey

**CATES, OPIE**  
The Opie Cates Show  
ABC

**CHALMERS, THOMAS**  
Pepper Young's Family  
NBC

**CHAPPELL, ERNEST**  
Quiet, Please; Ted Malone Show  
(ABC); Edward Murrow (CBS);  
Co-Producer, The Lambs Tele-  
vision Gambol (WNBT).

**CHAPMAN, PATTY**  
Aunt Jenny  
CBS

**CHITTISON, BERMAN**  
Casey. Crime Photographer  
CBS

**CHRISTY, KEN**  
The Alan Young Show  
NBC

**CLARK, LON CLAUDE**  
Actor, narrator, announcer; b.  
Bricelyn, Minn.; MacPhail Sch.  
of Music; Univ. of Cinn. New  
Sch. for Social Research; Nick  
Carter (MBS); Exploring the Un-  
known; Flashgun Casey; Aldrich  
Family; Boston Blackie; Gang-  
busters.

**CLARKE, PHIL**  
Superman, Dick Tracy, Nick  
Carter

**COLLINS, TED**  
Kate Smith, MBS

**COLLINS, TOM**  
One Man's Family  
NBC

**COLLYER, BUD**  
Superman, (MBS); Winner Take  
All (CBS).

**CONWAY, JULIE**  
Singer, Actress; b. Granite City,  
Ill.; Northwestern U.; Armstrong's  
Theater of Today; Casey, Crime  
Photographer; When A Girl Mar-  
ries; Nora Drake.

**COOK, TOMMY**  
Life of Riley  
NBC

**COST, SUSAN**  
Mary Lee Taylor  
CBS

**COSTELLO, LOU**  
Abbott and Costello Show. Ab-  
bott and Costello Kid Show  
ABC

**COTSWORTH,  
STAATS**

Actor, Stage, Radio; b. Oak  
Park, Ill., Feb. 17, 1908; Penn  
Sch. of Industrial Art; N. Y. Civic  
Rep. Theatre Apprentice Group;  
Lone Journey, Casey Crime Pho-  
tographer, Harvest of Stars  
(CBS); Front Page Farrel (NBC);

The Sheriff, This Is Your FBI  
(ABC).

**COWLING, SAM**  
Breakfast Club  
ABC

**CRAIG, NANCY**  
Nancy Craig  
ABC

**CREORE, PHYLLIS**  
Aunt Jenny  
CBS

**CROFT, MARY JANE**  
Bill Goodwin Show  
CBS

**CROSBY, BING**  
Phiteco Radio Time  
ABC

**CROSS, MILTON**  
Opera Album  
ABC

**CULLEN, BILL**  
Winner Take All, Give and Take,  
Missus Goes A-Shopping, Hit the  
Jackpot, Crime Photographer,  
Nora Drake (CBS).

**CURTIN, JOSEPH**  
Mr. & Mrs. North  
CBS

**CURTIS, KEN**  
Western Theater. Hitching  
Post  
ABC



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"Give And Take" . . . CBS

"Missus Goes A-Shopping" . . . WCBS

"GO For The House" . . . ABC

"Three's A Crowd" . . . WOR

"Best Girl" . . . WOR

**Radio and Television Artists**

**— D —**

**DAMON, LES**  
Adventures of the Thin Man  
CBS  
Right To Happiness  
NBC

**DANDRIDGE, RUBY**  
The Judy Canova Show  
NBC

**DARNAY, TONI**  
Strange Romance of Evelyn  
Winters  
CBS

**DAVIS, JOAN**  
CBS

**DAY, DENNIS**  
Dennis Day Show  
NBC

**DeCAMP, ROSEMARY**  
Dr. Christian  
CBS

**DeKOVEN, ROGER**  
This Is Nora Drake  
NBC

**DELMAR, KENNY** ("Senator  
CLAGHORN")  
"Fred Allen Show"  
NBC

**DENNY, JR., GEORGE V.**  
America's Town Meeting  
ABC

**DONALD, PETER C.**

Comedian; b. Bristol, Eng., June 6, 1918; Professional Children's Sch.; Prize Assoc. of French Inst.; Can You Top This; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick & Arthur Godfrey; Tele. MC, Bell Telephone & Gimbel Bros.; Warriors of Peace (ABC) Fred Allen Show.

**DOUGLAS, DON**  
High Adventure  
MBS

**DOUGLAS, SUSAN**  
Official Detective  
MBS

**DOYLE, LEN**  
Mr. District Attorney (NBC).

**DRAKE, ALFRED**  
Theater U. S. A.  
ABC

**DRAKE, GALEN**  
Galen Drake  
ABC

**DRAPER, MARGARET**  
The Brighter Day  
NBC

**DUNN, EDDIE**  
True or False (MBS).

**DURANTE, JIMMY**  
(Durante, James); Comedian; b.

New York, N. Y., Feb. 13, 1893;  
Jimmy Durante Show (NBC).

**— E —**

**EAST, ED**

MC; b. Bloomington, Ind.; Meet the Missus, CBS; Pacific Coast Network; TV Packages; Meet The Champ, Easy Does It and Who's Next. Head of Ed East Creative Recorded Spots.

**EDWARDS, RALPH**

MC, Comedian; b. Merine, Colo., Jan. 13, 1913; MC, Truth or Consequences, MC This is Your Life (NBC).

**EDELSTON, CHARLES**  
Ma Perkins  
NBC

**ELDERS, HARRY**  
One Man's Family  
NBC

**ELLEN, MINETTA**  
One Man's Family  
NBC

**ELLIOT, WINN**  
County Fair, CBS; Quick As A Flash, MBS

**ELSTNER, ANNE**  
Stella Dallas  
NBC



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**Radio and Television Artists**

**EMERY, BOB**

(WOR) Small Fry Club; (WABD) Rainbow House; (WABD) DuMont Television.

**ERIC, ELSPETH**

Road Of Life  
NBC

**ERICKSON, LOUISE**

The Alan Young Show  
NBC

**ERSKINE, MARILYN**

Lora Lawton  
NBC

— **F** —

**FAYE, ALICE**

Actress, Vocalist; b. New York, N. Y., Under Contract To 20th Century Fox; Star of Phil Harris, Alice Faye Show (NBC).

**FELTON, HAPPY**

Guess Who, MBS

**FENWICK, ELLEN**

Exploring the Unknown  
ABC, NBC, CBS, MBS

**FISCHMAN, HARVE BENNETT**

Junior Junction  
ABC

**FITZGERALD, ED**

Radio Commentator; b. Troy, N. Y.; Originator of Mr. & Mrs. Programs; Breakfast With the

Fitzgeralds, The Fitzgeralds in N. Y. (ABC); At Home With The Fitzgeralds (WABD-Tele.).

**FITZGERALD, PEGEEN**

Radio Commentator; b. Norcatur, Kans.; College of St. Theresa; Originator of Mr. & Mrs. Programs; Breakfast with the Fitzgeralds; The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (WABD-Tele.).

**FITZMAURICE, MICHAEL**

Nick Carter (MBS); When A Girl Marries (NBC).

**FLYNN, CHARLES**

Jack Armstrong  
ABC

**FORBES, MURRAY**

Ma Perkins  
NBC

**FORD, SENATOR**

(Ford, Edward Hastings); Humorist, radio, after dinner speaker, author, vaudeville; b. Brooklyn, New York, June 13, 1887; Can You Top This (NBC); Vox Pop; Hobby Lobby; guest appearances.

**FRANCIS, ARLENE**

What's My Name? (ABC).

**FRANKLIN, JOE**

Echoes of The Big Time (WMCA)

**FREEMAN, FLORENCE**

Wendy Warren and the News  
CBS

**FREYMAN, EVELYN**

Consumer Time  
CBS

**FRIEBUS, FLORIDA**

Lora Lawton  
NBC

**FROMAN, JANE**

Pause That Refreshes  
CBS

**FRONT, ALICE**

Mr. & Mrs. North  
CBS

**FULLER, BARBARA**

One Man's Family  
NBC

**FUNT, ALLEN**

Candid Microphone  
ABC

**FUSSELL, SARAH**

Right To Happiness  
NBC

— **G** —

**GALLOP, FRANK**

Family Hour  
CBS

JACKSON

BECK



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**GAMEL, NORENE**  
Bill Goodwin Show  
CBS

**GARDE, BETTY**  
mr. ace & JANE (CBS); Aunt  
Bedelia; Kobb's Korner; Perry  
Mason (CBS-TV).

**GARDNER, ED  
(ARCHIE)**

(Poggenburg, Eddie); Actor, pro-  
ducer, director; b. Astoria, N. Y.,  
June 29, 1904; Duffy's Tavern  
(NBC).

**GARGAN, WILLIAM**  
Ross Donald  
ABC

**GEORGE, BERNIE**  
The Bernie George Show  
ABC

**GIBSON, JONNY**  
Casey, Crime Photographer  
CBS

**GILBERT, RUTH**  
Perry Mason, Robert Q. Lewis  
Show  
CBS

**GODDARD, PAULETTE**  
We Care  
ABC

**GODFREY, ARTHUR**  
Arthur Godfrey Show, Talent  
Scouts (CBS).

**GOFF, NORRIS**  
Lum 'n' Abner  
CBS

**GOODWIN, BILL**  
Johnny Fletcher  
ABC

**GORDON, BERT**  
The Eddie Cantor Show  
NBC

**GORDON, GALE**  
Fibber McGee & Molly  
NBC

**GOSDEN, FREEMAN (AMOS)**  
Amos 'n' Andy  
CBS

**GOTHARD, DAVID**  
Right To Happiness  
NBC

**GRANIK, THEODORE**  
American Forum Of The Air  
MBS

**GREEN, EDDIE**  
Actor; b. Baltimore, Md., Aug.  
16, 1901; Eddie (the waiter)  
Green on Duffy's Tavern (NBC);  
Stonewall The Lawyer on Amos  
'n' Andy (CBS).

**GRIGGS, JOHN**  
House of Mystery, Adventure  
Parade  
MBS

**GRIMES, JACK**  
Let's Pretend  
CBS

— H —

**HAINES, LARRY**  
Young Dr. Malone  
CBS

**HALL, HELEN**  
Barbara Wells (WOR).

**HALOP, FLORENCE**  
Duffy's Tavern  
NBC

**HAMILTON, GENE**  
Carnegie Hall  
ABC

**HARRINGTON, MARY LOU**  
One Man's Family  
NBC

**HARRIS, ARLENE**  
Baby Snooks  
CBS

**HARRIS, PHIL**  
MC, Comedian, Orchestra Leader;  
b. Linton, Ind., June 24, 1906;  
Orchestra Leader - Jack Benny  
Show (CBS), The Phil Harris-Alice  
Faye Show (NBC).

**HASTINGS, BOB**  
The Adventures of Arche  
Andrews  
NBC

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**HAWLEY, ADELAIDE**

Fashion On Parade (WABD); Fashion Flashes via Transcriptions; Fashion News Of The Day, Sun. Herald Tribune Column; News of The Day, Woman's Page Commentary for MGM Newsreel.

**HAWTHORNE, JIM**

That Hawthorne Thing  
ABC

**HAYES, HELEN**

Electric Theater  
CBS

**HAYES, PETER LIND**

Ford Show  
CBS

**HAYMES, DICK**

Dick Haymes Show  
CBS

**HELGESEN, JOE**

Ma Perkins  
NBC

**HERSHFIELD, HARRY**

Columnist (Mirror), cartoonist, radio; b. Cedar Rapids, Ia., Oct. 13, 1885; Can You Top This; Kate Smith; Hobby Lobby; Hildegarde.

**HERSHOLT, JEAN**

Dr. Christian  
CBS

**HEWITT, ALAN**

This Is Nora Drake  
NBC

**HILL, EDWIN C.**

This Is Adventure  
ABC

**HILLIARD, HARRIET**

Adventures of Ozzie and Harriet  
CBS

**HOLLAND, CHARLOTTE**

Lone Journey  
CBS

**HOPE, BOB**

(Hope, Robert); Comedian, screen, radio; d. London, Eng., May 29, 1903; The Bob Hope Show (NBC).

**HOWARD, EUNICE**

Pepper Young's Family  
NBC

**HOWARD, TOM**

It Pays to Be Ignorant  
CBS

**HUBBARD, EDDIE**

Stars in The Night. Shoppers' Special  
ABC

**HUBBARD, IRENE**

Mr. Keene, Tracker of Lost Persons  
CBS  
Right To Happiness, Lora Lawton  
NBC

**HUGHES, ARTHUR**

Just Plain Bill  
NBC

**HULL, JOHN WARREN**

Actor, singer, MC, stage, screen, radio; b. Gasport, N. Y.; Jan. 17, 1903; NYU, Univ. of Rochester; Vox Pop; Fair Enough (ABC Tele); In Town Today (NBC Tele); Radio City Matinee (NBC Tele).

— I —

**IDELSON, BILLY**

Those Websters  
MBS

**IRVING, CHARLES**

Young Dr. Malone  
CBS

— J —

**JANIEE, VIVI**

Lora Lawton  
NBC

**JANNEY, LEON**

Charlie Chan  
MBS

**JORDAN, JAMES EDWARD**

(Fibber McGee); Actor; b. Near Peoria, Ill., Nov. 16, 1896, Fibber McGee and Molly, on Air for 14 yrs.



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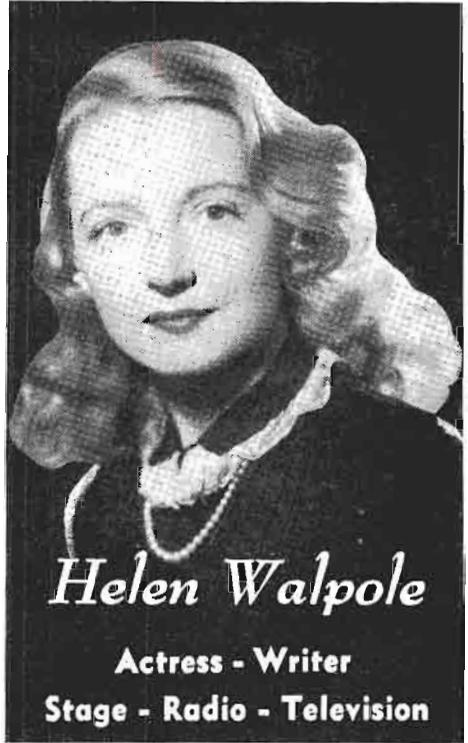
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**Radio and Television Artists**

**JOHNSON, RAY**  
Lorenzo Jones  
NBC

**JONES, SPIKE**  
Spotlight Review  
CBS

**JORDAN, MARIAN  
DISCOLL**

(Molly); Actress; b. Peoria, Ill.,  
15, 1897; Fibber McGee and  
Molly on air for 15 yrs.

**JOSTYN, JAY**

Radio Actor; b. Milwaukee,  
Wisc.; Marquette Univ. Wisc.  
Conservatory of Music; Mr. D.A.  
(NBC).

— K —

**KAUFMAN, IRVING**  
CBS

**KAY, BEATRICE**  
Beatrice Kay Show, MBS

**KEARNS, JOSEPH S.**

Radio Actor; b. Salt Lake City,  
Utah; Feb. 12, 1907; ed. U. of  
Utah; Lux Radio Theater, Sam  
Spade, Blondie, Favorite Story.

**KEIGHLEY, WILLIAM**  
Lux Radio Theater  
CBS

**KEITH, RICHARD**  
True Detective Mysteries  
MBS

**KELK, JACKIE**

Radio actor; b. Brooklyn, N. Y.,  
Aug. 6, 1923; Professional Child-  
ren's Sch.; Aldrich Family  
(NBC); Superman (MBS).

**KIERNAN, JOHN**  
Information, Please  
MBS

**KILGALLEN, DOROTHY**  
Star Time with Dorothy Kil-  
gallen  
ABC

**KING, JOHN REED**

Radio and Television MC; b.  
Atlantic City; ed. Princeton.  
Give and Take, Missus Goes A-  
Shoppin' (CBS); Go For The  
House (ABC); Three's a Crowd  
(WOR).

**KIRBY, DURWARD**  
Second Honeymoon  
ABC

**KOHL, ARTHUR**  
The Adventures of Archie  
Andrews  
NBC

**KNUDSEN, PEGGY**  
Bill Goodwin Show, Junior  
Miss  
CBS

**KROEGER, BERRY**  
Big Sister  
CBS

**KVALDEN, GRETA**  
Pepper Young's Family  
NBC

**KYSER, KAY**  
Kyser College of Fun and  
Knowledge  
ABC

— L —

**LAKE, ARTHUR**  
Blondie  
CBS

**LARKIN, JOHN**  
Perry Mason (CBS).

**LAUCK, CHET**  
Lum 'n' Abner  
CBS

**LAURIE, JOE, JR.**  
Can You Top This? (NBC).

**LAWRENCE, CHARLOTTE**  
Christopher Wells  
CBS

**LAYNE, ZELLA**  
Betty Crocker Magazine of the  
Air  
ABC

**LEHR, LEW**  
Stop Me If You Have Heard  
This  
MBS

**LEONARD, GENE**  
Life Can Be Beautiful  
NBC

**LESTER, JACK**  
Sky King, Personal Autograph  
ABC



**IRENE RYAN**  
NBC  
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## Radio and Television Artists

### LEWIS, ELLIOTT

"A Day in the Life of Dennis Day," NBC; "Fitch Bandwagon," NBC; "Meet Me at Parky's," NBC; "Scarlet Queen," MBS

### LEWIS, FORREST

Meet The Mecks  
NBC

### LEWIS, JERRY

Dean Martin-Jerry Lewis Show  
NBC

### LEWIS, ROBERT Q.

Robert Q. Lewis Show  
CBS

### LINKLETTER, ART

House Party  
CBS

### LISS, RONNY

"Robin"—Superman, MBS;  
Studio One, CBS; Ford Theater, NBC; Counterspy, ABC;  
Aunt Jenny, CBS; Robert Q. Lewis Show, CBS

### LIVINGSTONE, MARY

(Benny, Mrs. Jack); Actress; b. Seattle, Wash., June 23, 1909;  
The Jack Benny Show (CBS).

### LOCKE, RALPH

Life Can Be Beautiful  
NBC

### LORDE, ATHENA

Reader's Digest, CBS; When A Girl Marries, NBC; The Shadow, MBS; Linda's First

Love, Kate Smith Hour, CBS;

Nick Carter, MBS

### LOVEJOY, FRANK

Radio Actor, b. N.Y.C., N. Y. March 28, Murder and Mr. Malone (ABC coast to coast.; Sound Off (CBS).

### LUDDY, BARBARA

First Nighter  
CBS

### LYNCH, KENNETH

Just Plain Bill  
NBC

### LYNCH, PEG

Ethel and Albert  
ABC

## — Mc —

### MacDONNELL, JOHN HENRY

The American Almanac  
ABC

### MacELHONE, ELOISE

Leave It to the Girls, MBS

### McBRIDE, MARY

MARGARET  
(WNBC).

### McAFFREY, JOHN K. M.

What Makes You Tick  
ABC

### McCONNELL, LULU

It Pays To Be Ignorant  
CBS

### McCONNELL, SMILIN' ED

Story teller, MC, Singer; b. Atlanta, Ga., Jan. 12, 1892; William Jewell College; Began radio work 1922, WSB, Atlanta, Ga. Present sponsors; The Brown Shoe Co. (NBC); The Mantle Lamp Co. (Transcriptions).

### McCORMICK, MYRON

Christopher Wells  
CBS

### McELROY, JACK

Breakfast in Hollywood (ABC).

### McGEE, FIBER AND MOLLY

NBC

### McGATH, PAUL

Inner Sanctum  
CBS

### McGUIRE, BOBBY

MBS, Twenty Questions

### McLAUGHLIN, DON

David Harding-Counterspy  
ABC  
Road To Life  
NBC

### McNAUGHTON, HARRY

It Pays To Be Ignorant  
CBS

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• • • • •

IN PREPARATION

**WHAT'S YOUR FUN**

**WILBUR STARK - JERRY LAYTON**

*Program Productions*

551 5th Ave.

NEW YORK 17, N.Y.



**ADELAIDE HAWLEY**

#### Television:

"Fashions On Parade," Dumont, narrator and coordinator

#### Radio:

"Fashion Flashes," transcribed news and interviews, coast to coast

#### Newspaper:

"Fashion News of the Day," weekly column of fashion advertising, New York Herald Tribune and other papers

#### Newspaper:

MGM's "News Of The Day"

*Hello There!*

from

**TED MALONE**

WESTINGHOUSE  
American Broadcasting Co.



**STAATS COTSWORTH**

SC. 4-5700



**HELEN HALL**  
**WOR's**  
**BARBARA WELLES**

*Best Wishes*

**MARIE WILSON**

*"My Friend Irma"*



. . . **Radio and Television Artists** . . .

**McNEIL, DON**  
Breakfast Club (ABC).

**McNELLIS, MAGGI**  
ABC

— M —

**MACREA, GORDON**  
The Railroad Hour, Texaco  
Star Theater  
ABC

**MACK, GILBERT**  
Actor, director, b. New York,  
N. Y., Nov. 3, 1912; Inner Sanctum;  
Superman; Reader's Digest;  
Grand Central Station; Mollie  
Mystery Theater; Harvest of  
Stars.

**MACK, TED**  
The Amateur Hour  
ABC

**MAITLAND, ARTHUR**  
The Adventures of Archie  
Andrews  
NBC

**MALONE, TED**  
(Russell, Alden F.); Radio Story  
Teller, poetry editor, commen-  
tator, MC; b. Colorado Springs,  
Colo., May 18, 1908; William  
Jewell College; Ted Malone  
(ABC); MC, The Prudential Family  
Hour (CBS); Tele Series  
(WRBG, ABC).

**MANN, GLORIA**  
The Adventures of Archie  
Andrews  
NBC

**MANSON, CHARLOTTE**  
Actress; b. Jan. 21, 1921, NYC;  
BS NYU; Creeper; Road To Life,  
(NBC); Nick Carter (MBS); The  
Sheriff, Helen Trent, My True  
Story (ABC).

**MARCH, PAUL**  
Sweeny & March  
CBS

**MARKS, SHERMAN**  
Meet The Meeks  
NBC

**MARSHALL, HERBERT**  
Man Called X  
CBS

**MARTIN, DEAN**  
Dean Martin-Jerry Lewis Show  
NBC

**MARK, GROUCHO**  
The Groucho Marx Show  
ABC

**MATTHEWS, GRACE**  
Bib Sister, CBS  
The Shadow, MBS

**MEREDITH, BURGESS**  
We Care  
ABC

**MERRILL, GARY**  
Right To Happiness  
NBC

**MERRILL, JACK**  
This Is For You  
ABC

**MINER, JAN**  
Casey, Crime Photographer  
CBS  
Lora Lawton  
NBC

**MOHR, GERALD**  
The Adventures of Bill Lance,  
ABC  
Philip Marlow, CBS

**MONTGOMERY, ROBERT**  
Suspense, CBS

**MOORE, GARY**  
Breakfast In Hollywood  
ABC

**MOORE, TOM**  
Ladies Be Seated  
ABC

**MORGAN, CLAUDIA**  
Right To Happiness, NBC  
The Thin Man, CBS

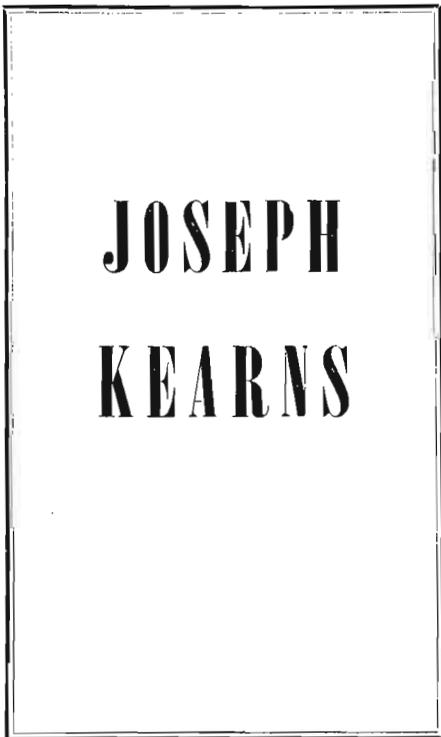
**MORGAN, HENRY**  
The Henry Morgan Show  
ABC

**MORRISON, BRET**  
Actor, Singer, Radio Artist; b.  
May 5, 1912, Chicago, Ill.; Art  
Inst.; Light of the World, Thin  
Man, NBC; The Shadow, True  
Story, The Falcon, Superman  
(MBS).

**MORROW, JEFF**  
Dick Tracy  
ABC



**JACKIE KELK**



**JOSEPH  
KEARNS**



## BILL CULLEN

Management: Martin Goodman  
38 E. 57th Street N. Y. C.

# JOHN BROWN



MY FRIEND IRMA  
THE LIFE OF RILEY  
A DATE WITH JUDY  
OZZIE AND HARRIET  
THE DENNIS DAY SHOW

# PETER DONALD



## TODD RUSSELL

"Strike It Rich" . . . CBS  
9:30 P.M. Tuesdays  
per. mgf.  
Frank Cooper  
521 Fifth Ave., New York City

## Radio and Television Artists

**MOSS, ARNOLD**  
Road of Life  
NBC

### — N —

**NAGEL, CONRAD**  
Television CBS

**NELSON, JOHN**  
Bride and Groom  
ABC

**NELSON, OZZIE**  
Adventures of Ozzie and Harriet  
CBS

**NEWMAN, ELMER**  
Hayloft Hoedown  
ABC

**NIESEN, CLAIR**  
Backstage Wife  
NBC

**NORELL, HENRY**  
Ma Perkins  
NBC

**NORRIS, KATHI**  
Television Shopper (WABD).

### — O —

**O'KEEFE, WALTER**  
Double or Nothing  
CBS

**OLMSTED, NELSON**  
Your Story for Today  
ABC

### **OLSEN, JOHNNY**

(Olsen, John L.); Radio performer, Writer, Producer, Singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business Coll.; Ladies Be Seated; What's My Name?; Johnny Olsen's Rumpus Room; Club Matinee (ABC); Ladies Man (WOR); Johnny Olsen's Luncheon Club (WMGM); Adelaide Hawley's Fashion Show; Johnny Olsen's Rumpus Room; Doorway To Fame; Ladies Be Seated (WABD).

**ORR, ANGELINE**  
Captain Midnight  
MBS

**ORTEGA, SANTOS**  
Big Sister  
CBS

### — P —

**PARKHURST, HELEN**  
Child's World  
ABC

**PARKS, BERT**  
Stop The Music, Break The Bank, Second Honeymoon  
ABC

**PARNELL, EVA**  
Road Of Life  
NBC

**PAWLEY, ED**  
Big Town

CBS  
NBC

**PAYNE, VIRGINIA**  
Ma Perkins  
CBS  
NBC

**PEARY, HAROLD**  
The Great Gildersleeve  
NBC

**PETRIE, HOWARD**  
Jimmy Durante Show, Blandie  
NBC

**PIOU'S, MINERVA (MRS. NUSS-BAUM)**  
Lone Journey, CBS; Fred Allen Show, NBC

**POOLE, BOB**  
Poole's Paradise, MBS

**FOWELL, DICK**  
Front Page, Final Edition  
ABC

**POWERS, PENNY**  
(Olsen, Penny) b. Milwaukee, Wis., Feb. 6, 1917, ed. Stevens College; Johnny Olsen's Ladies Be Seated (ABC-Tele); Johnny Olsen's Rumpus Room (ABC-Tele).

**PRENTISS, ED**  
Captain Midnight  
MBS



## DWIGHT WEIST

MC — ANNOUNCER — NARRATOR

Grand Slam    CBS    Big Town    CBS  
Aldrich Family    NBC    Inner Sanctum    CBS

Commentator—Pathe News—"This Is America"

## PROF. QUIZ



### QUIZZIN'

FOR  
**GRAPE NUTS FLAKES**

Exclusive Management:  
Franklin H. Small, Hotel Abbey, N. Y. C.



## BUD COLLYER

"Winner Take All" (Radio and TV)  
"Break the Bank"  
"Road of Life"  
"Superman"



## MICHAEL FITZMAURICE

"When a Girl Marries" . . . N B C  
"Nick Carter" . . . . . M B S  
Radio Registry



## JAY JOSTYN

Management: Martin Goodman  
38 E. 57th Street N. Y. C.



## EDDIE DUNN

9 Eastwoods Lane  
Scarsdale, N. Y.

. . . **Radio and Television Artists** . . .

**PROFESSOR QUIZ**

(Earl, Craig); b. Boston, Mass.; Tufts; Harvard; Professor Quiz (ABC).

**PRYOR, ROGER**

Theater Guild On The Air  
ABC  
Pause That Refreshes on The Air  
CBS

**QUIZ KIDS**

NBC

— R —

**RABY, JOHN**

The Brighter Day  
NBC

**RATHBONE, BASIL**

Scotland Yard, MBS

**REIMERS, ED**

Our Job Is Manhattan  
ABC

**REINHEART, ALICE**

Life Can Be Beautiful  
NBC

**ROBB, MARY LEE**

The Great Gildersleeve  
NBC

**ROBINSON, BARTLETT**

Portia Faces Life  
NBC

**ROESSLER, ELMIRA**

Meet The Meeks  
NBC

**ROGERS, ROY**

Dick Run, O.; Saturday Night Round-Up (NBC); Roy Rogers Show (MBS).

**ROOSEVELT, ANNA**

Eleanor and Anna Roosevelt  
ABC

**ROOSEVELT, ELEANOR**

ABC

**ROSE, NORMAN**

Famous Jury Trials  
ABC

**ROSS, EARLE**

The Great Gildersleeve  
NBC

**ROUVEROL, JEAN**

One Man's Family  
NBC

**RUSSELL, TOD**

Strike It Rich (CBS).

**RUTHERFORD, ANN**

Blondie  
NBC

**RYAN, IRENE**

The Bobe Hope Show (NBC);  
Jack Carson Show (CBS).

— S —

**SARGENT, NANETTE**

Curtain Time  
NBC

**SCANLON, ARTHUR**

The Art Scanlon Show (WINS).

**SCRIBNER, JIMMY**

The Johnson Family  
MBS

**SHELDON, HERB**

ABC

**SHELTON, GEORGE**

It Pays To Be Ignorant  
CBS

**SHEPHERD, ANN**

Big Sister  
CBS

**SHERMAN, ELEANOR**

The Greatest Story Ever Told.  
ABC  
We Love & Learn; Light of the World, NBC

**SHERRY, BOB**

Free Lance.

**SHIELDS, FRED**

Miss Corliss Archer  
CBS

**SHIRLEY, ALFRED**

Sherlock Holmes  
MBS

**SHOCKLEY, MARIAN**

Road Of Life  
NBC

**SINGLETON, PENNY**

Blondie  
CBS



**DANNY WEBB**  
"COMICS ON PARADE"  
WPIX



**BRET MORRISON**  
Title Role—"The Shadow"—MBS  
Narrator—"Light of the World"—NBC



**LON CLARK**

Title Role in "Nick Carter" MBS

Writer—Producer—Narrator of  
Children Albums

Actor — Announcer — Narrator  
PL. 7-0700



**FRANK LOVEJOY**

"THE AMAZING MR. MALONE"

ABC



**WARD WILSON**

ANNOUNCER  
ACTOR - SPORTS BROADCASTER  
Radio Registry



**ED EAST**

M.C. "MEET THE MISSUS"  
CBS Pacific Coast Network

TV packages — "Meet the Champ,"  
"Easy Does It" and "Who's Next?"

• • • **Radio and Television Artists** • • •

**SLATER, BILL**

Twenty Questions, Fishing and Hunting Club, Luncheon at Sardi's (MBS).

**SMALL, FRANK**

Prof. Quiz, There's Money in Your Name TV; Popular Science Roundtable, Country Dance, It's A Fake, Music For the Mrs.

**SMART, JACK**

The Fat Man  
ABC

**SMITH, SYDNEY**

Real Stories from Real Life.  
MBS  
Life Can Be Beautiful  
NBC

**SMOLEN, VIVIAN**

Our Gal Sunday  
CBS  
Stella Dallas  
NBC

**SMYTHE, J. ANTHONY**

One Man's Family  
NBC

**SNYDER, LOUISE**

Adventures of the Falcon  
MBS

**STAFFORD, JO**

The Jo Stafford Show  
ABC

**STAFFORD, HANLEY**

Baby Snooks, Blondie  
CBS

**STANG, ARNOLD**

The Milton Berle Show (NBC);  
The Eddie Cantor Show (NBC);  
Henry Morgan Show; Theater  
Guild, Texaco Star Theater  
(ABC).

**STANLEY, JOHN**

Sherlock Holmes  
MBS

**STERLING, JACK**

WCBS, New York, N. Y.

**STEVENS, JULIE**

Romance of Helen Trent  
CBS

**STONE, EZRA**

The Aldrich Family  
NBC

**STONE, HARLAN, JR.**

The Adventures of Archie  
Andrews  
NBC

**STOOPNAGLE, COLONEL**

Vaughn Monroe Show

**STROCK, GLORIA**

Crimes of Carelessness, MBS

**STUDERBAKER, HUGH**

Guiding Light  
CBS

**SUTTON, PAUL**

Challenge of the Yukon  
ABC

**SWEENEY, BOB**

Sweeney & March  
CBS

**SWENSON, KARL**

Our Gal Sunday  
CBS  
Lorenzo Jones  
NBC

— T —

**TANNEY, ARNO**

Sound Off  
ABC, CBS

**TARPLIN, MAURICE**

Mysterious Traveler, MBS;  
Light of the World, NBC

**TETLEY, WALTER**

The Great Gildersleeve  
NBC

**THOMAS, ANN**

Theater Guild, Malle Mystery,  
The Fat Man, Willie Piper, Men-  
men Shavetime, Hour Glass.

**THOMPSON, BARRY**

The Sea Hound  
ABC



**JOHN LARKIN**

"Perry Mason" . . . C B S

Schuyler 4-5700



**JACK McELROY**

M.C.—"Breakfast in Hollywood"

ABC—Monday thru Friday

Singer—Announcer—"Bride And Groom"

ABC—Monday thru Friday

**Radio and Television Artists**

**THOMSON, BARRY**  
Sherlock Holmes  
MBS

**THORSON, RUSSELL**  
One Man's Family  
NBC

**TINNEY, CAL**  
Thinking Aloud  
ABC

**TODMAN, BILL**  
Winner Take All  
CBS

**TOMPKINS, JOAN**  
David Hartum  
CBS  
This is Nora Drake  
NBC

**TREPAYNE, LES**

(Trepayne, Lester) actor, announcer, Em-Cee; b. London, England; Kraft Music Hall, Cavalcade of Summer, Walter Winchell Show, The Thin Man, Inner Sanctum, Joyce Jordan (NBC); Wendy Warren & the News, Hall Mark Play House (CBS); Adventures of the Falcon (MBS); Drew Pearson (ABC).

**TUTTLE, LURENE**

(Tuttle, Lurene Susie); Radio actress; b. Pleasant Lake, Ind., Aug. 20, 1907; Pasadena Jr. Col-

lege; U. S. C. Drama Course; Effie on Adventures of Sam Spade; Nellie on Burns & Allen; Hollywood Players; The Whistler; The Saint; The Red Skelton Show (NBC); Ozzie & Harriet; Suspense, Mystery Without Murder (NBC); Masquerade (NBC).

— V —

**VALENTINE, LEW**  
Dr. I. Q.  
NBC

**VAN DEVENTER, FRED**  
Twenty Questions  
MBS

**VAUGHAN, BERYL**  
Meet The Meeks  
NBC

**VINTON, ARTHUR**  
CBS

**VOLA, VICKI**  
Mr. District Attorney  
NBC

**VON ZELL, HARRY**

Radio MC, Comedian, Motion Picture Actor; b. July 11, 1906, Indianapolis, Ind.; Eddie Cantor

Show, NBC; Smiths of Hollywood; Motion Pictures, Harry Von Zell Comedies—Columbia.

— W —

**WALDO, JANET**  
Meet Corliss Archer  
CBS

**WALL, LUCILLE**  
Portia Faces Life; Lorenzo Jones  
NBC

**WALLACE, MIKE**  
For The Luvva Mike  
ABC

**WALPOLE, HELEN**

Actress, Radio Writer, Playwright; b. Birmingham, Ala.; ed. Private Schools In South; Personalized Commentaries on Fashion Review (NBC-TV); Adventure in Reading, Great Plays (NBC).

**WEBB, DANNY**

Actor; b. New York, N. Y.; Chase & Sanborn Hourglass (NBT), Comics on Parade (WPIX).



**ARTHUR Q. BRYAN**

Waymond Wadcliffe  
Doctor Gamble



**EDDIE "The Waiter" GREEN**  
DUFFY'S TAVERN

"Stonewall The Lawyer"  
AMOS 'n' ANDY



**Radio and Television Artists**

**WEBER, CARL**  
Strange Romance of Evelyn  
Winters  
CBS

**WEBSTER, CHARLES S.**  
Backstage Wife; Life Can Be  
Beautiful  
NBC

**WEEKS, BARBARA**  
Young Dr. Malone  
CBS

**WEIST, DWIGHT**  
We, The People, Grand Slam  
(CBS).

**WEVER, NED**  
Lora Lawton  
NBC

**WHITEMAN, MARGO**  
Tomorrow's Tops, Ellery Queen  
ABC

**WHITEMAN, PAUL**  
V.P. Chg. Music, ABC  
On Stage America  
ABC

**WILLIAMS, TOM**  
Garden Gate  
CBS

**WILSON, MARIE**  
(Nixon, Mrs. Alan); Actress;  
b. Anaheim, Calif., Aug. 19,  
1916; Miss Page School, Holly-  
wood Cumnock School for Girls;  
Star of My Friend Irma (CBS).

**WILSON, MEREDITH**  
ABC

**WILSON, WARD**  
Can You Top This? (NBC); Al-  
drich Family, Mr. District At-  
torney, Gloomdodgers.

**WINCHELL, PAUL**  
Winchell-Dunninger Series on  
WNBT.

**WINKLER, BETTY**  
Joyce Jordan  
CBS

**WINSLOWE, PAULA**  
Life Of Riley  
NBC

**WOLFE, MARY**  
Rose of My Dreams  
CBS

**WRAGGE, BETTY**  
Pepper Young's Family  
NBC

— Y —

**YORKE, RUTH**  
Just Plain Bill  
NBC

**YOUNG, ALAN**  
Radio and Movie Comedian; b.  
Northumberland, Eng. Nov. 19,  
1919; The Alan Young Show  
(NBC); The Jimmy Durante Show  
(NBC); Tony Martin Show (CBS).

**YOUNG, CARLETON**  
Count of Monte Cristo, MBS

**YOUNGMAN, HENNY**  
Kate Smith Show; Ruleigh  
Cigarettes; Hildegard; Philco.

**YOURMAN, ALICE**  
The Adventures of Archie  
Andrews  
NBC

**YORBOROUGH, BARTON**  
I Love Adventure  
ABC  
One Man's Family  
NBC

— Z —

**ZERBE, LAWSON**  
Adventures of Frank Merriwell  
NBC  
Road of Life (NBC);  
CBS, ABC



**LEN DOYLE**  
*"Harrington to you"*  
**MR. DISTRICT ATTORNEY**  
NBC

**FRANKLIN H. SMALL**

HOTEL ABBEY, N. Y. C.  
**Circle 6-9400**

**AM:**  
PROF. QUIZ  
THERE'S MONEY IN YOUR NAME

**TV:**  
POPULAR SCIENCE ROUNDTABLE  
COUNTRY DANCE  
IT'S A FAKE  
MUSIC FOR THE MRS.

**IRENE  
BEASLEY**

Star of

**"GRAND SLAM"**

CBS—Monday through Friday

Management

**RADIO PRODUCTION SERVICE**

501 Madison Ave., N.Y.C. PL. 3-8940



**VIC DAMONE**

Singing Star of

**THE PET MILK SHOW**

Saturdays over NBC

and

Mercury Records

Press Relations  
Sidney Ascher

Personal Management  
Lou Capone

Bookings  
William Morris Agency

# Vocal Artists

## (RADIO AND TELEVISION)

### —their work during 1948

#### — A —

**ADAMS, CHESTER**  
Cowboy Tiny Adams  
WVCH, Chester, Pa.

**ADRIENNE**  
Champagne & Orchids  
WABD, New York, N. Y.

**AIKEN, DICK**  
Dick Aiken Sings  
WTRR, Sanford, Fla.

**ALDRICH, AUBY**  
Western Hour  
KJAM, Vernal, Utah

**ALEXANDER, DURELLE**  
Song & Home  
WBAP, Fort Worth, Tex.

**ALEXANDER, DURELLE**  
Durelle  
WBAP-TV, Fort Worth, Tex.

**ALFORT, JO & JOY**  
KADA, Ada, Okla.

**ALLEN, EMORY**  
Serenade for You  
WRBL, Columbus, Ga.

**ALLEN, REX**  
WLS, Chicago, Ill.

**ALLISON, FRAN**  
WBKB, Chicago, Ill.

**AIM, JEANNE**  
Music for Moderns  
WDAY, Fargo, N. D.

**AMANDA**  
Amanda  
WARD, New York, N. Y.

**AMES, FRANK**  
Songs by Ames  
WHBC, Canton, O.

**ANDERSON, NORMAN**  
WOAP, Owasso, Mich.

**ANDERSON, PAUL**  
Breakfast With Bigelow's  
WJTN, Jamestown, N. Y.

**ANDREWS SISTERS**  
Singers; Laverne, b. July 6, 1915; Moxene, b. Jan. 3, 1918; Patricia, b. Feb., 1920; Minneapolis, Minn.; Eight to the Bar Ranch (NBC).

**ANDREWS SISTERS**  
(Club 15)  
CBS

**ARCHER, GENE**  
Look To This Day  
WRC, Washington, D. C.

**ARCHER, GENE**  
Archer Song Shop  
WNBW, Washington, D. C.

**ARISTOENAS, PRISCILLA**  
Bluehead Program  
KZRH, Manila, P. I.

**ARMEN, KAY**  
Stop The Music  
ABC

**ARNETT, CHARLIE**  
Ol' Brother Charlie  
WDAE, Tampa, Fla.

**ARNOLD, JUNE**  
June Arnold Time  
KOME, Tulsa, Okla.

**ARTHUR, SUSAN**  
WHAW, Weston, W. Va.

**ASHTON, SYLVIA**  
"Design for Listening"  
(NBC)

**ATKINS, JIMMY**  
"Fred Waring Show"  
(NBC)

**ATKINS, JIMMY**  
"Jack Berch Show"  
(NBC)

**ATKINS, JIMMY**  
WNEW, New York, N. Y.

**AUTRY, GENE**  
Gene Autry Show  
CBS

**AYARS, MARGEL**  
Presenting Margel Ayars  
KHQ, Spokane, Wash.

#### — B —

**BARBOUR, DAVE**  
Songwriter, Guitarist & Conductor; b. Flushing, L. I., N. Y., May 28, 1913; Summer Electric Program.

**BARKER, BILL**  
The Guild Room  
WEEK, Peoria, Ill.

**BARKER, DWIGHT**  
WISG, Statesville, N. C.

**BARNETT, ED**  
Stump Us; Ed Barnett Show  
KSWO, Lawton, Okla.

**BARROW, JOHNNY**  
Johnny Barrows Presents  
KWTC, Barstow, Calif.

**BARRY, LEE**  
Restonic Time  
WMC, Memphis, Tenn.

**BARTELL, ED**  
WPGH, Pittsburgh, Pa.

**BARTON, EILEEN**  
NBC  
Fifteen Burton Show Teen-timers Club; "Angel in the Wings"

**BAXTER, JEANNIE**  
Three On A Mike  
WCAE, Pittsburgh, Pa.

**BEASLEY, IRENE**  
(Beasley, Elizabeth Irene); Producer, MC, Singer, Whitehaven, Tenn.; Sweet Briar Coll.; MC, Raising a Husband (MBS); MC, Singer, Producer—Grand Slam (CBS); Head of radio prod. Service; Member N. Y. local board, AFRA.

**BEASLEY, JACK**  
Oklahoma Roundup  
KOMA, Oklahoma City, Okla.

**BELKNAP, JUNE**  
Songs With June  
WKRT, Cortland, N. Y.

**BELL, BARBARA**  
Songs By Barbara Bell  
WLTC, Gastonia, N. C.

**BENDER, BETTY**  
Your Favorite Song  
WTCJ, Tell City, Ind.

**BENNETT, ADDIE**  
Songs for You  
WPTR, Albany, N. Y.

**BENNETT, JEAN**  
Jean Bennett Sings  
WELS, Port Huron, Mich.

**BENNETT, REED**  
Rainbow Revue  
KSUB, Cedar City, Utah

**BENNETT, RENEE**  
WGL, Port Wayne, Ind.

**BENSON, DANA**  
Song Shop  
WPOR, Portland, Me.

**BENSON, PAUL**  
Paul Benson Show  
WSB, Atlanta, Ga.

**BERCH, JACK**  
NBC, "Jack Berch Show"

**BERGER, GINNY**  
WGPA, Bethlehem, Pa.

**BERNIERI, DAISY**  
NBC, "Fred Waring Show"

**BERRY, BOB**  
WBAL-TV, Baltimore, Md.

**BETTY AND HER BOYFRIENDS**  
Here Is to You, CBS

**BEVERLY, ELAINE**  
Brunch With Bill  
KDKA, Pittsburgh, Pa.

**BFA GLEE CLUB**  
WWSR, St. Albans, Vt.

**BLACKSTONE, C. R., Jr.**  
WAVA, Martinsville, Va.

**BLAINE, JIMMY**  
Music and Mr. Blaine,  
"The Buddy Weed Show, ABC

**BLAND BROTHERS**  
WTUX, Wilmington, Del.

**BOEHM, WILLIAM**  
WNBK, Cleveland, O.

**BOLAND, NORMAN**  
Birthday Greeters  
WFBC, Altoona, Pa.

**BOND, JOHNNY**  
NBC

**BOOCK, MONA**  
KANE, New Iberia, La.

**BOOTS, DON**  
WENX, Saginaw, Mich.

**BORDENAIRES QUARTET**  
County Fair, CBS

**BOSCH, HENRY**  
Hymus You Love  
WFOR, Grand Rapids, Mich.

**BOTTEICHER, GENE**  
Bob & Gene  
WFBC, Altoona, Pa.

**BOLCK, LOUIS**  
Name That Song  
WMTC, Yancleve, Ky.

**BOWERS, STEVE**  
WCFE, Chicago, Ill.

**BOYER, BOB**  
WHDS, Huntsville, Ala.

**BOYETTE, ANDY**  
Radio Ranch Hands  
WDAE, Tampa, Fla.

## Vocal Artists—Radio-Television

**BOZMAN, LIDA**  
KWPM, West Plains, Mo.

**BRADFORD, BILL**  
Club Matinee  
KTBS, Shreveport, La.

**BRADFORD, JOHNNY**  
The Johnny Bradford Show  
WRC, Washington, D. C.

**BRADFORD, JOHN**  
WNBW, Washington, D. C.  
TV Journal

**BRAGG & BALLADS**  
KXIC, Iowa City, Ia.

**BRANNUM, LUMPY (Hugh)**  
"Fred Waring Show" (NBC)

**BRANUM, STAN**  
KWPM, West Plains, Mo.

**BRAUN, MUSTIE**  
KWEL, Weiser, Ida.

**BREKTON, ANN**  
Moods in Melody  
KSEM, Moses Lake, Wash.

**BRIDGES, CAROL**  
WERD, Atlanta, Ga.

**BRINEY, MARY MARTHA**  
Tap Time  
KDKA, Pittsburgh, Pa.

**BRITTON, JIMMY**  
Silver & Gold  
WHEC, Rochester, N. Y.

**BROOKS, JOAN**  
WRVA, Richmond, Va.

**BROWN, ART**  
WOIC, Washington, D. C.

**BROWN, BOB**  
The Three Notes  
KCTV, Childress, Tex.

**BROWN, DICK**  
Stop the Music  
ABC

**BROWN, DICK**  
(Brown, Herbert Richard); Singer,  
MC, Actor; b. Youngstown, O.;  
Cincinnati Coll. of Music; Calling  
All Girls; Hearts in Harmony;  
Pleasure Parade; Dick Brown  
Show (WNEW); Guest—RCA Vic-  
tor Show; Dove Elman's Auction.

**BROWN, ED**  
Sincerely Yours  
WJZZ, Montgomery, Ala.

**BROWN, JIMMY**  
(Brown, James R.) Singer; b.  
Pittsburgh, Pa.; ed. Carnegie  
Institute of Technology; Angos-  
tura Time, WOR.

**BROWN, JIMMY**  
Jimmie Brown Time  
WKZ, Hazard, Ky.

**BROWN, NELLIE**  
Keynoters  
WREN, Topeka, Kans.

**BROWNE, JUNE**  
WENR, Chicago, Ill.

**BROWSER, BEVERLY**  
KYW, Philadelphia, Pa.

**BRUMLEY, ARLIE**  
Radioaires  
WNGO, Mayfield, Ky.

**BRYAN, HARRY**  
Ozark Tunes  
KTTR, Rolla, Mo.

**BUCCANERS**  
NBC  
"Circle Arrow Show"

**BUMPASS, THELMA**  
WTRK, Durham, N. C.

**BURCH, BARBARA**  
WTWA, Thomson, Ga.

**BURDETTE, JIM**  
Song Shop  
WFAA, Dallas, Tex.

**BURNETT, CHESTER**  
Friendly Voice  
WMAZ, Macon, Ga.

**BURT, BOB**  
Bob Burt Show  
WDLB, Marshfield, Wis.

**BUTNER, VICTORIA**  
WSTP, Salisbury, N. C.

**BYRD, MILDRED L.**  
WAYS, Charlotte, N. C.

**BYRNES, PAULINE**  
NBC  
"Chesterfield Supper Club"

— C —

**CALDWELL, JUNE**  
WMT, Cedar Rapids, Ia.

**CALL, BILL**  
Concert Gems  
KDYL, Salt Lake City, Utah

**CALLAHAN, BOB**  
Young Man With a Song  
KQW San Jose, Calif.

**CALLAWAY, MAY BELL**  
Lady Hamilton  
WMC, Memphis, Tenn.

**CAMPBELL, ARCHIE**  
WNOX, Knoxville, Tenn.

**CANNON, NADIA**  
KGO, San Francisco, Cal.



Janette Davis

## Vocal Artists—Radio-Television

### **CANOVA, JUDY**

Judy Canova Show, Texaco Television (Guest Star).

### **CANTOR, LEAH**

WOKO, Albany, N. Y.

### **CANTWELL, AL**

WDNC, Durham, N. C.

### **CARL, CLIFF**

Ranchouse Reveille  
KNEW, Spokane, Wash.

### **CARLSON, BILL**

WLDY, Ladysmith, Wis.

### **CARMICHAEL, HOAGY**

Hoagy Carmichael Sings  
CBS

### **CAROLINA PLOW BOYS**

WJNC, Jacksonville, N. C.

### **CARRILLO, MILAGROS**

Ofertas Matinales  
WNEL, San Juan, P. R.

### **CARROLL, GEORGE**

NBC  
"Circle Arrow Show"

### **CARROLL, GLORIA**

Beantown Varieties  
WEET, Boston, Mass.

### **CARROLL, JUNE**

Open House  
WFBR, Baltimore, Md.

### **CARROLL, NORM**

My Song  
WGL, Fort Wayne, Ind.

### **CARTER, BILL**

Sat. Night Roundup  
KREO, Indio, Calif.

### **CARTER, CHESTER**

Keystone Pioneers  
WVCH, Chester, Pa.

### **CASS COUNTY BOYS**

Gene Antry Show  
CBS

### **CASSEL, PETER**

Town & Country Time  
WABL, Arlington, Va.

### **CAUDILL, CARL**

Caudill's Carnival  
WWNF, Fayetteville, N. C.

### **CHAMBERS, MAURICE**

Vocal Varieties  
WLOX, Biloxi, Miss.

### **CHANCE, SAM**

Wing of Song  
WFRP, Savannah, Ga.

### **CHATWIN, CLAIR**

NBC  
"Chesterfield Supper Club"

### **CHEROKEE, JACK**

Rhythm Riding Wrangler  
KMO, Tacoma, Wash.

### **CHODAK, MORRIS**

Jewish Musical Review  
WMBM, Miami Beach, Fla.

### **CHURCHILL, STEWART**

NBC  
"Fred Waring Show"

### **CLAIRE, TIPPY**

Tippy & Clyde  
WCRO, Johnstown, Pa.

### **CLAIRETTE MELODY BOYS**

Dublin Hour  
KSTV, Stephenville, Tex.

### **CLARK, BUDDY**

"Carnation Contented Hour"  
NBC

### **CLARK, HARRY**

Songs of Harry Clark  
KSL, Salt Lake City, Utah

### **CLAYTON, NORMAN**

Norman Clayton Sings  
WTMJ, Milwaukee, Wis.

### **CLAYTON, PATTI**

Waitin' for Clayton  
CBS

### **CLUB FIFTEEN**

CBS  
World Transcriptions

### **CLITES, MINOR**

Requestfully Yours.  
Down Memory Lane  
KRES, St. Joseph, Mo.

### **COCHRAN, WANDA**

LeBaron Look  
WFUR, Grand Rapids, Mich.

### **CODY, CHARLIE**

B & B Presents  
KWTC, Burstow, Calif.

### **CONFER, JIMMY**

Three On a Mike  
WCAE, Pittsburgh, Pa.

### **CONNOLLY, JOHN**

Dennis Reid Show  
WRVA, Richmond, Va.

### **COLE, CAROLINE**

Songs By Caroline Cole  
KOME, Tulsa, Okla.

### **COLE, NAT KING**

NBC  
Chesterfield Supper Club

### **COLELLA, AL**

Open House at 1450  
WILK, Wilkes-Barre, Pa.

### **COLEMAN, CAROLE**

WCBS-TV, New York, N. Y.



**PEGGY LEE**

**DAVE BARBOUR**



**Vocal Artists—Radio-Television**

**COLLINS, JIMMY**  
Portrait of You  
WTRY, Troy, N. Y.

**COLUMBIAN SINGERS**  
WRFD, Worthington, O.

**COMO, PERRY**  
Vocal artist, radio and screen;  
b. Cannonsburg, Pa.; Supper Club  
(NBC).

**COMO, PERRY**  
NBC  
Supper Club

**COOK, LOIS**  
Lois & Her Songs  
KGGF, Coffeyville, Kans.

**COOK, RALPH**  
KWPM, West Plains, Mo.

**COOPER, JERRY**  
MBS  
Diamond Records

**COPELAND, SHIRLEY MAE**  
Playtime Frolic  
WNMP, Evanston, Ill.

**CORBIN, ALTA & MYRNA**  
Corbin Sisters  
KTIP, Porterville, Calif.

**CORNETTE, VIRGINIA**  
Knitting Time  
WHOP, Hopkinsville, Ky.

**COTTON, LARRY**  
Sooner Selections  
WKY, Oklahoma City, Okla.

**COUGHLIN, GENE**  
G. I. Troubadour  
KWBR, Oakland, Calif.

**COUVILLION, JOYCE**  
Bits of Melody  
KSYL, Alexandria, La.

**COX, BETTY**  
WOW, Calling  
WOW, Omaha, Neb.

**COX, JIMMY**  
The Jimmy Cox Show  
KCSJ, Pueblo, Colo.

**COX, ROGER**  
Gospel Singer  
KVOA, Soloam Springs, Ark.

**COYLE, JERRY**  
WOKO, Albany, N. Y.

**CRAMER, RICHARD**  
Melody Manor  
WCHA, Chambersburg, Pa.

**CRANE, JOHN**  
NBC  
"Voices Down the Wind"

**CREW CHIEFS**  
NBC  
"Names of Tomorrow,"  
"Front & Center,"  
"Henry Russell's Music"

**CRIGLEY, GEORGE**  
Wheelin' N' Dealin'  
KBYE, Oklahoma City, Okla.

**CROSBY, BING**  
Philco Radio Time  
ABC

**CROSBY, BOB**  
Club 15  
CBS

**CROSBIE, PHIL**  
Hymn Time,  
Phil Crosbie Show  
KHQ, Spokane, Wash.

**CROSS, GLENN**  
NBC  
"Manhattan Merry-Go-Round"

**CURA, RAY**  
WWRL, New York, N. Y.

**— D —**

**D & H MINERS**  
NBC  
"D & H Miners"

**DALE, ALAN**  
Sing It Again  
CBS

**DALE, ALAN**  
The Alan Dale Show  
WABD, New York, N. Y.

**DALTON, TAUDIE**  
Dude Ranch, Ivory Tower  
KVOO, Tulsa, Okla.

**DAME, DONALD**  
NBC  
"American Album of  
Familiar Music"

**DAMONE, VIC.**  
(Farinola, Vic); Singer; b. B'klyn,  
N. Y., June 12, 1928; Saturday  
Night Serenade (CBS); Jack Smith  
Show; Hit Parade; Hi Jinx Pro-  
gram; National Guard Programs.

**DAMONE, VIC**  
NBC  
Pet Milk Show

**DANA, ROSEMARIE**  
WWRL, New York, N. Y.

**DARWIN, GLENN**  
Sound Off  
CBS

**DATA, MARISHA**  
Polish Poppies  
WSBC, Chicago, Ill.

Jim Lewis
Tom Lockard

Martin Karl
Nat Dickerson

. . . **Vocal Artists—Radio-Television** . . .

- DAUM, MARGARET**  
NBC  
"American Album of Familiar Music"
- DAVIS, BERLE**  
Berle by Candlelight  
ABC
- DAVIS, BERYL**  
Vaughn Monroe Show  
CBS  
Your Hit Parade  
NBC
- DAVIS, BERYL**  
Vaughn Monroe Show  
CBS
- DAVIS, CARL J.**  
WTJS, Jackson, Tenn
- DAVIS, GEORGE**  
Feature Shows  
WRBL, Columbus, Ga.
- DAVIS, JANETTE**  
Arthur Godfrey Show; Arthur Godfrey and His Friends (CBS).
- DAVIS, JOE**  
1260 Harmony Lane  
KSMI, Seminole, Okla
- DAVIS, H. KENN**  
Little Round Man  
KRNO, San Bernardino Calif.
- DAWN, MARION**  
Quiz Teen Time  
WFBR, Baltimore, Md.
- DAY, DENNIS**  
"Jack Benny Show"  
NBC  
"A Day in the Life of Dennis Day"  
NBC
- DAY, DORIS**  
NBC  
Bob Hope Show
- DAY, PATTY**  
KYSM, Mauckato Minn.
- DAYE, SUNNY**  
Sunny Daye Sings  
KFRM, Kansas City, Kans.
- DAYE, SUNNY**  
Sunny Day Entertainers  
KMBC, Kansas City, Mo.
- DEAL, JACK**  
Deal to Deal  
WHCU, Ithaca N.
- DECKER, GEORGE AND ARTISTS**  
Stars for You  
KFMB, San Diego, Calif
- DEEL, SANDRA**  
WCBS-TV, New York N. Y.
- DEER, JIMMY**  
Jimmy Deer Jamboree  
WDAR, Savannah, Ga.
- DeMARCO SISTERS**  
NBC  
"Fred Allen Show"
- DENNIS, CLARK**  
Clark Dennis  
ABC
- DeNOON, JIM**  
Saddle Rock 'n Rhythm  
KSBW, Salinas, Calif.
- DESMOND, JOHNNY**  
WCBS-TV, New York, N. Y.
- DICKERSON, JEAN**  
NBC  
"American Album of Familiar Music"
- DICKERSON, JUDY**  
KNA, Shenandoah, Ia.
- DILLAR, DOROTHY**  
Appointment With Music  
WSM, Nashville, Tenn.
- DINIE DONS**  
NBC  
"Signed, Beasley Smith"
- DINIE RHYTHM QUARTET**  
Dixie Rhythms  
WOOF, Dothan, Ala.
- DOGGETT, LLOYD**  
Hymn Time  
KELD, El Dorado, Ark.
- DONNA, JEAN**  
NBC  
"Circle Arrow Show"
- DONOVAN, WARDE**  
NBC  
"Solitary Time,"  
"Songs by Warde Donovan,"  
"Warde Donovan Sings"
- DOREY, HAY**  
The Music Shop  
WBZ-WBZA, Boston-Springfield, Mass.
- DORR, RUSS**  
WGAN, Portland, Me
- DORSEY, BETTY**  
Say It With Music  
WHK, Cleveland, O.
- DOSSETT, LARRY**  
Gems of Melody  
KGY, Olympia, Wash.
- DOWNEY, JACK**  
WONS, Hartford, Conn.
- DOWNING, CLYDE**  
Melody Aces  
WOBT, Rhinelander, Wis.

# FRANKIE LAINE

•

Peggy Lee's  
**CHESTERFIELD  
SUPPER CLUB**

## Vocal Artists—Radio-Television

**DOWNING, LARRY**  
NBC  
"Circle Arrow Show"

**DRAKE, GEORGE**  
Home Serenade  
WEW, St. Louis, Mo.

**DUGAN, PATTI**  
NBC  
"Luncheon with Lopez"

**DUKE, JUANTA**  
WHBS, Huntsville, Ala.

**DUNKIRK, MARY LOU**  
Songs of Yesterday  
WDAY, Fargo, N. D.

**DUMONT, LUCILLE**  
CKAC, Montreal, Que.

**DUNKELL, EADIE**  
Miracle of Music  
WGBB, Freeport, N. Y.

**DUNN, ARTY**  
NBC  
"Three Suns Trio,"  
"Three Suns Shine"

**DUQUETTE, DON**  
WKNE, Keene, N. H.

**DURANTE, JIMMY**  
(Durante, James); Comedian; b.  
New York, N. Y., Feb. 13, 1893;  
Jimmy Durante Show (NBC).

### — E —

**EAKES, MARY**  
Music for Mary  
WGTC, Greenville, N. C.

**EATON, CHARLES**  
WSBT, South Bend, Ind.

**ECHOLS, HONEY**  
WDXB, Chattanooga, Tenn.

**EDDIE & PEARL**  
Eddie & Pearl  
KRIC, Beaumont, Tex.

**EDGEComb, HELEN**  
WNLC, New London, Conn.

**THE EDWIN SISTERS**  
WTND, Orangeburg, S. C.

**ELLIOT, WILLIAM I.**  
WHEB, Portsmouth, N. H.

**ELLIOTT, PRISCILLA**  
Tea Times  
KOY, Phoenix, Ariz.

**ELLIS, PEGGY ANN**  
WNEW, New York, N. Y.

**ENDICOTT, JIM**  
Coffee Time  
WHFB, Benton Harbor, Mich.

**ESQUIRE CHORUS**  
It Pays to Be Ignorant  
CBS

**ESTES, BILLY**  
Estes Playboys  
WMOX, Meridian, Miss.

**EVANS, DALE**  
Saturday Night Round-up, Star-  
ring Roy Rogers (NBC); Break-  
fast Club (ABC).

### — F —

**FABIAN, CONNIE**  
WMBD Breakfast Party  
WMBD, Peoria, Ill.

**FARRELL, EILEEN**  
Invitation to Music  
CBS

**FARRELL, LINDA**  
Popular Songs  
WMFT, Florence, Ala.

**FARRELL, SKIP**  
NBC  
"Manor House Party"

**FARRELL, SKIP**  
Skip Farrell Show  
WENR, Chicago, Ill.

**FARRELL, SKIP**  
Skip Farrell Show  
WENR-TV, Chicago, Ill.

**FAYE, ALICE**  
Actress, Vocalist; b. New York,  
N. Y.; under contract to 20th  
Century-Fox; Star of Phil Harris-  
Alice Faye, Rexall Show (NBC).

**FEE, JANET**  
Treasure Trails of Melody  
KOA, Denver, Colo.

**FIELDS, BUCK**  
KGGF Farm Route  
KGGF, Coffeyville, Kans.

**FILDES, JOHNSIE**  
Songs at Twilight  
WFLN, Olney, Ill.

**FINECY, LEE**  
Through the Years, Millinery  
Melodies  
KFOR, Lincoln, Neb.

**FISHER, JIMMIE**  
Cowboy Songs  
KTTR, Rolla, Mo.

**FOLAND, MILES**  
WSIV, Pekin, Ill.

**FORD, JANIE**  
The Alan Dale Show  
WABD, New York, N. Y.

**FOUR HITS AND A MISS**  
Dick Haymes Show  
CBS



**MONICA LEWIS**  
DECCA RECORDING ARTIST  
BOOKED BY MCA  
Personal Manager, EDDIE GREENE



**SAMMY SOLO**  
SINGING STAR  
WMGM



**Vocal Artists—Radio-Television**

**THE FOUR NOTES**  
College Capers  
KAYL, Storm Lake, Ia.

**FOUST, BILLY**  
KVAI, Amarillo, Tex.

**FOWLER, WALLY**  
NBC  
"Grand Ole Opry"

**FOX, MARJEAN**  
Melody Matinee  
KTUL, Tulsa, Okla.

**FRANK, CLAUDIA**  
Girl of the Golden West  
WEXT, Milwaukee, Wis.

**FRANKLIN, BILL**  
WLAQ, Rome, Ga.

**FREDERIC, PETER**  
Peter Frederic in Song  
WDAS, Philadelphia, Pa.

**FRENCH, DOROTHY**  
Kaufman Theatre  
KORE, Eugene, Ore.

**FRIAR, CHARLES**  
Friars' Frolics  
WWNF, Fayetteville, N. C.

**FULTON, JANE**  
WWJ, Detroit, Mich.

**FULTON, JANE**  
WWJ-TV, Detroit, Mich.

**GATES, FLORENCE**  
Musical Travellette  
KDYL, Salt Lake City, Utah

**GEARISH, HAVELON**  
Melody Lady  
WEKR, Fayetteville, Tenn.

**GEARS, WALLY**  
The Soda Set  
WTCN, Minneapolis-St. Paul, Minn.

**GIESE, JIMMY**  
The Gospel Musician  
KONO, San Antonio, Tex.

**GILBERT, CAROLYN**  
NBC  
"Carolyn Gilbert,"  
"Design for Listening"

**GILLETTE, MARION**  
Anything Goes  
WJR, Detroit, Mich.

**GLOSSER, JEAN**  
Rean & Jean  
WJEJ, Haverstown, Mass.

**GOLDEN BELL**  
Spiritual Singers  
WOOP, Dothan, Ala.

**GOLDEN STAR QUARTET**  
Golden Star Quarter  
KSYL, Alexandria, La.

**GONATOS, JOHN**  
Singing Sponge Diver  
WCLE, Clearwater, Fla.

**GONZALES, DUETO PEREZ**  
Tribuna Del Arte  
WNEL, San Juan, P. R.

**GONZALES, REBECCA**  
Purico Troubadours  
KZRH, Manila, P. I.

**GOOD, DOLLY**  
NBC  
"Circle Arrow Show"

**GORDON, PHIL**  
Prevue  
KNBH, Hollywood, Calif.

**GORDON, RAY**  
Lynn Sings  
KTRE, Lufkin, Tex.

**GOSPEL FOUR**  
WKEY, Covington, Va.

**THE GOSPEL QUARTET**  
KRHD, Duncan, Okla.

**GOSPEL SINGERS**  
KCOR, San Antonio, Tex.

**GRAHAM, BOB**  
Starlight Time  
KNBH, Hollywood, Calif.

**GRAHAM, LOUISE**  
WFBC, Greenville, S. C.

**GRAM, MARGO**  
To the Ladies  
WHEC, Rochester, N. Y.

**GRANERT, JINNY**  
WDXB, Chattanooga, Tenn.

**GRANT, JANE**  
The Paramount Show  
WLAC, Nashville, Tenn.

**GRANT, RUTH**  
WGCL, Chester, S. C.

**GREEN, DOROTHY**  
Cozy Corner  
WKRZ, Oil City, Pa.

**GRIFFEN, BOB**  
We Three, Down Melody Lane  
KDTH, Dubuque, Ia.

**GRIGGS, DICK**  
Musical Men  
WVLN, Olney, Ill.

— G —

**GANZ, GEORGE**  
Stump the Band  
KDSH, Boise, Ida.

**GARCIA, LUCIS**  
NBC  
"Echoes from the Tropics"  
"Tropicana"



**JEAN SABLON**

Management: Martin Goodman  
38 E. 57th Street N. Y. C.



*Peggy Marshall*

SINGER — ARRANGER

PEGGY MARSHALL and THE HOLIDAYS

2nd Year

ARTHUR GODFREY'S "TALENT SCOUTS"

**Vocal Artists—Radio-Television**

**GRISE, TONI**

Songs by Toni Grise  
WTCN, Minneapolis-St. Paul,  
Minn.



**HACKETT, JEANNE**

Twilight Time  
KWJF, Portland, Ore.

**HAGAMAN, CHARLES**

WNOX, Knoxville, Tenn.

**HAINES, ROBERT**

Favorite Song  
WAIR, Winston-Salem, N. C.

**HALL, GALE**

NBC  
"Gale Hall"

**HALL, JANE**

Anthony Avenue  
WKY, Oklahoma City, Okla.

**HALL, WILLIAM**

Design for Listening  
WKRT, Cortland, N. Y.

**HALLE, MURIEL**

Revue Musicale  
WBZ-WBZA, Springfield,  
Mass.

**HALLEDAY, GLORIA**

WBAL-TV, Baltimore, Md.

**HAMMOND, HEAVY**

WALT, Tampa, Fla.

**HANNA, PHIL**

Here's to You  
CBS

**HANNA, PHIL**

Spare Room  
WABD, New York, N. Y.

**HARMONARES**

NBC  
"Circle Arrow Show"

**HARRIS, BETTY**

NBC  
"The Three Suns Shine"  
"Betty Harris Show"

**HARRIS, PHIL**

MC, comedian, orchestra leader;  
b. Linton, Ind., June 24, 1906;  
Orchestra Leader, Jack Benny  
Show (CBS); The Phil Harris-  
Alice Faye Show, Rexall (NBC);  
The Fitch Bandwagon (NBC).

**HARTMAN, CLIVE**

Singing Chef  
KSUB, Cedar City, Utah

**HASKELL, JACK**

NBC  
"Dave Garroway Show,"  
"Design for Listening,"  
"Musiana,"  
"Touchdown Tips"

**HAYMES, DICK**

Dick Haymes Show  
CBS

**HENRY, GERTRUDE**

Musical Memories  
WGCD, Chester, S. C.

**HENSLEY, BILLY**

De Leon Hour  
KSTV, Stephenville, Tex.

**HERACLIS, TYKE**

Songs from the Heart  
YLTC, Gastonia, N. C.

**HESSIO, JOHN**

WORD Albany, N. Y.

**HILL, ALLAN**

Songs by Allan Hill  
WJMX, Florence, S. C.

**HILL, BARBARA**

Barbara Hill Sings  
WBBS, Burlington, N. C.

**HILL, JOHNNY**

ABC  
**HILL, JOHNNY**  
Music in Velvet  
WENR-TV, Chicago, Ill.

**HILL, LOLA**

NBC  
"Design for Listening,"  
"Lola Hill"

**HILL, WANDA**

Songs by Wanda  
KCTX, Childress, Tex.

**HODGE, EDNA EARL**

WBBS, Huntsville, Ala.

**HOLLAND, CLAUDIA**

Stairway to the Stars  
WRUF, Gainesville, Fla.

**HON, DARREL**

Holsum Gospel Singer  
KFPW, Fort Smith, Ark.

**HONEYDREAMERS**

Skip Farrell Show  
WENR-TV, Chicago, Ill.

**HONEYDREAMERS**

WENR, Chicago, Ill.

**HOPE, MORRIS**

Morris Hope Sings  
WSMJ, Bridgeton, N. J.

**HOUSTON, BOB**

Bob Houston Show  
WMGM, New York, N. Y.



**MARTHA TILTON**

Jack Smith Show . . . CBS

Capitol Records

Per. Mgt. Frank Cooper Associates

MUSIC CORP. OF AMERICA



**DICK BROWN**

"STOP THE MUSIC" . . . ABC

Per. Mgt.

Milton Stavin

General Artists

Corporation

**Vocal Artists—Radio-Television**

**HOUSTON, BOB**  
NBC  
"Bob Houston Sings,"  
"Solitaire Time"  
WHN, New York, N. Y.

**HOWARD, BOB**  
Sing It Again  
CBS

**HOWARD, HAL**  
Hoedown Hall  
WRBL, Columbus, Ga.

**HUBBARD, JOYCE**  
WHEB, Portsmouth, N. H.

**HUGHES, MARJORIE**  
NBC  
"Chesterfield Supper Club"

**HUGHES, MILSON**  
Memory Time  
WBUX, Doylestown, Pa.

**HUNTER, BILLY**  
The Vagabond  
WEKR, Fayetteville, Tenn.

**HUNTER, DUKE**  
Duke Sings  
KCOT, Fort Collins, Colo.

**HUNTER, SUE**  
Something in the Air  
WHAM, Rochester, N. Y.

**HURD, CARMAN**  
A Date With Carman  
WMIK, Middlesboro, Ky.

— I —

**INFELT, JIM**  
Sunday Evening Trubadour  
KIFI, Idaho Falls, Ida.

**IMES, WALLY**  
Wally Imes Sings  
KOME, Tulsa, Okla.  
**IRWING, FLORIENE**  
Florine at the Studio Grand  
KSPA, Nacogdoches, Tex.  
**ISAACSON, CAROLYN**  
WWGP, Sanford, N. C.

— J —

**JACKSON, ROY & NORTHWESTERNERS**  
Northwesterners  
KEX, Portland, Ore.

**JACKSON, MERLE**  
Friars' Frolics  
WWNF, Fayetteville, N. C.

**JAPHET, CLIFF**  
Western Aces  
WWSR, St. Albans, Vt.

**JARVIS, DON**  
WVOD, Lynchburg, Va.

**JEFF ALEXANDER CHORUS**  
Amos 'n' Andy  
CBS

**JENSEN, JERRY**  
Jerry Jensen Sings  
KOPP, Ogden, Utah

**JENSEN, POLLY**  
Notes for Cheer  
WGHA, Chambersburg, Pa.

**JERRARD, HOWARD**  
KDAN, Oroville, Calif.

**JESSEE, BLAIR**  
Smiling Jossee  
WROM, Rome, Ga.

**JOBE, BUDDY**  
Ladies Day  
KFI-TV, Los Angeles, Calif.

**JOBE, BUDDY**  
Ladies Day  
KFI, Los Angeles, Calif.

**JOHNNY CURTISS QUARTET**  
The Anchor Room  
WUAP, Asbury Park, N. J.

**JOHNSON, BETTY**  
Betty Johnson Sings  
WBT, Charlotte, N. C.

**JOHNSON, S. LEE**  
Songs to Remember  
KIFI, Idaho Falls, Ida.

**JOHNSON, ROBERT**  
Oregon Album  
KGW, Portland, Ore.

**JOHNSON, ROME**  
NBC  
"Circle Arrow Show"

**JOHNSTON, DAVE**  
Songs by D. J.  
WBEL, Beloit, Wis.

**JOLSON, AL**  
(Yoelson, Asa); Actor, Singer; b. St. Petersburg, Russia, May 28, 1888; Star on Kraft Music Hall (NBC).

**JONES, GRANDPA**  
Town & Country Time  
WART, Arlington, Va.

**JONES, EDGAR**  
Friendship House  
KVOR, Colorado Springs, Colo.

**JONES, PAUL M.**  
Song Souveneers  
WFLA, Tampa, Fla.



**JIMMIE BROWN**

Illinois 8-8849



**JACK KILTY**

"Jane Pickens Show" NBC  
"Here's Jack Kilty" NBC

"Musical Merry Go Round" WNBT  
MGM Records—NBC Thesaurus  
Mgt.: Artists Management Ass'ts.

## Vocal Artists—Radio-Television

**JONES, PEGGY**  
Have You Met Miss Jones  
KURV. Edinburg, Tex.

**JOYCE, BETTE**  
Oregon Album  
KGW, Portland, Ore.

**JUDD, PATSY**  
Musical Moments  
KDYL, Salt Lake City, Utah

**JUDY & JULIE**  
Judy & Julie Time  
WVNR, Beckley, W. Va.

**JUN, ROSE MARIE**  
WMT, Cedar Rapids, Ia.

**JUNKER, CARL**  
A Date With Pat  
WDSU-TV, New Orleans, La.

### — K —

**KARIN**  
Karin Sings  
WTCN, Minneapolis-St. Paul,  
Minn.

**KAY, BEATRICE**  
Beatrice Kay Show  
MBS

**KAYES, JAMES**  
Kaufman Theater  
KORE, Eugene, Ore.

**KEELAN, FRANCES**  
Voices Down the Wind  
WGY, Schenectady, N. Y.

**KEELAND, FRANCES**  
NBC  
"Voice Down the Wind"

**KELSEY, DON**  
Dorr's Time  
KTRF, Sioux City, Ia.

**KEN CHRISTY CHORUS**  
NBC  
Cities Service Band of  
America

**KEN LANE CHORUS**  
NBC  
"Your Hit Parade"

**KENDALL, FRED**  
Anything Goes  
WJR, Detroit, Mich.

**KENDALL SISTERS**  
Ranee Riders  
WGAR, Cleveland, O.

**KENNEDY, JEAN**  
Silver Serenade  
WBSR, Pensacola, Fla.

**KENNEDY, WILLIAM**  
Voices Down the Wind  
WGY, Schenectady, N. Y.

**KENNEEY, NOREEN**  
Lee Keltan, Orchestra  
WJAS, Pittsburgh, Pa.

**KERR, ANITA**  
WMAK, Nashville, Tenn.

**KILDE, EINER**  
Time for Times  
KGDE, Ferguson Falls, Minn.

**KILTY, JACK**  
Once Upon Our Time (NBC); Vest  
Pocket Varieties (NBC); Jack  
Kilty Show (WNBT); Make Mine  
Manhattan, Broadway Musical.

**KING COLE TRIO**  
Kraft Music Hall  
CBS-MBS  
Wildroot Show  
NBC

**KING, FRANCES**  
Lamplight Serenade  
KONO, San Antonio, Tex.

**KING, JOHNNY**  
WWJ-TV, Detroit, Mich.

**KING, LOUISE**  
Music for You  
CBS

**KING'S JESTERS**  
Music for You  
CBS

**KING'S MEN**  
NBC  
"Fibber McGee & Molly"

**KIRBY, FRED**  
Briarhoppers  
WTF, Charlotte, N. C.

**KIRBY, JOHNNY**  
Song You Love to Hear:  
Singing Strings  
KDKA, Pittsburgh, Pa.

**KOLLINER, MONNIE**  
KJAN, Oroville, Calif.

**KORALESKIE SISTERS**  
WTWT, Stevens Point, Wis.

**KNECHT, EVELYN**  
Sweetheart of Warden  
KSEM, Moses Lake, Wash.

**KNIGHT, EVELYN**  
Tony Martin Show  
CBS

**KNIGHT, EVELYN**  
Texaco Star Theater  
ABC

**KNIGHT, LLOYD**  
Songs for You  
WCSH, Portland, Me.

**KNOWLES, BRANDON**  
WHEB, Portsmouth, N. H.

**KNOX, JACKIE**  
Jackie Knox Presents  
WGBI, Columbus, Miss.

**KOBLERS, KORN**  
CBS-TV, MBS, NBC, ZIV ET'S.

**KRAUS, JEAN**  
Jean Kraus Sings  
KCRG, Enid, Okla.

**KREISMAN, BERNICE**  
Songs of Bernice  
WAPX, Montgomery, Ala.

### — L —

**LAINÉ, FRANKIE**  
Vocalist; Chesterfield Supper Club  
(NBC).

**LAMOUR, DOROTHY**  
NBC  
Front & Center,  
Seattest Variety Show

**LANDSMAN, BEN**  
Jewish Radio Guild  
WSBC, Chicago, Ill.

**LANDT, KARL, JACK  
& DAN**  
The Landt Trio, singers; Sing  
Alone (CBS); Camel Show (NBC).

**LANE, BILL**  
KSID, Sioux Falls, S. D.

**LANGE, ERMA**  
WOAP, Owasso, Mich.

**LANHAM, ROY**  
NBC  
"Circle Arrow Show"

**LANSON, SNOOKY**  
Sunday Down South  
WSM, Nashville, Tenn.

**LANSON, SNOOKY**  
NBC  
"Songs by Snooky"  
"Snooky Lanson Show"

**LARKMORE, MARY**  
WWOD, Lynchburg, Va.

**LAUTH, DOROTHY**  
WIRE, Indianapolis, Ind.

**LAVERN**  
Exclusively Yours  
WTGJ, Tell City, Ind.

**LAWRENCE, BILL**  
Arthur Godfrey Show,  
Morey Amsterdam Show  
CBS

**LAWRENCE, GREGG**  
NBC  
"Chesterfield Supper Club"

**LEA, TERRY**  
Early Birds  
WFAA, Dallas, Tex.

**LEAVITT, NORMAN**  
Songs by Norm Leavitt  
WWNH, Rochester, N. H.

**LEE, EDDIE**  
Songs by Lee  
WAMS, Wilmington, Del.

**LEE, MEL**  
Western Ballads  
KTRR, Rolla, Mo.

**LEE, PATSY**  
Breakfast Club  
ABC

**LEE, PEGGY**  
(Egstrom, Norma); Singer, song-  
writer, actress; b. Jamestown,  
N. D., May 26, 1920; Bing Crosby  
Show; Summer Electric Program;  
Jimmy Durante Show, NBC Ches-  
terfield Supper Club.

**LEE, SAMMIE**  
WEAR, Pensacola, Fla.

**LEGREE, WILBUR, SGT.**  
The Singing Cop  
WFDL, Flint, Mich.

**LEIGH, BILLIE**  
Song Previews  
WEDO, McKeesport, Pa.

**LEIGHTON, HELEN**  
WABB, Mobile, Ala.

**LEISTNER, LOWELL**  
WVOK, Birmingham, Ala.

**LESICK, ANDY**  
Lesick Time  
WLDY, Ladysmith, Wis.

**LESLEIN, MARILYN**  
Tunes for You  
KDTH, Dubuque, Ia.

**LEWIS, HERB**  
WBZ-WBZA, Boston-  
Springfield, Mass.

**LEWIS, MONICA**  
Singer; b. May 5, 1925, Chicago,  
Ill.; Hunter College; Bob Hope  
Show; Monica Lewis Program;  
Eversharp-Shick; Jack Smith-Jan  
August Show.

**LILLEY, MADALINE**  
Miss Coed  
KSFA, Nacozdoches, Tex.

**LINDER, ART**  
Coffee Carnival  
KRLD, Dallas, Tex.

**LINTERN TRIO**  
WKRT, Cortland, N. Y.

**LLOYD, CECIL**  
Vicks Variety  
KZRH, Manila, P. I.

**LONG, ALIS**  
KJAN, Oroville, Calif.

**LOVETT, CLARA ELLEN**  
Melodies by Clara Ellen  
WMTK, Middlesboro, Ky.

**LUER, PATTI**  
KXLL, Missoula, Mont.

**LUPER, CARL**  
Al Clauser's Oklahoma  
Outlaws  
KFJZ, Fort Worth, Tex.

**LYNN, CONNIE**  
KVOX, Moorhead, Minn.

**LUNCH, CHRISTOPHER**  
NBC  
"Voice of Firestone"

# VOCAL ARTISTS

**LYON, HULL**  
WLCS, Baton-Rouge, La.

**LYONS, BETE SUE**  
WLCS, Baton-Rouge, La.

**LYONS, JIM**  
The Lyon Roar  
KSMI, Seminole, Okla.

## — Mc —

**MacRAE, GORDON**  
Gordon MacRae Troubadour  
CBS  
Teentimers  
NBC  
Texaco Star Theater  
ABC

**McCLELLAN, DON**  
Heinie and His Band  
WMAW, Milwaukee, Wis.

**McCLELLAN, STANLEY**  
NBC  
"D & H Miners"

**McCLOSKEY, JIMMY**  
Jimmy & Raugers  
WIBA, Madison, Wis.

**McCONNEL, SAM**  
WGCD, Chester, S. C.

### **McCONNELL, SMILIN' ED**

"Smilin' Ed McConnell & His Buster Brown Gang" (NBC).

**McDOWELL, JIM**  
Jimmie Mack Sings  
WHPB, Benton Harbor, Mich.

**McELROY, JACK**  
Bride and Groom; Breakfast in  
Hollywood (ABC).

**McFADDEN, C. B.**  
Lullaby Lady  
KSEM, Moses Lake, Wash.

**McCRATH, BOBBY**  
Bobby Sings  
WLFO, LaSalle, Ill.

**MacGREGOR, EVELYN**  
NBC  
American Album

**McINTIRE, RUSS**  
Salisbury, N. C.

**McKENNA, JEAN**  
NBC  
"A Miss & A Male."  
"Design for Listening."  
"Musica."  
"Patterns in Melody"

**McKONN, JEANNIE**  
NBC

**McKEON, JEANNIE**  
NBC

**McKINNON, DANNY**  
Irish Tenor  
WJRD, Tuscaloosa, Ala.

**McMANUS, MARIAN**  
NBC  
"Manhattan Merry-Go-Round"

**McMILLEN, EDDIE**  
NBC

**McMURRAY, FRED**  
KSBW Melody Rangers  
KSBW, Salinas, Calif.

**McNALLY, MAUREEN**  
WNBK, Cleveland, O.

**McQUEEN, MARJORIE**  
KOGT, Orange, Tex.

## — M —

**MACK, EDDIE**  
Eddie Mack Show  
KHUM, Eureka, Calif.

**MACKAY, LOUISE**  
Smile Program  
WFAA, Dallas, Tex.

**MACKLEY, MARY**  
Songs For Sbadins  
KLPB, Minot, N. D.

**MAE, DAISY**  
Daisy Mae  
WDAE, Tampa, Fla.

**MAINER, WADE**  
Sons of Recording Mountain-  
eers  
WBBO, Forest City, N. C.

**MALBIN, ELAINE**  
NBC  
"Tapestry Musicale," "Music  
for Today," "Serenade to  
America"

**MALONE, CAROL**  
A Song For You  
WLAC, Nashville, Tenn.

**MANKER, VIRGINIA**  
The Virginia Manker Show  
WDXB, Chattanooga, Tenn.

**MANN, EDITH**  
Open House  
WTAG, Worcester, Mass.

**MANN, PEGGY**  
NBC  
RCA Show

**MAPLE CITY FOUR**  
WLS, Chicago, Ill.

**MARINE, JOE**  
NBC  
"Fred Waring Show"

### **THE MARINERS**

(Tom Lockord, Jim Lewis, Mar-  
tin Karl, Nat Dickerson); Dr-  
ganized 1943; Arthur Godfrey  
Time (CBS); Arthur Godfrey &  
His Starlets (CBS-TV).

**MARSHALL, PEGGY**  
Singer, arranger; b. Atlanta, Ga.;  
ed. Columbia Univ., Julliard; Ar-  
thur Godfrey Talent Scout Show  
(CBS); Bigelow Show (WNBT);  
2nd yr. singing the opening; Land  
of the Lost (ABC), singer vocal  
dir.; Transcriptions.

**MARTIN, BETTY JO**  
WBEX, Chillicothe, O.

**MARTIN, TONY**  
Tony Martin Show  
CBS

**MARTIN, VIVIAN**  
NBC  
"Dave Garroway Show," "De-  
sign for Listening," "Musica-  
cana"

**MARY, TEXAS**  
Texas Mary Sings  
KFAE, Omaha, Neb.

**THE MASKED SPOONER**

**MASSEY, CURT**  
ABC

**MASSEY, VERA**  
ABC

**MATHEWS, DOROTHY**  
Our Gal Dorothy  
KQV, Pittsburgh, Pa.

**MATHIS, JOHNNY**  
County Cowboy  
KMAE, McKinney, Tex.

**MATICS, JOHNNIE**  
Johnny Matics Show  
WWNR, Beckley, W. Va.

**MATTISON, HENRY**  
The Plainsmen  
KFH, Wichita, Kans.

**MEIERS, MARVIN**  
KCOL, Fort Collins, Colo.

**MELLO TONE QUARTET**  
WHKP, Hendersonville, N. C.

**MELODY KINGS**  
Quartet  
WLIZ, Bridgeport, Conn.

**MELTON, JAMES**  
Harvest of Stars  
CBS

**MERRIDEW, REG**  
Harmony Ranch  
WGAR, Cleveland, O.

### **MERRILL, ROBERT**

Singer; b. Brooklyn, N. Y., June  
4, 1918; Kostelanetz Hour, Se-  
renade to America; RCA-Battle  
of Music; RCA-Music America  
Loves Best; NBC-Symphony; RCA-  
Television Show.

**MESERVEY, NORM**  
Notes With Norm  
WOLF, Syracuse, N. Y.

**MICHAEL, ANN**  
Oregon Album  
KGW, Portland, Ore.

**MICHAEL, BILL**  
KWFT, Wichita Falls, Tex.

**MICHEL, NOEL**  
CKAC, Montreal, Que.

**MIKSEHR, NORBERT**  
Breakfast Club  
KYJC, Medford, Ore.

**MILAN HARMONETTES**  
The Milan Hour  
WELQ, Tupelo, Miss.

**MILLER, HILDA**  
Vocal Moods  
WNGO, Mayfield, Ky.

**MILLER, JODY**  
Romance With Judy  
WWDC, Washington, D. C.

**MILLER, NED**  
Western Hour  
KJAM, Vernal, Utah

**MILLER, WILLIAM**  
Pearly Gate Singers  
WMFT, Florence, Ala.

**MILLER, VIRGINIA**  
Open House  
KFOR, Lincoln, Neb.

# VOCAL ARTISTS

## — N —

**MILLS, BETSY**  
Two In Tune  
KFI-TV, Los Angeles, Calif.

**MILNE, NANCY**  
Twenty Flagers  
WDBJ, Roanoke, Va.

**MIMS, SLIM**  
The Dream Ranch Boy  
WJMX, Florence, S. C.

**MINCFY, STELLA**  
WKGN, Knoxville, Tenn.

**MINGUELA, MIGUELITO**  
Canciones de America  
WORA, Mayaguez, P. R.

**MISHLER, EMBERT**  
KPIB, Marshalltown, Ia.

**MODERNAIRES**  
CLUB 15  
CBS

**MORFET, SLIM**  
Roundup Special  
WMOX, Meddian, Miss.

**MONROE, CAL**  
Cal Monroe Sings  
WCAE, Ashbury Park, N. J.

**MONROE, OLIN**  
Happy Five Quartet  
WMFT, Florence, Ala.

**MONROE, VAUGHN**  
Vaughn Monroe Show (CBS).

**MOODY, CLYDE**  
Town & Country Time  
WABL, Arlington, Va.

**MOORE, CARL**  
Beantown Varieties  
WEET, Boston, Mass.

**MORGAN, LEE**  
KYW Philadelphia, Pa.

**MORGAN, MABLE**  
WVON, Woonsocket, R. I.

**MORGAN, RICHARD**  
WBOC, Salisbury, Md.

**MORRIS, RODNEY**  
The Missourians  
KIMO, Independence, Mo.

**MORRISON, BRET**  
MBS

**MOWRY, LEE**  
WLAQ, Rome, Ga.

**MT. OLIVE CHOIR**  
KCOR, San Antonio, Tex.

**MULCAHY, CHERI**  
Songs At Eventide  
WLPO, La Salle, Ill.

**MULL, ANNA JANE**  
Songs & Words At Eventide  
WCED, Dubois, Pa.

**MURRAY, GERRY**  
WJNC, Jacksonville, N. C.

**MURRAY, LYN**  
CBS

**MYERS, BOB**  
WAIR, Winston-Salem, N. C.

**MYERS, BOYD R.**  
Dinner Bell  
KSGM, St. Genevieve, Mo.

**MYRIE, BETTY**  
Say It With Music  
WLOX, Biloxi, Miss.

**NASH, HELEN**  
WOW, Calliege  
WOW, Omaha, Neb.

**NEIMAN, DICK**  
Dick & Ruth Neiman  
WLAN, Lancaster, Pa.

**NELMS, NANCY**  
WDBJ, Roanoke, Va.  
Nancy & Estelle

**NESBIT, FRED, JR.**  
Treasure Trails of Melody  
KOA, Denver, Colo.

**NICHOLS, PENNA**  
The Penny Nichols Show  
KWTO, Springfield, Mo.

**NICKSON, GEORGE**  
Songs For You  
KXXX, Ledy, Kans.

**NILAND, NANCA**  
WCAU-TV, Philadelphia, Pa.

**NOBEL, AL**  
Juke Box  
KQV, Pittsburgh, Pa.

**NOBLE, ROGER**  
Rog and ADDY  
WSLI, Jackson, Miss.

**NOHAVA, TEDDY & CELESTE**  
Hello Folks  
WMBM, Miami Beach, Fla.

**NOLAN, BOB**  
NBC  
"Saturday Night Roundup  
Starring Roy Rogers"

**NOLTON, JOHN**  
WVJ, Detroit, Mich.

**NORMAN, JARI**  
Song At Eventide  
WNLC, New London, Conn.

**NORMAN, LUCILLE**  
Nocturne  
KNBH, Hollywood, Cal.

## — O —

**OARRIDGE, QUARTET**  
NBC  
"Grand Ole Opry"

**O'GRADY, EILEEN**  
Serenade by Lee  
WZIP, Covington, Ky.

**O'HEREN, RICHARD**  
Say It With Music  
WHK, Cleveland, O.

**OLIVER, FAY**  
Fay Oliver Show  
WING, Dayton, O.

**O'NEIL, JULIE**  
NBC  
"St. Louis Serenade"

**ORR, CHARLES**  
WGST, Atlanta, Ga.

**OSBORNE, JIMMIE**  
Kentucky Folk Singer  
WLEX, Lexington, Ky.

**OSUNA, ROBERTO, FLORES**  
Canciones de Ayer  
WVJP, Caguas, P. R.

**OVERBY, JAMES**  
James Overby Sings  
WBOB, Galax, Va.

**OVERHOLT, RAY**  
Ray Overholt Sings  
WFUR, Grand Rapids, Mich.

**OWEN, PAUL**  
Ladies Day  
KFI, Los Angeles, Cal.

**OWEN, PAUL**  
Ladies Day  
KFI-TV, Los Angeles, Cal.

**OWENS, JACK**  
Breakfast Club  
ABC

## — P —

**PACKARD, DICK**  
WBET, Brockton, Mass.

**PAGE, BOB**  
The Old Lamplighter  
WBEX, Chillicothe, O.

**PAIGE, DON**  
Don Paige Sings  
WTCL, Tell City, Ind.

**PAIGE, RICHARD**  
NBC  
Design For Listening, Musica,  
Patterns in Melody

**PALMER, COY**  
Coy Palmer  
KGHF, Pueblo, Colo.

**PARKER, EVELYN**  
NBC  
"Signed, Beasley Smith"

**PARRER, HENRY**  
Sunday Serenade  
WWNY, Watertown, N. Y.

**PARRISH, FRANK**  
WIRE, Indianapolis, Ind.

**PATTERSON, WALTER**  
WKMH, Deachorn, Mich.

**PAYNE, ERNIE**  
KSBW, Melody Rangers  
KSBW, Salinas, Calif.

**PAYNE, FERN**  
Songs That Never Grow Old  
KCTX, Childress, Tex.

**PAYNE, LEON**  
Leon Payne Show  
KOGT, Orange, Tex.

**PEARSON, JIM**  
Twilight Time  
KWJL, Portland, Ore.

**PEDIGO, SPECK**  
Speck Pedigo and His Little  
Wooden Piano  
KRCR, Enid, Okla.

**PEOPLES, JOE**  
Music For You  
WORZ, Orlando, Fla.

**PEPPERETTES, TRIO**  
The Peppettes  
WLAC, Nashville, Tenn.

**PERKINS, RAY**  
The Ray Perkins Show  
KFEL, Denver, Colo.

**PERKINS, TOM**  
KYW, Philadelphia, Pa.

**PERRIN, MAC**  
NBC  
"Fred Waring Show"

**PETERSON, KEN**  
Play or Pay  
WDOZ, Green Bay, Wis.

**PETERSON, MARLIN**  
WMT, Cedar Rapids, Ia.

## VOCAL ARTISTS

- PFEIFER, DELORES**  
Delores Sings  
WNMP, Evanston, Ill.
- PHILLIPS, LARRY**  
Singing Mailman  
WBEL, Beloit, Wis.
- PHILLIPS, RALPH**  
Club 1300  
WFBR Baltimore, Md.
- PHIPPS, LOIS JUNE**  
WLOH, Princeton, W. Va.
- PICKENS, JANE**  
Singer; b. Atlanta, Ga.; Curtis Institute of Music, Juilliard School; NBC Sundays at 5 P.M.
- PICKENS, PATTI**  
Patti Pickens Sings  
WGPA, Bethlehem, Pa.
- PIERCE, ROSCOE**  
Flying Ranch Boys  
WBAP-TV, Fort Worth, Tex.
- PINE EDWARD**  
WPIC, Sharon, Pa.
- PINSKY, ANTHONY**  
Songs From Out of Past  
KNEW, Spokane, Wash.
- POE, NELSON**  
KXLL, Missoula, Mont.
- POLK, BILLY**  
Song Stylist  
WDWD, Dawson, Ga.
- POPE, NANCY**  
Nancy Jane  
WJEF, Hagerstown, Mass.
- POWELL, MANARD**  
WKNX, Saginaw, Mich.
- PRESCOTT, MARY**  
WJIG, Tullahoma, Tenn.
- PRESTON LEW**  
KVAL, Amarillo, Tex.
- PRICE, DEWEY**  
Fun By The Fireside  
WBT, Charlotte, N. C.
- PRICE, NORMAN**  
NBC  
"D. & H. Miners"
- RICHARD, BOBBIE**  
Fairy Lady  
WCEC, Rocky Mount, N. C.
- PRINZI, GERTRUDE**  
Radio City Orchestra  
WTMJ, Milwaukee, Wis.
- PUTTERMAN, DAVID**  
NBC  
"Eternal Light"
- RYATT, PATTY**  
Teen Time & Tune Time  
KFH, Wichita, Kans.
- R —**
- RADIO CHORISTERS**  
NBC  
"Highlights of the Bible"  
"National Radio Pulpit"
- RAINE, LORRY**  
ABC, MBS, NBC
- RAULERSON, SPENCE**  
1400 Club  
WMGA, Moultrie, Ga.
- RAY SISTERS TRIO**  
WMBD, Peoria, Ill.
- RAYMOND, PENNY**  
Penny Raymond Sings  
WRDW, Augusta, Ga.
- REDABAUGH, HAROLD**  
Redabaugh Sings  
KGHF, Pueblo Colo.
- REECE, ROY**  
Tune Twisters  
KTJS, Hobart, Okla.
- REED, ROBERT**  
WNBK, Cleveland, O.
- RELMAN, HARVEY**  
Starway to the Stars  
WRUP, Gainsville, Fla.
- RENAULT PALL**  
Prelude to Evening  
WOAL, San Antonio, Tex.
- KENFRO, JUANITA**  
Songfest  
KXYZ, Houston, Tex.
- REVERE, ADRIAN**  
NBC  
"D & H Miners"
- REYNOLDS, BILL**  
WHO, Des Moines, Ia.
- REYNOLDS, JANIS**  
Cowboy Ballads  
TWTW, Stevens Point, Wis.
- REYNOLDS, JOBY**  
Joby Reynolds Sings  
WTTG, Washington, D. C.
- RICHARDS, WARREN**  
Warren Richards Sings  
WWNR, Beckley, Va.
- RICHERSON, RAYMOND**  
WTJS, Jackson, Tenn.
- RICHMOND, BOB**  
Melody Mart  
WREN, Topeka, Kans.
- RILEY, DALE**  
WLDY, Ladysmith, Wis.
- RIVERA, RAFAEL**  
Serenata da Amor  
WVJP, Caguas, P. R.
- ROACH JOHN**  
Songs by John Roach  
WBEO, Forest City, N. C.
- ROBERS BOB**  
WLAQ, Rome, Ga.
- ROBERSON, ORLANDO**  
Orlando Roberson Sings  
WPTR, Albany, N. Y.
- ROBERTS, BARRY**  
NBC  
"Manhattan Merry-Go-Round"
- ROBERTSON JACKIE**  
Jackie Robertson Sings  
WBB, Burlington, N. C.
- ROBERTSON, JIM**  
Texas Jim  
ABC
- ROBOFSKY, ABRASILA (SGT.)**  
NBC  
"U. S. Army Air Force Band"
- ROCKET, DEWEY**  
KUUP, Durango, Colo.
- ROCKY MOUNTAIN RANGERS**  
WKEY, Covington, Va.
- RODRIGUEZ, AGUSTO**  
Gus Rodriguez  
KKIC, Towa City, In.
- RODRIGUEZ, GILBERTO**  
Tribuna Del Arte  
WNET, San Juan, P. R.
- ROGERS, STEVE**  
JVVB, Jacksonville Beach, Fla.
- ROGERS AL**  
WRFD, Worthington, O.
- ROGERS, BEVERLY**  
WGVA, Geneva, N. Y.
- ROGERS, DAVE**  
Dave & Gene  
KSDI, Sioux Falls, S. D.
- ROGERS, JOHNNY**  
Songs of Yesterday  
WRAY, Fargo, N. D.
- ROGERS, ROY**  
Singing Cowboy, Radio, Movie and Recording Star; b. Cincinnati, O.; Roy Rogers Show (MBS).
- ROMAY, LINA**  
Dick Haymes Show  
CBS
- ROSEMARY**  
Dream Girl  
KEX, Portland, Ore.
- ROSITA**  
Prelude to Evening  
WOAL, San Antonio, Tex.
- ROSS, LANNY**  
MBS
- ROW CHUCK**  
Dinner Bell  
KSGM, St. Genevieve, Mo.
- ROWENA**  
Ministrel Girl  
WGAR, Cleveland, O.
- RUCKER, JOANNE**  
WTND, Orangeburg, S. C.
- RUCKER, JOANNE**  
Joanne Sings  
WTND, Orangeburg, S. C.
- RUTSAY, PHYLLIS**  
Melody Hour  
WMRO, Aurora, Ill.
- RYAN, ANN**  
Morning Matinee, Easy Listening  
WLW, Cincinnati, O.
- RYAN, ANN**  
Video Varieties  
WLW-TV, Cincinnati, O.
- RYAN, ANN**  
NBC  
Ann Ryan Sings, Circle Arrow Show
- RYAN, DENNIS**  
NBC  
"Manhattan Merry-Go-Round"
- S —**
- SABLON, JEAN**  
NBC, CBS
- SAN JUAN PLAY BOYS**  
KUUP, Durango, Colo.
- SANDS, LITA**  
NBC  
"Clevelandaires" "Do You Remember"

## VOCAL ARTISTS

- SATISFERS**  
NBC  
"Chesterfield Supper Club"
- SAUNDERS, JELLY**  
Rhythm Rangers  
KTIP, Porterville, Calif.
- SAWTELLE, GEORGE C.**  
Restonic Time  
WMC, Memphis, Tenn.
- SAYLOR, JEANNE**  
Saylor Sisters  
WIS, Columbia, S. C.
- SAYLOR WANDA**  
Saylor Sisters  
WIS, Columbia, S. C.
- SCHON, KENNETH**  
NBC  
"D & H Miners"
- SCHRAMER, CARL**  
Studio Reveries  
WMBM, Miami Beach, Fla.
- SCHULTZ, ADOLPH**  
Western Swing  
KXYZ, Houston, Tex.
- SCOTT BYRON**  
Remembering  
WTMW, East St. Louis, Ill.
- SCOTT, FRANK**  
Rendezvous With Romance  
WEDO, McKeesport, Pa.
- SCOTT, PHYLLIS**  
Songs by Scott  
WKOX, Framingham, Mass.
- SCOTT, TOM**  
Tom Scott American Troubador  
CBS
- SEAGLE, JOHN**  
NBC  
"Voices Down the Wind"
- SEGAL, ROBERT**  
NBC  
"Eternal Light"
- THE SERENADE QUARTET**  
KRHD, Duncan, Okla.
- SERENADERS**  
Saturday Night Serenade
- SHAFFER, BOB**  
WINX, Saginaw, Mich.
- SHAY, DOROTHY**  
Spotlight Review  
CBS
- SHANNON, MICKY**  
Songs of Micky Shannon  
KURV, Edinburg, Tex.
- SHEEHAN, BILLY**  
Songs At Smadown  
WBBQ, Augusta, Ga.
- SHELTON, MARY**  
At Home With Mary  
WKTM, Mayfield, Ky.
- SHEPARD, RILEY**  
NBC, CBS, WBT, WSM
- SHIELMAN, JUNE**  
NBC  
"Words and Music," "Destiny for Listening," "Musicana"
- SHORE, DINAH**  
(Montgomery, Mrs. George);  
Singer, Actress; b. Winchester,  
Tenn.; March 1, 1917; ed. A  
BA, Vanderbilt Univ.; Columbia  
Records, Call for Music, Ford  
Show (CBS); Eddie Cantor Show  
(NBC).
- SHOWERS JEAN**  
Showers of Melody  
WCED, Dubois, Pa.
- SHREVE, BOB**  
Video Varieties  
WLW-T, Cincinnati, O.
- SHREVE, BOB**  
Morning Matinee, Easy Listen-  
ing  
WLW, Cincinnati, O.
- SIMMONS JULIE**  
Songs You Love  
WMRO, Aurora, Ill.
- SIMPSON, BILLY**  
Songs For You  
WPTB, Albany, N. Y.
- SIMS, EVELYN**  
Music By Request  
WTOG, Savannah, Ga.
- SIMS, SAM**  
Songs For You  
WFRM, Indianapolis, Ind.
- SINATRA, FRANK**  
Songs by Sinatra, CBS  
Your Hit Parade, NBC
- SKINNER, PAUL**  
Grenadiers  
WTMJ-TV, Milwaukee, Wis.
- SKINNER, PAUL**  
Grenadiers  
WTMJ, Milwaukee, Wis.
- SLIM, TENNESSEE**  
WTPR, Paris, Tenn.
- SLOTMAKER, HOWARD**  
Singing Disc Jockey  
WLAV, Grand Rapids, Mich.
- SMILEY, BETTE**  
Gilt Show of the Air  
WCAE, Pittsburgh, Pa.
- SMITH, BILL**  
WDXI, Jackson, Tenn.
- SMITH, EVERIDGE**  
Songs of Yesterday  
KDFB, Paragould, Ark.
- SMITH, JACK**  
Jack Smith Show  
CBS
- SMITH, KATE**  
Kate Smith Sings, CBS; Kate  
Smith Speaks, MBS
- SMITH, MARY, RUTH**  
Song Time  
WKAB, Mobile, Ala.
- SMYTHE, MARLIN**  
KBYP, Anchorage, Alaska
- SNEAD, BILL**  
Songs by Bill Snead  
WKEY, Covington, Va.
- SNYDER, BOB**  
Bob & Gene  
WFBG, Altoona, Pa.
- SOLO, SAMMY**  
WMGM
- SOSBIE, EDDIE**  
Radio Rangers  
KPAB, Omaha, Neb.
- SOUTHERN FIVE**  
Sacred Songs  
WERD, Atlanta, Ga.
- SOYA, BILL**  
Rhythm Ranch  
WILS, Lansing, Mich.
- SPANN, HELEN**  
NBC  
"Voices Down the Wind"
- SPEIGHT, MARIE**  
WKHP, Hendersonville, N. C.
- SPITALNY, PHIL**  
ALL GIRL CHOIR  
Hour of Charm  
CBS
- SPORTSMEN QUARTET**  
NBC  
Judy Canova Show
- STAFFORD, JO**  
NBC  
"Chesterfield Supper Club", The  
Jo Stafford Show (ABC).
- STAHL, DEL**  
Del Stahl Show  
KWJJ, Portland, Ore.
- STANLEY QUARTETTE**  
KMAE, McKinney, Tex.
- THE STARDUSTERS**  
The Anchor Room  
WCAP, Asbury Park, N. J.
- STARK, RAY**  
Rambling With Ray  
KISD, Sioux Falls, S. D.
- STARLIGHTERS**  
NBC  
Chesterfield Supper Club
- STARR, KAY**  
Starring Kay Starr  
ABC
- STATESMEN QUARTET**  
WCQN, Atlanta, Ga.
- STERER, ELEANOR**  
NBC  
Voice of Firestone
- STEELE, TED**  
The Ted Steele Show; WABD,  
New York, N. Y.
- STEFFEN, ART**  
Something in the Air  
WHAM, Rochester, N. Y.
- STEVENS, ELOISE**  
Jimmy Boyer & Eloise  
WISH, Indianapolis, Ind.
- STEVENS, GARRY**  
NBC  
Chesterfield Supper Club
- STEVENS, GARRY**  
WROW, Albany, N. Y.
- STEVENS, HERB**  
Lee Kellon, Orchestra  
WJAS, Pittsburgh, Pa.
- STEVENS, RISE**  
Family Hour  
CBS
- STEVENSON, DOROTHY GAIL**  
Sacred Songs  
WMRN, Marion, O.
- STEWART, GENE**  
Pec Wee King Show  
WAVE-TV, Louisville, Ky.
- STEWART, PENNY**  
Western Shows  
KHPN, Eureka, Calif.
- STIMSON, MARK**  
Old Time Tune Time  
WCAN, Portland, Me.
- STOVALL, BOB**  
Tea Timers,  
KOY, Phoenix, Ariz.
- STOTTS, BOB**  
KMA, Shenandoah, Ia.
- STRENGTH, TEXAS BILL**  
KLEE, Houston, Tex.
- STRIFLING, GENE**  
Uncle Ned  
WMAZ, Macon, Ga.
- STROUD, ED**  
WRRF, Washington, N. C.
- STUART, MICKEY**  
WVRL, New York, N. Y.



# VOCAL ARTISTS

**STUBBS, EVERETTE**  
Stubbs Strings  
KSMI, Seminole, Okla.

**SUDER, PAT**  
Pat Suder Sings  
WBUX, Doylestown, Pa.

**SULLIVAN, DENNY**  
Request Granted  
WDO5, Oneonta, N. Y.

**SUNSHINE SUE**  
Old Dominion Barn Dance  
WRVA, Richmond, Va.

**SWAIN, HACK**  
The Hack Swain Show  
WSPB, Sarasota, Fla.

**SWANSON, BYRON**  
KHQ, Spokane, Wash.

**SWEETLAND, LEE**  
The Lee Sweetland Show  
ABC

## — T —

**TANGEN, CLARA**  
Clara Tangen Show  
KDEC, Decorah, Ia

**TEEN AGERS**  
WJNC, Jacksonville, N. C.

**TERRELL, DOROTHY**  
Stairway to the Stars  
WRUF, Gainesville, Fla.

**TIERNEY, WALSH**  
Hometown, Music for Minors  
WICY, Malone, N. Y.

**TILLER, MARTHA**  
Music for You  
WORZ, Orlando, Fla.

**TILLSTROM, BURE**  
WBKB, Chicago, Ill.

**TILTON, MARTHA**  
Vocalist; b. Corpus Christi, Tex.;  
Dick Haynes Show (CBS); Meet  
Me at Parky's (NBC); Your Hit  
Parade (NBC).

**TIRONA, BERT**  
Purico Troubadours  
KZMB, Manila, P. I.

**THALL, BILL**  
NBC  
"Circle Arrow Show"

**THOMAS, THOMAS I.**  
NBC  
"Manhattan Merry-Co-Round"

**THOMPSON, JOHNNY**  
Johnny Thompson Sings  
ABC

**THOMPSON, SHORTY**  
Saddle Rockin' Rhythm  
KWTO, Springfield, Ill.

**THORNE, LUCIA**  
WHO, Des Moines, Ia.

**THORNTON, DICK**  
Morning Melodies  
KXYZ, Houston, Tex.

**TOBIN, PAT**  
A Date With Pat  
WDSU-TV, New Orleans, La

**TORNE, MEL**  
NBC

**TRUAX, BUDDY**  
Western Aces  
WWSR, St. Albans, Vt

**TRIGO, WILMA**  
WBEX, Chillicothe, O.

**TRISLER, MICKY**  
WTRF, Bellair, O.

**TROTTER, JOHN, MRS.**  
KANE, New Iberia, La.

**TROXLER, LLOYD**  
Songs by Lloyd Troxler  
WSTP, Salisbury, N. C.

**TRUMAN, PAUL**  
Presenting Paul Truman  
KFEQ, St. Joseph, Mo.

**TURNER, DALIAS, COWBOY**  
KCRG, Cedar Rapids, Ia.

## — U —

**UHLENHOPP, JACK**  
Songs to Remember  
WAUX, Waukesha, Wis.

**UNGER, JOE**  
Fun at Home  
KWPC, Muscatine, Ia.

**UTZMAN, SARA ANN**  
Songs by Sara  
WHEW, Weston, W. Va.

**VINCENT, SUNNY**  
Among My Souvenirs  
KRNO, San Bernardino, Calif.

**VOSS, ALEN**  
Hymn Time  
WCNC, Elizabeth City, N. C.

## — V —

**WAIN, BEA**  
WMCA  
WAITERS, FRANCIS  
Bouquet of Melody  
WDBI, Roanoke, Va.

## — W —

**WALSH, PAUL**  
NBC  
"Mad Masters"

**WARD, KEN**  
Easy Aces  
WTAM, Cleveland, O.

**WARNEI, JEANNE**  
TV Journal  
WNBW, Washington, D. C.

**WARRIN, MARGE**  
WGL, Fort Wayne, Ind.

**WEBSTER, JOE**  
Anthony Avenue  
WKY, Oklahoma City, Okla.

**WEED, BUDDY**  
Buddy Weed Show  
ABC

**WEISS, DICK**  
Dick & Yvonne  
KSB, Creston, Ia.

**WELCH, ALICE, HILDA,**  
LUCILLE  
Restful Music  
WBIG, Greensboro, N. C.

**WELLINGTON, DON**  
Song Time  
WKAB, Mobile, Ala.

**WELLS, JACK**  
Folka Band  
KFAB, Omaha, Neb.

**WENHOLD, GRACE**  
WBUX, Doylestown, Pa.

**WEST, NADINE**  
Nadine & Nydegger Sextet  
KFBI, Wichita, Kans.

**WEST, WAYNE**  
Breakfast, Song Weavers  
WMBD, Peoria, Ill.

**WESTENAIRES**  
Vocal Group  
WAOV, Vincennes, Ind.

**WESTERN SONS**  
KRNO, San Bernardino, Calif.

**WESTON, KRIS**  
NBC  
"Luncheon with Lopez"

**WHEATLEY, JOAN**  
"Fred Waring Show"  
NBC

**WHITAKER, ROBERT**  
Speaking of Sports  
WBEX, Chillicothe, O.

**WHITING, MAGARET**  
Club 15,  
CBS  
Eddie Cantor Show  
NBC

**WILCOX, PHYLLIS**  
Songs for You  
WFBM, Indianapolis, Ind.

**WILKINSON, LORRAINE**  
Songs by Lorraine  
KALL, Salt Lake City, Utah

**WILSON, GRACE**  
WLS, Chicago, Ill.

**WILSON, SLIM**  
Slim Wilson Show  
KWTO, Springfield, Mo.

**WINSLOW, PATRICIA**  
Tea Timers  
KOY, Phoenix, Ariz.

**THE WONDERING FIVE**  
Cospel Singers  
WBEL, Beloit, Wis.

**WOOD, HELEN**  
Spotlight Review  
WVOD, Lynchburg, Va.

**WOOD, KATHRYN**  
Kathryn Wood Show  
WGH, Newport News, Va.

**WOOD, TOMMY**  
Breakfast at 8  
WIKY, Evansville, Ind.

**WOODEN, STEVE**  
KMA, Shenandoah, Ia.

**WOODRING, DICK**  
WTAN, Clearwater, Fla.

**WRIGHT, NANCY**  
Morning Matinee.  
Easy Listening  
WLW, Cincinnati, O.

**WRIGHT, NANCY**  
Dance Time  
WLW-TV, Cincinnati, O.

**WRIGHT, NANCY**  
Saturday Night Serenade  
WEKR, Fayetteville, Tenn.

**WRIGHT, WILLIAM**  
NBC  
"Voices Down the Wind"

**WRIGHT, JACK**  
Jack Wright Sings  
KMAE, McKinney, Tex.

**WYATT, BILL**  
Song by Bill Wyatt  
WIOD, Miami, Fla.

**WYMAN, ALICE**  
WFBC, Greenville, S. C.

## — Y —

**YATES, GLORIA**  
WBKB, Chicago, Ill.

**YOUNG, BOB**  
Bob Young Show  
KOIN, Portland, O.

**YOUNG, EVE**  
NBC  
"Story Shop"  
"Honeymoon in New York"

**YOUNG, WILLIARD**  
NBC  
"D & H Miners"

## — Z —

**ZANETIS, ALEXANDER**  
Midday Musical  
WYLN, Olney, Ill.

**ZEIDMAN, IRVING**  
Irving Sings  
KNOE, Monroe, La.



## HARRY WISMER

BROADCASTING THE NATION'S TOP SPORTING EVENTS

Sports Director of American Broadcasting Company

# Sports Commentators

## (RADIO AND TELEVISION)

### —their work during 1948

#### — A —

**ACKERLEY, EUGENE A.**  
KID, Idaho Falls, Ida.

**ADAMS, CASWELL**  
WCBS-TV, New York, N. Y.

**ADAMS, FRANK**  
WNHC, New Haven, Conn.

**AGNEW, THEODORE J.**  
Sportsbook, Sportscope  
KUBC, Montrose, Colo.

**ALDEN, JERRY**  
Sports Pictures  
WSNJ, Bridgeton, N. J.

**ALDRIDGE, MAHLON**  
KFRU, Columbia, Mo.

**ALLAIN, ORREN**  
WKAN, Kankakee, Ill.

**ALLBRIGHT, NAT M.**  
WEAM, Arlington, Va.

**ALLEN, BILL**  
Sport Spotlight  
WHIN, Gallatin, Tenn.

**ALLEN, BOYD**  
Sports In Review  
KROY, Sacramento, Cal.

**ALLEN, GORDON**  
KYAK, Yakima, Wash.

**ALLEN, MEL**  
WABD, New York, N. Y.

**ALLEN, MEL**  
WCBS-TV, New York, N. Y.

**ALLEN, MEL**  
b. Birmingham, Ala., Feb. 14, 1913; U. of Ala., AB, LL.B., Columbia U.; World Series; Major League All-Star Football Championship Game; All-America Conference Sugar Bowl Game; CBS Football TV; N. Y. Yankees Baseball & Football Games; Boxing & Basketball Games (CBS-TV); Rose Bowl Game (CBS).

**ALLEN, TOM**  
KWBC, Fort Worth, Tex.

**ALLINGER, RALPH**  
Today In Sports  
WFAS, White Plains, N. Y.

**ALLMAN, ROBERT**  
KYW, Philadelphia, Pa.

**ALTMAN, DICK**  
KLEE-TV, Houston Tex.

**AMBROSE, JOHN V.**  
Speaking of Sports  
WTAG, Worcester, Mass.

**ANDERSON, ALLEN**  
WASA, Havre de Grace, Md.

**ANDERSON, BOB**  
WAZF, Yazoo City, Miss.

**ANDERSON, DALE**  
KUOA, Shoam Springs, Ark.

**ANDERSON, DICK**  
Dick's On At Six  
WEOA, Evansville, Ind.

**ANDERSON, DOUGLAS**  
KDIX, Dickinson, N. D.

**ANDERSON, HARRY**  
WSIV, Peekin, Ill.

**ANDRES, JOE**  
Sports News  
WMAW, Milwaukee, Wis.

**ANDREWS, RALPH**  
WAUX, Waukesha, Wis.

**APPY, JERRY**  
KXXX, Colby, Kans.

**ARMSTRONG, WILLIAM**  
Sports News & Views  
WOMI, Owensboro, Ky.

**ARNOLD, FULTON**  
WTEM, Trenton, N. J.

**ARNOLD, TED**  
Sports Roundup  
WHTN, Huntington, W. Va.

**ARO, SAM**  
WROD, Daytona Beach, Fla.

**ARTHUR, FRANK**  
Sports Report  
KSNAN, San Francisco, Cal.

**ASH, KEN**  
Sports Quiz  
WHAV, Haverhill, Mass.

**AUSLEY, WALLY**  
Speaking of Sports  
WSSB, Durham, N. C.

**AXTELL, NANCY**  
Bowling with Nancy  
WMBM, Miami Beach, Fla.

#### — B —

**BABB, HUGH**  
WLAW, Lawrence, Mass.

**BACHRACH, TOM**  
KDHLL, Fairbault, Minn.

**BAGLI, GUY**  
Sol's Sports Slants  
WDAE, Tampa, Fla.

**BAILES, H. C.**  
KSAM, Huntsville, Tex.

**BAILEY, CHARLES**  
Sports Roundup, Sports In Brief  
WHBL, Anderson, Ind.

**BAILEY, CHARLEY**  
WEBR, Buffalo, N. Y.

**BAILEY, SPUD**  
Sports Roundup,  
Football Scoreboard  
KVN, Logan, Utah

**BAIRD, NEIL**  
KFPA, Helena, Ark.

**BAKER, NELSON**  
Sports Page of the Air  
WFBK, Baltimore, Md.

**BAKER, RAY**  
Spotlight On Sports  
WVIN, Olney, Ill.

**BAIRDING, CHUCK**  
Sports Whirl  
WOAY, Oak Hill, W. Va.

**BALDRICA, MERV**  
Sports From the Sidelines  
WMIQ, Iron Mountain, Mich.

**BAIRDWIN, KEN**  
WKRT, Cortland, N. Y.

**BALKCOM, YASSIE G.**  
Sports Parade  
WGBR, Goldsboro, N. C.

**BALTER, SAM**  
KLAC-TV, Hollywood, Cal.

**BALTER, SAM**  
KLAC, Los Angeles, Cal.

**BARBER, RED**  
WMGM, New York, N. Y.

**BARBER, RED**  
Red Barber's Club House, The Catbird Seat, Football Round-up  
CBS, WHN, N. Y.

**BARBER, RED**  
WCBS-TV, New York, N. Y.

**BARFIELD, HARRY**  
WAYS, Charlotte, N. C.

**BARKER, EDDIE**  
KMAC, San Antonio, Tex.

**BARKLEY, PETE**  
Radio Sports Page  
KGNQ, Dodge City, Kans.

**BARRETT, WILLIAM R.**  
Sports Lines  
WJLS, Beckley, W. Va.

**BARRY, JACK**  
Atlantic Football  
WHEC, Rochester, N. Y.

**BARRY, JOSH**  
Let's Talk Sports  
WFTL, Ft. Lauderdale, Fla.

**BARTOLOMEI, HARRY**  
KWBK, Oakland, Cal.

**BARTON, CHARLES**  
WHLD, Niagara Falls, N. Y.

**BASEL, MEL**  
WEVD, New York, N. Y.

**BATES, BILL**  
Sports Review  
WTWA, Thomson, Ga.

**BATES, OLIN**  
WGAA, Cedartown, Ga.

**BATSON, GAY**  
Outdoors In La.  
WDSU-TV, New Orleans, La.

**BAUMAN, BRUCE**  
Sports Roundup  
WKAP, Allentown, Pa.

**BAXTER, GORDON**  
KPAK, Port Arthur, Tex.

**BAXTER, HOWARD**  
Scoreboard  
KGFV, Kearney, Neb.

**BEATTY, ROSS**  
Sports Pages  
WELM, Elmira, N. Y.

**BECHTEL, JAY**  
Sportsmans Corner  
WTBO, Cumberland, Md.

**BEDELL, FORREST**  
Sports Parade  
WFRG, Reidsville, N. C.

**BEHRENS, RALPH**  
Local Sports  
WUMU, Atlantic City, N. J.

**BELANGER, GILL**  
Berkshire Sportsman  
WMNB, North Adams, Mass.

**BELCHER, ROD**  
Echoes from the Grandstand  
KMO, Tacoma, Wash.

**BELDING, LEE**  
KXLO, Lewistown, Mont.

**BELL, JOHNNY**  
WCMA, Corinth, Miss.

**BELL, TED**  
KRSC, Seattle, Wash.

**BELL, TED**  
KRSC-TV, Seattle, Wash.

**BELLINGER, STEVE**  
WTCJ, Tell City, Ind.

**BENAC, HANK**  
Speaking of Sports  
WWSC, Glens Falls, N. Y.

**BENDER, BOB**  
Bob Bender Sports  
WGY, Schenectady, N. Y.

**BENDER, BOB**  
WRGB, Schenectady, N. Y.

**BENDER, TOM**  
WCMB, Lemoyne, Pa.

## Sports Commentators—Radio-Television

- BENNET, KAY**  
KFJB, Marshalltown, Iowa
- BENNETT, ELDEAN**  
Sports Review  
KCSU, Provo, Utah
- BENNETT, THURSTON**  
Sports Special  
WBBQ, Augusta, Ga.
- BENTON, LOU**  
Sports News & Interviews  
WMGY, Montgomery, Ala.
- BERGMAN, DUTCH**  
WRC, Washington, D. C.
- BERGSTEIN, MILTON**  
Sports Special  
WMAJ, State College, Pa.
- BERNDT, BUD**  
WRAK, Williamsport, Pa.
- BETTERS, MITCHELL C.**  
WTHT, Hartford, Conn.
- BEUTEL, BOB**  
Sports Grandstand, Jai Alai  
Reporter  
WKAT, Miami Beach, Fla.
- BILLINGS, HORACE**  
Sports Journal  
WSTP, Salisbury, N. C.
- BINFORD, BILL**  
KOLO, Reno, Nev.
- BINGHAM, BOB**  
The Human Side Of Sports  
WGNC, Elizabeth City, N. C.
- BIRLETTI, LARRY**  
KFBC, Cheyenne, Wyo.
- BISHOP, BURTON**  
Play-by-Play  
KTEM, Temple, Tex.
- BISHOP, KEN**  
Sports Highlights  
KXIT, Duhart, Tex.
- BITTNERMAN, JACK**  
WABB, Mobile, Ala.
- BJERKE, KEN**  
Sports Director  
KDEC, Decorah, Iowa
- BLACK, JIM**  
WIBK, Knoxville, Tenn.
- BLACK, JIM**  
KCBD, Lubbock, Tex.
- BLACKBURN, ROBERT**  
KFRE, Fresno, Cal.
- BLAINE, LEE**  
WGAD, Gadsden, Ala.
- BLAIS, YVON**  
CKAC, Montreal, Que.
- BLAKE, LARRY**  
Sports Battle  
KEYS, Corpus Christi, Tex.
- BLOOM, MARVIN**  
WCED, Dubois, Pa.
- BLUE, LRA**  
Adventure In Sports  
KGO, San Francisco, Cal.
- BLUM, BOB**  
Sports Parade  
KICO, Calexico, Cal.
- BLUM, LARRY**  
Sports Page  
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- BOEHM, PAUL**  
Tonight's Sports  
WCPA, Bethlehem, Pa.
- BOGGS, OTIS**  
Speaking of Sports  
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- BOLAND, CHARLIE**  
KRLD, Dallas, Tex.
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WCFL, Chicago, Ill.
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Boland On Sports  
WSET, South Bend, Ind.
- BONASSO, RUSSELL**  
WBLK, Clarksburg, W. Va.
- BONER, LEE**  
KAWT, Douglas, Ariz.
- BONIN, DONALD**  
Sports Review, Football Finals  
KANE, New Iberia, La.
- BONSON, WALT**  
KBLF, Red Bluff, Cal.
- BOSNICK, DAN**  
WLCS, Baton Rouge, La.
- BOSTIC, TOM**  
Sports Extra  
KIMA, Yakima, Wash.
- BOWERS, FRANK**  
KGTL, Kannapolis, N. C.
- BOWMAN, ROY J.**  
KGFJ, Shawnee, Okla.
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KRLD, Dallas, Tex.
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World of Sports  
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Johnny Boyer Sports  
KDKA, Pittsburgh, Pa.
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Sport Slants  
KSO, Des Moines, Iowa
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Spotlight On Sports

WSAI, Cincinnati, O.

**BREITEN MOSER, DON**

Sports Report, Dugout Doings

KVOB, Alexandria, La.

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Sports Roundup

WLIP, Kenosha, Wis.

**BRENHAM, TOMMY**

KWHI, Brenham, Tex.

**BRENNAN, DAN**

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Sports Final

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Sports Review

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Time Out For Sports

WKIK, Erie, Pa.

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Sports Journal

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Sports World

WEXT, Milwaukee, Wis.

**BULLER, RICHARD**

Sports Parade

WKMH, Dearborn, Mich.

**BULLOCK, JACK**

Sports Page

KTIP, Porterville, Cal.

**BURGMAN, HORST**

Sports Spotlight, Sports Nite-

cap

KBOW, Butte, Mont.

**BURK, SAM A.**

KIRX, Kirksville, Md.

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KTJN, Denver, Colo.
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WLYN, Lynn, Mass.
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WOKO, Albany, N. Y.
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- CARROLL, HARRY**  
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- CARTER, JACK**  
KSEO, Durant, Okla.
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Sportscope  
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Morning & Evening Sports  
Roundup  
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Sportfolio  
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Sport Scene  
WARD, Johnstown, Pa.
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KBRC, Mount Vernon, Wash.
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WTMJ, Milwaukee, Wis.
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(ABC).
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WHHM, Memphis, Tenn.
- CRAFT, STAN**  
KXRO, Aberdeen, Wash.
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Sportscast  
WCBI, Columbus, Miss.
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KMVI, Wailuku, Maui, T. H.
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WAGF, Dothan, Ala.
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WKMO, Kokomo, Ind.
- CROMWELL, DEAN**  
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KNBH, Hollywood, Calif.
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WCOP, Boston, Mass.
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Sports Review  
WMAZ, Macon, Ga.
- CROWE, HILTON**  
WALT, Tampa, Fla.
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WRFW, Eau Claire, Wis.
- CULLINGS, BOB**  
5 Star Final  
WINR, Binghamton, N. Y.
- CULVER, J. P.**  
Sports HiLites  
WDIG, Dothan, Ala.
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Geoff Davis' Sports Resume  
WINS, New York, N. Y.

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Davis Sportscast  
WKBV, Richmond, Ind.

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WNAX, Yankton, S. D.

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WGLN, Glen Falls, N. Y.

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WQUA, Moline, Ill.

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**DELANEY, BOB**  
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WAPA, San Juan, P. R.

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CBS

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WLAM, Lewiston, Me.

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WNNF, Fayetteville, N. C.

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WTND, Orangeburg, S. C.

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KENT, Shreveport, La.

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WCCM, Lawrence, Mass.
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- DUNCAN, JIM**  
Parade of Sports  
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- DUNPHY, DON**  
WMCM, New York, N. Y.; Covol-  
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phy Show.
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WITH, Baltimore, Md.
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- EARL, GLENN**  
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KBNZ, Shreveport, La.
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- ERWIN, GEORGE**  
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WTAR, Norfolk, Va.
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- EVANS, JONES**  
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- F —
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WMEX, Boston, Mass.
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WLAP, Lexington, Ky.
- FAULDER, GEORGE**  
Sportspecial  
WMFS, Memphis, Tenn.
- FRAGANS, ERNIE**  
BC Sports Review, Sports  
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WDOD, Chattanooga, Tenn.
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WLW, Cincinnati, O.
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- FENNO, RALPH**  
Ralph Fenno on Sports, Batter  
Up, Fish and Club of the Air  
WKXL, Concord, N. H.
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KRES, St. Joseph, Mo.
- FISHELL, DOUGLASS**  
Village Scoreboard  
KREO, Indio, Cal.
- FISHER, JERRY**  
KRIO, McAllen, Tex.
- FITZ, STEVE**  
WSNY, Schenectady, N. Y.
- FITZPATRICK, JACK**  
KFEL Sportscast  
KFEL, Denver, Colo.
- FLANAGAN, PAT**  
KOOC, Phoenix, Ariz.
- FLECEY, JERRY**  
WAGM, Presque Isle, Me.
- FLEISCHMAN, SOL J.**  
Sol's Sports Slants  
WDAE, Tampa, Fla.
- FLEMING, JACK**  
Today In Sports  
WAJR, Morgantown, W. Va.
- FLUGAL, CRES**  
Sports Scrapbook  
WWXL, Peoria, Ill.
- FLYNN, ARTHUR**  
WLaw, Lawrence, Mass.
- FLYNN, TONY**  
WDBC, Escanaba, Mich.
- FORNEY, JOHN**  
WAPT, Birmingham, Ala.
- FORREST, LEW**  
Sports Parade  
WGAU, Athens, Ga.
- FORSYTHE, SLIM**  
WEEB, Southern Pines, N. C.
- FORTE, K. A.**  
KMAE, McKinney, Tex.
- FOUST, BOB**  
Bob Foust's Sports Page  
KYA, San Francisco, Cal.
- FOWLER, BILL**  
Sports Time  
WBAT, Marion, Ind.
- FOWLER, J. B.**  
Piston Parade  
WNCO, Mayfield, Ky.
- FRANKLIN, ORVIN**  
KRRV, Sherman-Denison, Tex.



**Sports Commentators—Radio-Television**

**FRAZIER, HAL**  
Sports Parade  
WMVA, Martinsville, Va.

**FRENCH, CHARLES**  
WVNB, Beckley, W. Va.

**FRENCH, JACK**  
10:20 Sports Club  
KILQ, Grand Forks, N. D.

**FRITMAN, BILL**  
Sports Slants  
WHWL, Nanticoke, Pa.

**FRITZ, DON**  
WHKC, Columbus, Ohio

**FROG, DAVE**  
The Sports Corner  
WILS, Lansing, Mich.

**FULLER, JOE**  
Hilites in the World of Sports  
WHSC, Hartsville, S. C.

**FULTON, ROBERT**  
KXLR, No. Little Rock, Ark.

**GARNER, JIM**  
Sports Parade  
WJW, Cleveland, O.

**GARRISON, JOHN**  
WFUN, Huntsville, Ala.

**GARRISON, VAN**  
What's New In Sports  
KBUR, Burlington, Iowa

**GARRITY, VINCE**  
WAAF, Chicago, Ill.

**GATES, HILLIARD**  
Gateway to Sports  
WKJG, Fort Wayne, Ind.

**GATES, JAMES**  
WFBG, Altoona, Pa.

**GAYLOR, ED**  
WVCG, Coral Gables, Fla.

**GELLESPIE, BOB**  
WWCO, Waterbury, Conn.

**GENTIEL, JOE**  
WJBK, Detroit, Mich.

**GENTILE, JOE**  
WJBK-TV, Detroit, Mich.

**GEORGE, LEE**  
Sports News  
KWTO, Springfield, Mo.

**GEORGE, STEVE**  
Strictly Sports  
KCRA, Sacramento, Cal.

**GIANARIS, HARRY**  
Sportscope  
WHAN, Charleston, S. C.

**GIBBONS, JAMES**  
Arrow Sports  
WMAL, Washington, D. C.

**GIBBONS, JIM**  
Sports Cartoon-A-Quiz  
WMAL-TV, Washington, D.C.  
Game of the Week, ABC

**GIBBS, RONALD**  
Forecasts & Reviews  
WTAX, Springfield, Ill.

**GIBSON, JACK**  
Sports Roundup  
KWTC, Barstow, Cal.

**GILLESPIE, EARL**  
Looking Up  
WJPG, Green Bay, Wis.

**GILTNER, JOE**  
Sports Highlights  
WGCD, Chester, S. C.

**GISMONDI, JIMMY**  
WMBS, Uniontown, Pa.

**GLEASON, JAMES**  
Sports Final  
WNBH, New Bedford, Mass.

**GLICKMAN, MARTY**  
WMGM, New York, N. Y.

**GLICKMAN, MARTY**  
WMGM, New York, N. Y.

**GODLEY, ROBERT**  
WHK, Cleveland, O.

**GOESER, JOE**  
Sports Page Of The Air  
KFZ, Fond Du Lac, Wis.

**GOETZ, JACK**  
Sports Parade  
KRLP, Moscow, Ida.

**GOODING, KEN**  
Sports Parade  
KRES, St. Joseph, Mo.

**GOODLETE, DICK**  
Speaking Of Sports  
WKIZ, Hazard, Ky.

**GOODRICH, BILL**  
Let's Loo kAt Sports  
WRBC, Jackson, Miss.

**— G —**

**GAINES, RUBEN**  
The Sportscope  
KTKN, Ketchikan, Alaska

**GAMMICK, JOHN J.**  
Sports Corral  
KELK, Elko, Nev.

**GANNON, MIKE**  
Sportlighting Sports. Sports  
Final  
WIS, Columbia, S. C.

**GANT, WAYNE**  
Grant In Sports  
KFGO, Fargo, N. D.

**GARDNER, TOM**  
WRBN, Youngstown, O.



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## Sports Commentators—Radio-Television

— H —

- GOOTER, JOE**  
Sport Page  
WPAT, Paterson, N. J.
- GOODWIN, GARR**  
Whirl Around the World of Sports  
KWIK, Burbank, Cal.
- GORDON, LARRY**  
Let's Talk Sports  
KAVR, Havre, Mont.
- GORDON, RED**  
According to the Rules  
KELD, El Dorado, Ark.
- GOTTLIEB, DICK**  
KTHH, Houston, Tex.
- GOVE, CLIFF**  
Sports Newsreel  
WLAM, Lewiston, Me.
- COWDY, CURT**  
Sports by Gowdy  
KOCY, Oklahoma City, Okla.
- GRAHAM, WALTER**  
WBML, Macon, Ga.
- GRAMER, BILL**  
KUSN, San Diego, Cal.
- GRANGE, RED**  
WJJD, Chicago, Ill.
- GRANGER, JERRY**  
Your Sports Reporter, The Score Board  
KHAS, Hastings, Neb.
- GRATZ, GENE**  
The Sports Final  
WELQ, Tupelo, Miss.
- GRAY, BOB**  
Sports Scoreboard  
KXYZ, Houston, Tex.
- GRAYSON, MEL**  
Sportsman  
WSSV, Petersburg, Va.
- GRAYSON, SID**  
KFDX, Wichita Falls, Tex.
- GREENHOE, BOB**  
Sports Today  
WHTC, Holland, Mich.
- GREENSPAN, BUD**  
WMGM, New York, N. Y.
- GREENWOOD, KEN**  
Sport Topics  
KFOR, Lincoln, Neb.
- GREUP, ERNST**  
Sports Final  
WKRT, Corland, N. Y.
- GREY, BOB**  
KXIO, Lewistown, Mont.
- GRIFFIN, WAYNE**  
WENR-TV, Chicago, Ill.
- GRIFFITH, DON**  
Sports Page Of The Air  
WCOA, Pensacola, Fla.
- GRIFFITHS, BILL**  
WABD, Akron, O.
- GRIFFITHS, DAVE**  
Sportsreel Of The Air  
WARM, Scranton, Pa.
- GRIGSBY, BILL**  
In Sport Life  
WMBH, Joplin, Mo.
- GROVES, GERRY**  
Sports Page  
KURV, Edinburg, Tex.
- GUBA, JOE**  
Sports Folio  
WEDO, McKeesport, Pa.
- GUNAN, JACK**  
Speaking Sports  
WJTN, Jamestown, N. Y.
- GUNDAKER, ED**  
WEP, Harrisburg, Pa.
- GUNTHERUP, GERALD**  
Sports Angles  
WDOS, Oneonta, N. Y.
- GOY, WILLIAM H.**  
KENO, Las Vegas, Nev.
- HACKBARTH, DICK**  
Sports Review  
KSCO, Santa Cruz, Calif.
- HACKETT, JIM**  
Box-Mount Sports Page  
WBUX, Doylestown, Pa.
- HADLEY, BUMP**  
WBZ-WBZA Boston-Springfield, Mass.
- HADLEY, BUMP**  
Bump Hadley Pitching  
WBZ-TV, Boston, Mass.
- HAIRGROVE, JIM**  
Play-by-Play  
KTEM, Temple, Tex.
- HALL, OAN**  
Sports Column  
WTSP, St. Petersburg, Fla.
- HALL, HALSEY**  
Time Out for Sports  
WCCO, Minneapolis, Minn.
- HALL, ROSS**  
KLIF, Dallas, Tex.
- HALLECK, MARK**  
Today in Sports  
WLEX, Lexington, Ky.
- HALPERN, WILLIAM S.**  
WLEB, Lebanon, Pa.
- HAMILTON, KEN**  
WELQ, Harrisburg, Pa.
- HANDLEY, LEE**  
WMCK, McKeesport, Pa.
- HANNAI, JIM**  
Spotlight on Sports  
WPGK, Battle Creek, Mich.
- HANSEN, CARROLL**  
Looking 'Em Over  
KQW, San Jose, Calif.
- HANSON, BO**  
Sports Huddle  
WPKR, Wisconsin Rapids, Wis.
- HARBIN, CHARLES**  
Today's Sport  
Montgomery, Ala.
- HARBRY, HENRY**  
Along the Sports Trail  
KKBH, Wichita, Kans.
- HARMON, KEN**  
Sports Parade  
WRLA, Ludington, Mich.
- HARMON, ROY LEE**  
WVNR, Beckley, W. Va.
- HARMON, MERLE**  
Spotlight On Sports  
KSFT, Trinidad, Colo.
- HARMON, TOM**  
Here Comes Harmon  
KFI, Los Angeles, Calif.
- HARMON, TOMMY**  
"Jimmy Durante Show," NBC
- HARMON, TOM**  
Harmony Huddle  
KIEV, Glendale, Calif.
- HARMON, TOM**  
Hoffman Huddle  
KFI-TV, Los Angeles, Calif.
- HARNISH, ROBERT C.**  
Sports Review, Football  
WLAN, Lancaster, Pa.
- HARP, RONALD**  
WALT, Tampa, Fla.
- HARPRING, JAMES**  
WFB, Middletown, O.
- HARRELL, BILL**  
KVOP, Painesville, Tex.
- HARRINGTON, JOHN**  
KTAR, Phoenix, Ariz.
- HARRIS, DAVE**  
KJBA, Yuma City, Calif.
- HARRIS, JACK**  
Tidewater Sports Parade  
WSAP, Portsmouth, Va.
- HARRIS, LEE**  
KIOA, Des Moines, Iowa
- HARRIS, WALTER**  
Sports Preview  
KPRC, San Francisco, Calif.
- HARRISON, BOB**  
Sports Parade  
WHNC, Henderson, N. C.
- HARRISON, JACK**  
Sportlites  
WLA V, Grand Rapids, Mich.
- HART, ROB**  
KPLC, Lake Charles, Pa.
- HARTMAN, ROME**  
Sportscope  
WIRK, W. Palm Beach, Fla.
- HARVEY TOM**  
WVCH, Chester, Pa.
- HARVILLE, CHARLES**  
Sports Parade  
WLPQ, La Salle, Ill.
- HASEL, JOE**  
Joe Hasel Sports Show: American Sports Page: Chesterfield Sports Show: Professional Football — N. Y. Giants (ABC).
- HATCH, JACK**  
Sportsman  
KWEI, Weiser, Ida.
- HATCH, JIM**  
WKNE, Keene, N. H.
- HATHORN, ROGER**  
KWSL, Lake Charles, La.
- HATTEE, WALLY**  
Spotlight On Sports  
KGB, San Diego, Calif.
- HAWKINS, JACK**  
KIHN, Pecos, Tex.
- HAWLEY, DICK**  
Sportscast  
WSGN, Birmingham, Ala.
- HAYES, JIM**  
Punformation Please  
KVOA, Tucson, Ariz.
- HAYES, PAT**  
KIRO, Seattle, Wash.
- HAYNES, BOB**  
Sports Roundup  
KCBQ, San Diego, Calif.
- HEALY, CHUCK**  
Sportscope  
WKIP, Poughkeepsie, N. Y.  
WGNV, Newburgh, N. Y.
- HEALY, DANIEL**  
WBRK, Pittsfield, Mass.
- HEATH, HAROLD**  
WOC, Davenport, Ia.
- HEDRICK, LEE**  
Sportscope  
KATL, Houston, Tex.
- HEILBRONER, LEWIS**  
Sports Parade  
WCPS, Tarboro, N. C.
- HEISS, BOB**  
Sports Flash  
WTMJ, Milwaukee, Wis.
- HEISS, BOB**  
WTMJ-TV, Milwaukee, Wis.
- HELPER, AL**  
WLW-T, Cincinnati, O.
- HEMBy, GORDON**  
Sports Memories  
WGGG, Gainesville, Fla.
- HEMINGWAY, NORMAN**  
Spotlight Sports  
WPAR, Parkersburg, W. Va.
- HENDRICKSON, JOHN**  
Sportswhirl  
KVOG, Casper, Wyo.
- HENRIKSON, LES**  
Les & Jim Sports  
WCON, Atlanta, Ga.
- HENRY, JOHN**  
KVOO, Tulsa, Okla.

## Sports Commentators—Radio-Television

- HERMAN, BERNIE**  
WSUA, Bloomington, Ind.
- HERRICK, SHERB**  
WOKO, Albany, N. Y.
- HERRIN, WELSON**  
WCCP, Savannah, Ga.
- HERRINGTON, HIGH**  
Latest in Sports  
KPBX, Beaumont, Tex.
- HEWEY, IRA I.**  
Spotlighting the Spotlight  
WFAI, Greenfield, Mass.
- HIBDON, MILTON**  
KTRB, Modesto, Calif.
- HICKS, DON**  
WCNT, Centralia, Ill.
- HICKS, FRANK**  
KYSM, Mankato, Minn.
- HICKS, TOM**  
Sports Roundup, Scores & Stories  
WLOH, Princeton, W. Va.
- HEIDEMA, JON**  
WDLF, Panama City, Fla.
- HIGHAM, LEO**  
Sporting Page  
KBUH, Brigham City, Utah
- HILL, DON**  
WAVE, Louisville, Ky.
- HILL, JERRY**  
Highlights in Sports  
KDYL, Salt Lake City, Utah
- HILL, SALLY**  
Sports Window  
KDYL, Salt Lake City, Utah
- HILLISM, HARRY**  
Sports Final  
WYLN, Olney, Ill.
- HITCHCOCK, JACK**  
KCOL, Fort Collins, Colo.
- HODGES, RUSS**  
The Scoreboard, WABD, New York, N. Y.; WCBS-TV, New York, N. Y.; N. Y. Giants, WMCA.
- HOGAN, TODD**  
WATW, Ashland, Wis.
- HOGAN, WILLIS C.**  
WSTS, Southern Pines, N. C.
- HOLBROOK, JOSEPH R.**  
Sports Review  
WPA Y, Portsmouth, O.
- HOLDER, EARL**  
WNNC, Newton, N. C.
- HOLMAN, HILLY**  
WGAP, Owosso, Mich.
- HOLMES, JOHNNY**  
KSWM, Joplin, Mo.
- HORNER, JACK**  
KSTP, St. Paul—  
Minneapolis, Minn.
- HORNER, JACK**  
KSTP-TV, St. Paul—  
Minneapolis, Minn.
- HORNING, DUTCH**  
Hornin' In On Sports  
KSIB, Creston, Iowa
- HORTON, BOB**  
WKTM, Mayfield, Ky.
- HORTON, THAD**  
WSB-TV, Atlanta, Ga.
- HOOPER, JACK**  
Report On Sports  
WEGE, Harrisburg, Pa.
- HOOPER, DON**  
WJMS, Ironwood, Mich.
- HOPKINS, DON**  
WATN Sportsman,  
WATN Scoreboard,  
WATN, Watertown, N. Y.
- HOPPER, CLYDE**  
Today in Sports, Late Sports  
Extra  
WRON, Roanoke, W. Va.
- HOWARD, JOHN**  
Sports Highlights  
WHJB, Greensburg, Pa.
- HOWARD, TONY**  
WPIK, Alexandria, Va.
- HOWRIGAN, CAL**  
Sports Review  
WTYS, Marianna, Fla.
- HOYT, WAITE**  
According to Hoyt  
WCPO, Cincinnati, O.
- HUBBEL, RALPH**  
WBEN-TV, Buffalo, N. Y.
- HUBER, PAUL**  
Preview in Sports  
WPVL, Waterville, Me.
- HUFF, WILLIS**  
WLBB, Carrollton, Ga.
- HULL, CHUCK**  
KPAS, Banning, Calif.
- HUMISTON, HOD**  
Sports Roundup  
KWHK, Hutchinson, Kans.
- HUNDLEY, ED**  
WLPB, Suffolk, Va.
- HENTLEY, MACK**  
WJRL, Lenoir, N. C.
- HUSING, TED**  
WMGM, New York, N. Y.
- HUSING, TED**  
Ted Husing Bondstand, WMGM;  
Sports NBC, CBS, ABC.
- HUSTED, DON**  
KVWC, Vernon, Tex.
- HUYCHT, AD**  
Best Bets  
KGY, Olympia, Wash.
- HYDEN, BILL**  
KNUS, Muskogee, Okla.
- HYSMAN, EDDIE**  
KCOR, San Antonio, Tex.
- I —
- INGSTAD, BOB**  
KQVC, Valley City, N. D.
- IZZARD, BOB**  
KCNK, Amarillo, Tex.
- J —
- JACKSON, BILL**  
Sports Review  
WOTM, Wilson, N. C.
- JACKSON, JIM**  
Sports with Jackson  
WKIX, Columbia, S. C.
- JAEGER, JOE**  
Sports Parade  
KXLE, Ellenburg, Wash.
- JAMES, DENNIS**  
Announcer, Emcee, Sportscaster;  
b. Jersey City, N. J., Aug. 24,  
1917; ed. Theater School of Dramatic Arts & Radio; St. Peter's  
College, B.S.; Bob Hawk Show,  
CBS; Can You Top This? Song  
of the Stranger; Lowyer Q; Tele-  
vision—Cosh & Carry; Sport-  
coster (Boxing, Wrestling).
- JAMES, DENNIS**  
Boxing & Wrestling  
WABD, New York, N. Y.
- JAMES, FRANK**  
Reports on Sports  
KPYR, Bismarck, N. D.
- JARSTEAD, JOHN**  
KBRQ, Bremerton, Wash.
- JARVID, BILL J.**  
News and Sports  
KVBG, Great Bend, Kans.
- JAY, BILL**  
WNOX, Knoxville, Tenn.
- JENNINGS, AL**  
WCPC, Savannah, Ga.
- JENSEN, RAN**  
WIKB, Iron Mountain, Mich.
- JEWELL, TONY**  
KUL, Garden City, Kans.
- JOHNSON, JAKE**  
KEBE, Jacksonville, Tex.
- JOHNSON, KEN**  
WCBT, Roanoke Rapids,  
N. C.
- JOHNSON, LEONARD**  
WFDE, Flint, Mich.
- JOHNSON, PAUL**  
Sports News and Views  
WTAC, Worcester, Mass.
- JOHNSON, ROLLIE**  
World of Sports  
WTCN, Minneapolis—  
St. Paul, Minn.
- JOHNSON, WARREN**  
WPFB, Middletown, O.
- JONAS, PAUL**  
Sports Dir., Sports Parade  
MBS
- JONES, COACH EARL**  
Sports Edition  
WPTM, Maysville, Ky.
- JONES, DEL**  
KFIO, Spokane, Wash.
- JONES, GORDON**  
Sportscope  
WCMR, Lemoine, Pa.
- JONES, J. D.**  
KJAM, Vernal, Utah
- JONES, ROBERT L.**  
Sports Highlights  
WSPR, Springfield, Mass.
- JONES, ROY**  
Sports Round-up  
WMOG, Covington, Ga.
- JONES, TOM**  
World in Sports  
WRFS, Alexander City, Ala.
- JORDAN, JOE**  
WKMO, Kokomo, Ind.
- JORDAN, MIKE**  
WLAT, Conway, S. C.
- JORGENSEN, ROY**  
KYUM, Yuma, Ariz.
- JOYCE, JOHNNY**  
WPAQ, Mt. Airy, N. C.
- JOYNER, GORDON**  
Sports Digest  
WMBD, Peoria, Ill.
- JULES, JULIUS**  
Sports Roundup  
WSBR, Superior, Wis.
- K —
- KAHN, BENNY**  
WNDB, Daytona Beach, Fla.
- KALLINGER, PAUL**  
Sports Review  
KDLK, Del Rio, Tex.
- KANDEL, RAY**  
WMON, Montgomery, W. Va.
- KANE, JOHN E.**  
Today's Sports  
WHEB, Portsmouth, N. H.
- KAUFMAN, SAM**  
WWDC, Washington, D. C.
- KAUPER, JAMES**  
WIKC, Iron Mountain, Mich.
- KEARCE, CECIL**  
WRGA, Rome, Ga.
- KEARNS, CHARLES**  
Kearna Korner  
WKTY, LaCrosse, Wis.
- KEATING, BILL**  
WHYN, Holyoke, Mass.
- KEFLER, GENE**  
KPHC, Walsenburg, Colo.
- KEENE, BILL**  
Time Out for Sports  
KBOL, Boulder, Colo.

## Sports Commentators—Radio-Television

- KEENE, ROY D., JR.**  
WENR-TV, Chicago, Ill.
- KEEP, BARNEY**  
Keep-ing Up with Sports  
KEX, Portland, Ore.
- KEHL, TONY**  
KOLT, Scottsbluff, Neb
- KEHOE, JACK**  
KOLO, Reno, Nev.
- KEHOE, PATRICK**  
Sports Parade  
WMAM, Marinette, Wis.
- KELLEY, BOB**  
Parade of Sports  
KMPC, Los Angeles, Cal.
- KELLY, DAN**  
Sport Tips  
KIFI, Idaho Falls, Ida.
- KELLEY, PAT**  
Sports Whirl  
WSFC, Somerset, Ky.
- KELLY, TOM**  
WJMS, Ironwood, Mich.
- KEMPTON, AL**  
KBIO, Burley, Ida.
- KENDALL, DEAN**  
KRDU, Dinuba, Calif.
- KENDRICK, JIM**  
KMA, Shenandoah, Ia.
- KENNESSEY, JED**  
KKN, Visalia, Calif.
- KENNEY, JACK**  
World of Sports  
WDLE, Marshfield, Wis.
- KERR, DON**  
WATV, Newark, N. J.
- KESSLER, GENE**  
WCFL, Chicago, Ill.
- KEYES, HICH**  
Bulging the Breeze with  
High Keyes  
KSUN, Bisbee, Ariz.
- KICHLINE, RON**  
Sport News and Views  
WHUM, Reading, Pa.
- KILIAN, JIM**  
Sports Closeuo  
WSCR, Scranton, Pa.
- KILLIAN, MAX**  
Headlines in the World of  
Sports  
WGRV, Greeneville, Tenn.
- KILMER, DON**  
Great Moments in Sports  
KSUE, Susanville, Calif.
- KILPATRICK, BILL**  
Speaking of Sports  
WGVA, Geneva, N. Y.
- KINCAID, FRED**  
WRR, Dallas, Tex.
- KINDER, DICK**  
Spotlight on Sports  
WKDE, Newberry, S. C.
- KING, ARTHUR**  
Sports News  
WEEL, Boston, Mass.
- KING, BILL**  
Sports Scrapbook Sports  
Roundup, Play-by-Play  
WTAD, Quincy, Ill.
- KING, DUB**  
WTAW, College Station, Tex
- KING, RALPH**  
Speaking of Sports  
WTOU, Kokomo, Ind.
- KING, WAYNE**  
Today in Sports  
KOVG, Valley City, N. D.
- KINNAIRD, JOE**  
Sports Director  
KCSB, San Bernardino, Calif.
- KIRBY, BILL**  
Sportotopics  
WDSM, Superior, Wis.
- KIRBY, DOROTHY**  
WSB-TV, Atlanta, Ga.
- KIRBY, LEE**  
Sports Spotlight  
WBT, Charlotte, N. C.
- KLEMP, LLOYD**  
On The Side Lines  
KDAN, Oroville, Cal.
- KLEY, HERB**  
Sports Parade  
WHBL, Sheboygan, Wis.
- KLISE, RED**  
KHQ, Spokane, Wash.
- KNAPP, JOHN**  
Speaking of Sports  
WIGA, Ashtabula, O.
- KNOX, JAMES**  
KICM, Mason City, Ia.
- KOPSKY, MIKE**  
Sportshighlights  
KVRG, Colorado Springs, Colo.
- KONZ, WALLY**  
Football Prophet  
KFIZ, Fond Du Lac, Wis.
- KOMASA, ANDY**  
Sports Bill  
WTWT, Stevens Point, Wis.
- KORZELIUS, GENE**  
WBNY, Buffalo, N. Y.
- KOTEL, STAN**  
Sportsreel  
WNVA, Norton, Va.
- KRACHER, JOE**  
KQCA, Kilgore, Tex.
- KREBSBACH, CALIR E.**  
KGCK, Sidney, Mont.
- KROEN, ED**  
WKPA, New Kensington, Pa.
- KUBAIT, CHARLIE**  
Jr. Sports Parade  
WAYS, Charlotte, N. C.
- KYLE, FORREST**  
Sports Review  
KLO, Ogden, Utah

### — L —

- LACHENMEIER, RUDY**  
Sports Page Final  
KGW, Portland, Ore.
- LACKEY, F. E.**  
Sportscast  
WHOP, Hopkinsville, Ky.
- LAFFOON, HAROLD, E.**  
KSGN, Sanger, Cal.
- LAFRANCHISE, CHARLES**  
Sports Forum, Pigskin Pre-  
dictions  
KPOJ, Portland, Ore.
- LAMBERT, ROGER**  
Sports Notebook  
KORN, Fremont, Neb.
- LAMEAR**  
Sports Slants  
KWJL, Albany, Ore.
- LANDAU, DANNY**  
Sports Director  
WRSB, Cleveland Hgts, O
- LANDIS, LVLE B.**  
Play by Play  
WKAI, MaComb, Ill.
- LANDMAN, LOU**  
WTBA, Madison, Wis.
- LANGELLA, BEN**  
WBHB, Fitzgerald, Ga.
- LANE, BILL**  
Bill Lane's Sports Review  
WCYE, Bristol, Va.
- LANE, LARRY**  
Sport Shots  
WHBO, Tampa, Fla.
- LANE, RICHARD**  
KTLA, Los Angeles, Calif.
- LANKFORD, JACK**  
Sports Mirror  
KRIG, Odessa, Tex.
- LANSING, GERRY**  
KWTZ, Waco, Tex.
- LARSON, JIMMY**  
KIXI, Shelby, Mont.
- LASSEN, LEO**  
Sports Page of the Air  
KING, Seattle, Wash.
- LAVALLE, JACK**  
Sports Roundup  
KATE, Albert Lea, Minn.
- LAWRENCE, JOHNNY**  
Spotlight Sports  
WABY, Albany, N. Y.
- LAWRENCE, WILLARD**  
Sports Resume  
WCKB, Dunn, N. C.
- LAWSON, JERRY**  
WJOC, Jamestown, N. Y.
- LEAKE, BUS**  
The Sports Review  
WDNE, Elkins, W. Va.
- LEAMING, JAMES**  
Sports Hi-Lights, Great Mo-  
ments in Sports  
WFPG, Atlantic City, N. J.
- LEBOW, GUY**  
Hockey, baseball, football, bas-  
ketball, wrestling, boxing, com-  
mentaries (WPIX).
- LECIUS, EDWARD**  
WOTW, Nashua, N. H.
- LEE, BARNY**  
Sports Roundup  
WBBC, Flint, Mich.
- LEE BERT**  
WMCM, New York, N. Y.
- LEE, BERT**  
WHN, New York, N. Y.
- LEE, BERT, JR.**  
WMCM, New York, N. Y.
- LEE, BOB**  
KCOK, Tulare, Calif
- LEE, BRUCE**  
WHIT, New Bern, N. C.
- LEE, ZEB**  
Sports Parade  
WKSJ, Asheville, N. C.
- LEIBMAN, NED**  
World Of Sports, Sports Di-  
rect  
KYJC, Medford, Ore.
- LENBARD, BILL**  
Sportline  
WFUR, Grand Rapids, Mich.
- LENNON, PAUL**  
Sports Digest  
WTON, Bloomington, Ind.
- LENOX, JOHN**  
Sportscope  
KHEC, Okmulgee, Okla.
- LEONARD, LEN**  
WHAW, Weston, W. Va.
- LESTER, TOM**  
High School Sports Roundup  
WESX, Salem, Mass.
- LEVIN, SAM**  
Sports Parade  
KSAN, San Francisco, Cal
- LEWIS, ARNOLD**  
WCAX, Burlington, Vt
- LEWIS, BARNEY**  
Play by Play  
WLDS, Jacksonville, Ill.
- LEWIS, ED**  
Sports Resume, of The Day  
KFXJ, Grand Junction, Colo.
- LEWIS, LOWELL**  
Speaking of Sports  
WCPA, Effingham, Ill
- LIEBBE, SPIKE**  
KWPC, Muscatine, Ia.
- LIPEZ, HARRIS**  
Sports Parade  
WBPZ, Lock Haven, Pa.
- LITCHMAN, ART**  
Sports Final  
KUGN, Eugene, Ore.
- LIVINGSTON, SAM**  
Down Sports Avenue  
WKYB, Paducah, Ky.

**Sports Commentators—Radio-Television**

**LLOYD, BOB**  
WHBY, Appleton, Wis.

**LLOYD, VINCE**  
Sports Digest  
WMBD, Peoria, Ill.

**LOMAX, STAN**  
Stan Lomax-Sports; WOR, WHN,  
New York, N. Y.

**LOMAX, STAN**  
WOR, New York, N. Y.

**LORENZ, GEORGE**  
Sports Parade  
WXRA, Buffalo, N. Y.

**LOWE, WALT**  
In The Bleachers  
KDSH, Boise, Ida.

**LOWERY, BILL**  
WXII, Atlanta (Buckhead)  
Ga.

**LUNDOQUIST, ELDON**  
WTRC, Elkhart, Ind.

**LUSK, BERNIE**  
KROC, Rochester, Minn.

**LYNCH, RALPH**  
KSPA, Nacogdoches, Tex.

— **Mc** —

**McALEEE, "RED"**  
KDTN, Dubuque, Ia.

**McALLISTER, DON**  
Sports Time  
WBDO, Orlando Fla.

**McBRIDE, FLESTER**  
KGLH, Safford, Ariz

**McCABE, TOM**  
Sports Topics, Sports Roundup  
KANA, Anacosta, Mont.

**McCALL, JACK**  
Sports Hi-Lights  
KSYL, Alexandria, La.

**McCANN, ROBERT**  
Sports Parade  
KBMY, Billings, Mont.

**McCARATHY, CLEM**  
NBC  
Horse Racing

**McCARATHY, DICK**  
Roundup of Sports  
WKNY, Kingston, N. Y.

**McCARATHY, JACK**  
Boxing  
WPIX, New York, N. Y.  
Race of the Day, ABC

**McCARATHY, JIM**  
On The Sports Scene  
WBRE, Wilkes-Barre, Pa.

**McCARATHY, WILLIAM**  
WABC, Rochester, N. Y.

**McCARTY, MARSH**  
Sports Spectator  
WCOM, Parkersburg, W. Va

**McCLANAHAN, BILL**  
KWSL, Lake Charles, La.

**McCLELLAN, ROBERT**  
6-15 Sports  
KTXL, San Angelo, Tex.

**McCLELLAND, PAUL**  
KHMO, Hannibal, Mo.

**McCOLGAN, WILLIAM**  
WSBY, Rutland, Vt.

**McCRARY, OWELL**  
Sports Roundup  
KVOL, Lafayette, La.

**McCRARY, BLACK**  
REBE, Jacksonville, Tex

**McCRUM, TOM**  
Sports Today  
WKJG, Fort Wayne, Ind.

**McCUTCHEON, DON**  
Sports Memories  
KASH, Eugene, Ore.

**McDONALD, BILL**  
WOSH, Oshkosh, Wis

**McDOWELL, ROY**  
WJOL, Florence, Ala.

**McDULIN, WILLIAM C.**  
World of Sports  
WMOH, Hamilton, O.

**McENANEY, JIM**  
WNLC, New London, Conn

**McFALL, DON**  
WTRC, Elkhart, Ind.

**McGILL, MAURY**  
WLIO, East Liverpool, O

**McGRATH, ED**  
Duke Sports Show  
WSPA, Sparta, S. C.

**McINTIRE, CHARLES**  
Pigs-in Parade  
WMBH, Joplin, Mo.

**McINTYRE, JIM**  
WINN, Louisville, Ky.

**McKECHNIE, JAMES A.**  
Sports'ants  
WENE, Eudicott, N. Y.

**McKELLAR, DON**  
WRMS, Ware, Mass.

**McKERNAN, JOHN**  
Maine Sports  
WLBZ, Bangor, Me

**McKENNA, JACK**  
Sports Round-Up  
WJBC, Duluth, Minn

**McKINNON, BILL**  
Shell Digest  
WBNS, Columbus O.

**McKINNON, BOB**  
Sports Roundup  
WRFS, Alexander City, Ala

**McLAIN, DONALD**  
Sports of Today  
WBGBO, Forest City, N. C

**McLEAN, JACK**  
Sketch Book of Sports  
WJPS, Evansville, Ind.

**McLEAN, PHIL**  
WILB, Detroit, Mich.

**McLEMORE, MORRIS**  
WIOO, Miami, Fla.

**McLENDON, GORDON**  
KLP, Dallas, Tex.

**McLINN, STONEY**  
Sports Shots Sports Parade  
Sports Roundup  
WIP, Philadelphia, Pa.

**McMULLEN, DCK**  
Sports Review  
KCLL, Houma, La.

**McNALLY, RAY**  
KFYC, Lubbock, Tex.

**McNAMARA, LAWRENCE**  
WNHC, New Haven, Conn.

**McNEVIN, JOHN**  
Spotlighting on Sports  
WDRR, Syracuse, N. Y.

**McRAE, JOHN**  
Sports Editor  
WABL, Bangor, Me.

— **M** —

**McLEAN, JOHN**  
Sports Parade  
WSAC, Columbus, Ga.

**McLELLAN, JOHN**  
Tenpin Topics  
WKNY, Kingston, N. Y.

**McMILLAN, L. H.**  
Gulf Sports Reporter  
WHEG, Rochester, N. Y.

**McMULLEN, GEORGE**  
WTAL, Tallahassee, Fla.

**McNEIL, JIM**  
McNeil On Sports  
WTSD, Lumberport, N. C

**McWILLIAMS, DONALD J.**  
WCSH, Portland, Me.

**MAACK, CARL**  
KSMI, Seminole, Okla.

**MAGRINI, BUD**  
Bud Magrini's Previews &  
Reviews  
KSRO, Santa Rosa, Cal.

**MAGUIRE, THOMAS**  
Eastern Shore Sports Round-  
up  
WCMD, Cambridge, Md.  
Deportivas Venerable

**MAJONADO, JUAN**  
WAPA, San Juan, P. R.

**MANASSEH, PAUL**  
Sports Final  
KWKH, Shreveport, La.

**MANDERSON, STEVE**  
WGAC, Augusta, Ga.

**MANGIN, LES**  
WOMT, Manitowoc, Wis.

**MANN, CARL**  
The World Of Sports  
KVET, Austin, Tex.

**MANN, STU**  
In The Bleachers  
WJOL, Minneapolis, Minn

**MANNERS, DAVE**  
Sports Review, Sports Final  
WAFX, Montgomery, Ala.

**MANNING, TOM**  
WTAM, Cleveland, O.

**MANNING, TOM**  
WNNC, Cleveland, O.

**MAPLES, GRADY**  
KTNN, Tucumcari, N. Mex

**MARIN, WILLIAM A.**  
The Sportsman  
WAFB, Florence, Ala.

**MARGET, MANNY**  
KVXO, Moorhead, Minn.

**MARIANA, NICK**  
KXJK, Great Falls, Mont.

**MARR, ERNIE**  
WCMW, Canton, O.

**MARIN, HERIBERTO**  
WNEI, San Juan, P. R.

**MARSH, ROY**  
Sports Today  
WHLF, South Boston, Va.

**MARSHALL, DICK**  
WAGM, Presque Isle, Me.

**MARSHALL, JOHN**  
WGRD, Grand Rapids, Mich

**MARSTON, KEN**  
WCSR, Polaski, Tenn

**MARTIN, BILL**  
Arena Fights  
KFOX, Long Beach, Cal.

**MARTIN, BOB**  
Sports Column  
WFOR, Portland, Me.

**MARTIN, DICK**  
Sports Parade  
WCMT, Ashland, Ky.

**MARTIN, GLEN**  
KIZ, Denver, Colo.

**MARTIN, N. R.**  
Highlights in Sports  
WFNC, Fayetteville, N. C.

**MASON, FRANK**  
WSLB, Odgensburg, N. Y.

**MASON, JOE**  
Sports Review  
WPLE, Huntington, W. Va

**MASON, LUTHER**  
WISC, Madison, Wis

**MATTHEWS, TOM**  
Radio Sports Page  
WFRP, Savannah, Ga.

**MATYAN, JOE**  
Speaking Of Sports  
WGMT, McMinville Tenn

**MAUGINS, BILL**  
KSOK, Arkansas City, Kans.

**MAWSON, DICK**  
KMVI, Waikuku, Maui, T. H.

**MAXWELL, JOCKO**  
WWRL, Sports Club  
WWRL, New York, N. Y.

## Sports Commentators—Radio-Television

- MAY, ROY**  
Sports Hi-Lites  
WTMV, East St. Louis, Ill.
- MAYER, JACK**  
Spotlight On Sports  
W&B, Albany, Ga.
- MAXNARD, BILL**  
KTTX, Springfield, Mo.
- MAZER, BILL**  
Sports Extra  
WKBW, Buffalo, N. Y.
- MEADE, WARREN**  
Sports Dial  
KGVO, Missoula, Mont.
- MEIER, JACK**  
WMBS, Uniontown, Pa.
- MENTON, BILL**  
The Sportlite  
WRRG, Mobile, Ala.
- MERRILL, WILLIAM**  
KMHT, Marshall, Tex.
- MERRIMAN, DON**  
Sports Page, Sports Jamboree  
WHDL, Olean, N. Y.
- MESKILL, BOB**  
Sports Spotlight  
WIBC, Bloomington, Ill.
- MEYER, AL**  
KPOW, Powell, Wyo.
- MICHELSON, BILL**  
KWBW, Hutchinson, Kans.
- MIDDLETON, NORWOOD C.**  
The Sportsman  
WPLV, Palaski, Va.
- MILBURN, BOB**  
Sports World  
KGKL, San Angelo, Tex.
- MILLER, DICK**  
KDWT, Stamford, Tex.
- MILLER, DON**  
WTOG, Toledo, O.
- MILLER, GEORGE**  
WPTB, Albany, N. Y.
- MILLER, JACK**  
KGGP, Coffeyville, Kans.
- MILLER, JIM**  
Sports News  
WQQW, Washington, D. C.
- MILLER, JOHNNY**  
WAIR, Weston-Salem, N. C.
- MILLER, PETER**  
Sports Scope  
KTM, San Rafael, Cal.
- MILLER, SKIP**  
Sports Shorts, Sports Parade  
WJSW, Altoona, Pa.
- MILLS, RUSS**  
WFOB, Marietta, Ga.
- MILNER, GENE**  
Sports Extra  
WCAP, Asbury Park, N. J.
- MISTOVICH, MIKE**  
KORA, Byron, Tex.
- MITCHELL, DON**  
KGYW, Vallejo, Cal.
- MITCHELL, H. I.**  
Seeing Red With Mitchell  
KSG, Crawley, La.
- MITCHELL, JIM**  
Sports Review  
WCVS, Springfield, Ill.
- MITCHELL, PAUL**  
Special Sports Features  
KSYL, Alexandria, La.
- MITCHELL, WALTER**  
Sports Today  
WADE, Wadesboro, N. C.
- MITTAN, RAY**  
Sporting News of the Day  
WHFB, Benton Harbor, Mich.
- MOFIELD, RAY**  
Football Forecast  
WPAD, Paducah, Ky.
- MOLEN, SAM**  
Sports Highlights, & Parade  
of Sports  
KMBC, Kansas City, Mo.
- MOLEN, SAM**  
KFRM, Kansas City, Mo.
- MOLINARO, LAWRENCE**  
WNAR, Norristown, Pa.
- MONKMAN, ROBERT**  
WRJN, Racine, Wis.
- MONROE, BOB**  
Great Moments in Sports  
WFTL, Ft. Lauderdale, Fla.
- MOONEY, GEORGE**  
Miles Eye View of Sports  
WHBM, Memphis, Tenn.
- MOORE, BILL**  
Play-by-Play  
WNJR, Newark, N. J.
- MOORHEAD, TOM**  
WEIL, Philadelphia, Pa.
- MOORHEAD, TOM**  
WFL-TV, Philadelphia, Pa.
- MOREHOUSE, ERNIE**  
WASK, Lafayette, Ind.
- MORGAN, ED**  
KBON, Omaha, Neb.
- MORGAN, HANK**  
Sports Review, Sports Pre-  
view, Sports Scoreboard  
WNOA, Raleigh, N. C.
- MORGAN, RAY**  
WWDG, Washington, D. C.
- MORRIS, ALAN**  
WNLG, New London, Conn.
- MORRIS, BOB**  
KBRD, McCook, Neb.
- MORSE, RALPH**  
Sports News  
WEEI, Boston, Mass.
- MOTLEY, RAYMOND**  
World of Sports  
WMOH, Houston, O.
- MOWRY, LEE**  
WLAQ, Rome, Ga.
- MULHERIN, PVT**  
Sports Review  
WRDW, Augusta, Ga.
- MULLINAN, ED**  
WLAG, LaGrange, Ga.
- MULNEY, DANIEL**  
WAVZ, New Haven, Conn.
- MURDOCK, HOWARD**  
WIMS, Michigan City, Ind.
- MURPHY, BOB**  
Sports Extra  
KOMA, Oklahoma City, Okla.
- MURPHY, BILL**  
WCCC, Hartford, Conn.
- MURPHY, BOB**  
Sports Column of the Air  
WJR, Detroit, Mich.
- MURPHY, JACK**  
Sports Flashback  
KWRZ, Flagstaff, Ariz.
- MURPHY, WENDELL**  
Sports Page  
WMA, Moultrie, Ga.
- MURRAY, BUDDY**  
KLCN, Fayetteville, Ark.
- MURRAY, DON**  
Spotlight on Sports  
WDBJ, Roanoke, Va.
- MURRAY, JAMES**  
WYON, Woonsocket, R. I.
- MUZZY, JIM**  
Today's Sports Today, Sports  
Wheel  
WHBC, Canton, O.
- N —
- NABORS, PAT**  
Sports Review  
WSOC, Charlotte, N. C.
- NAGLER, AL**  
WJBK, Detroit, Mich.
- NAGLER, AL**  
WJBK-TV, Detroit, Mich.
- NANIA, JOHN**  
Sports Review, Sports  
Memories  
WALL, Middletown, N. Y.
- NASH, BOB**  
Sports In Review  
KDSH, Boise, Ida.
- NASH, HARRY**  
Sports in the News  
WNJR, Newark, N. J.
- NATION, HERSCHEL**  
Sports Previews, Sports Finals  
WOCF, Chattanooga, Tenn.
- NASON, RICHARD E.**  
WJIM, Lansing, Mich.
- NASSAU, ROY**  
WLTR, Bloomsburg, Pa.
- NATION, HERSCHEL**  
Sports Hour  
WOCF, Chattanooga, Tenn.
- NEAL, BOB**  
Sports in Shorts  
WGAR, Cleveland, O.
- NEAL, DON**  
Sports Review  
KWIK, Longview, Wash.
- NEINAS, CHUCH**  
WDLB, Marshfield, Wis.
- NELSON, CARL**  
WTFM-TV, Milwaukee, Wis.
- NELSON, CARL**  
Gridiron Parade  
WCMJ, Milwaukee, Wis.
- NELSON, JOHN W., JR.**  
WESB, Bradford, Pa.
- NELSON, LINDSEY**  
Sports Tour  
WKGK, Knoxville, Tenn.
- NELSON, PAUL**  
Sports Wheel  
KDFE, Pergus Falls, Minn.
- NESPER, PAUL**  
Sports in Brief  
WMOA, Marietta, O.
- NEW, JIMMY**  
Jimmy New's Sport Show
- NEWCOMB, CHARLIE**  
WBHF, Cartersville, Ga.
- THE SPORTS WORD**  
WORD, Spartanburg, S. C.
- NEWELL, HAL**  
WBKA, Brockton, Mass.
- NEWKIRK, BILL**  
6-30 Special  
KATL, Houston, Tex.
- NEWSON, L. A., JR.**  
KENO, Las Vegas, Nev.
- NICHOLS, DENO**  
Sports Parade  
KLRA, Little Rock, Ark.
- NICHOLSON, JOHN**  
Sports Special  
WTMC, Ocala, Fla.
- NIELSON, WALT**  
WCCC, Hartford, Conn.
- NINEMIRE, WES**  
Sports Headlines & Highlights  
KRHD, Duncan, Okla.
- NOLAN, HARRY**  
Sports Review  
WJBW, New Orleans, La.
- NORMAN, JAY**  
World of Sports  
WIGM, Medford, Wis.
- NORMAN, NEIL**  
Sports Review  
WIL, St. Louis, Mo.
- NORMANDINE, MICHEL**  
CKAC, Montreal, Que.
- NORWIG, GEORGE**  
WSSC, Charleston, S. C.
- NOVAK, JAY**  
KOKO, La Junta, Colo.
- NORVELL, CASKEY**  
WINC, Winchester, Va.

## Sports Commentators—Radio-Television

- O —
- O'BRIEN, DON**  
KROA, Des Moines, Iowa
- O'BRIEN, GENE**  
Sports Briefs  
KISD, Sioux Falls, S. D.
- O'BRIEN, SHERRY**  
Sports Show  
WDAS, Philadelphia, Pa.
- O'BRIEN, TOMMY**  
KTRM, Beaumont, Tex.
- O'BYRNE, JOE**  
KYW, Philadelphia, Pa.
- O'CONNOR, TOM**  
WBIZ, Eau Claire, Wis.
- O'DONNELL, BILL**  
Parade of Sports  
WJFF, Herrin, Ill.
- O'DONNELL, BILL**  
WBX Sports Trail  
WBX, Utica, N. Y.
- O'HALLERAN, PAT**  
Forecast—Cascade Sports  
KPQ, Wenatchee, Wash.
- OLIVER, GERRY**  
Prophet  
KSCE, Susanville, Cal.
- OLSON, DAN**  
KDEC, Decorah, Iowa
- O'MALLEY, CHICK**  
Sports Matinee  
WACE, Chicopee, Mass.
- O'NEIL, EUGENE**  
WYON, Woonsocket, R. I.
- O'NEILL, LOU**  
Sports Time  
WVRL, New York, N. Y.
- ORNEST, STAN**  
Sportscast  
WGES, Miami, Fla.
- O'ROURKE, BERTIE**  
Sports With O'Rourke  
WMMW, Meriden, Conn.
- ORK, BILL**  
Behind Sports Page  
WICY, Malone, N. Y.
- ORUM, BILL**  
Sports Review  
WEW, St. Louis, Mo.
- OSBORNE, GENE**  
Sports Extra  
WQUA, Moline, Ill.
- OSTROFF, SGT. BILL**  
Sports Quiz  
WMBM, Miami Beach, Fla.
- OSTROFF, JEFF**  
WHAT, Philadelphia, Pa.
- O'SULLIVAN, TIM**  
Story Of Sports  
WGL, Fort Wayne, Ind.
- OVERTON, DAVE**  
Sports Review  
WERC, Birmingham, Ala.
- OWENS, OICK**  
Speaking Of Sports  
WSSL, Shamokin, Pa.
- P —
- PACKARD, CHARLES**  
Sports Album  
KSWI, Council Bluffs, Iowa
- PAGE, ELIOT**  
Page on Sports  
WWSR, St. Albans, Vt.
- PAGE, JOHN**  
Paging Sports  
WCSS, Amsterdam, N. Y.
- PAIGE, CARL**  
KRAM, Las Vegas, Nev.
- PARADY, BILL**  
KCKY, Coolidge, Ariz.
- PARADY, BILL**  
Along Sport Trail  
KCKY, Coolidge, Ariz.
- PARKER, FRANK**  
The Sportsman  
WCLE, Clearwater, Fla.
- PARKER, VIRGIL**  
Sports Revue  
KORE, Eugene, Ore.
- PARKES, HAL**  
Sports Sparks  
KOLE, Fort Arthur, Tex.
- PARKS, DEL**  
The Sports Trail  
WAMS, Wilmington, Del.
- PARSLEY, BILL**  
KSEL, Lubbock, Tex.
- PARSONS, MARSHALL**  
Parsons' Sports  
WQAM, Miami, Fla.
- PARTON, RED**  
Sportscop  
WOLF, Syracuse, N. Y.
- PASS, NOEL**  
Sports Spoilite  
WKAY, Glasgow, Ky.
- PASSAGE, GEORGE**  
WRVA, Richmond, Va.
- PASSE, LOEL**  
World Of Sports  
WTNB, Birmingham, Ala.
- PATASHNICK, HY**  
Sports Lowdown  
WKOI, North Adams, Mass.
- PATRICK, VAN**  
Strictly Sports  
WGAR, Cleveland, O.
- PATTERSON, JIMMY**  
WISE, Asheville, N. C.
- PAULL, ED**  
WCED, Dubois, Pa.
- PAULOS, BOB**  
WOKZ, Alton, Ill.
- PAYNE, LLOYD**  
Sportscope  
WDXE, Chattanooga, Tenn.
- PECK, AL**  
Strikes & Spares  
KROS, Clinton, Iowa
- PECK, C. W.**  
KRUL, Covallis, O.
- PERCE, PETE**  
World Of Sports  
WBCC, Bethesda-Chevy Chase, Md.
- PENDLEY, GEORGE**  
WGA, Gainesville, Ga.
- PKNFIELD, ADDISON**  
Sports Report  
WRNY, Rochester, N. Y.
- PETE, JOHNNY**  
Sports Review  
WPIC, Sharon, Pa.
- PERICOLA, FRANK**  
Sports Spotlight  
WEAR, Pensacola, Fla.
- PERKINS, CLEN**  
Sports Review  
KANS, Wichita, Kans.
- PERRY, BUSH**  
Sports Parade  
WRHP, Tallahassee, Fla.
- PERRY, KEN**  
Hemm's Sportscast, Campus  
Sportscast  
KFKA, Greeley, Colo.
- PETERS, JAY**  
KONO, San Antonio, Tex.
- PETERS, KEN**  
Cal. League Baseball  
KTMS, Santa Barbara, Cal.
- PETERSEN, HARRY**  
KOTA, Rapid City, S. D.
- PETERSON, EDDY**  
Sportscast  
KSUB, Cedar City, Utah
- PETERSON, JOHNNY**  
KIVAK, Stuttgart, Ark.
- PHILBIN, ROBERT**  
WJOL, Joliet, Ill.
- PHILLIPS, CONRAD**  
Sports Time  
WGIV, Charlotte, N. C.
- PHILLIPS, DAVE**  
Sports Final  
WHAW, Weston, W. Va.
- PHILLIPA, PAT**  
KGCU, Maudan, N. D.
- PIERRO, LOUIS**  
Scores & Sidelights  
WHUC, Hudson, N. Y.
- PIERSON, BILL**  
Sports Corner  
WHKK, Akron, O.
- PIKE, DICK**  
Sportscope  
WKNX, Saginaw, Mich.
- PETTENGER, DICK**  
Sports Headlines, Scoreboard  
WFDM, Indianapolis, Ind.
- PITZER, JULIAN**  
WMIK, Middlesboro, Ky.
- PLATIS, GEORGE**  
KLIX, Twin Falls, Ida.
- POPE, BILL**  
Daily Sports News  
WJTR, Albany, N. Y.
- POPE, BILL**  
Sports Front  
WENY, Elmira, N. Y.
- POPPER, JACK**  
WJOB, Hammond, Ind.
- PORTER, WINSLOW**  
Sports Review  
WINC, Winchester, Va.
- POSENKE, BRAD**  
Game Time Rhythms,  
Hickory House  
WNMP, Evanston, Ill.
- POSEY, HORACE**  
Sports News  
WVNC, Asheville, N. C.
- POUCHER, WAYNE**  
Looking at Sports  
WUSN, Charleston, S. C.
- POWERS, DENNIS**  
WTND, Orangeburg, S. C.
- PREATER, GENE**  
Sportscast  
KTJS, Hobart, Okla.
- PRATT, RICK**  
WELI, New Haven, Conn.
- PRESTON, LEW**  
Sports Highlights, Casting  
About  
KVAI, Amarillo, Tex.
- PRESTON, V. M.**  
KASA, Elk City, Okla.
- PREUSS, RUSS**  
Sportscast  
KTTR, Rolla, Mo.
- PRICE, DAN**  
Sports Events  
WFTW, Fort Wayne, Ind.
- RICHARD, BOB**  
Your Sports Parade, Pigskin  
Pickers, Wildcat Rally Dragon  
Rally  
KPLT, Paris, Tex.
- RICHARD, CHUCK**  
Sportographs  
KWRO, Coquille, Ore.
- PRINCE, BOB**  
Case Of Sports  
WJAS, Pittsburgh, Pa.
- PROCTOR, BOB**  
Sports Parade  
WLBJ, Bowling Green, Ky.
- PROVINCE, BOB**  
Keystone Sports Review  
WKNA, Charleston, W. Va.
- PRYOR, BILL**  
Spotlight on Sports  
WNBP, Binghamton, N. Y.
- PYLE, JACK**  
Sports World Today  
WLAC, Nashville, Tenn.



## Sports Commentators—Radio-Television

**PYNE, JOE**  
WVCH, Chester, Pa.

### — Q —

**QUADE, WARREN**  
Sports Parade  
KCOY, Santa Maria, Cal.  
**QUIGLEY, E. C.**  
Ernie Quigley's Sports  
WIBW, Topeka, Kans.  
**QUINN, JACK**  
WDZ, Tuscola, Ill.  
**QUINN, RAY**  
Spot-Lite On Sports  
WBKA, Brockton, Mass.

### — R —

**RAEBURN, JOHNNY**  
Sports Special  
WMIK, Mt. Vernon, Ill.  
**RAMOS, CARMONA**  
WRIA, Caguas, P. R.  
**RAND, TED**  
Play By Play  
KDRS, Paragould, Ark.  
**RANGER, JIM**  
KFSM, San Mateo, Cal.  
**RATLIFF, BILL**  
Sports Hi-Lights  
KROY, Sacramento, Cal.  
**RAY, LARRY**  
KCKN, Kansas City, Kans.  
**RAYMON, PAUL**  
WJRD, Tuscaloosa, Ala.  
**RAYMOND, JACK**  
Sports Parade  
WISN, Milwaukee, Wis.  
**REED, BILL**  
Sports Scrapbook  
KYOU, Greeley, Colo.  
**REED, DON**  
WJAC, Norfolk, Neb.  
**REED, PAT**  
Regal Sports Parade  
KIOX, Bay City, Tex.  
**REED, RED**  
Sports Parade  
WHKP, Hendersonville, N. C.  
**REESE, JAMES E.**  
Sports Review  
WWWB, Jasper, Ala.  
**REEVE, RAY**  
Sports Parade  
WRAL, Raleigh, N. C.  
**REEVES, GEORGE**  
WINN, Louisville, Ky.  
**REEVES, GRADY**  
WFUN, Huntsville, Ala.  
**REEVES, JACK**  
KUOA, Siloam Springs, Ark.  
**REGAN, TOM**  
Your Fishcaster  
KFOX, Long Beach, Cal.  
**REID, JIM**  
WPTF, Raleigh, N. C.  
**REILLY, ED**  
Sports Parade  
WGAA, Cedartown, Ga.  
**REITH, HARRY**  
Man About Town  
WKST, New Castle, Pa.  
**REMAND, OLLIE**  
Grand Prize Sports Review  
KEPO, El Paso, Tex.  
**RAQUARD, JAY**  
American Sports Parade  
WSID, Baltimore, Md.  
**REYNOLDS, LEO**  
Sports Spotlight  
KREC, Abilene, Tex.  
**REYNOLDS, FRANK**  
8:30 Final  
WJOB, Hammond, Ind.

**REYNOLDS, ROBERT F.**  
Spotlight on Sports, Hats Off  
Today  
WTAC, Flint, Mich.  
**REX, JOE**  
WLOK, Lima, O.  
**RHODES, DICK**  
WAYE, Waynesboro, Va.  
**RICO, VALENTINE WILLIAM**  
WVJP, Caguas, P. R.  
**RIED, PAUL**  
Sports Parade  
WKLF, Clinton, Ala.  
**RIGBY, LOEHR**  
KPAS, Banning, Cal.  
**RILEY, HARRY**  
Riley Reports the Sports  
WVWV, Fairmont, W. Va.  
**RIND, JULES**  
WPEW, Philadelphia, Pa.  
**ROBERT, HARRY**  
KYW, Philadelphia, Pa.  
**ROBERTS, DON**  
WKNE, Keene, N. H.  
**ROBERTS, DONALD**  
The Sportlight  
KDB, Santa Barbara, Cal.  
**ROBERTS, JACK**  
KHUZ, Borger, Tex.  
**ROBERTS, JUD**  
KQFL, Roswell, N. Mex.  
**ROBERTS, LARRY**  
Sports Summary  
WHB, Kansas City, Mo.  
**ROBERTSON, STUART**  
KDLR, Devils Lake, N. D.  
**ROBEY, HARRY**  
Sports Whirl  
JHUB, Watsonville, Cal.  
**ROBINSON, JACKIE**  
WMCA, New York, N. Y.  
**ROBINSON, WAYNE**  
KVOW, Littlefield, Tex.  
**ROCHE, DICK**  
Sports Round-up  
WMOC, Covington, Ga.  
**ROCKER, KEITH**  
WNBZ, Saranac Lake, N. Y.  
Sports Roundup  
**RODSTROM, LLOYD**  
KBRK, Everett, Wash.  
**ROGERS, RALEF**  
Spotlighting Sports  
KSOJ, San Jose, Cal.  
**ROLLINS, CHAP**  
KAGH, Pasadena, Cal.  
**ROMANCE, EDWARD**  
WPPA, Pottsville, Pa.  
**ROPER, CLAUDE**  
Fanfare  
KDRS, Paragould, Ark.  
**ROPER, PAUL**  
KWPM, West Plains, Mo.  
**ROPP, JOHNNY**  
Sports Review  
WKIX, Columbia, S. C.  
**ROSE, BOB**  
Sports Parade  
WDXB, Chattanooga, N. C.  
**ROSSETT, DICK**  
WCMW, Canton, O.  
**ROTH, BOB**  
WLEE, Richmond, Va.  
**ROVINSON, MAX**  
WKBW, Buffalo, N. Y.  
**ROWE, DAVE**  
Along Sports Rowe  
KSEI, Pocatello, Ida.  
**ROWLANDS, HUGH**  
Sports Spotlight, Speaking of  
Sports  
WOBT, Rhineland, Wis.  
**RUBIO, FERNANDO**  
Southern Select Sports  
KCOR, San Antonio, Tex.  
**RUE, JIM**  
KVOE, Santa Anna, Cal.

**RUSSEL, DAVE**  
Southwest Grid Chart  
KFDM, Beaumont, Tex.  
**RUSSELL, EARLE**  
Baseball  
KKOB, Stockton, Cal.  
**RUSSELL, PAUL**  
Sports Mike  
WHBS, Huntsville, Ala.  
**RUST, BILL**  
Sports Hi Lites  
KGVL, Greenville, Tex.  
**RYAN, NED**  
WHEN, Syracuse, N. Y.  
**RYAN, PAT**  
Spotlight Sports  
WABY, Albany, N. Y.  
**RYAN, WILLIAM III**  
Sports Billboard  
WESA, Charleroi, Pa.

### — S —

**SAGGAU, TIP**  
Sports Parade  
WOW, Omaha, Neb.  
**SAIDT, H. L.**  
Sport Shots  
WBUD, Morrisville, Pa.  
**SALSBURG, JOE**  
WARM, Scranton, Pa.  
**SALTER, ELMER G.**  
Sportswire  
WAUD, Auburn, Ala.  
**SANBORN, ARNIE**  
Sports Shorts  
KPKW, Pasco, Wash.  
**SANDERS, CHRIS**  
KOVO, Provo, Utah  
**SANDERS, GERRY**  
WOWO, Laurinburg, N. C.  
**SANDERS, HUGH**  
ABC Sports Review  
KITO, San Bernardino, Cal.  
**SANDLER, JACK**  
Sports Trail  
KOWH, Omaha, Neb.  
**SANDY, MIKE**  
WGAT, Utica, N. Y.  
**SANFORD, BUD**  
Speaking of Sports  
WFTL, Ft. Lauderdale, Fla.  
**SANFORD, CHARLES E.**  
WGUY, Bangor, Me.  
**SANFORD, PHIL**  
Sports Parade  
WTTH, Port Huron, Mich.  
**SARTRAIN, J. L., Jr.**  
WWWB, Jasper, Ala.  
**SAUNDERS, ERNIE**  
Sport Page of the Air  
WCHS, Charleston, W. Va.  
**SAVAGE, BOB**  
KTAQ, Green Bay, Wis.  
**SAVAGE, GUY**  
Sports Parade  
KLEE, Houston, Tex.  
**SAWYER, TOM**  
WDBO, Orlando, Fla.  
**SAYLES, FRED**  
WATV, Newark, N. J.  
**SCEARCE, BOB**  
Jax Sports Review, Fishermen's Corner  
WJBO, Baton Rouge, La.  
**SCHAEFFER, JOE**  
Speaking of Sports  
WCRO, Johnstown, Pa.  
**SCHAPP, MORTY**  
This Sports World  
WBBB, Burlington, N. C.  
**SCHERE, JOSEPH**  
KGFF, Pueblo, Colo.  
**SCHILLING, FRED**  
Sports Parade  
WFOY, St. Augustine, Fla.

## Sports Commentators—Radio-Television

- SCHINDLER, CARL**  
 Western Sportsman  
 KOOS, Coos Bay, Ore.
- SCHLEIFER, KEN**  
 Sport Spotlight  
 WBYS, Canton, Ill.
- SCHREINER, RAY**  
 WETL, Danville, Va.
- SCHROEDER, PAUL**  
 Sports Parade  
 WIMS, Michigan City, Ind.
- SCOTT, BOB**  
 Sports Chat  
 WSJS, Winston-Salem, N. C.
- SCOTT, DAVID**  
 WKNB, New Britain, Conn.
- SCOTT, HAROLD**  
 Today in Sports  
 WJAC, Johnstown, Pa.
- SCOTT, MARK**  
 Sports Parade, Sports Scope,  
 Baseball  
 WLOW, Norfolk, Va.
- SCOTT, RAY**  
 Do You Know Football  
 WCAE, Pitsburgh, Pa.
- SEARLES, NELL**  
 Sports Page  
 WFOX, Milwaukee, Wis.
- SEARS, BILL**  
 WCAU-TV, Philadelphia, Pa.
- SEAVEY, CECIL**  
 Sports News  
 KCEM, Boise, Ida.
- SEAVEY, SAM**  
 Sam Seavey's Sports  
 WWNH, Rochester, N. Y.
- SEELY, DOYLE**  
 Spotlight on Sports  
 KWIN, Ashland, Ore.
- SELLERS, BILL**  
 WCEC, Rocky Mount, N. C.
- SELLER, ART**  
 WBAC, Cleveland, Tenn.
- SHADDOX, LEON**  
 Sportscast  
 KHOZ, Harrison, Ark.
- SHAFER, RUD**  
 KWBW, Hutchinson, Kans.
- SHAFFER, FRED**  
 Corner On Sports  
 WBSA, York, Pa.
- SHAFFER, MAX**  
 In-Side on Sports  
 WDAN, Danville, Ill.
- SHANNON, GEORGE**  
 Sports in Brief  
 WTOK, Meridian, Miss.
- SHARP, DON**  
 WINK, Fort Myers, Fla.
- SHARPE, ED**  
 WODS, Jacksonville, Fla.
- SHAW, DAVE**  
 KRNO Sports-Show  
 KRNO, San Bernardino, Cal.
- SHAW, ERNIE**  
 Sports On Parade  
 WGGG, Gainesville, Fla.
- SHAW, ERNIE**  
 WMBR, Jacksonville, Fla.
- SHELTON, FLOX**  
 Sportscope  
 KSTA, Coleman, Tex.
- SHELTON, JIM**  
 Sports Review  
 WMOX, Meriden, Miss.
- SHENKEL, CHRISTOPHER**  
 WFCL, Fayetteville, R. I.
- SHEPARD, STEVE**  
 Sportscope  
 KEIO, Pocatello, Ida.
- SHEPHERD, CHARLIE**  
 Sports Parade  
 WDIK, Durham, N. C.
- SHEPHERD, WILLIAM**  
 WWGS, Dillon, Ga.
- SHERIDAN, LEE**  
 Sports Review  
 WFIG, Sumter, S. C.
- SHERMAN, RUD**  
 Today's Sports  
 WBAP, Fort Worth, Tex.
- SHEKMAN, RUD**  
 WBAP-TV, Fort Worth, Tex.
- SHEKMAN, DEAN**  
 Sports Hi-Lites  
 WGGY, Minneapolis, Minn.
- SHIELDS, STEVE**  
 Sports Angles & Sports  
 Reports  
 WDOS, Oneonta, N. Y.
- SHIVLEY, DICK**  
 Sports Review & Preview  
 WGBF, Evansville, Ind.
- SHUET, ROY**  
 WTOW, Albany, N. Y.
- SHUMATE, GENE**  
 KWRN, Reno, Nev.
- SIEBERT, DICK**  
 Report on Sports  
 WTCN, Minneapolis-St. Paul  
 Minn.
- SLUKE, PAUL**  
 WTCL, Tell City, Ind.
- SILVER, JULIAN**  
 Rupert Roundup  
 WJAR, Savannah, Ga.
- SIMPSON, JIM**  
 WARK, Hagerstown, Md.
- SIMPSON, JIMMY**  
 Sportspage of the Air  
 WMRC, Greenville, S. C.
- SIMPSON, NORMAN**  
 WWOOD, Lynchburg, Va.
- SIMPSON, WOODY**  
 Woody's Sports Shots  
 WJNC, Jacksonville, N. C.
- SIEMS, FRANK**  
 KSMN, Mason City, Iowa
- SINCLAIR, CLINT**  
 Sports Roundup  
 KSEM, Moses Lake, Wash.
- SINGER, JAN**  
 WMLO, Milwaukee, Wis.
- SINGLE, ERWIN**  
 Soccer News  
 WWRL, New York, N. Y.
- SINOT, ROY W.**  
 Sports of All Sports  
 KOPF, Ozden, Fla.
- SISSON, JOHNNY**  
 WERD, Atlanta, Ga.
- SIZOO, ROGER**  
 Sizoo Sports Reports  
 KTRF, Lufkin, Tex.
- SKINNER, DAVE**  
 White Cross Scoreboard  
 KWNW, Wenatchee, Wash.
- SKIRVIN, MAX**  
 WSLA, Bloomington, Ind.
- SLATER, BILL**  
 Football & Baseball  
 WABD, New York, N. Y.
- SLATER, MANNING**  
 Good Morning Sports, Good  
 Afternoon, etc.  
 WLIZ, Bridgeport, Conn.
- SLATER, SAM**  
 Sports Final  
 WPAR, Parkersburg, W. Va.
- SLATTERY, BILL**  
 WNAX, Yankton, S. D.
- SMALL, WILBER**  
 Metropolitan Voice of Sports  
 KWIK, Burbank, Cal.
- SMALLWOOD, JIM**  
 Sports Review  
 WEEK, Peoria, Ill.
- SMITH, BILL**  
 Sports Parade  
 WMFR, High Point, N. C.
- SMITH, BOB**  
 Sports Review  
 WOOD, Grand Rapids, Mich.
- SMITH, DICK**  
 Sports Roundup  
 WHB, Kansas City, Mo.
- SMITH, FRANK M.**  
 KHUM, Eureka, Calif.
- SMITH, JACK**  
 Sports Special  
 WDRG, Hartford, Conn.
- SMITH, LEE**  
 Sports Page  
 WACE, Chicopee, Mass.
- SMITH, LEO**  
 WNAC-TV, Boston, Mass.
- SMITH, RUSS**  
 Sports Special  
 KLPN, Miami, N. D.
- SMITH, TED A.**  
 KWRC, Pendleton, Ore.
- SNIDER, JOE**  
 Sports Parade  
 WJEJ, Hagerstown, Md.
- SOBRERO, FRANK**  
 KROW, Oakland, Calif.
- SORRELL, BILL**  
 WCFG, Kalamazoo, Mich.
- SOWDEN, FRANK**  
 News & Sports Final  
 WXGI, Richmond, Va.
- SPARTLIN, BOB**  
 KCSJ, Pueblo, Colo.
- SELL, BILL**  
 Cheerful Earful  
 WSLI, Jackson, Miss.
- SPENCER, MILTON**  
 Sports Roundup  
 WFLA, Tampa, Fla.
- SPOKES, AL**  
 Reports In Sports  
 WJOY, Burlington, VI.
- SPRAGUE, ED**  
 WCOL, Columbus, O.
- SQUIRES, SANDY**  
 Play by Play  
 WDOS, Oneonta, N. Y.
- STANLEY, LARRY**  
 KPH, Wichita, Kans.
- STANTON, PETER**  
 Sports Page of Air  
 WJPA, Washington, Pa.
- STARK, DOLLY**  
 WCBS-TV, New York, N. Y.
- STAUPFER, LEROY**  
 Speaking of Sports  
 WCPA, Clearfield, Pa.
- STEARNS, WILLIAM**  
 What's New In Sports  
 WHEB, Portsmouth, N. B.
- STEEB, BILL**  
 KFMB, San Diego, Cal.
- STEELE, BOB**  
 WTRC, Hartford Conn.
- STEELMAN, BOB**  
 KOIL, Omaha, Neb.
- STEER, PHIL**  
 WYCH, Chester, Pa.
- STEMMLER, NICK**  
 Sports Director  
 WRUN, Utica, N. Y.
- STENSTROM, JULIAN**  
 Sports Parade  
 WTRR, Sanford, Fla.
- STERN, BILL**  
 NBC, Colgate Sports Newsmen  
 of the Air  
 WNBC Sports Director
- STERN, BILL**  
 Sports Spotlite, Sport Shorts  
 WHYI, Newport News, Va.
- STERRETT, ROBERT**  
 In The Spotlight  
 WTGN, Staunton, Va.
- STEVENS, C.**  
 KVOE, Santa Anna, Cal.

**Sports Commentators—Radio-Television**

**STEVENS, JACK**  
WLaw, Lawrence, Mass.

**STEVENS, RALPH**  
Sports Review  
WTMA, Charleston, S. C.

**STEWART, M. D., Sr.**  
KNET, Palestine, Tex.

**STIRKAT, BOB**  
Sports in Review  
WGBB, Freeport, N. Y.

**STODDARD, KENT**  
Sportscast  
WMRN, Marion, O.

**STONE, VIRGIL E.**  
KGKB, Tyler, Tex.

**STORKY, BOB**  
Sports Page of the Air  
KSDN, Aberdeen, S. D.

**STOUT, ALLEN**  
WROL, Knoxville, Tenn.

**STREET, MALCOLM**  
Patty Sports Parade  
WHMA, Anniston, Ala.

**STREETMAN, J. P.**  
Fish and Game  
WTYS, Macanna, Fla.

**STRICKLAND, ARVIN**  
KWPM, West Plains, Mo.

**STRINE, EARL**  
Lyon's Sports  
WCHA, Chambersburg, Pa.

**SULLIVAN, CHARLEY**  
Late Sports News  
WMC, Memphis, Tenn.

**SULLIVAN, GENE**  
The Wise Old Owl of Sports  
KPEQ, St. Joseph, Mo.

**SUTHERLAND, BILL**  
Sports Reel  
WCAE, Pittsburg, Pa.

**SUTTON, CLARK**  
KYOU, Greeley, Colo.

**SWANSON, BOB**  
Sports Roundup  
WCAM, Camden, N. J.

**SWEENEY, B. J.**  
WHKC, Columbus, O.

**SWEENEY, WILLIAM**  
Bill Sweeney Sports  
WNEB, Worcester, Mass.

**SYMES, BILL**  
KTSL, Hollywood, Cal.

— T —

**TANBER, DOCC**  
Sports Tab  
WTOG, Toledo, O.

**TAPIER, VINCE**  
Sportscope  
WTPR, Paris, Tenn.

**TATE, ART**  
WBSB, Pensacola, Fla.

**TATE, VERNER**  
WFBC, Greenville, S. C.

**TAUR, SAM**  
WJGM, New York, N. Y.

**TAYLOR, JACK**  
Sports Highlights  
WHIS, Bluefield, W. Va.

**TEMPLETON, DICK**  
Sports Page of the Air  
KFRG, San Francisco, Cal.

**TERFLER, RICHARD**  
Sports Review  
WCKB, Dunn, N. C.

**TERRY, BILL**  
WAGA-TV, Atlanta, Ga.

**TERWEY, TVS**  
Sports Highlights  
WBR, Knoxville, Tenn.

**THACKER, JIM**  
WSON, Henderson, Ky.

**TELAP, BOB**  
Sports Parade  
KVIC, Victoria, Tex.

**THERINGER, GEORGE**  
Sports Roundup  
WRBL, Columbus, Ga.

**THOMAS, ED**  
WOMT, Manitowoc, Wis.

**THOMAS, HORACE**  
Area Sports  
WCPA, Clearfield, Pa.

**THOMPSON, BOB**  
KWSL, Lake Charles, La.

**THOMPSON, HAL**  
Sports Headlines  
KFJZ, Fort Worth, Tex.

**THOMPSON, JIMMY**  
WJL, Niagara Falls, N. Y.

**THORNBURGH, RED**  
WLW-TV, Cincinnati, O.

**THORNTON, HARRY**  
WAGC, Chattanooga, Tenn.

**THORNTON, WAYNE**  
KSUE, Susanville, Cal.

**THURMAN, JOHNNIE**  
KPJT, Lamesa, Tex.

**TIGHE, AL**  
KMHL, Marshall, Minn.

**TOAL, FRANK**  
Sports Roundup  
WARD, Johnstown, Pa.

**TOEBE, JAMES**  
Sports Parade  
KSCM, Ste., Genevieve, Mo.

**TOSTI, PHIL**  
World of Sports  
WKAL, Rome-Utica, N. Y.

**TOWNSEND, CHET**  
Sport Spotlight  
WCAW, Charleston, W. Va.

**TRANTER, CHARLES**  
WNAE, Warren, Pa.

**TRAVIS, BILL**  
WTUX, Wilmington, Del.

**TRAVNOR, HAROLD**  
KQV, Pittsburgh, Pa.

**TREDWAY, BILL**  
Sports Today  
KIJV, Huron, S. D.

**TRIMBLE, JOHN**  
Sports Roundup  
WBT, Charlotte, N. C.

**TROUT, LARRY**  
Sports  
KWFC, Hot Springs, Ark.

**TROUT, LARRY**  
Sports Wheel  
KWFC, Hot Springs, Ark.

**TRUESDALE, LARRY**  
Sports Trail  
WMNB, North Adams, Mass.

**TRUITT, ROLLIE**  
Sports Air-ena  
KWJJ, Portland, Ore.

**TSCHUDI, LOU**  
Sports Parade  
WING, Dayton, O.

**TSCHUMY, GEORGE J., Jr.**  
Today In Sports  
KTKR, Taft, Cal.

**TUCKER, JINN**  
WACO, Waco, Tex.

**TUCKER, JOE**  
Sports Special, DC Sports Review, Garden Sports Parade  
WWSW, Pittsburgh, Pa.

**TUCKER, TOMMY**  
Sports Spotlight  
WDAK, Columbus, Ga.

**TURNBULL, BEN**  
Sport Review  
WMSA, Massena, N. Y.

**TURNER, AL**  
KLIF, Dallas, Tex.

**TURNER, BOB**  
"Bob Turner, Sports"  
WHAM, Rochester, N. Y.

**TURNER, JIM**  
KOOT, Orange, Tex.

**TYLER, WAYNE**  
World of Sports  
WLVA, Lynchburg, Va.

**TAYSON, E. L.**  
WWJ-TV, Detroit, Mich.

**TYSON, Ty, E. L.**  
WWJ, Detroit, Mich.

— U —

**UFER, BOB**  
Along the Sports Sidelines  
WPAG, Ann Arbor, Mich.

**UIHRUCH, RAY**  
Sports Review, Sports Special  
WSOO, Sault Ste. Marie, Mich.

**UIRICH, MAX**  
WEOL, Elyria, O.

**UMBACH, BOB**  
Sports Review  
WJLD, Bessemer, Ala.

**UNGER, DICK**  
WENK, Union City, Tenn.

**UPSON, KEITH**  
Sports  
KIND, Independence, Kans.

**UTTEN, JIM**  
KILLO, Grand Forks, N. D.

— V —

**VACKNER, CHARLIE**  
WBNX, New York, N. Y.

**VAGNER, JACK**  
KRAL, Rawlins, Mo.

**VAILLE, ROLAND**  
In the Spotlight  
KCMJ, Palm Springs, Cal.

**VALENTI, FRANK**  
Sports Camera, Sports Review, Madison Square Garden Fights, Football, Major League Baseball

**VALLA, HONOLULU, T. H.**

**VAN HORNE, BILL**  
Sports Parade  
WTRF, Bellaire, O.

**VAN SLYKE, HARRY**  
KNAF, Fredericksburg, Tex.

**VAN VEIIZER, DONALD K.**  
Sports Page of the Air  
KROX, Crookston, Minn.

**VASQUEZ, PEDRO**  
Deprietas Northcoast  
WAPA, San Juan, P. R.

**VENCH, BOB**  
WCIL, Carbondale, Ill.

**VESTRO, AL**  
Sports Extra  
WTOR, Torrington, Conn.

**VOGEL, ART**  
KRNT, Des Moines, Iowa

**VRATIS, SOCS**  
KOLE, Port Arthur, Tex.

— W —

**WAGNER, BOB**  
Sports News  
WHIZ, Zanesville, Ohio

**WAGNER, JAY**  
WLEC, Sandusky, O.

**WAYNE, DAVID L.**  
Roundup of Sports  
KVAN, Vancouver, Wash.

**WAKEMAN, TONY**  
All Sports Parade  
WWDG, Washington, D. C.

**WALDEN, MYRON**  
Sports Column of the Air  
WTAX, Springfield, Ill.

**WALDEN, WARREN**  
WALK, Providence, R. I.

**WALKER, BOB**  
WACO, Waco, Tex.

**WALKER, DUCK**  
Navy Sports Show  
WJLD, Bessemer, Ala.

## Sports Commentators—Radio-Television

- WALKER, HAL**  
Sportingly Yours  
WMAW, Milwaukee, Wis.
- WALLER, EDMUND**  
WATR, Waterbury, Conn.
- WALSH, GEORGE**  
Looks 'Em Over  
WFIL, Philadelphia, Pa.
- WALSH, GEORGE**  
WFIL-TV, Philadelphia, Pa.
- WALTERS, JACK**  
The Sports Page  
WCNC, Elizabeth City, N. C.
- WALTON, EARL**  
Sports Summary  
KROS, Clinton, Iowa
- WALTON, LUKE**  
H-R Scoreboard, Sports Review  
WISH, Indianapolis, Ind.
- WARD, BILL**  
Time Out For Sports  
KRCR, Enid, Okla.
- WARD, GENE**  
In The Locker Room  
WMAA, New York, N. Y.
- WATERSTONE, HARRY**  
Sports Highlights  
KGEM, Boise, Ida.
- WARREN, HARRY**  
KUTA, Salt Lake City, Utah
- WATTRICK, DON**  
WXYZ-TV, Detroit, Mich.
- WATTRICK, DON**  
Sports Parade  
WXYZ, Detroit, Mich.
- WEATHERLY, BOB**  
WTAN, Clearwater, Fla.
- WEBB, JOHNNY**  
Speaking of Sports  
KFOX, Long Beach, Cal.
- WEEKS, JOE**  
WCBS, New York, N. Y.
- WEIGLE, FRANN**  
Race Review  
WAIT, Chicago, Ill.
- WEBBE, TED**  
WPAT, Paterson, N. J.
- WELCH, BILL**  
KTLA, Los Angeles, Cal.
- WEST, ALVIN**  
WTJS, Jackson, Tenn.
- WESTON, DON**  
Sports Dial  
KGVO, Missoula, Mont.
- WHEDEBE, CHARLES**  
Sports Revue  
WGTC, Greenville, N. C.
- WHITE, DON**  
As I See It  
KIT, Yakima, Wash.
- WHITE, EDDIE**  
WDHL, Brandon, Fla.
- WHITE, WILLIAM F.**  
KFJB, Marshalltown, Iowa
- WHITNEY, JERRY**  
KVVC, Ventura, Cal.
- WHITTIER, CHUCK**  
Chuck Whittier's Sports  
WILT, Wilkes-Barre, Pa.
- WHITWORTH, RAY**  
KAMQ, Amarillo, Tex.
- WIDMAN, RALPH**  
WFAA, Dallas, Tex.
- WIKE, DON**  
KUJ, Walla Walla, Wash.
- WILBUR, GORT**  
Sizing Up Sports  
WJNC, Jacksonville, N. C.
- WILDER, JOE**  
Sports Review  
WKLY, Hartwell, Ga.
- WILEY, BOB**  
Sports Revue  
WAKR, Akron, O.
- WILKINS, KIRK**  
KCSU, Provo, Utah
- WILLARD, SID**  
WEAM, Arlington, Va.
- WILLEFORD, GEORGE**  
WITZ, Jasper, Ind.
- WILLIAMS, BRUCE**  
KOCO, Salem, Ore.
- WILLIAMS, BUS**  
Sports Review  
KOPO, Tucson, Ariz.
- WILLIAMS, CHARLES**  
KWNQ, Winona, Minn.
- WILLIAMS, GEORGE**  
WCED, Dubois, Pa.
- WILLIAMS, LUTHER**  
Sports News  
WDXB, Chattanooga, Tenn.
- WILLIAMS, PAUL**  
WWJ-TV, Detroit, Mich.
- WILLIAMS, PAUL**  
WWJ, Detroit, Mich.
- WILLIAMS, TONY**  
KOMO, Kansas City, Mo.
- WILLIAMS, WALLY**  
Sports on Parade  
WCOG, Greensboro, N. C.
- WILLIAMSON, HADLEY**  
Sports Parade  
WSIC, Statesville, N. C.
- WILLIS, JOHN**  
Regal Plac Parade of Sports  
KTMS, Santa Barbara, Cal.
- WILLIS, REX, II**  
KHBC, Hilo, T. H.
- WILLS, HARRY**  
WJMC, Rice Lake, Wis.
- WILSON, BOB**  
Let's Talk Sports  
KRWK, Pasadena, Cal.
- WILSON, BOB**  
WADC, Akron, O.
- WILSON, HOWIE**  
Sport Roundup  
WKAI, McComb, Ill.
- WILSON, JOE**  
WBKB, Chicago, Ill.
- WILSON, KEN**  
Atlantic Sports Show, Football  
Predictions & Alibis  
WGST, Atlanta, Ga.
- WILSON, RAY**  
Sports Round Up  
KSBW, Salinas, Cal.
- WILSON, WARD**  
WMGM, New York, N. Y.
- WILTON, BOB**  
Sports On Parade  
KVEC, Sao Luis Obispo, Cal.
- WINDSOR, WALTER**  
Sports Page  
WGBA, Columbus, Ga.
- WISMER, HARRY M.**  
Sports Director, ABC; b. June 30,  
1912, Port Huron, Mich.; Florida  
U.; All Army Football Games;  
Professional Football Championships;  
Natl. Open Golf Tournament;  
Exclusive Army-Navy  
Game, Headline Edition; Natl.  
Tennis Championship; Champion  
Roll Call, ABC.
- WISMER, JOHN**  
Sports With John Wismer  
WHLS, Port Huron, Mich.
- WOLFF, BOB**  
WINX, Washington, D. C.
- WOLFF, BOB**  
WTFG, Washington, D. C.
- WOOD, EARL**  
Three Star Sports Final  
WJHP, Jacksonville, Fla.
- WOOD, RICHARD DALE**  
KTNM, Tucumcari, N. Mex.
- WOODALL, W. C., JR.**  
WDWD, Dawson, Ga.
- WOODHOUSE, JAMES C.**  
Sports Review  
WDNC, Durham, N. C.
- WOODRUM, TOMMY**  
WTIP, Charleston, W. Va.
- WOODS, JIM**  
Les & Jim Sports  
WCON, Atlanta, Ga.
- WOODS, TED**  
KFPA, Helena, Ark.
- WOODSIDE, SAM**  
Sports News  
WHCU, Ithaca, N. Y.
- WOODWARD, DICK**  
Sports Parade  
WGCD, Chester, S. C.
- WOODWARD, LeROY**  
WVJS, Owensboro, Ky.
- WRATHER, LOU**  
Sport Spotlight  
WENT, Union City, Tenn.
- WRATHER, LOU**  
Play-by-Play  
WDXI, Jackson, Tenn.
- WRIGHT, MANNY**  
KGEC, Galveston, Tex.
- WULCHIN, STEVE**  
Sports Whirl, Play By Play  
KSTC, Yreka, Cal.
- WYNNE, JIMMIE**  
Sports Review  
WAIR, Winston-Salem, N. C.
- WYMAN, MAL**  
KALL, Salt Lake City, Utah

— Y —

- VACK, GEORGE**  
WMRP, Lewiston, Pa.
- YEOMANS**  
Sports Memories  
KWNW, Wenatchee, Wash.
- YOAKAM, DICK**  
WHO, Des Moines, Ia.
- YOUNG, BILL**  
Carnival of Sports  
KAKE, Wichita, Kans.
- YOUNG, DALE**  
Who's Who In Sports  
WAOV, Vincennes, Ind.
- YOUNG, J. J.**  
Sports Review  
WERC, Erie, Pa.
- YOUNG, JIMMY**  
Scoreboard  
WHEM, Memphis, Tenn.
- YOWELL, JOE**  
KXOX, Sweetwater, Tex.

— Z —

- ZANE, JOHN**  
Sports Spotlight  
WMMW, Meriden, Conn.
- ZEANAH, CHARLES**  
Sports Column of the Air  
Tonight in Sports  
WSPA, Montgomery, Ala.
- ZEGARSKIE, EDMUND**  
Speaking of Sports  
WHJB, Cookeville, Tenn.
- ZELLNER, BOB**  
Sports Review  
WHLI, Hempstead, L. I.
- ZIELLMAN, JACK**  
Sport-ble  
WVLR, Versailles, Ky.
- ZIMF, SID**  
Sports Review  
KMPC, Los Angeles, Calif.
- ZIMMERMAN, BOB**  
Buckeye Sports  
WTNS, Coshocton, O.
- ZIMMERMAN, FRANK**  
WNDB, Daytona Beach, Fla.

# News Commentators (RADIO AND TELEVISION) —their work during 1948

— A —

**ACEVEDO, TOM**  
Noticiero Ford  
WORA, Mayaguez, P.R.

**ADAMS, CHARLES F.**  
Charles F. Adams & The News  
WMVA, Martinsville, Va.

**ADAMS, CLARENCE**  
Morning Herald, Daily Journal, Arkansas Traveler  
KBTM, Jonesboro, Ark.

**ADAMS, HENRY**  
KTIM, San Rafael, Calif.

**ADAMS, JOHN**  
CBS

**AFRISTON, JOHN**  
Observations  
KCSB, San Bernardino, Calif.

**AGRONSKY, MARTIN**  
ABC

**ALAMPI, PHIL**  
Freedom Gardener, WJZ Farm News  
ABC

**ALBANESE, MARGARET**  
Arrows in the Air  
KTIM, San Rafael, Calif.

**ALCOTT, CARROLL**  
WINS, New York, N. Y.

**ALDEN, GEORGE**  
KWBW, Hutchinson, Kans.

**ALDERSON, JOHN**  
WFBR, Baltimore, Md.

**ALEXANDER, WILLIAM C.**  
Noon News  
WTIK, Durham, N. C.

**ALLEN, CLIFF**  
WNOX, Knoxville, Tenn.

**ALLEN, GEORGE, JR.**  
KHMO, Hannibal, Mo.

**ALLEN, PHIL**  
KOIL, Omaha, Neb.

**ALLEN, ROBERT S.**  
WOR, New York, N. Y.

**ALLISON, GENE**  
D-X News  
WISH, Indianapolis, Ind.

**ALTMAN, HAL**  
Chatting with Hal  
KBLF, Red Bluff, Cal.

**ANDERSON, A. ROBERT**  
The Week's News in Review  
WTSV, Steubenville, O.

**ANDRES, JOE**  
Today's News  
WMAW, Milwaukee, Wis.

**ANDREWS, CHESTER**  
KSTT, Davenport, Ia.

**ANDREWS, H. G.**  
Dispelling the Fog  
WARD, Johnstown, Pa.

**ANDERSON, HOWARD**  
WMT, Cedar Rapids, Ia.

**ANDREWS, LARRY**  
Column of the Air  
KRUX, Phoenix, Ariz.

**ANDREWS, M. CARL**  
Over the Editor's Desk  
WDBJ, Roanoke, Va.

**ANTHONY, DICK**  
Morning Editor  
KDAL, Duluth, Minn.

**ANTHONY, JULIAN**  
News of Tomorrow, Headline Edition, News  
ABC

**ANTHONY, LEE**  
WTAD, Quincy, Ill.

**ARDEN, ROBERT**  
Your Foreign Correspondent  
KWIK, Burbank, Calif.

**ARDIS, BILL**  
Phillips 66 News  
KGKL, San Angelo, Tex.

**ARTHUR, BILLY**  
Billy Arthur Speaks  
WJNC, Jacksonville, N. C.

## Newscaster

"6 O'Clock News" . . WNBC  
(for Peter Paul Candy  
and Studebaker Cars)

"11 O'Clock News" . . WNBC  
(for Shell Oil Co.)

## Announcer

"When A Girl Marries"  
(NBC)  
(for General Foods)

"Who Said That?"  
NBC and WNBT

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# KENNETH BANGHART

## News Commentators—Radio-Television

**ASHLEY, CHARLES**  
WEEL, Boston, Mass.  
**AYERY, GAY**  
KPAB, Omaha, Neb.

### — B —

**BACH, ALWYN**  
KYW, Philadelphia, Pa.  
**BACK, HOWARD**  
WERC, Erie, Pa.  
**BADGER, BOB**  
The Editor Speaks  
WEDO, McKeesport, Pa.  
**BAILEY, CHARLES**  
WBHU, Anderson, Ind.  
**BAKER, ART**  
Announcer, Commentator; b. New York City, N. Y., 1898; Art Baker's Note Book, KECA—On air eleven years.  
**BALLINGER, KENNETH**  
WTAL, Tallahassee, Fla.  
**BALMERT, FRANCIS C.**  
WPAV, Portsmouth, O.  
**BANGHART, KENNETH**  
Six O'Clock News, Eleven O'Clock News, WNBC; when a Girl Marries, Who Said That, NBC, WNBT; Universal Pictures.  
**BANKS, DAVE**  
News of the Hour on the Hour  
WDXI, Jackson, Tenn.  
**BARFIELD, HARRY**  
WAVS, Charlotte, N. C.  
**BARRETT, JOHN**  
WKY, Evansville, Ind.  
**BARRINGTON, BRUCE**  
Inside the Headlines  
KXOK, St. Louis, Mo.  
**BARROFF, LENNY**  
News Around the World  
WISR, Butler, Pa.  
**BARRY, JOHN**  
WBZ-WBZA, Boston-Springfield, Mass.  
**BARTELL, ED.**  
WPGH, Pittsburgh, Pa.  
**BATEY, HUGH**  
Feature Story  
WRBL, Columbus, Ga.  
**BAUER, FREDERIC**  
WJNN, Louisville, Ky.  
**BAUKAGE, H. R.**  
ABC  
**BAXTER, LIONEL**  
WAPI News  
WAPI, Birmingham, Ala.  
**BAYLOR, O. W.**  
As I See It  
WVLC, Versailles, Ky.  
**BEALL, JACK**  
ABC  
**BEATTY, MORGAN**  
NBC  
**BECKER, HARRY**  
KWBW, Hutchinson, Kans.  
**BEBBE, JON**  
KCOK, Tulare, Calif.  
**BEHRENS, MARVIN**  
WBZ-WBZA, Boston-Springfield, Mass.  
**BEHRMAN, C. T.**  
Simulair Reporter  
WANE, Ft. Wayne, Ind.  
**BELKNAP, WILLIAM**  
Town Crier  
KMVI, Wadon, Maui, T. H.  
**BELL, CHARLES E.**  
News Roundup  
WGCD, Chester, S. C.

**BELL, DON**  
Don Bell's News Analysis  
KWHK, Hutchinson, Kans.  
**BELLINGER, S.**  
News and Views  
WTCJ, Tell City, Ind.  
**BENECKSON, SAM**  
Town Reporter  
WKAT, Miami Beach, Fla.  
**BENNETT, JAMES**  
WWSO, Springfield, O.  
**BIGELOW, PAUL**  
WBML, Macon, Ga.  
**HIGGS, JOHN**  
WPOB, Hammond, Ind.  
**BIGLER, TOM**  
Wyoming Valley Reporter  
WILK, Wilkes-Barre, Pa.  
**BILLS, JOHN T.**  
Herald Reporter  
WQAM, Miami, Fla.  
**BINGHAM, BOB**  
Bob Bingham's Commentary  
WCNC, Elizabeth City, N. C.  
**BISHOP, O. H.**  
Meet Mr. Bishop  
WLIZ, Bridgeport, Conn.  
**BISHOP, PAT**  
KFI-TV News; Feature Wire  
KFI-TV, KFI, Los Angeles, Calif.  
**BJORNSON, BJORN**  
NBC  
**BJORNSON, VAL**  
Tomorrow's Headlines  
Tonight  
KSTP, St. Paul-Minneapolis, Minn.  
**BLACK, ALGERNON, DR.**  
**BLAINE, JAMES**  
12:30 Newsreel News Here & There  
KAMD, Darden, Ark.  
**BLAKE, LARRY**  
Noon Day News  
KEYS, Corpus Christi, Tex.  
**BODGEN, HILARY**  
WJAS, Pittsburgh, Pa.  
**BOHMAN, RONNIE**  
WKBS, Oyster Bay, N. Y.  
**BOLTON, PAUL**  
Straight Texas  
KTRC, Austin, Tex.  
**BOOTH, TED**  
KSOK, Arkansas City, Kans.  
**BOSWORTH, BOB**  
Studebaker News  
WDOD, Chattanooga, Tenn.  
**BOURGEOIS, CLAUDE**  
CKAC, Montreal, Que.  
**BOWERS, FRANK**  
It Happened Today  
WGTL, Kammopolis  
**BRANDT, ALBERT**  
WEVD, New York, N. Y.  
**BRANNON, BOB**  
Noon News  
KLOU, Lake Charles, La.  
**BRAWLEY, HARRY M.**  
World News and You  
WGIS, Charleston, W. Va.  
**BREEN, EDWARD**  
Breakfast Edition of the News  
KVPD, Fort Dodge, Ia.  
**BREMSER, LABELL**  
KPAB, Omaha, Neb.  
**BRICE, DON**  
WKBN, Youngstown, O.  
**BRIDGES, JIMMY**  
The World Today  
WSB-TV, Atlanta, Ga.  
**BRINKLEY, DAVID**  
Newsreel  
WNBW & WRC, Washington, D. C.

**BROADWATER, ELWOOD**  
WCMW, Canton, O.  
**BROOKS, CLIFF**  
Outtown  
WGDF, Evansville, Ind.  
**BROOKS, ED**  
Farm Information  
WBDB, Burlington, N. C.  
**BROOKS, NED**  
NBC  
**BROWN, CKCIL**  
WMCA, New York, N. Y.  
**BROWNING, J. C.**  
Local News  
KOGT, Orange, Tex.  
**BROWNING, ROBERT**  
Town Crier  
WKNY, Kingston, N. Y.  
**BRUCE, DON**  
WIRE, Indianapolis, Ind.  
**BRYAN, GEORGE**  
CBS  
**BURDETT, WINSTON**  
WTOP, Washington, D. C.  
CBS  
**BURGESS, FRANK**  
First Edition  
WGAA, Codaotown, Ga.  
**BURKE, GORDON C.**  
KGMB, Honolulu, T. H.  
**BURKLAND, TED**  
WKMO, Kokomo, Ind.  
**BURLINGAME, ROBERT**  
KICA, Des Moines, Ia.  
**BURLINGHAM, LLOYD**  
The Farming Business  
WRFD, Warrington, O.  
**BURNS, W. M., JR.**  
KOV, Pittsburh, Pa.  
**BUTLER, HOMER**  
WUBQ, Harrisburg, Md.  
**BLTZ, BOB**  
News Editor  
KBOL, Boulder, Colo.  
**BYNG, EDWARD**  
WEVD, New York, N. Y.  
**BYRIN, JAMES A.**  
Texas News  
WBAP-TV, Fort Worth, Tex.  
**BYRON, JAMES A.**  
WBAP, Fort Worth, Tex.

### — C —

**CADELL, RAYMOND**  
Raymond Caddell and the News  
WHSC, Hamisville, S. C.  
**CALDWELL, JAMES**  
Press Conference  
WAVE-TV, Louisville, Ky.  
**CALHOUN, ALSTON**  
WBBQ, Augusta, Ga.  
**CALMER, NED**  
CBS  
**CAMPBELL, CLAUDE N., JR.**  
WCLA, Baton Rouge, La.  
**CANHAM, ERWIN**  
NEWS, The Christian Science Monitor, Canham Views the News  
ABC  
**CAPRON, PAUL**  
G-zette Review  
WASA, Havre de Grace, Md.  
**CARLSON, EDWARD**  
Editors View the News  
WGAN, Portland, Me.  
**CAREY, WILLIAM P.**  
Herald Reporter  
WQAM, Miami, Fla.  
**CARLTON, PETER**  
WRCS, Aoshkie, N. C.

**News Commentators—Radio-Television**

**CAROTA, FRED**  
Local News  
WWSG, Glens Falls, N. Y.

**CARROL, JAMES**  
Early Morning News  
WBBB, Burlington, N. C.

**CARTER, SHEELA**  
Background News  
WTCN, Minneapolis, Minn.

**CAWLEY, TOM**  
Grass Roots  
WNBF, Binghamton, N. Y.

**CHAMBERLAIN, HOWARD**  
WLW, Cincinnati, O.

**CHAMBERLAIN, HOWARD**  
WINS, New York, N. Y.

**CHAPEL, JOHN K.**  
KROW, Oakland, Calif.

**CHAPLIN, W. W.**  
NBC

**CHARLTON, DICK**  
WFRP, Savannah, Ga.

**CHESLEY, ALEXANDER**  
6 o'Clock News  
WSFC, Somerset, Ky.

**CHEVERTON, RICHARD**  
KWPC, Muscatine, Ia.

**CHILDS, CLINTON S.**  
Community Forum  
KMVI, Wailuku, Maui, T. H.

**CHILDS, RALPH**  
KMA, Shenandoah, Ia.

**CHITTY, FRED**  
From Our Viewpoint  
KVAN, Vancouver, Wash.

**CHOATE, BOB**  
Headline News  
KWPC, Hot Springs, Ark.

**CHRISTIE, GEORGE**  
Old Crusader, Grins & Gripes  
WPEA, Manchester, N. H.

**CIERPKE, ALFRED, DR.**  
WDXB, Chattanooga, Tenn.

**CLARK, DALE**  
WAGA, Atlanta, Ga.

**CLARK, JOHN**  
Press Conference  
WAYE-TV, Louisville, Ky.

**CLARK, RAY**  
WOW, Omaha, Neb.

**CLARKE, JACK**  
7:00 AM News  
KTIP, Porterville, Calif.

**CLARY, MIKE**  
WKWV, Albany, N. Y.

**CLAYTON, ROBERT**  
WJAS, Pittsburgh, Pa.

**CLEARY, JOSEPH M.**  
News Review  
WESB, Bradford, Pa.

**CLOSE, UPTON**  
MBS

**COFFIN, TRIS**  
ABC

**COLEY, LEM**  
WRFS, Alexander City, Ala.

**COLLINGWOOD, CHARLES**  
CBS

**COLLINS, DAVE**  
Local News  
WBYS, Canton, Ill.

**COLLINS, TED**  
Kate Smith Speaks  
MBS

**COMBS, GEORGE HAMILTON, JR.**  
Editorial Slant on the News; 12 O'Clock News, WMGM, New York, N. Y.

**COMPTON, GEORGE C.**  
WJPS, Evansville, Ind.

**COMPTON, WALTER**  
Walter Compton and the News  
WTFG, Washington, D. C.

**CONAWAY, RAY**  
Ten O'Clock News  
KXYZ, Houston, Tex.

**CONDON, GLENN**  
Hometown News  
KAKC, Tulsa, Okla.

**CONEX, LEE**  
WLCS, Baton Rouge, La.

**CONNER, GEORGE**  
Man Next Door  
KVAN, Vancouver, Wash.

**CONNOLLY, JAMES P.**  
News Editor  
WITH, Baltimore, Md.

**CONNOR, JOE**  
WKRZ, Oil City, Pa.

**CORBETT, BAYLISS**  
WPDF, Flint, Mich.

**CORBELL, ANN**  
Column of the Air  
KELD, El Dorado, Ark.

**COSTELLO, BILL**  
CBS



**WALTER KIERNAN**

Daily: 6:30-6:55 • 7:15-7:55 a.m.

**WJZ**

"Kiernan's Corner" "News & Views"

**WJZ-TV**

**Gabriel Heatter**

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**COEUR, JERRY**  
Log and Saw  
KIEM, Eureka, Calif.

**COURTNEY, DON**  
KIRO, Seattle, Wash.

**COVINGTON, THOMAS B.**  
Local & State News  
WHOP, Hopkinsville, Ky.

**CRANDALL, MARK**  
Pace of the World Today  
KFEL, Denver, Colo.

**CRAWFORD, KENNETH**  
Newsweek Analysis  
WABD, New York, N. Y.

**CRAWFORD, SAM**  
News and Views  
KGY, Olympia, Wash.

**CROKER, WILLIAM J.**  
KDEC, Decorah, Ia.

**CRONICAN, LEE**  
WHP, Harrisburg, Pa.

**CROWE, HILTON**  
News on the Hour  
WALT, Tampa, Fla.

**CULBER, NELSON**  
Suburban League News  
WNMP, Evanston, Ill.

**CUNNINGHAM, BILL**  
MBS

**CURRIE, CARLTON E.**  
WLOX, Biloxi, Miss.

**CUSICK, FRED**  
The News Right Now  
WVOM, Boston, Mass.

**— D —**

**D'ACCARDO, GENE**  
Top Story  
KTRB, Modesto, Calif.

**DALTON, KENNETH G.**  
WBET, Brockton, Mass.

**DALY, JOHN**  
CBS

**DANCEY, CHARLES**  
WSIV, Pekin, Ill.

**DAUBENSPECK, ED**  
Empire Builder  
KIYI, Shelby, Mont.

**DAVIDSON, MEADE**  
Leaders In Exile  
WWRM, New York, N. Y.

**DAVIS, ELMER**  
ABC

**DAVIS, HAL**  
KCMJ, Palm Springs, Calif.

**DAVIS, REX**  
KMOX, St. Louis, Mo.

**DAWSON, JOHN**  
KGDE, Fergus Falls, Minn.

**DAY, CHARLES**  
WGAR, Cleveland, O.

**DEBNAM, W. E.**  
Debnam Views the News  
WPTF, Raleigh, N. C.

**DEMERJIAN, HAIG**  
WKBS, Oyster Bay, N. Y.

**DENISON, C. B.**  
Between the Lines  
WMRC, Greenville, S. C.

**DE JON, LYTHE ORME**  
WRON, Roncoveverte, W. Va.

**DENNIS, BELMONT**  
The World This Week  
WMOG, Covington, Ga.

**DEWART, SIM**  
News Director  
WERC, Erie, Pa.

**DIXON, STANLEY**  
Stanley Dixon and the News  
WBEX, Chillicothe, O.

**DONAHUE, JOSEPH**  
Naugatuck Valley News  
WATR, Waterbury, Conn.

**DOTY, LOCKWOOD**  
WCOR, Atlanta, Ga.

**DOUGLAS, ERNIE**  
Dinnerbell  
KOY, Phoenix, Ariz.

**DOUGLAS, W. D.**  
News and Views  
WCNU, Crestview, Fla.

**DOWNEY, JOE**  
Headline Parade  
Ontario Calif.

**DOWNS BILL**  
CBS

**DREIER, ALEX**  
NBC—Skelly News

**DRESCHLER, GERRY**  
WISC, Madison, Wis.

**DRISCOLE, RICHARD**  
WLIP, Kenosha, Wis.

**DRYFOOS, LEON**  
WERC, Erie, Pa.

**DUNBAR, WILLIS F. DR.**  
WKZO, Kalamazoo, Mich.

**DUNCAN, NORVIN**  
News—N Duncan  
WFBC, Greenville, S. C.

**DUQUESNE, ALBERT**  
CKAC, Montreal, Que.

**DURAN, TED**  
KBUC, Corona, Calif.

**DWYER, EDDIE**  
Headline News  
WASA, Havre de Grace, Md.

**— E —**

**EAKER, FORREST**  
News Round-Up  
WMFT, Florence, Ala.

**EBEL, WALTER**  
News and Views  
KWFC, Hot Springs, Ark.

**EDWARDS, A. F.**  
World Affairs  
KWFT, Wichita Falls, Tex.

**EDWARDS, CURT**  
Dinner News  
WTCN, Minneapolis-St. Paul, Minn.

**EDWARDS, DOUGLAS**  
CBS, WCBS-TV, New York, N. Y.

**EDWARDS, FRANK**  
Edwards' Miniatures: Frank  
Edwards News  
WISH, Indianapolis, Ind.

**EDWARDS, FRED**  
KLIF, Dallas, Tex.

**EDWARDS, JOHN**  
ABC

**EID, LEIF**  
WRC, Washington, D. C.

**EKINS, H. R.**  
Ekins Views the News  
WKRT, Cortland, N. Y.

**ELDON, POLLY**  
Local News Round Up  
WSTP, Salisbury, N. C.

**ELLIOTT, JERRY**  
News and Views  
WCBT, Roanoke Rapids, N. C.

**ELLIOTT, MELVIN**  
WOR, New York, N. Y.

**ELLIOTT, TIM**  
News As It Happens  
WAKR, Akron, O.

**ELLIOTT, WILLIAM**  
Bill Elliott Reporting  
WLIZ, Bridgeport, Conn.

**EMBER, GEORGE G.**  
Under Capitol Dome  
KSEM, Moses Lake, Wash.

**EMERSON, E. B.**  
KGIV, Alamosa, Colo.

**ERDMAN, GEORGE H.**  
Manitowoc, Wis.

**ERK, E. CHRISTY**  
Survey of the News  
WBRY, Waterbury, Conn.

**ESTRELLA, BLANCE**  
Latin-American  
Commentator  
WIOD, Miami, Fla.

**EVANS, KEN**  
WOIC, Washington, D. C.

**EVINS, JOE**  
Washington Correspondent  
WGNS, Murfreesboro, Tenn.

**EWING, CLIFFORD E.**  
KVOC, Casper, Wyo.

**— F —**

**FACENDA, JOHN**  
Bulldog Edition, Night Extra  
WIP, Philadelphia, Pa.

**FAIS, ROBERT**  
KYNO, Fresno, Calif.

**FALER, DICK**  
WTAD, Quincy, Ill.

**FALTA, JOSEPH**  
Czech Breakfast  
WEDC, Chicago, Ill.

**FARELL, MAURY**  
5:30 News  
WAPI, Birmingham, Ala.

**FARRINGTON, FIELDS**  
CBS

**FEAGAN, BOB**  
Headline News  
WPDQ, Jacksonville, Fla.

**FERRANDOU, DON**  
WTAL, Tallahassee, Fla.

**FIDLER, JIMMIE**  
Hollywood Reporter  
ABC, MBS

**FIELDS, ERIC**  
WTND, Orangeburg, S. C.

**FIFE, OTTO**  
KSUB, Cedar City, Utah

**FINLEY, ELMER A.**  
Home Edition  
WLBJ, Bowling Green, Ky.

**FINUCANE, BOB**  
News & Sports  
WYCH, Chester, Pa.

**FISCHER, DONALD F.**  
Morning Edition  
WGM, Quincy, Ill.

**FISHER, STERLING**  
NBC—"Our Foreign Policy"

**FLANAGAN, PAT**  
KOOL, Phoenix, Ariz.

**FLEISCHER, WILFRID**  
CBS

**FLETCHER, GRAEME**  
KAKE, Wichita, Kans.

**FLYN, ROBIN**  
KHQ, Spokane, Wash.

**FLYNN, ARTHUR**  
'Round the Town  
WLAW, Lawrence, Mass.

**FOBES, ALLAN**  
KYSM, Mankato, Minn.

**FORBES, GILBERT**  
WFBM, Indianapolis, Ind.

**FORD, JOHN**  
Breakfast News, Noontime  
News  
WTCN, Minneapolis, Minn.

**FORTSON, JOHN L.**  
NBC—"Religion in the  
News"

**FOSTER, CEDRIC**  
MBS

**FOSTER, WALTON**  
Between the Lines  
KTXL, San Angelo, Tex.

**FWOLE, FARNSWORTH**  
CBS

**FOX, BILL**  
WPTW, Piqua, O.



**News Commentators—Radio-Television**

— G —

**FRANCES, AL**  
Pure Oil News  
WHBC, Canton, O.

**FRANK, PAUL B.**  
WHKC, Columbus, O.

**FRANKISH, GRANT**  
WOBS, Jacksonville, Fla.

**FRASER, GORDON**  
News Correspondent, Commentator, Announcer (ABC), b. Lawrence, Mass. Feb. 4, 08. ed. U. of Maine, Brown University, Ph.D. United Nations Highlights; U. N. Correspondent for Headline Edition; Nancy Craig; Gordon Fraser, (WJZ); U. S. Steel Theater Guild; Ford Sunday Evening Hour; Woman of Tomorrow (ABC); News & Views (ABC-TV).

**FREDERICK, PAULINE**  
This Week Around the World. Headline Edition. News of Tomorrow  
ABC

**FRISCH, BOB**  
Morning News  
WMAW, Milwaukee, Wis.

**FROGGE, JOHN**  
News of Nassau  
WGGB, Freeport, N. Y.

**FROMME, GALEN**  
WBAL-TV, Baltimore, Md.

**FULDHEIM, DOROTHY**  
ABC

**FURNISS, WALTER**  
Cruise for News  
WCOL, Columbus, O.

**GAETH, ARTHUR**  
ABC

**GAILMOR, WILLIAM S.**  
WMGM, New York, N. Y.

**GAMMEL, SERNO B.**  
WTHH, Hartford, Conn.

**GANS, HARRY**  
Press Conference  
WAVE-TV, Louisville, Ky.

**GAPEN, KEN**  
NBC—"National Farm and Home Hour"

**GARDINER, DON**  
News. Tomorrow Morning's Headlines. Monday Morning Headlines  
ABC

**GARDNER, HY**  
Twin Views of the News  
MBS

**GARNER, J. E.**  
Behind the News  
KFPW, Fort Smith, Ark.

**GARRETSON, JOE**  
Joe Garretson and the News  
WSAI, Cincinnati, O.

**GARRISON, JOHN**  
On the News Front  
WFUN, Huntsville, Ala.

**GAUSS, CHUCK**  
WTMV, East St. Louis, Ill.

**GAVITT, DICK**  
KANS, Wichita, Kans.

**GAY, EUCASTE**  
WHAT, Philadelphia, Pa.

**GEARHART, NICK**  
KTBS, Shreveport, La.

**GELLESPIE, BOB**  
WWCO, Waterbury, Conn.

**GEORGE, ABNER H.**  
Rapid Chevrolet News  
KOTA, Rapid City, S. D.

**GIBSON, RILEY R.**  
Behind the News  
KOPP, Ogden, Utah

**GILCHRIST, TOM**  
WTMC, Ocala, Fla.

**GILLESPIE, DAVE**  
WLTC, Gastonia, N. C.

**GILLIS, EARLE**  
WHKC, Columbus, O.

**GISMONDI, JAMES**  
Gismondi Edits  
WMBS, Uniontown, Pa.

**GIVNEY, JOHN J.**  
On Capitol Hill  
WTRY, Troy, N. Y.

**GLACY, ROBERT**  
WKBW, Buffalo, N. Y.

**GLADDING, AL**  
York Journal of the Air  
WNOW, York, Pa.

**GLADSTONE, HENRY**  
WOR, New York, N. Y.

**GODBERRY, ROBERT**  
KFH, Wichita, Kans.

**GODDARD, DON**  
WINS, New York, N. Y.

**GODWIN, EARL**  
ABC

**GOLIGHTLY, GROVER**  
WSPA, Spartanburg, S. C.

**GONELLA, JOHN**  
WPTR, Albany, N. Y.

**GOODE, MICHAEL J.**  
People's Lobby  
WNHC, New Haven, Conn.



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HAMILTON  
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- GORDON, LEE**  
World's Picture in Words  
KAYL, Storm Lake, Ia.
- GOTTIEB, DICK**  
Shell Reporter  
KTHP, Houston, Tex.
- GOTWALD, HELEN**  
Looking Around  
WSBA, York, Pa.
- GOLLD, JOHN**  
WLAN, Lewiston, Me.
- GOW, GEORGE**  
KPH, Wichita, Kans.
- GRACE, TED**  
WWJ-TV, Detroit, Mich.
- GRANT, BRENTON**  
Nothing For Granted  
WLW-T, Cincinnati, O.
- GRANT, PETER**  
WLW-T, Cincinnati, O.
- GRANT, TAYLOR**  
Headline Edition  
ABC
- GRAU, PHIL A.**  
Topics of the Times  
WENZ, Milwaukee, Wis.
- GRAUER, BEN**  
NBC
- GRAY BARRY**  
WKAT, Miami Beach, Fla.
- GRAY, CHARLES W.**  
WHEB, Portsmouth, N. H.
- GRAY, JIM**  
WCFL, Chicago, Ill.
- GREEN, H. E.**  
KPKA, Greeley, Colo.
- GREER, BEN**  
WSPA, Spartanburg, S. C.
- GREGORY, MARK**  
WLOL, Minneapolis, Minn.
- GREUP, ERNST**  
News Digest  
WKRT, Cortland, N. Y.
- GREY, ROBERT**  
WFNC, Fayetteville, N. C.
- GREYSON, CARL**  
World In Review  
WSM, Nashville, Tenn.
- GRIFFIN, CLARENCE**  
WBBO, Forest City, N. C.
- GRIFFIN, MICHAEL**  
WTAQ, Green Bay, Wis.
- GRIFFIN, WAYNE**  
Sportsman  
WENR-TV, Chicago, Ill.
- GRULLO, HEMINIO TORRES**  
Comentarios Internacionales  
WVJP, Cagay, P. R.
- GRIM, GEORGE**  
WCCO, Minneapolis, Minn.
- GRISKEY, WILLIAM**  
KTOP, Topeka, Kans.
- GROSS, SHELDON**  
Town Crier, Town Topics,  
Atlantic City Forum of the Air  
WPPG, Atlantic City, N. J.
- GROVE, ROY**  
News At Six  
WTTM, Trenton, N. J.
- GUTHRIE, DAVID L. R.**  
WGPA, Bethlehem, Pa.
- HANSEN, ROBERT**  
Business News  
KSFO, San Francisco, Cal.
- HARKNESS, RICHARD**  
Story of the Week  
WNBW, Washington, D. C.
- HARMAN, J. MARION, SR.**  
The Guest Editor  
WTRR, Sanford, Fla.
- HARMAN, FRANK**  
Farm News, Blue Water  
Farmer & Dinner Bell  
WTTT, Port Huron, Mich.
- HARMON, ROY LEE**  
WVNR, Beckley, W. Va.
- HARNISH, ROBERT**  
CFC News  
WLAN, Lancaster, Pa.
- HARRIS, FRANCES KAY**  
Women's News  
KCRB, Galveston, Tex.
- HARRIS, HEBBERT J.**  
The World at Noon  
WERD, Atlanta, Ga.
- HARRIS, PAUL F.**  
WLIO, East Liverpool, O.
- HARRISON, BOB**  
WHNC, Henderson, N. C.
- HARROVER, BEN**  
WBAP-TV, Fort Worth, Tex.
- HARSCHE, JOSEPH C.**  
"Meaning of the News"  
WTOP, Washington, D. C.
- HARSHA, PAUL**  
State Reporter, Blue Water  
News  
WTTT, Port Huron, Mich.
- HARTLEY, HOWARD**  
WTAN, Clearwater, Fla.
- HARTMAN, MARK**  
KLAC, Los Angeles, Calif.
- HARVEY, PAUL**  
WENR, Chicago, Ill.
- HARVEY, NEAL**  
Inquiring TV Newsreel  
WFIL-TV, Philadelphia, Pa.
- HARWOOD, GEOFFREY**  
Background to the News  
WBZ-WBZA, Boston-Springfield, Mass.
- HAUGNER, AL**  
Times Herald on the Air  
WTTT, Port Huron, Mich.
- HAWKINS, ROBERT**  
WKAN, Kankakee, Ill.
- HAYES, GEORGE**  
Esso Reporter  
ABC
- HAYES, SAM**  
NBC
- HAYMAN, DON C.**  
Manos News  
WMDS, Hometown, Pa.
- HAYS, DON**  
WVNB, Beckley, W. Va.
- HAZLITT, JOHN**  
JMF Sounding Off  
KVLB, Pains Valley, Okla.
- HEALEY, COL. JIM**  
WWSC, Glens Falls, N. Y.
- HEALA, JAMES T.**  
WOKO, Albany, N. Y.
- HEATTER, GABRIEL**  
Behind the Front Page, Heatter's  
Mailbag
- HENLE, RAY**  
NBC
- HENLEY, DAVE**  
Morning Headlines
- HENNESSEY, HARRY**  
KFGO, Fargo, N. D.  
WOR, New York, N. Y.
- HENSON, RUSSELL**  
Time for News  
WCCT, Corbin, Ky.
- HENTON, EARL**  
Arrowhead Roundup  
Ten O'Clock News  
WBCB, Duluth, Minn.
- HEPNER, ARTHUR**  
CBS
- HERLIHY, ED**  
NBC
- HESS, CLYDE G.**  
News Analyst  
WTAG, Worcester, Mass.
- HESSLER, WILLIAM**  
World Front  
WJW, Cincinnati, O.
- HETHERINGTON, WILLIAM G.**  
Size-up of the News  
WNJR, Newark, N. J.
- HICKS, GEORGE**  
News By Hicks  
ABC
- HILL, EDWIN G.**  
The Human Side of News  
ABC
- HILL, LILLARD**  
Texas News  
WBAP-TV, Fort Worth, Tex.
- HILL, ROY**  
WDSU-TV, New Orleans, La.
- HILTMAN, WILLIAM**  
MBS
- HINES, LINDLEY**  
KMOX, St. Louis, Mo.
- HOARD, BILL**  
Monday Preview KFO, Wenat-  
chee, Wash.
- HOBERT, CHARLES**  
Cavalcade of News News  
Around the Globe  
WVDS, Oncopta, N. Y.
- HOFF, OLAF JR.**  
Turners Falls Newspaper of  
the Air  
WHAJ, Greenfield, Mass.
- HOFFMAN, FRED**  
WWDC, Washington, D. C.
- HOFFHEINZ, ROY**  
Political and Current Events  
KTHP, Houston, Tex.
- HOLLENBECK, DON**  
CBS
- HOLMES, CARTER**  
WFTE, Ft. Lauderdale, Fla.
- HOLMES, JAMES G.**  
Sublines From Headlines  
WMON, Monticomey, W. Va.
- HOLMLUND, JAMES**  
Community News  
WDLB, Marshfield, Wis.
- HOLMQUIST, HARRY**  
News Digest  
KDBA, Santa Barbara, Cal.
- HOLT, FRED**  
WCKY, Cincinnati, O.
- HOLT, RUSH**  
Inside Washington  
WHAW, Weston, W. Va.
- HOOKER, JOE**  
Breakfast Table News, Eve-  
ning News  
WCRD, Grand Rapids, Mich.
- HORTON, HARLAN**  
Under Capitol Dome  
KOPA, Rapid City, S. D.
- HOTTELET, RICHARD C.**  
CBS
- HOWE, LEN**  
WHO, Des Moines, Ia.
- HOWE, QUINCY**  
CBS

**News Commentators—Radio-Television**

**HOWELL, REX**  
Week In Review  
KFJX, Grand Junction, Colo.

**HUDDLESTON, PAUL**  
WKCT, Bowling Green, Ky.

**HUGHES, JOHN B.**  
KXXX, Colby, Kans.

**HENRY, BILL**  
MBS, CBS

**HUMPHREYS, BILL**  
CBS

**HUNT, RAY**  
News At Nine  
KONO, San Antonio, Tex.

**HUNT, TED**  
Between the Lines, Nine  
O'Clock Wire  
KR0D, El Paso, Tex.

**HURLEIGH, ROBERT F.**  
WGN, Chicago, Ill.

**HYDE, DON**  
WGAR, Cleveland, O.

— I —

**INGRAM, BILL**  
KSTP-TV, St. Paul-  
Minneapolis, Minn.

**IZZARD, WES**  
KGNC, Amarillo, Tex.

— J —

**JACKSON, ALLEN**  
CBS

**JACKSON, ART**  
Day In Review  
WLA-V, Grand Rapids, Mich.

**JAMES, ANDY**  
Review of the News  
WGEM, Quincy, Ill.

**JAMES, GLEN**  
WBBO, Forest City, N. C.

**JAMISON, KEITH**  
WSAM, Saginaw, Mich.

**JARRELL, W. W.**  
Opinions of the News  
WKTG, Thomasville, Ga.

**JAY, HARRY**  
World News  
WLOK, Lima, O.

**JEFFRIES, ALLEN**  
WIRE, Indianapolis, Ind.

**JENCKS, HUGH**  
KVGB, Great Bend, Kans.

**JERDE, O. J.**  
Nighttime News  
KFAM, St. Cloud, Minn.

**JOHNSON, WILLARD**  
NBC  
"Religion in the News"

**JONES, H. CONGER**  
Over the Coffee Cup  
KDLK, Del Rio, Tex.

**JONES, LOIS**  
Morning Column  
WPAR, Parkersburg, W. Va.

**JONES, TOM**  
WRPS, Alexander City, Ala.

**JORDAN, LEE**  
The World Today  
WSB-TV, Atlanta, Ga.

**JOULET, ROBERT**  
CKAC, Montreal, Que.

**JOYCE, BILL**  
WJTN, Jamestown, N. Y.

**JURAY, JACK**  
WKBN, Youngstown, O.

— K —

**KALTENBORN, H. V.**  
NBC  
H. V. Kaltenborn Edits the  
News, WNBC

**KARNSTEDT, CAL**  
Noon News, Land O'Lakes  
News  
KSTP, St. Paul-Minneapolis,  
Minn.

**KAUFMAN, LOUIS**  
Louis Kaufman News  
WCAE, Pittsburgh, Pa.

**KEITH, MAXINE**  
WOR  
Kellick, L. F.  
WCAX, Burlington, Vt.

**KELLY, JOE**  
KIL0, Grand Forks, N. D.

**KELLY, JOHN E.**  
WRFW, Eau Claire, Wis.

**KENAN, DAN C.**  
Tomorrow's Headlines Tonight  
KHBG, Okmulgee, Okla.

**KENDRICK, ALEXANDER**  
CBS

**KENNEDY, JOHN B.**  
Eye-Witness News  
WFIL, Philadelphia, Pa.

**KENNEY, FRED**  
News Hi-Lights  
WAOV, Vincennes, Ind.

**KENNEY, PAUL**  
Sunday Noon News  
WMOA, Marietta, O.

**KENT, GEORGE**  
Texas & World News  
KTBB, Tyler, Tex.

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**KERLIN, J. C.**  
What Goes On Here  
WGBF, Evansville, Ind.

**KESSLER, DAVID E.**  
WHAM, Rochester, N. Y.

**KIENZLE, GEORGE**  
1:55 News  
WLAN, Lancaster, Pa.

**KIERNAN, WALTER**  
Kiernan's Korner, ABC; Column-  
ist, N. Y. Mirror.

**KIHN, ED**  
KDN, Oroville, Cal.

**KILGALLEN, DOROTHY**  
Star Time  
ABC

**KING, CY**  
WEBR, Buffalo, N. Y.

**KING, JULIUS**  
WJTN, Jamestown, N. Y.

**KINGSBURY, GIL**  
Washington Front  
WLW, Cincinnati, O.

**KINGSLEY, PAUL**  
WGBS, Miami, Fla.

**KIRKMAN, ARTHUR**  
WMFB, High Point, N. C.

**KITTELL, CLYDE**  
NBC

**KNELL, JACK**  
News Digest  
WET, Charlotte, N. C.

**KNICKERBOCKER, H. H.**  
WOR, New York, N. Y.

**KNOX, SANDY**  
Local News  
KYVC, Ventura, Calif.

**KOOP, THEODORE F.**  
CBS

**KRAMER, WILFORD J.**  
Upon Reflection  
WCVS, Springfield, Ill.

**KREBSBACH, E. E.**  
Between The Lines  
KGCX, Sidney, Mont.

**KREGELON, HUBERT W.**  
Understand The Peace  
WSPR, Springfield, Mass.

**KRUEGER, GLEN**  
KITE, San Antonio, Tex.

**KRUEGER, WILLIAM**  
News Editor  
KDAL, Duluth, Minn.

**KRUM, TYRELL**  
NBC  
"Veterans' Advisor"

### — L —

**LaCOSSITT, HENRY**  
MBS

**LAIRD, STEPHEN**  
CBS

**LALE, MAX**  
KMHT, Marshall, Tex.

**LAMB, BILL**  
Deadline Headlines  
WBBC, Flint, Mich.

**LANDIS, MEADE**  
WSMJ, Bridgton, N. J.

**LAWTON, FLEETWOOD**  
KMPC, Los Angeles, Cal.

**LAZELL, J. ARTHUR**  
WNAR, Norristown, Pa.

**LEE, LYLE**  
WLOK, Lima, O.

**LEE, SHEPARD**  
1st National News  
WTWA, Thomson, Ga.

**LENHARD, BILL**  
News in Review  
WFUR, Grand Rapids, Mich.

**LEOFER, WOODY**  
Photocast  
WDSU-TV, New Orleans, La.

**LEKROUX, JOE**  
News from Home  
KELD, El Dorado, Ark.

**LESLIE, JOHN**  
Rex News  
WREX, Duluth, Minn.

**LESUEUR, LARRY**  
CBS

**LEWIN, RICHMAN**  
Noon News  
KTRF, Lufkin, Tex.

**LEWIS, EARL**  
News Roundup  
WMBL, Morehead City, N. C.

**LEWIS, ERVIN**  
WLS, Chicago, Ill.

**LEWIS, FULTON**  
MBS

**LEWIS, MARK**  
Radio Journal  
WWOD, Lynchburg, Va.

**LIAS, JIM**  
Names In The News  
WCED, Dubois, Pa.

**LINDLEY, ERNEST**  
Newsweek Analysis  
WABD, New York, N. Y.

**LIVELY, LEE**  
News Here At Home  
WLOW, Norfolk, Va.

**LOBLER, B. Z., DR.**  
WSBC, Chicago, Ill.

**LOGAN, GLENN**  
WJOL, Joliet, Ill.

**LOHMAN, P. H.**  
An Economist Views The News  
WJOY, Burlington, Vt.

**LONG, CHET**  
WBNS, Columbus, O.

**LONG, PAUL**  
KDKA, Pittsburgh, Pa.

**LONG, STUART**  
Texas at Ten  
WVET, Austin, Tex.

**LOVE, HARRY J.**  
Home Edition  
WENE, Endicott, N. Y.

**LOVELL, BOB**  
Local News  
WNRD, Syracuse, N. Y.

**LOWE, KEN**  
WKY, Oklahoma City, Okla.

**LOWE, RICHARD**  
City Edition  
WBEX, Chillicothe, O.

**LUCE, ROY**  
KWPC, Muscatine, Ia.

**LYLE, ROBERT**  
WLS, Chicago, Ill.

### — Mc —

**MacCALLUM, BOON**  
Tell It To The Judge  
KPXJ, Grand Junction, Colo.

**MacMAHON, TOM**  
WVI, Detroit, Mich.

**MacMULLEN, DON**  
Radio Extra  
KCSJ, Pueblo, Colo.

**MacVANE, JOHN**  
NBC

**McCALL, BILL**  
News Roundup  
WHAT, Philadelphia, Pa.

**McCALL, LAWSON**  
McCall News  
KEX, Portland, Ore.

**McARTHUR, CHARLES F.**  
NBC

**McCORMICK, JOHN**  
KIOA, Des Moines, Ia.

**McCORMICK, ROBERT**  
NBC

**McCUNE, JOHN**  
Auburn Daily News  
WAPI, Birmingham, Ala.,  
WKLF, Clanton, Ala.

**McDONALD, JOHN J., DR.**  
Average Opinion  
WLBR, Lebanon, Pa.

**McDONALD, IRVING T.**  
WEEI, Boston, Mass.

**McGIBENY, DONALD**  
WAT, Chicago, Ill.

**McGRATH, ED**  
WSPA, Spartanburg, S. C.

**McKINNON, BOB**  
WRFS, Alexander City, Ala.

**McLENDON, GORDON**  
KLF, Dallas, Tex.

**McMARTIN, COLE**  
WMT, Cedar Rapids, Ia.

**McNAMARA, JIM**  
KLAC, Los Angeles, Calif.

### — M —

**MACK, WALLY**  
Movie & News Views  
WBBB, Burlington, N. C.

**MACPHERSON, FRED**  
The Editor Looks  
KOY, Phoenix, Ariz.

**MAGUIRE, H. THOMAS**  
WLYN, Lynn, Mass.

**MALONE, TED**  
ABC

**MANUEL, KEN**  
WWJ, WWJ-TV, Detroit, Mich.

**MAPLES, GRADY**  
Word's Eye-View of the World  
Wide News  
KTNM, Tucumcari, N. Mex.

**MARRERO, LUIS E.**  
WNEL, San Juan, P. R.

**MARSHALL, GENE**  
C & S News  
WDAR, Savannah, Ga.

**MARSHALL, GEORGE**  
Report to Ashland  
WCMJ, Ashland, Ky.

**MARTIN, HAL**  
KGNC, Amarillo, Tex.

**MARTIN, JIM**  
WGAR, Cleveland, O.

**MARTINSON, DOUG**  
News of The Week  
WFUN, Huntsville, Ala.

**MARTYN, GIL**  
Magazine of the Week  
KTLA, Los Angeles, Cal.

**MATHISON, SIG**  
6 P.M. News  
KRIC, Beaumont, Tex.

**MATT, M. LEONARD**  
Column of the Air  
WDAS, Philadelphia, Pa.

**MAXWELL, EDWARD C.**  
WERD, Atlanta, Ga.

**MAYLOTT, JACK**  
Torrington and the World  
WTOR, Torrington, Conn.

**MAYNARD, BOB**  
Highlights And Shadows in  
The News  
WSVS, Crewe, Va.

**MEDOR, GLORIA**  
La Vida en El Cinema  
WITA, Sanitorce, P. R.

**MERRIN, DICK**  
Morning Edition  
WHBC, Canton, O.

**News Commentators—Radio-Television**

**METCALF, BERT**  
KRIO, McAllen, Tex.

**METCALF, MAX**  
WHAM, Rochester, N. Y.

**MEYERS, TED**  
KFI, KFI-TV News  
KFI-TV, Los Angeles, Calif.

**MEYERS, JOSE, ARNALDO**  
WAPA, San Juan, P. R.

**MICHAEL, TERRY**  
KRAL, Rawlins, Wyo.

**MICHENSEN, BILL**  
KWBW, Hutchinson, Kans.

**MIDDLETON, B. N.**  
Middleton and the News  
WUSN, Charleston, S. C.

**MILAN, GERALD T.**  
WULD, Niagara Falls, N. Y.

**MILLER, ED**  
Farm Pair  
WMFT, Florence, Ala.

**MILLER, JOHN W.**  
WREX, Duluth, Minn.

**MILLER, KEN**  
Assignment Southwest  
KVOO, Tulsa, Okla.

**MILLER, ROBERT**  
Over the Line Fence  
WRFD, Worthington, O.

**MILLICAN, KEN**  
Ken Millican's News  
KXYZ, Houston, Tex.

**MILLS, RUSS**  
WFOM, Marietta, Ga.

**MILTON, LEW**  
WHBU, Anderson, Ind.

**MITCHELL, DON**  
KGYW, Vallejo, Cal.

**MITCHELL, N. P.**  
Nick's Notebook  
WFBC, Greenville, S. C.

**MITCHELL, PAUL**  
World At Large  
KSYL, Alexandria, La.

**MOFIELD, RAY**  
WPAD, Paducah, Ky.

**MOMMYER, JOHN**  
WKMH, Dearborn, Mich.

**MONDAY, RAY**  
WRUN, Utica, N. Y.

**MONROE, BILL**  
New Orleans & The World  
WNOE, New Orleans, La.

**MONROE, CAL**  
Noon News  
WCAP, Asbury Park, N. J.

**MOORAD, GEORGE**  
Looking At the World Today  
KGW, Portland, Ore.

**MOORE, CHARLES**  
Top of The News  
WASA, Havre de Grace, Md.

**MORGAN, JACK**  
Mid-Day News  
WMAW, Milwaukee, Wis.

**MORGAN, ROY E.**  
It Seems To Me  
WLLK, Wilkes-Barre, Pa.

**MORRIS, JACK**  
KTUL, Tulsa, Okla.

**MORRISON, CARLTON**  
WSB, Atlanta, Ga.

**MORRISON, HERBERT**  
KQV, Pittsburgh, Pa.

**MORRISON, WILBUR**  
News Analysis  
WRUN, Utica, N. Y.

**MORSE, BOB**  
KSDM, Salem, Ore.

**MOSELEY, WAYNE**  
WDIG, Dothan, Ala.

**MOZLEY, DON**  
CBS

**MULVEY, DANIEL**  
WAVZ, New Haven, Conn.

**MUNYAN, HARRY**  
The Rambler  
WIOD, Miami, Fla.

**MURPHY, JIMMY**  
World News  
WBYS, Canton, Ill.

**MURPHY, WILLIAM**  
WGSS, Miami, Fla.

**MURKAY, JAMES**  
WWON, Woonsocket, R. I.

**MURKOW, EDWARD R.**  
CBS

**MYERS, GENE**  
KLEE, Houston, Tex.

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**NAHAS, FRED**  
Tomorrow's History  
KXYZ, Houston, Tex.

**NASH, BOB**  
KDSH, Boise, Ida.

**NEDRY, ROGER**  
The Sportsman  
KPAS, Banning, Calif.

**NEEDHAM, W. C.**  
News  
WTBF, Troy, Ala.

**NEIBLING, ED**  
KTUL, Tulsa, Okla.

**NEIL, JACK**  
KTRM, Beaumont, Tex.

**NELSON, M. L.**  
WHO, Des Moines, Ia.

**NELSON, GENE**  
Noon News  
KFAM, St. Cloud, Minn.

**NELSON, HOWARD**  
News As It Happens  
WAKR, Akron, O.

**NELSON, KARL R.**  
Edison  
WTOL, Toledo, O.

**NEWHALL, COL. BOB**  
Radio Times  
WSPB, Sarasota, Fla.

**NEWTON, DAVID**  
WKWF, Key West, Fla.

**NICHOLSON, DON**  
WTAD, Quincy, Ill.

**NICHOLSON, JOHN**  
Home Edition  
WTMC, Ocala, Fla.

**NIELSEN, PAUL**  
WGN, Chicago Ill.

**NOBLE, WENDELL**  
Newscope  
MBS

**NORMAN, HENRY**  
Headline News  
KFAC, Fort Arthur, Tex.

**NORMAN, STAN**  
Man About Town  
WPTT, Pittsburgh, Pa.

**NORWOOD, BILL**  
CBS

**NUNN, WILL**  
WENK, Union City, Tenn.

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**O'CONNOR, GEORGE**  
WINR, Binghamton, N. Y.

**ODSON, BOB**  
Noontime News  
WBYS, Canton, Ill.

**OETTINGER, ELMER**  
Far Heel News  
WNAO, Raleigh, N. C.

**O'HALLORAN, HAL**  
Looking Things Over  
WHBL, Sheboygan, Wis.

**O'HARRA, DICK**  
WKBN, Youngstown, O.

**OLIPHANT, DUNCAN H.**  
Editors View the News  
WGAN, Portland, Me.

**O'NEILL, BILL**  
WRMS, Ware, Mass.

**OULETTE, LIONEL**  
WHEB, Portsmouth, N. H.

— P —

**PAGE, BOB**  
Headline News  
KFBI, Wichita, Kans.

**PAGE, DAVE**  
KIRO, Seattle, Wash.

**PAGE, M. C.**  
WIBU, Poynette, Wis.

**PARKER, LARRY**  
KMA, Shenandoah, Ia.

**PARKER, ORIN**  
DTR NEWS  
KCSU, Provo, Utah

**PARLIN, AL**  
Sohio  
WTOL, Toledo, O.

**PARR, WILLIAM H.**  
Traffic Scoreboard  
WTOG, Savannah, Ga.

**PARSONS, LOUELLA**  
Hollywood Reporter  
ABC

**PASCHALL, WALTER**  
WSB, Atlanta, Ga.

**PASSAGE, GEORGE**  
WRVA, Richmond, Va.

**PATRICK, PAUL**  
KICM, Mason City, Ia.

**PATTEN, ANDY**  
Air Force News  
WLOX, Biloxi, Miss.

**PAXTON, JIM**  
Ten O'Clock News; Noon  
Extra  
WDSM, Superior, Wis.

**PECK, C. W.**  
Jigsaw News  
KRUL, Corvallis, O.

**PIENNEL, BILL**  
TNT News  
WMAK, Nashville, Tenn.

**PENNER, RAYMOND**  
Virginia in the News  
WLOW, Norfolk, Va.

**PENROSE, BERNARD**  
News Editor  
WEAB, Atlantic City, N. J.

**PERICOLA, FRANK**  
WEAR, Pensacola, Fla.

**PERKINS, DEXTER, DR.**  
WHEC, Rochester, N. Y.

**PETERS, GEORGE**  
KMAC, San Antonio, Tex.

**PETERSON, ELMER**  
NBC

**PETERSON, HARRY**  
Swander Noonday News  
KOTA, Rapid City, S. D.

**PETERSON, RALPH HOWARD**  
NBC

**PETRY, ARNO**  
Views in the News  
KLEE, Houston, Tex.

**PHILLIPS, CHARLES**  
KTBS, Shreveport, La.

**PIERCE, BARTHOLO**  
Headlines That Make History  
KTRB, Modesto, Calif.

**PLAMER, BRUCE**  
WKY, Oklahoma City, Okla.

**POMRENZE, H. DR.**  
WSBC, Chicago, Ill.

**PORTER, HOMER**  
Community News  
WIGM, Medford, Wis.

**POSENKE, BRAD**  
WNMP, Evanston, Ill.

## • • • News Commentators—Radio-Television • • •

**PRICE, JOHN**  
WHP, Harrisburg, Pa.

**PRICE, JOHN**  
WKAT, Miami Beach, Fla.

**PRICE, R. E.**  
WBBO, Forest City, N. C.

**PRINGLE, NELSON**  
News Analyst  
CBS

**PRYOR, DON**  
WTOP, Washington, D. C.  
CBS

**PUMPHREY, HORACE**  
Behind the World News  
WKAX, Birmingham, Ala.

**PUTNAM, GEORGE F.**  
News Reporter, MC, Narrator; b. Wahpeton, N. Dak., July 14, 1914; Macalester Coll.; Univ. of Minn.; MC, Spotlight on America; Up-to-the-Minute News; In Today Town (Tele-RCA); Movie-tone News and travelogues; Costume Films.

**PUTNAM RUTH**  
World Situation  
WESX, Salem, Mass.

**PALE, HOWARD**  
Arizona, Highlights  
KGLU, Safford, Ariz.  
KTAR, Phoenix, Ariz.

### — Q —

**QUINN, HARRY**  
Valley News  
KURV, Edinburg, Tex.

### — R —

**RABELL, FRED**  
Between the Lines  
KSON, San Diego, Calif.

**RALEIGH, JOHN**  
WCAU-TV, Philadelphia, Pa.

**RAMOS, RALPH**  
While You Slept  
KFD, Beaumont, Tex.

**RANDALL, PORTER**  
KFJZ, Port Worth, Tex.

**RANDOLPH, WILLIAM**  
WJOU, Kokomo, Ind.

**RAPP, GENE**  
KOAT, Albuquerque, N. M.

**RAYMOND, FRANK**  
KVS, San Mateo, Calif.

**RAYMOND, JACK**  
News of the World  
WISN, Milwaukee, Wis.

**REED, C. D.**  
KNEL, Brady, Tex.

**REID, W. L.**  
Washington Today  
WCAP, Asbury Park, N. J.

**REIFSNYDER, HOWARD**  
WALL, Middletown, N. Y.

**REILLY, ED**  
Late Edition  
WGAA, Cedar town, Ga.

**REGENBER, SAMUEL**  
WSBC, Chicago, Ill.

**REN, JOE**  
WLOK, Lima, O.

**RIDENOUR, GORDON M.**  
News Behind the News  
Ridenour Checks the News  
WFIM, Elmira, N. Y.

**RIDER, MAURY**  
KIRO, Seattle, Wash.

**ROBBINS, BILL**  
WCKY, Cincinnati, O.

**ROBINSON, WIP, III**  
Wip, Robinson & The News  
WVW, Fairmont, W. Va.

**ROBERTS, BILL**  
WMT, Cedar Rapids, Ia.

**ROBINSON, PRESCOTT**

Newscoaster, b. March 25, 1913, Montreal, Can.; ed.: Exeter, Phillips & Worcester Academy; 8 AM and 11 AM News, also special documentary progs., narrator.

**RODRIGUEZ, RAUL**  
Handy Andy News  
KCOR, San Antonio, Tex.

**ROGERS, BILL**  
CBS

**ROGERS, LEE**  
Our City  
KSAF, Nacogdoches, Tex.

**ROSE, BILLY**  
Pitching Horseshoes  
MBS

**ROSETTE, GEORGE**  
WEVD, New York, N. Y.

**ROSS, JACK**  
WHAM, Rochester, N. Y.

**RUE, JIM**  
Orange County News  
KVOE, Santa Anna, Calif.

**RUSH, JAMES**  
Just News  
WBBC, Flint, Mich.

**RUSSELL, DAVE**  
Topline News  
KFD, Beaumont, Tex.

**RUNYON, BOB**  
Six O'Clock Edition  
KSDN, Aberdeen, S. D.

**RYAN, NED**  
WHEN, Syracuse, N. Y.

**RYAN, RED**  
News Analysis  
WJWJ, Montgomery, Ala.

**RYKARD, BRIM**  
Journal of the Air  
WKIX, Columbia, S. C.

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**SABIN, JOHN**  
World at One, Views on the News  
WTMV, East St. Louis, Ill.

**SAERCHINGER, CESAR**  
NBC

**SALVO, PAUL**  
KCOK, Tulare, Calif.

**SANDERS, FRANK**  
News to 6, News to Now  
KFGO, Fargo, N. D.

**SANDS, DON**  
Don Sands  
WLTR, Bloomsburg, Pa.

**SARGENT, DWIGHT**  
News With Sargent  
WGAN, Portland, Me.

**SARKY, CLIFF**  
News of the Moment  
KFAM, St. Cloud, Minn.

**SARTRAIN, AUNFORD**  
Sartrain Observations  
WTBF, Troy, Ala.

**SAUNDERS, M. B.**  
Between Items  
WALD, Walterboro, S. C.

**SAVAGE, R. J.**  
KCBC, Galveston, Tex.

**SAWYER, BILL**  
News Ace  
WJLB, Detroit, Mich.

**SCANLON, CORNELIUS**  
WEEI, Boston, Mass.

**SCARBROUGH, JOHN**  
WLAQ, Rome, Ga.

**SCARBROUGH, LARRY**  
WOB, Jacksonville, Fla.

**SCHENKER, ANDRE**  
History in Headlines  
WTIC, Hartford, Conn.

**SCHOENBRUN, DAVID**  
CBS

**SCHWEER, ROLAND**  
Around the Valley  
KRIO, McAllen, Tex.

**SCHWEIKARDT, EDWARD**  
WKM, Dearborn, Mich.

**SCOTT, ALAN**  
WCAU-TV, Philadelphia, Pa.

**SCOTT, COLEMAN**  
WGBR, Goldsboro, N. C.

**SECONDARI, JOHN**  
CBS

**SEIBELS, GREN**  
WIS, Columbia, S. C.

**SELLARS, LEE**  
Special Events  
WPTT, Pittsburgh, Pa.

**SERGIO, LISA**  
WOV, New York, N. Y.

**SEVAREID, ERIC**  
"News"  
WTOP, Washington, D. C.

**SHADEL, WILLARD**  
CBS

**SHAFER, JOHN**  
WCBS-TV, New York, N. Y.

**SHANE, LEE**  
Religion in the News  
WKNA, Charleston, W. Va.

**SHAPIRO, MIKE**  
Kaiser-Frazer News  
KGKL, San Angelo, Tex.

**SHAW, DAVE**  
Hollywood, Today  
KRNO, San Bernardino, Calif.

**SHAW, GORDON**  
WQAM, Miami, Fla.

**SHELL, TED (Reporters)**  
CBS

**SHELLEY, JACK**  
WHO, Des Moines, Ia.

**SHERWOOD, DON**  
WTHI, Terre Haute, Ind.

**SHINKMAN, PAUL**  
WBCC, Bethesda-Chevy Chase, Md.

**SHINN, JUNEAU H.**  
The 6:45 Edition  
KLIX, Twin Falls, Ida.

**SHIPLEY, JIM**  
Today in Toledo  
WTOP, Toledo, O.

**SHIRER, WILLIAM L.**  
MBS

**SHOEMAKER, JACK**  
KONO, San Antonio, Tex.

**SHREVE, GEORGE**  
KRRC, Lewiston, Ida.

**SHRINER, TED**  
KTJS News  
KTJS, Hobart, Okla.

**SHUMWAY, HI**  
World Today  
WASK, Lafayette, Ind.

**SIEGRIST, ROBERT**  
WGN, Chicago, Ill.

**SIMMONS, J. E., JR.**  
Man in the Window  
WCPS, Tarboro, N. C.

**SINGISER, FRANK**  
WGY, Schenectady, N. Y.

**SLACK, BEN L., JR.**  
The Town Crier  
KVOA, Tucson, Ariz.

**SLICHTER, HARRY**  
News and Views  
KDTH, Dubuque, Ia.

**SMITH, BECKLEY**  
WJAS, Pittsburgh, Pa.

**SMITH, CHARLES J.**  
WMIX, Mt. Vernon, Ill.

**SMITH, COURTNEY**  
C. Smith & News  
WEOA, Evansville, Ind.

## News Commentators—Radio-Television

**SMITH, ERLE**  
Heart of America  
KMBC, Kansas City, Mo.

**SMITH, KATE**  
Kate Smith Speaks  
MBS

**SMITH, LARRY**  
KMPC, Los Angeles, Calif.

**SMITS, LEE**  
WXYZ, Detroit, Mich.

**SOKOLSKY, GEORGE E.**  
ABC

**SPECK, HUGO**  
Hugo Speck Views the News  
WFAA, Dallas, Tex.

**STADLER, GLEN**  
WDGY, Minneapolis, Minn.

**STEPHEN, JOHN**  
KTHI, Houston, Tex.

**STERNBERGER, ESTELL M.**  
You and the News  
WGIB, New York, N. Y.

**STEVENS, JACK**  
News Digest  
WLAW, Lawrence, Mass.

**STEWART, PEARSON**  
Fact Finder  
WKGN, Knoxville, Tenn.

**STILLE, ELBERT, JR.**  
WHIC, Columbus, O.

**STONE, BOB**  
Washington Today  
KRNO, San Bernardino, Calif.

**STREET, BERNARD**  
WLAQ, Rome, Ga.

**SULLIVAN, FLOYD**  
Sully's Spotlight  
KWTO, Springfield, Mo.

**SULLIVAN, PAUL**  
Paul Sullivan Reviews the News  
KTOY, Sacramento, Calif.

**SULLIVAN, ROLAND**  
WIKY, Evansville, Ind.

**SWAYZE, JOHN CAMERON**  
NBC

**SWIFT, JACK E.**  
KDKA, Pittsburgh, Pa.

### —T—

**TABACHNICK, GEORGE**  
WXXW, Albany, N. Y.

**TAINTER, ERIC**  
KCKN, Kansas City, Kans.

**TALBOT, BILL**  
KOLB, Omaha, Neb.

**TANNEN, ERNEST**  
Community Reporter  
WGAY, Silver Springs, Md.

**TAYLOR, GEORGE**  
Report to Trenton  
WTTM, Trenton, N. J.

**THEERINGER, GEORGE**  
News & Views  
WRBL, Columbus, Ga.

**THOMAS, LOWELL**  
CBS

**THOMPSON, BOB**  
Tarheel Talks  
WHPE, High Point, N. C.

**THOMPSON, CHARLES H.**  
WNJC, New London, Conn.

**THOMPSON, PAUL**  
Home Edition  
WROM, Rome, Ga.

**TITTHENEK, DOROTHY**  
Your Chamber of Commerce  
Presents  
WENE, Endicott, N. Y.

**TOMKINSON, E. G.**  
WACO, Waco, Tex.

**TOMLINSON, EDWARD**  
NBC

**TRAVIS, BILL**  
WTOX, Wilmington, Del.

**TRAVIS, G. EDWARD**  
Travis—News  
WGH, Newport News, Va.

**TROUT, ROBERT**  
NBC, CBS

**TUPPER, LAMONT**  
Newsroundup  
WGED, Duhois, Pa.

**TURNER, AL**  
KILP, Dallas, Tex.

**TURNER, CLMER**  
Three Star Final  
WJJD, Chicago, Ill.

**TURNER, CLMER**  
WDBB, Chicago, Ill.

**TWETTO, DEAN**  
Morningside Speaks  
KTRI, Sioux City, Ia.

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**UEBELHART, JAMES**  
Local News Review  
WSPD-TV, Toledo, O.

**UTLEY, CLIFTON**  
NBC

### —V—

**VALENTI, GIRALOMO**  
Italian News  
WNHC, New Haven, Conn.

**VAN, LYLE**  
WOR, New York, N. Y.

**VANDEVENTER, FRED**  
WOR, New York, N. Y.

**VASSY, TOM**  
American Scene, Mid  
Morning News  
WPAK, Charleston, S. C.

**VEIGA, J. R.**  
WNEL, San Juan, P. R.

**VENRICK, GLENN N.**  
KGFL, Roswell, N. M.

**VON BERGEN, JOHN**  
News with John Von Bergan  
WARM, Scranton, Pa.

**VON TOBEL, PHILIP**  
WATR, Waterbury, Conn.

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**WADDELL, JOHN**  
The News  
KIMO, Independence, Mo.

**WAGNER, BOB**  
WBNS, Columbus, O.

**WALKER, DANTON**  
Twin Views of the News  
MBS

**WALLACE, EDWARD**  
WNBK, Cleveland, O.

**WALLACE, ROBERT**  
WSNY, Schenectady, N. Y.

**WALSH, FRANK J.**  
WBCM, Bay City, Mich.

**WALSH, RAYMOND J.**  
WMCB, New York, N. Y.

**WARREN, MATHEW**  
Washington News Roundup  
WEAM, Arlington, Va.

**WARREN, TOM**  
Tom Warren & The News  
KSO, Des Moines, Ia.

**WARRICK, BILL**  
6:30 Final  
WJOB, Hammond, Ind.

**WEAVER, MARK**  
WKY, Oklahoma City, Okla.

**WEBB, GILBERT**  
KCSB, Breckenridge, Tex.

**WEIMAN, JERRY**  
WMCB, McKeesport, Pa.

**WEISMAN, JOHN, JUDGE**  
Local Legislation  
WGNS, Mufreesboro, Tenn.

**WERNER, STELLA**  
WBCC, Bethesda-Chevy  
Chase, Md.

**WESTERHOLD, WILLIAM**  
News Editor  
WLEC, Sandusky, O.

**WESTON, EDWARD**  
WCCC, Hartford, Conn.

**WHELOCK, JOWARD E.**  
WKNE, Keene, N. H.

**WHITAKER, GENE**  
WDUK, Durham, N. C.

**WHITE, DON**  
KIT, Yakima, Wash.

**WHITE, RICHARD**  
WMTG, Vancleve, Ky.

**WIBBERLY, LEONARD**  
News and You  
KRLM, San Rafael, Calif.

**WILEY, VIC**  
WWSO, Glens Falls, N. Y.

**WILLIAMS, CLANTON**  
Background of the News  
WSFA, Montgomery, Ala.

**WILLIAMS, DOC**  
WADC, Akron, O.

**WILLIAMS, RUSS**  
WHK, Cleveland, O.

**WILSON, BOB**  
WADC, Akron, O.

**WILSON, REM**  
Report on the World  
WDPQ, Jacksonville, Fla.

**WILSON, WILLIAM R.**  
KYW, Philadelphia, Pa.

**WINCHELL, WALTER**  
Jerzeos Journal  
ABC

**WOLF, JOH ALLEN**  
WJJJ, Montgomery, Ala.

**WOLFE, ROGER**  
WDSU-TV, New Orleans, La.

**WOLPERS, ALAN**  
KWOC, Polar Bluff, Mo.

**WOMACK, GEORGE**  
KEBE, Jacksonville, Tex.

**WOOD, JAMES ARTHUR**  
Today's Commentary  
WERD, Atlanta, Ga.

**WOOD, HARRISON**  
The Changing World  
ABC

**WOODHOUSE, JAMES C.**  
News & Sports  
WDNC, Durham, N. C.

**WORKHOVEN, MERRILL**  
Highlights & Sideights of  
the News  
WOW, Omaha, Neb.

**WYATT, JOHN**  
WGGG, Gainsville, Fla.

**WYMAN, MEL**  
IMN News  
KATL, Salt Lake City, Utah.

### —Y—

**YOUNGBLOOD, WES**  
KY-O, Lubbock, Tex.

**YOUNG, GEORGE**  
KANQ, Amarillo, Tex.

### —Z—

**ZACHARIAS, ELLIS E., ADMIRAL**  
WMCB, New York, N. Y.

**ZAIMES, CHARLIE**  
Charlie Zaimes Reporting  
WALL, Middletown, N. Y.

**ZAREMBA, JACK**  
Noonday News  
WLAW, Grand Rapids, Mich.

**ZIEBARTH, E. W., DR.**  
WCCO, Minneapolis, Minn.



*no matter how she blows*

**hot or cold**

it's

*Jerry*  
**STRONG**

*Day after day  
from 6:05 to 9:30 A. M.  
and from 12:30 to 1:30 P. M.  
he LEADS THE PARADE  
in capturing the hearts  
of more listeners  
because he's*

- **TOPS IN MUSIC**
- **TOPS IN CHATTER**
- **TOPS IN SHOWMANSHIP**

**WINX**

Washington's 1st Independent Station

**1340 ON YOUR DIAL**





# Disc Jockeys

## (RADIO AND TELEVISION)

### —their work during 1948

#### — A —

**ABBOTT, BOB**  
1480 Club  
KAUS, Austin, Tex.

**ABBOTT, TOM**  
1450 Radio Row  
WNOE, New Orleans, La.

**ADAMS, DANA**  
Club 600  
KTBB, Tyler, Tex.

**ADAMS, BERNIE**  
Musical Clock  
WPDQ, Jacksonville, Fla.

**ADAMS, GLENN**  
Manhattan Malinee  
WLIB, New York, N. Y.

**ADAMS, PAUL**  
Musical Clock  
KFRU, Columbia, Mo.

**AGRESTA, PHIL**  
Tuna Shop  
WIS, Columbia, S. C.

**AIKEN, JIMMY**  
KVOP, Plainview, Tex.

**ALDEN, NORM**  
Rhythm Caravan  
KXOL, Fort Worth, Tex.

**ALDRIDGE, JAY L.**  
Meet the Artists  
WROB, West Point, Miss.

**ALFRED, JERRY**  
KPQ, Wenatchee, Wash.

**ALFRED, RUSTY**  
Woodchoppers Ball  
KTRF, Lufkin, Tex.

**ALISON, HUGH**  
WGAC, Augusta, Ga.

**ALLEN, BOBO**  
Musical Clock  
KIOX, Bay City, Tex.

**ALLEN, DAVE**  
Jukebox Serenade  
WKAI, McComb, Ill.

**ALLEN, ERNIE**  
Stardust Time, Ernie's Choice  
KFAB, Omaha, Neb.

**ALLEN, HERB**  
Top Tunes  
KMPC, Los Angeles, Cal

**ALLEN, J. T.**  
Coffee Cup Review  
KXOX, Sweetwater, Tex.

**ALLEN, LEN**  
Dawn Busters  
KLO, Ogden, Utah

**ALLEN, LLOYD**  
Music Round Turntable  
KIGW, Alamosa, Colo.

**ALLEN, TED**  
Allen's Frolics  
KATE, Albert Lea, Minn.

**ALLEN, TOMMY**  
KOCY, Oklahoma City, Okla.

**ALLEY, VERNON**  
Down In Vernon's Alley  
KROW, Oakland, Cal.

**AMADON, ARTHUR**  
WBZ-WBZA, Boston, Spring-  
field, Mass.

**AMOIS, MERVYN**  
Anything Goes  
WJLS, Beckley, W. Va.

**AMSBERRY, BOB**  
Squirrely Bird  
KEX, Portland, Ore.

**ANDERSON, GASTON**  
Request Parade  
WGWD, Gadsden, Ala.

**ANDERSON, HAROLD**  
KPKW, Pasco, Wash.

**ANDERSON, MILTON**  
11th Hour Dance Time  
WMCK, McKeesport, Pa.

**ANDERSON, TOM**  
1340 Club  
WLDY, Ladysmith, Wis.

**ANDERSON, WARREN**  
Ramblin' Around  
KSTT, Davenport, Ia.

**ANDRESON, ORVILLE**  
KltbKwik  
KWIK, Burbank, Cal.

**ANDREWS, BOB**  
Musical Clock  
WLEF, Leesburg, Fla.

**ANDREWS, DON**  
Coffee Time  
WLNK, Saginaw, Mich.

**ANDREWS, NEIL**  
Request Time  
WKRT, Corland, N. Y.

**ANDREWS, VIC**  
Kopp's Carnival  
KEIO, Pocatello, Ida.

**ANISMAN, DOC**  
1490 Club  
KCIL, Houma, La.

**ANSON, BILL**  
Hollywood, Bandstand  
WFWB, Hollywood, Cal.

**ANSON, BRUCE**  
Dancin' With Anson  
KWIK, Burbank, Cal.

**ANTHONY, ROBERT**  
Juke Box Revue  
WMIX, Mt. Vernon, Ill.

**APPLE, BILL**  
Stay Up Stan  
KXA, Seattle, Wash.

**ARBUCKLE, BRYANT**  
Clock Spinner  
WAIR, Winston-Salem, N. C.

**ARCHER, JOHN**  
Dial-A-Tune  
WCMB, Lemoynne, Pa.

**ARIM, THOMAS**  
Birthday Party  
WSTV, Steubenville, O.

**ARMSTRONG, BOB**  
660 Club  
KOWH, Omaha, Neb.

**ARNOLD, ART**  
Pap's Tunes, Bar None Ranch.  
Cactus Classics  
KCKY, Coolidge, Ariz.

**ARNOLD, DON**  
Sunday Serenade  
WDHL, Bradenton, Fla.

**ARNOTT, BOB**  
KYSM, Mankato, Minn.

**ARRASMITH, HERB**  
West By Request  
KERN, Bakersfield, Cal.

**ARTER, MALCUM**  
You Name It

WKOK, Sunbury, Pa.

**ARTHUR, JON**  
The Jon Arthur Show  
WSAI, Cincinnati, O.

**ATCHISON, CHARLES**  
Magic Valley Jamboree  
WKAX, Birmingham, Ala.

**ATER, TOM**  
Later With Ater  
WKAB, Mobile, Ala.

**ATKINS, JIMMY**  
Musical Alarm Clock  
WSSB, Durham, N. C.

**ATKINSON, J. C.**  
Wake Up With J. C.  
WBBQ, Augusta, Ga.

**AUSLEY, WALLY**  
The Bandstand  
WSSB, Durham, N. C.

**AUSTIN, BOB**  
Hillbilly Hit Parade  
WPAK, Charleston, S. C.

**AUSTIN, RUSTY**  
WBUD, Morrisville, Pa.

**AVRAM, BUD**  
Bud's Platter Party  
KWFC, Hot Springs, Ark.

#### — B —

**BACON, BOB**  
Bacon For Breakfast  
WBRE, Wilkes-Barre, Pa.

**BADEAUX, ED**  
The Mail Bag  
KXYZ, Houston, Tex.

**BAILEY, CHARLES**  
Meet The Band  
WBHU, Anderson, Ind.

**BAILEY, DON**  
Open House  
KWIK, Longview, Wash.

**BAILY, BUD**  
Treasure Chest  
KGCX, Sidney, Mont.

**BAILY, CLIFF**  
Music Hour  
KVEC, San Luis Obispo, Cal.

**BAIRD, NEIL**  
Off The Record, Ballroom  
Melody  
KFFA, Helena, Ark.

**BAKER, JOHN**  
Ramblin' Review  
KWPM, West Plains, Mo.

**BAKER, TOBY**  
WELL, New Haven, Conn.

**BALDWIN, BILL**  
Bill Baldwin Matinee  
KSFO, San Francisco, Cal.

**BALDRICA, MERY**  
Fat May—The Record Man  
WMIQ, Iron Mountain, Mich.

**BALL, RODGER**  
Spanish d-j  
WALT, Tampa, Fla.

**BANNON, RICHARD**  
Western Serenade  
KITY, Shelby, Mont.

**BARAGER, ROBERT**  
Supper Serenade, Waltz Time  
WNBZ, Saranac Lake, N. Y.

**Disc Jockeys—Radio-Television**

- |  |   |   |
|--|---|---|
| <p><b>BARBER, DICK</b><br/>Two On An Isle<br/>KVNU, Logan, Utah</p> <p><b>BARBER, TOM</b><br/>Midnight Serenade<br/>WLAK, Lakeland, Fla.</p> <p><b>BARBER, ROBERT</b><br/>KTUS, Springfield, Mo.</p> <p><b>BARLOW, JOHN</b><br/>Turntable Time<br/>KGEN, Boise, Ida.</p> <p><b>BARN, TEDDY</b><br/>Juke Box Review<br/>WHAL, Shelbyville, Tenn.</p> <p><b>BARRETT, BILL</b><br/>KVOP, Plainview, Tex.</p> <p><b>BARRICK, ELDON</b><br/>Sunrise Serenade<br/>KTRB, Modesto, Cal.</p> <p><b>BARRICKS, JOHNNY</b><br/>1490 Club<br/>WKAY, Glasgow, Ky.</p> <p><b>BARRETT, RICK</b><br/>On The Sunny Side Of The<br/>Street<br/>KTNS, Santa Barbara, Cal.</p> <p><b>BARRON, BILL, M.</b><br/>Music Unlimited<br/>KXCJ, Fort Madison, Ia.</p> <p><b>BARRON, LEE</b><br/>Lee Barron Show<br/>KOWH, Omaha, Neb.</p> <p><b>BARRY, BOB</b><br/>Bob Barry Show<br/>WCAP, Asbury Park, N. J.</p> <p><b>BARRY, GENE</b><br/>Swing with WING<br/>WING, Dayton, O.</p> | <p><b>BARUCH, ANDRE</b><br/>Mr. &amp; Mrs. Music (WMCA), New<br/>York, N. Y.</p> <p><b>BARTELL, ED</b><br/>The Golden Triangle<br/>WFGH, Pittsburgh, Pa.</p> <p><b>BARTELL, PAUL</b><br/>Fox Club<br/>WFOK, Milwaukee, Ill.</p> <p><b>BARTON, HAL</b><br/>Synchronization Time, Off The<br/>Record Coffee Time<br/>WTAD, Quincy, Ill.</p> <p><b>BATCHELOR, DICK</b><br/>WDBO, Orlando, Fla.</p> <p><b>BATEMAN, DOUGLAS</b><br/>Pleasure Patrol<br/>WTAX, Springfield, Ill.</p> <p><b>BAUER, A. J.</b><br/>Alarm Clock<br/>WINK, Fort Myers, Fla.</p> <p><b>BAXTER, CHARLES</b><br/>1290 Record Club<br/>WTOL, Toledo, O.</p> <p><b>BAXTER, GORDON, JR.</b><br/>Singingbilly Jambalaya<br/>KFAC, Fort Arthur, Tex.</p> <p><b>BEACHGOOD, BUD</b><br/>Turntable Roundup<br/>KITO, San Bernardino, Cal.</p> <p><b>BEAN, BOB</b><br/>Bob Beans Big Barn Bands</p> <p><b>BEARD, PAT</b><br/>Rare Old Records Session<br/>WSTP, Salisbury, N. C.</p> <p><b>BEATTE, BILL</b><br/>Tempo Time<br/>WGL, Fort Wayne, Ind.</p> | <p><b>BEATTY, JAMES</b><br/>Nite Shift<br/>WBLY, Waterbury, Conn.</p> <p><b>BEAMONT, PERRY</b><br/>Musical Clock<br/>WOLK, Lima, O.</p> <p><b>BECK, C. C.</b><br/>On The Record<br/>WLDY, Ladysmith, Wis.</p> <p><b>BECK, CARLETON</b><br/>Around the Town<br/>WKBW, Buffalo, N. Y.</p> <p><b>BECKER, GEORGE</b><br/>Evening Heatwave<br/>WEDC, Chicago, Ill.</p> <p><b>BECKER, HARRY</b><br/>This Is Becker<br/>KIMO, Independence, Mo.</p> <p><b>BECKETT, RALPH</b><br/>Juke Box Review<br/>KWIN, Ashland, Ore.</p> <p><b>BECKTEL, EARL</b><br/>1240 Night Club<br/>WSNJ, Bridgeton, N. J.</p> <p><b>BEDAN, BIRD</b><br/>Disc &amp; Data<br/>WEAV, Plattsburg, N. Y.</p> <p><b>BEECHAM, W.</b><br/>Alarm Clock Club<br/>WHOS, Decatur, Ala.</p> <p><b>BEIDING, LEE</b><br/>You Name It<br/>KXLO, Lewiston, Mont.</p> <p><b>BELL, DON</b><br/>Don Bell Show<br/>KRNT, Des Moines, Ia.</p> <p><b>BELL, KEN</b><br/>Music 'til Midnight<br/>WPDQ, Jacksonville, Fla.</p> |
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1924

— o —

1949

from WJY-WJZ (remember?)  
thru CBS-WABC (remember?)  
to WMGM-WHN (remember?)

**SILVER ANNIVERSARY YEAR**

**“TED HUSING’S BANDSTAND”**

**twice daily on WMGM and WMGM-FM**

*In 1948*—Army Football games  
Baltimore Colts football games  
Indoor Track Meets at Madison Square  
Garden  
Olympic Games for Voice of America  
'Gator Bowl Game—full NBC net

*In 1949*—Mr. Busher at Churchill Downs . . .

**Disc Jockeys—Radio-Television**

- BELLAH, MILTON**  
Bandstand  
WDAR, Savannah, Ga.
- BELLAIRS, MALL**  
Music For Men  
WCFL, Chicago, Ill.
- BELLINGER, STEVE**  
Pop Show  
WTCJ, Tell City, Ia.
- BENEDICT, LOUIS P.**  
199 Club  
KUBC, Montrose, Cal.
- BENNETT, CLYDE**  
WKLY, Hartwell, Ga.
- BENNETT, FRED**  
Fred Bennett Show  
WPEN, Philadelphia, Pa.
- BENNETT, M. J.**  
M.J.B.  
KSO, Des Moines, Ia.
- BENSON, AL**  
Al Benson Show  
WJJD, Chicago, Ill.
- BENSON, BOBO**  
KYW, Philadelphia, Pa.
- BERG, ALLEN**  
Turn Table Time  
KSBW, Salinas, Cal.
- BERG, HAL & BRODE, BUDDY**  
Club Swing Time  
WILK, Wilkes-Barre, Pa.
- BERGEN, RONN**  
Coffee Pot  
WHOL, Allentown, Pa.
- BERGMAN, ALAN**  
Midnight in Syracuse  
WNDR, Syracuse, N. Y.
- BERGSTROM, ART**  
Timekeeper  
WMMW, Meriden, Conn.
- BESSE, HARRY**  
Main Stem Derby  
KSWI, Council Bluffs, Ia.
- BETTERS, MITCHELL C.**  
WTHT, Hartford, Conn.
- BETZ, CARL**  
Swing Shift  
WCAE, Pittsburgh, Pa.
- BICKNELL, MAX**  
Club Carousel  
KIUL, Garden City, Kans.
- BIGLEY, DAVID E.**  
Requestfully Yours  
WJOL, Florence, Ala.
- BILLINGSLEY, JOHN**  
KSFA, Nacogdoches, Tex.
- BINGHAM, PETE**  
Atomic Boogie  
WJOL, Florence, Ala.
- BIRMINGHAM, JOHN**  
1450 Club  
WNBZ, Saranac Lake, N. Y.
- BISH, DON**  
At Your Request  
KGM, Boise, Ida.
- BISHOP, CLAY**  
Boots and Saddles  
KSEM, Moses Lake, Wash.
- BLACK, BERNIE**  
For You By Request  
WGPA, Bethlehem, Pa.
- BLACK, JOHN**  
Dawn O' Day  
KGB, San Diego, Cal.
- BLACK, HOWARD**  
Rise 'N' Shine  
KAY, Phoenix, Ariz.
- BLACKBURN, ROBERT**  
KFRE, Fresno, Cal.
- BLAGG, BOB**  
Record Reveille  
WDNE, Elkins, W. Va.
- BLAIR, LARRY**  
WTJS, Jackson, Tenn.
- BLAKE, BRUCE**  
Music for Ohio  
WHKK, Akron, O.
- BLANCHARD, LOWELL**  
Music Clock  
WNOX, Knoxville, Tenn.
- BLECKLEY, JOHNNY**  
Record Party  
WCJU, Columbia, Miss.
- BLOCK, MARTIN**  
Make Believe Ballroom (WNEW);  
Chesterfield Supper Club (NBC);  
The Martin Block Show (MBS);  
Martin Block's Musical Merry-  
Go-Round Series at M-G-M; Mar-  
tin Block Music Corp. (Holly-  
wood, Calif); Martin Block Studio  
at Encino, Cal.
- BOARDMAN, FRANK**  
1380 Club  
KSWO, Lawton, Okla.
- BOBB, CHARLIE**  
Sunset & Vine  
KVOB, Alexandria, La.
- BOGARTE, HOWARD**  
Music In The Night  
WFAA, Dallas, Tex.

**MORT  
NUSBAUM**

**Emcee**

**WHAM — Rochester**

50 KW—NBC

**1948-1949**

**CINDERELLA WEEK-END**

(Quiz Show)

**YOU CAN BE A STAR**

(Talent Hunt)

**MEET ME AT THE TRITON**

(Disc Show from Night Club)

**CLOCK WISE**

(Morning Show)





*Best Wishes From*

**Bea Wain**

**Andre Baruch**

**Wayne Baruch**



“... we extend felicitations and congratulations to the management and staff of THE ASSOCIATED PRESS and our fellow members for their achievement in developing THE ASSOCIATED PRESS into the preeminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of THE ASSOCIATED PRESS as a dependable news gatherer in the years to come.” — *Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.*

**Disc Jockeys—Radio-Television**

**BOGDEN, HILARY**

Comes Seven  
WJAS, Pittsburgh, Pa.

**BOGGESS, JOHN**

All Request Hour  
WLAG, La Grange, Ga.

**BOLEN, JIM**

1020 Club  
WCIL, Carbondale, Ill.

**BOLES, PAUL**

Don't Look Now  
WFUR, Grand Rapids, Mich.

**BOLIN, ART**

Swing Session  
WARM, Scranton, Pa.

**BONDARIN, AV.**

Three O'Clock Special  
KFOR, Lincoln, Neb.

**BONER, LEE**

Saturday Swing Session  
KAWT, Douglas, Ariz.

**BOOEN, SHERM**

Friendly Time  
WDGY, Minneapolis, Minn.

**BOOM, JANE**

Package From Parkers  
WOC, Davenport, Ia.

**BORTWICK, BILL**

Anything Goes  
WBRC, Birmingham, Ala.

**BOSWORTH, GRANT**

Hayloft Hit Parade  
KJAM, Vernal, Utah

**BOUCHIER, GENE**

600 Club  
WPDQ, Jacksonville, Fla.

**BOYLAY, ROBERT**

Say It With Music  
WHYN, Holyoke, Mass.

**BOWER, DICK**

Dance Roundup  
WRAC, Williamsport, Pa.

**BOWLES, SHANNON**

Grapevine Party Line  
KELD, El Dorado, Ark.

**BOYD, HARVEY**

KWBC, Fort Worth, Tex.

**BOYLE, WILLIAM**

Journeys Into Jazz, Comin'  
Right Up  
WGRD, Grand Rapids, Mich.

**BOYETT, PAT**

Rhythm Express  
KONO, San Antonio, Tex.

**BOYSEN, JIM**

Jim Boyesen Show  
WTC, Minneapolis-St. Paul,  
Minn.

**BRADFORD, JOHNNY**

Johnny Bradford Show  
WRC, Washington, D. C.

**BROWN, SAM**

Music Hall  
WINX, Washington, D. C.

**BRADLEY, BILL**

Breakfast With Bradley  
WLYN, Lynn, Mass.

**BRADLEY, BOB**

Platter & Platter Time  
WDAY, Fargo, N. Dak.

**BRANDL, MILT**

WISN, Milwaukee, Wis.

**BRANT, BILL**

Midnighter's Club  
KDKA, Pittsburgh, Pa.

**BREENE, PAT**

Whittier Square Matinee, Rec-  
ord Roundup

**BREEZY, CHUCK**

Rhythm Roundup  
KDLK, Del Rio, Tex.

**BRENT, LEE**

WJOL, Joliet, Ill.

**BREWER, DAN**

Mail Bag  
WMRN, Marion, O.

**BRICE, BE**

Anything Goes—and Does  
WTPR, Paris, Tenn.

**BRIEN, PAYTON**

Breakfast with Brien  
WDXB, Chattanooga, Tenn.

**BRIGHT, HOWARD**

Alarm Clock Club  
WKMO, Kokomo, Ind.

**BRITT, PAUL**

Teen Time, Groove Graveyard  
KCOL, Fort Collins, Colo.

**BROILERS, MARK**

Dance Club  
KGNO, Dodge City, Kans.

**BROKENSHERE, NORMAN**

WNBC  
"Norman Brokenshire Show"

**BROOKINS, DON**

Brookins Incorporated  
WDLF, Panama City, Fla.

THIS IS YOUR  
BROADWAY AND HOLLYWOOD  
REPORTER AND RECORDER

**JACK EIGEN**

SAYING  
"MEET ME AT  
THE COPA"  
EVERY NIGHT—12 TO 4 A.M.  
WINS-WLW

AND ON TV  
"I'M AT DUMONT"  
THURSDAYS 7:45 P.M.

SPECIAL TO FRED ALLEN  
"THANKS"

**WILBUR STARK - JERRY LAYTON**  
*Program Productions*

551 5th Ave. • NEW YORK 17, N.Y.



**Joe Franklin**

"The Young Man With the Old Records"

## Disc Jockeys—Radio-Television

- BROOKS, BOB**  
Musicology  
WSCR, Scranton, Pa.
- BROOKS, FOSTER**  
Million Dollar Ballroom  
WKWB, Buffalo, N. Y.
- BROOKS, GEORGE L.**  
Hillbilly Hit Parade  
KDX, Dickinson, N. Dak.
- BROOKS, TOM**  
Merry Go Round  
KAWT, Douglas, Ariz.
- BROOKS, TOM**  
Babbling Brook  
WHAW, Weston, W. Va.
- BROPHY, BILL**  
Brunch With Brophy  
WKNY, Kingston, N. Y.
- BROWN, BILL**  
The Nut Club  
WKK, Erie, Pa.
- BROWN, BOB**  
WEPM, Martinsburg, W. Va.
- BROWN, BOB**  
Music Room, Punch Bowl  
Show  
WMD, Atlantic City, N. J.
- BROWN, FRANK ROBINSON**  
KHUM, Eureka, Cal.
- BROWN, GERALD**  
Brown's Derby  
WGRC, Louisville, Ky.
- BROWN, HARVEY**  
Platter Party  
WLB, Leesburg, Fla.
- BROWNING, BILL**  
RMON, Great Falls, Mont.
- BRUCE, LATHROP**  
Designs In Harmony  
KTM, San Rafael, Cal.
- BRUCE, RAMON**  
Ravin' With Ramon  
WHAT, Philadelphia, Pa.
- BRUNCH, TAYLOR**  
WIRR, Dallas, Tex.
- BRYANT, FLOYD**  
Early Bird Program  
KFXD, Nampa, Ida.
- BRYANT, KENNY**  
Supertime Frolics  
WKEY, Covington, Va.
- BRYANT, WILLIE**  
After Hours Swing  
WHOM, New York, N. Y. &  
Jersey City, N. J.
- BUBB, ROBERT**  
WPTW, Piqua, O.
- BUCHANAN, BRUCE**  
Dixie Jamboree  
WMFD, Wilmington, Del.
- BUCHANAN, DEAN**  
Platter Party  
KCSU, Provo, Utah
- BUCKLEY, DICK**  
11th Hour  
WANE, Fort Wayne, Ind.
- BUECHLER, JACK**  
Juke Box Review  
WEKT, Milwaukee, Wis.
- BUETTNER, AL**  
Music 'Til Past Midnight  
WTMJ, Milwaukee, Wis.
- BULLINGTON, BILL**  
1450 Club  
KSGM, Ste. Genevieve, Mo.
- BURGE, RALPH**  
Breakfast With Burge, Jam  
For Supper  
WJBO, Baton Rouge, La.
- BURKE, JACK**  
Spinner's Sanctum  
WCY, Malone, N. Y.
- BURKHEAD, WILLIE**  
Morning Melodies  
KTTR, Rolla, Mo.
- BURNS, DARREL**  
Five Five Club  
KXLE, Ellensburg, Wash.
- BURNS, ROGER**  
Melody Time  
WBEL, Beloit, Wis.
- BURNSIDE, CURTIS**  
KYJC, Medford, Ore.
- BURT, BILL**  
For Shuntins  
WCOL, Columbus, O.
- BURTON, BOB**  
Breakfast With Burton  
Rhythm by Request  
WEEK, Peoria, Ill.
- BURTON, LINN**  
Platter Party  
WENR, Chicago, Ill.
- BUSSE, AL**  
WST, Bloomington, Ind.
- BUTLER, JOSEPH**  
WKZO, Kalamazoo, Mich.
- BYRD, HERBERT**  
KXLR, No. Little Rock, Ark.

— C —



**TED STEELE**



*The* **JOHNNY**  
**CLARKE** *Show*

## Disc Jockeys—Radio-Television

- CALLIGNA, CLAYTON V.**  
Make Believe Danceland  
WFRP, Savannah, Ga.
- CALVERT, ROBERT**  
Moods in Rhythm  
WAJR, Morgantown, W. Va.
- CAMERON, FRANK**  
Call To Breakfast  
WHAV, Haverhill, Mass.
- CANDEDO, LOUIS**  
740 Club  
WORZ, Orlando, Fla.
- CAPPELMAN, CHARLES**  
In The Groove  
WRVA, Richmond, Va.
- CARBAJAL, GEORGE**  
1230 Club  
KWTC, Barstow, Cal.
- CAREY, RALPH**  
KSWI, Council Bluffs, Ia.
- CARLTON, KEN**  
WLOX, Biloxi, Miss.
- CARROL, JAMES**  
Name The Tune  
WBBB, Burlington, N. C.
- CARROLL, RAY**  
After Hours Swing  
WHOM, New York, N. Y. &  
Jersey City, N. J.
- CARROLL, ROBERT C.**  
Morning Varieties  
WRHT, Rock Hill, S. C.
- CARROLL, VINCENT**  
Breakfast Parade  
WBAX, Wilkes-Barre, Pa.
- CARSWELL, TOM**  
Studio Party  
WORZ, Orlando, Fla.
- CARTER, AILA**  
Capital Club, Baby Sitters'  
Ball  
WPTR, Albany, N. Y.
- CARTER, ED**  
Ed's Record Rack  
WACE, Chicopee, Mass.
- CARTER, JACK**  
Radio Juke Box  
KSEO, Durant, Okla.
- CARTER, LEROY**  
Carters Clambake  
KCTX, Childress, Tex.
- CARTER, SAM**  
WCAV, Norfolk, Va.
- CARY, TOM**  
KFEQ, Disc Derby  
KFEQ, St. Joseph, Mo.
- CARTER, VAL**  
You Asked For It  
WJOY, Burlington, Vt.
- CARTWRIGHT, LOWELL**  
Impressions in Wax  
WRUN, Utica, N. Y.
- CARVER, CAMPBELL**  
Morning In Montgomery  
WMON, Montgomery, W. Va.
- CAUSEY, DON**  
Rise And Shine  
KHOZ, Harrison, Ark.
- CAVANAUGH, JOE**  
Hi Neighbor  
WARD, Johnstown, Pa.
- CAVITT, DON**  
Waxing Wise  
WBHY, Appleton, Wis.
- CASEY, MARY**  
For The Ladies  
WJPG, Green Bay, Wis.
- CASHION, JOHN T.**  
Daybreak Jamboree, 810 Club  
WKBC, North Wilkesboro,  
N. C.
- CASSELMAN, CHET**  
Time Out For Music  
KERN, Bakersfield, Cal.
- CATON, EARL, JR.**  
Waiting For Caton  
WKDK, Newberry, S. C.
- CAUDHILL, CARL**  
Caudhills Carnival  
WWNF, Fayetteville, N. C.
- CEDRIC, SIR**  
Sir Cedric  
KTRM, Beaumont, Tex.
- CERULA, PAUL**  
The Timekeeper  
WYPO, Stroudsburg, Pa.
- CESSNA, R.**  
By Request  
WOAP, Owosso, Mich.
- CHAPEAU, TED**  
Lazy Bones, Sky Commuter  
WMBR, Jacksonville, Fla.
- CHAPMAN, CHUCKLE**  
Breakfast With Chuckles  
WISH, Indianapolis, Ind.
- CHAPMAN, FRED**  
Whistlin' In The Dark  
WILK, Wilkes-Barre, Pa.



**JACK LACY**

"Listen To Lacy"  
"Bushels Of Fun"

M.C.—Quiz Master—Disk Jockey

**WINS**



**MAURICE HART**

ANNOUNCER—PRODUCER—NARRATOR

"Start-The-Day-Right" 6 to 7 Ayem  
"Memory Lane" 10:30 to 11:00 Ayem

MONDAY THRU SATURDAY

**K F W B**

## Disc Jockeys—Radio-Television

### CHARLES, JERRY

At Home With Jerome  
WTOR, Torrington, Conn.

### CHARLES, VAN

WIBK, Knoxville, Tenn.

### CHASE, BRANDON

WLC, New London, Conn.

### CHASE, BUD

1290 Club  
WMLD, Milwaukee, Wis.

### CHASE, EDDIE

Off The Record  
WOOD, Grand Rapids, Mich.

### CHASE, GLEN

Dance Time  
KCRB, Sacramento, Cal.

### CHESTER, BOB

Bob Chester Show  
WKMH, Dearborn, Mich.

### CHRISTENSEN, FRED

Rhythmi Express  
WMPB, Memphis, Tenn.

### CHRISTENSON, ROYCE

It's Up To You  
KTRE, Lufkin, Tex.

### CHRISTIE, LEWIS

Eye Opener  
KOCA, Kigore, Tex.

### CHRISTIE, PHIL

WVOM, Boston, Mass.

### CLAIR, JOHNNY

Chair On The Air  
WBYC, Newport News, Va.

### CLARK, BILL

Please Play  
KHUZ, Borzer, Tex.

### CLARK, INGRAHAM

1400 Club  
KREO, Indio, Cal.

### CLARK, LOWELL

KGEF, Shawnee, Okla.

### CLARK, WARREN

920 Club  
KFJX, Grand Junction, Colo.

### CLARKE, JOHNNY

Announcer, Narrator; b. King-  
ston, O., May 10, 1913; ed. U.  
of Cinn., Cincinnati Conserva-  
tory of Music, Miami U. (Ohio);  
Going to Town, Three Corner  
Club (WINS); Riffenhouser  
Chimes Show (TV) The Johnny  
Clarke Show (WNJR).

### CLARKSON, HARRY

Sat. Afternoon Sports Parade  
WBBC, Bethesda-Chevy-Chase,  
Md.

### CLAYTON, BOB

Times & Trivia  
WJAS, Pittsburgh, Pa.

### CLAYTON, ROBERT

WJIM, Lansing, Mich.

### CLEAVER, MARSHALL S.

Polka Dot  
WKAP, Allentown, Pa.

### CLEMET, JOHNNY A.

Milkman's Matinee  
WARD, Johnstown, Pa.

### CLETON, JACK

Clifton Comes Calling  
WJMO, Cleveland, O.

### COCHRAN, PAUL

1190 Club  
KWHK, Hutchinson, Kans.

### CODDON, HAL

'Cheatin' On The Sandman, Cot-  
ton Tales  
KFMB, San Diego, Cal.

### COLE, GEORGE

Cole-cuts  
KFOX, Long Beach, Cal.

### COLE, MAX

Wake Up New York  
WOV, New York, N. Y.

### COLE, STEVE

Music In The Afternoon  
WHCU, Ithaca, N. Y.

### COLEE, DONN R.

Club 1240  
WLBF, Leesburg, Fla.

### COLEMAN, PAUL

Timekeeper  
WINR, Binghamton, N. Y.

### COLONNA, VICTOR

The Night Owl  
WMTW, Portland, Me.

### COLTON, MIFF

Wake Up Maine  
WLAM, Lewiston, Me.

### COMO, HUNTER

Hunter Como Show  
KDAL, Duluth, Minn.

### CONNOR, BILL

Friendly Time  
WBCB, Duluth, Minn.

### CONRAD, STAN

Carolina Reveille  
WSJS, Winston-Salem, N. C.

### CONWAY, TOM

Time For Dancing  
WHIS, Bluefield, W. Va.

### COOK, BOBBY

KWFT, Wichita Falls, Tex.

### COOK, CLARK

Afternoon Agenda  
KTMS, Santa Barbara, Cal.



**JACK STERLING**  
"The Jack Sterling Show"

6-7:45 a.m.—CBS



**BOB POOLE**  
"POOLE'S PARADISE"

Monday thru Friday — 9:30-10 a.m.

Saturdays — 3-3:30 p.m.

MBS



**Disc Jockeys—Radio-Television**

- COOK, IRA**  
 Sunday Record Session  
 KMPC, Los Angeles, Cal.  
 Dance Time  
 KFAC, Los Angeles, Cal.
- COOK, JACK**  
 1240 Club, What's Cookin'  
 KRDO, Colorado Springs, Colo.
- COOK, JAMES R.**  
 Country Boy, Chuckwagon.  
 Alarm Clock Club  
 WGBA, Columbus, Ga.
- COOK, VERN**  
 Vern Cook Show  
 WGY, Schenectady, N. Y.
- COONTZ, EDDIE**  
 Eddie's Corner Store  
 KOMA, Oklahoma City, Okla.
- COOPER, JACK L.**  
 Rug Cutters' Special  
 WSBC, Chicago, Ill.
- COOPER, VERNON**  
 Musical Mailbox  
 WCNU, Crestview, Fla.
- COPE, FRANK**  
 Alarm Klok Klub Matinee  
 KJBS, San Francisco, Cal.
- CORNIEA, TOM**  
 KDEC, Decora, Ia.
- CORLEY, GORDON**  
 Time To Dance  
 KFKA, Greeley, Colo.
- COURTNEY, ALAN**  
 MBS, WNEW
- COWART, MYRL**  
 Campus Capers  
 WFOY, St. Augustine, Fla.
- CRABBE, WILLIAM A.**  
 KRUZ, Santa Cruz, Cal.
- CRAGER, ROBERT**  
 Melody Matinee  
 WWC0, Waterbury, Conn.
- CRAIG, E. G.**  
 Shopping Guide  
 KCLE, Cleburne, Tex.
- CRAIG, GEORGE**  
 Coffee With Craig  
 KFDX, Wichita Falls, Tex.
- CRANDALL, PAUL**  
 Yawn Patrol  
 WROM, Rome, Ga.
- CRANE, BEN**  
 Century 8 Club  
 KXIC, Iowa City, Ia.
- CRAVEN, HAROLD**  
 On The Record  
 WHPE, High Point, N. C.
- CRIST, JIM**  
 Morning In Maryland  
 WFBR, Baltimore, Md.
- CRIST, PHIL**  
 Morning In Maryland  
 WFBR, Baltimore, Md.
- CROCKER, JERRY**  
 Crocker's Clambake  
 WMOA, Marietta, O.
- CROCKER, LEE**  
 Needlework  
 KOMO, Carthage, Mo.
- CROFFORD, GEORGE**  
 1510 Club  
 KOCS, Ontario, Cal.
- CROWE, GORDON**  
 Tom Thumb  
 KALL, Salt Lake City, Utah
- CROWE, HILTON**  
 WALT, Tampa, Fla.
- CRUISER, ED**  
 WERC, Erie, Pa.
- CU'DABAC, BILL**  
 1130 Club  
 KWKH, Shreveport, La.
- CURRY, DON**  
 Don's Matinee  
 KSJO, San Jose, Cal.
- CURTIS, GEORGE**  
 560 Review  
 WGAN, Portland, Me.
- CURTIS, KEN**  
 All Alone Club  
 KELK, Elko, Nev.
- CUTTING, DICK**  
 Downbeat Club  
 KBUC, Corona, Cal.
- CUTTING, DICK**  
 Magic Bandstand  
 KCSB, San Bernadino, Cal.

— D —

- DABECO, HENRY**  
 WJAS, Pittsburgh, Pa.
- DAHLBERG, JERRY**  
 Gotta Match Jo  
 KR0X, Crookston, Minn.
- DAHLING, JOE**  
 Platter Parade  
 WLDY, Ladysmith, Wis.



**TEDD LAWRENCE**  
**WLIB**

**ART SCANLON**

Humorist

**WINS**

New York



## Disc Jockeys—Radio-Television

- DALE, REX**  
Breakfast Time  
WCKY, Cincinnati, O.
- DANIELS, PAUL**  
Matinee  
WWNH, Rochester, N. H.
- D'ARCY, BOB**  
KPKW, Pasco, Wash.
- DARY, ALAN**  
WBRY, Waterbury, Conn.
- DAUGHERTY, BERT**  
Yours For The Asking  
KWAL, Wallace, Ida.
- DAUGHERTY, DOC**  
1250 Lunch Club  
WNOV, York, Pa.
- DAVIDSON, DOM**  
WTJS, Jackson, Tenn.
- DAVIDSON, TOM**  
Swing Shift  
WCCA, Pensacola, Fla.
- DAVIS, BILL**  
Dubing Davis  
WBLJ, Dalton, Ga.
- DAVIS, DAN**  
Club 1270  
KIOX, Bay City, Tex.
- DAVIS, DON**  
Flying Disks, Rise and Shine  
KFRC, San Francisco, Cal.
- DAVIS, EDDIE**  
Morning Merry-Go-Round  
WTOG, Savannah, Ga.
- DAVIS, EDWARD**  
1450 Club  
WPPG, Atlantic City, N. J.
- DAVIS, GEORGE**  
Turntable Travels  
WRBL, Columbus, Ga.
- DAVIS, JOHN L.**  
Covington, Va.
- DAVIS, H. KEN**  
Twilight Traits  
KRNO, San Bernardino, Cal.
- DAVIS, OVIDE**  
1490 Club  
KCLL, Houma, La.
- DAWSON, TOM**  
Off The Record  
KTXN, Austin, Tex.
- DAWSON, WILLIAM H.**  
1400 Club, The Housewife Re-  
quest, Coffee Time  
WPAY, Portsmouth, O.
- DAY, BOB**  
Katy Club  
WKTY, LaCrosse, Wis.
- DAY, MAX**  
Rompin' & Stompin'  
WKMO, Kokomo, Ind.
- DE ALESSI, GENE**  
Coffee Club  
KTM, San Rafael, Cal.
- DEAN, BOB**  
Platter Slants  
WJOB, Hammond, Ind.
- DEANE, JOE**  
Open House  
WHFC, Rochester, N. Y.
- deBIE, DICK**  
1450 Club  
KSTG, Crowley, La.
- DEE, TOMMY**  
Rise & Shine  
WSBI, South Bend, Ind.
- DERING, DEE**  
Dee Dering  
WDUK, Durham, N. C.
- deGRAVELLE, ROU**  
Good Morning Farmer Friend  
KROP, Abbeville, La.
- DE LA GARZA, RAMERO**  
Atlantercer Mexicanos  
KURV, Edinburg, Tex.
- DELANEY, CHUCK**  
Club 1340  
WCBI, Columbus, Miss.
- DELLINGER, JOHN**  
Club 1340  
WJRI, Lenoir, N. C.
- DENMON, PAUL**  
WKWF, Key West, Fla.
- DENWITT, PAUL**  
Magic Valley Sovereign  
KMO, McAllen, Tex.
- DEPPEN, STAN**  
Tunes in Tempo  
WSBA, York, Pa.
- DERBY, CLIFF**  
Tunes 'Round Noon  
WAOV, Vincennes, Ind.
- deVICTOR, MARTY**  
WENS, Columbus, O.
- DICKLER, SID**  
Disc Diggin'  
WHOD, Homestead, Pa.
- DIETZ, ROBERT**  
WBSR, Pensacola, Fla.
- DILL, GLEN**  
The Suddial  
WTSP, St. Petersburg, Fla.
- DILLINGHAM, ALEX**  
Club 1430  
WHS, Lansing, Mich.
- DILLNER, RILL**  
WFDC, Chicago, Ill.
- DIXON, MASON**  
Yawn Patrol  
KICD, Spencer, Ia.
- DIXON, PAUL**  
WCTO, Cincinnati, O.
- DOBEY, JOHN**  
Jobin John  
KFMI, Tulsa, Okla.
- DOBBS, JOE**  
Pot Luck Party  
KVVC, Ventura, Cal.
- DOGGETT, JERRY**  
WIR, Dallas, Tex.
- DOMEC, JOHNNY**  
Disking With Domec  
KROP, Abbeville, La.
- DON, UNCLE**  
Uncle Don's Record Party  
WOR, New York, N. Y.
- DONAGHUE, STEVE**  
Top Melody Tune  
WAGM, Presque Isle, Me.
- DONALDSON, BOB**  
WJJI, Montgomery, Ala.
- DONEY, JIM**  
WSRS, Cleveland Heights, O.
- DONOHUE, THOMAS H.**  
Luncheon Melodies  
WRUF, Gainesville, Fla.
- DORRY, RAY**  
Turntable Terrace  
WBZ - WBZA, Boston - Spring-  
field, Mass.
- DORSEY, BILL**  
Sunnyside  
WSKY, Ashville, N. C.
- DOSTER, TOMMY**  
Georgia Hayride  
WAGA, Atlanta, Ga.
- DOUGLAS, HUGH**  
Tops In Town  
WCFL, Chicago, Ill.
- DOUGLAS, WOLLY**  
WCAV, Norfolk, Va.
- DONEY, BILL**  
WISN, Milwaukee, Wis.
- DOWNEX, JACK**  
WONS, Hartford, Conn.
- DOWNING, CLYDE**  
Musical Clock  
WOBT, Rhineclander, Wis.
- DONING, VERNON**  
RRKO, Everett, Wash.
- DREPPERD, BOB**  
Morning In Norfolk  
WLOW, Norfolk, Va.
- DREXLER, JIM**  
570 Club  
WMAM, Marinette, Wis.
- DREYFUSS, DICK**  
Discs by Dick  
WAGM, Presque Isle, Me.
- DRUM, DEWEY**  
Early Riser Club  
WSOC, Charlotte, N. C.
- DUBAR, DENISE**  
CKAC, Montreal, Que., Canada
- DU ROIS, CHARLES**  
Wax Works, KBMY, Billings,  
Mont.
- DUDLEY, DICK**  
WNBC, Rockaby Dudley
- DUDLEY, MARY**  
Movin' Round  
WHOD, Homestead, Pa.
- DUMAS, ROLAND**  
Tops In Pops  
WMA5, Springfield, Mass.
- DUNAWAY, JAMES C.**  
1100 Club  
WLEB, Carrollton, Ga.
- DUNBAR, ED**  
WBQJ Jamboree  
WBQJ, Augusta, Ga.
- DUNBAR, WALT**  
Turntable Terrace  
WBET, Brockton, Mass.
- DUNCAN, JIM**  
Requestfully Yours  
WEBQ, Harrisburg, Ill.
- DUNFORD, HOWARD**  
Club 1490  
WMRN, Marion, O.
- DUNHAM, JIM**  
Polka Time  
WMMW, Meriden, Conn.
- DUNLAP, WALLACE**  
Dial Dunlap  
WLIZ, Bridgeport, Conn.
- DUNN, BILL**  
By The Numbers  
WKBN, Youngstown, O.
- DUNN, TON**  
Music Review  
WCYB, Bristol, Va.
- DUNNE, BOB**  
16th St. Parade  
WXT, Milwaukee, Wis.
- DURAND, TOM**  
Dance Parts  
WTM, Trenton, N. J.
- DURBIN, EUGENE**  
Bandstand  
KOCS, Ontario, Cal.
- DUTY, EDWARD**  
KRUZ, Santa Cruz, Cal.
- DURVALL, JERRY**  
1230 Club  
KTRF, Thief River Falls,  
Minn.
- DYER, BILL**  
Top Of The Morning  
KSJO, San Jose, Cal.

— E —

- EARL, GLENN**  
Record Revellie  
KPBX, Beaumont, Tex.
- EARLE, ROBER**  
Platter Party  
WCLA, Baton Rouge, La.
- ECKERT, EDWARD**  
Rhythm, Corral  
WKNY, Kingston, N. Y.
- EDGAR, BILL**  
WEBJ, Elizabethton - Johnson  
City, Tenn.
- EDWARD, GENE**  
Falslaff Serenade  
WOW, Omaha, Neb.

## Disc Jockeys—Radio-Television

### — F —

- EDWARDS, FRED**  
KLTW, Dallas, Tex
- EDWARDS, TOM**  
Jam For Supper  
KICD, Spencer, Ia.
- EDWARDS, WARREN**  
Take It Easy Time  
WISR, Butler, Pa.
- EICHEN, AL**  
WISlin' Time  
WISL, Shamokin, Pa.
- EICHER, ROBERT**  
Century Club  
WBEL, Beloit, Wis.
- EIGEN, JACK**  
Meet Me At The Copa (WINS);  
DuMont Television
- ELLETT, DUANE**  
WHO, Des Moines, Ia
- ELLINGTON, DUKE**  
WMCA, New York N Y
- ELLIOT, CHARLES**  
Atomic Boogie  
WMGY, Montgomery, Ala.
- ELLIOT, DON**  
WCON, Atlanta, Ga
- ELLIOTT, BILL**  
Hits for the Mrs.  
KERO, Bakersfield, Calif.
- ELLIS, JACK**  
Melody Matinee  
WCBN, Youngstown, O.
- ELLIS, LEE**  
WSPR Rhythm Society  
WSPR, Springfield, Mass.
- ELLS, LORRAINE**  
Saturday Night House Party  
WSPR, Springfield, Mass.
- ELLSWORTH, LEO**  
Matinee Melange  
KWEI, Ida.
- ELSTON, BOB**  
Club 970  
WJMX, Florence, S. C.
- ELY, HUGH**  
Poor Man's Alarm Clock  
WNVA, Norton, Va.
- EMERALD, GENE**  
Gene Emerald Show  
KRNT, Des Moines, Ia
- EMMERICH, LEE**  
Date With a Disc  
WKOX, Framingham, Mass.
- ENGLE, ROBERT**  
1480 Club
- EARLE, STANLEY**  
Anything Goes  
KAYL, Storm Lake, Ia
- ERWIN, TOMMY**  
Rise & Smile  
KVOB, Alexandria, La
- EVANS, BILL**  
Wax and Needle Club  
WCFL, Chicago, Ill.
- EVANS, CLAUDE**  
Rural Rhythm  
KSWM, Joplin, Mo
- EVANS, JEFF**  
After Hours  
KRUL, Corvallis, O
- EYNS, JOHN**  
Dance Time  
WCOS, Columbia, S. C.
- EVANS, JOHN**  
Mail Bag  
WMON, Montgomery, W Va.
- EVERSON, BOB**  
Hillbilly Raugh  
KLEE, Houston, Tex
- EVERSON, CHRIS**  
Solid Senders Club  
WMOX, Meridian, Miss.
- EVRIICH, DICK**  
Matinee Frolick  
WSIR, Winter Haven, Fla
- JACEMEYER, ROY**  
Jersey Jamboree  
WSNJ, Bridgeton, N. J.
- FAHEY, JOHN**  
Side by Side  
KNEW, Spokane, Wash.
- FARCHILD, CHUCK**  
Rhythm at Random  
WBUX, Doylestown, Pa
- FANNING, BILL**  
KRKO, Everett, Wash
- FARMER, JON**  
Early Worm  
WAGA, Atlanta, Ga
- FARRISS, WAYNE**  
680 Klub  
WGLE, Clearwater, Fla.
- FAULK, A. L.**  
WCKB, Dunn, N. C.
- FEAGANS, EARNIE**  
Peagan's Follies  
WQOD, Chattanooga, Tenn
- FEATHER, LEONARD**  
Jazz at Its Best  
WJCM, New York, N. Y.
- FEIN, MEL**  
Club 1310  
WGAT, Utica, N. Y.
- FELLER, SHERM**  
Cmo Midnight  
WBEI, Boston, Mass
- FERESTAT, DICK**  
Platter Chatter  
KKIN, Visalia, Calif.
- FIELDS, CHUCK**  
KWIN, Ashland, Ore.
- FIELDS, BILL**  
Swing Session  
WZIP, Covington, Ky.
- FINCH, BUD**  
WELL, New Haven, Conn
- FINCH, DEE**  
WNEW, New York, N. Y.
- FINGER, ART**  
Sun Dial  
WXYZ, Houston, Tex.
- FISHER, JIM**  
Live 'Tol Five  
WGGG, Gainesville, Fla.
- FISHER, PAUL**  
WLIO, East Liverpool, O.
- FITZGERALD, DON**  
Musical Revolve  
WTBF, Troy, Ala.
- FITZGERALD, GORDON**  
570 Matinee  
WBAP, Fort Worth, Tex
- FLETCHER, THOMAS**  
Matinee Dancetime  
WKK, Cleveland, O
- FLOOD, JOE**  
Unsee-Dozy  
KTLN, Denver, Colo.
- FOLAND, MYLES**  
WSIV, Pekin, Ill.
- FOLEY, DAVE**  
KRKO, Everett, Wash
- FORD, ART**  
WNEW, New York, N. Y.
- FORD, CHARLES**  
WCCP, Savannah, Ga
- FORD, JOHN**  
Grandpappy Gramophone  
WTCN, Minneapolis-St. Paul,  
Minn.
- FORD, MILTON O.**  
Early Mornins Show  
WVDC, Washington, D. C.
- FOREMAN, BILL**  
Rhythm Rodeo  
KYA, San Francisco, Cal.
- FORNEY, BILL**  
Tuxedo Junction  
KSN, San Francisco, Cal.
- FORSSELL, GENE**  
Sun-KIST Show  
KIST, Santa Barbara, Cal.
- FORSTER, BOB**  
WICA, Ashtabula, O.
- FOSS, DAREYL**  
Western Swing  
KTJS, Hobart, Okla
- FOSTER, JACK**  
Juke Box Review  
WFHR, Wisconsin Rapids, Wis
- FOSTER, JOHN**  
Requestfully Yours  
WBAX, Wilkes-Barre, Pa.
- FOSTER, TERRY**  
Record Show  
WBHL, Sheboygan, Wis.
- FOUNTAIN, BILLY**  
Time and Tune Parade  
WKY, Oklahoma City, Okla.
- FOWLER, J. E.**  
Finale Time  
WNGO, Mayfield, Ky.
- FOWLER, JIM**  
Record Shop  
WGPC, Albany, Ga
- FOX, SYLVAN**  
Spotlight Rhythm  
KSYL, Alexandria, La
- FRANCIS, AL**  
Fun With Francis  
WKST, New Castle, Pa.
- FRANKEL, GENE**  
KHM, Hannibal, Mo
- FRANKLIN, JOE**  
Antique Record Shop (WMCA),  
New York, N. Y.
- FRAWLEY, TOM**  
KWNO, Winona, Minn.
- FRAZIER, BOB**  
WMMN, Fairmont, W Va.
- FRAZIER, JIM**  
Musical Varieties  
WCBT, Columbus, Miss.
- FREDERICKS, BILL**  
The Honeydrippers  
KWJJ, Portland, Ore.
- FREDERICKS, DON**  
Melody Matinee  
KDSH, Boise, Ida
- FREED, ALLEN**  
Request Review  
WARK, Akron, O.
- FREELAND, MIKE**  
Platter Time  
WEKR, Fayetteville, Tenn
- FREEMAN, PAUL**  
Party Line  
KAFY, Bakersfield, Cal.
- FRENCH, NED**  
1360 Club  
WLYN, Lynn, Mass
- FRIELING, JIM**  
Morning Pickup, Platter Pa-  
rade  
WXXA, Buffalo, N. Y.
- FRIEND, GEORGE**  
Lake Region Serenade  
WLAJ, Lakeland, Fla.
- FRISCH, BOB**  
Sourise Serenade  
WMAW, Milwaukee, Wis
- FROENLICH, DON**  
State Show  
WAUX, Waukesha, Wis.
- FROST, DONALD, M.**  
Gene Antry Time, Time To  
Dance  
WPAV, Portsmouth, O.
- FROST, FRANK**  
Colby, Kans.

## Disc Jockeys—Radio-Television

- FULMAR, ALLAN**  
Let's Dance  
WKIX, Columbia, S. C.
- FURMAN, R. W.**  
Music In The Air  
WMAF, Monroe, N. C.
- FUSCO, DAN**  
"The Timekeeper"  
WKAL, Roanoke-Citica, N. Y.
- G —
- GABRIEL, DON**  
By Dawn's Early Light  
WJW, Cleveland, O.
- GAILBRAITH, JOHN**  
Musical Lunch Counter  
KGO, San Francisco, Cal.
- GAINES, ZEKE**  
Good Morning Circle  
WGAU, Athens, Ga.
- GARCIA, GENE**  
Unk Gene  
WALT, Tampa, Fla.
- GARMEN, JAKE**  
1340 Club  
KSET, El Paso, Tex.
- GARRITT, CHUCK**  
WEDO, McKeesport, Pa.  
Chuck Garratt Show
- GARRETT, LEO**  
Yawn Patrol  
WROV, Roanoke, Va.
- GARY, DOUG**  
Noontime Jamboree  
WRBL, Columbus, Ga.
- GATLING, BILL**  
Ready For Music  
WLFM, Suffolk, Va.
- GAVER, JIM**  
Dance Time  
WGCC, Chatsville, Fla.
- GEARHART, VAL**  
Teen Time  
KCSB, San Bernardino, Cal.
- GEEN, STAN**  
Motor Melodies  
WGAR, Cleveland, O.
- GEERTZ, MARTY**  
Rendezvous With Music  
WBLJ, Dalton, Ga.
- GEHLERT, BILL**  
WTEL, Philadelphia, Pa.
- GEORGE, LEE**  
Yawn Patrol  
KWTO, Springfield, Mo.
- GERON, MORM**  
The Sun Dial, Make-Believe  
Ballroom  
WWSO, Springfield, O.
- GHORSE, LARRY**  
Platter Patter  
WBET, Brockton, Mass.
- GIBBONS, JAMES**  
The Town Clock  
WMAL, Washington, D. C.
- GIBSON, FRITZ**  
WAIM, Anderson, S. C.
- GIFFORD, DICK**  
Record Parade  
KRDU, Durham, Cal.
- GILBERT, CHARLES**  
Night Watchman  
WNEB, Worcester, Mass.
- GILLIS, JOHNNY**  
Western Swing  
WWEF, Palatka, Fla.
- GILMAN, HAL**  
WSLB, Ogdensburg, N. Y.
- GILMORE, KEN**  
Starlight Junction  
WLCS, Baton Rouge, La.
- GRAND, JOSEPH**  
WCCC, Hartford, Conn.
- GIROUX, LEO**  
Sunrise Roundup  
KGO, San Francisco, Cal.
- GLEASON, BOB**  
Nyc Beach Comber  
KNPT, Newport, Ore.
- GLOVER, WILLIE**  
Between the Tables  
WMBS, Uniontown, Pa.
- GOARD, FRED**  
KROS, Clinton, Ia.
- GOERNER, BOB**  
Curfew Club  
KQW, San Jose, Cal.
- GOLDEN, JERRY**  
Dial in Style  
WHBY, Appleton, Wis.
- GOODING, KEN**  
Sunny Side Up  
KRES, St. Joseph, Mo.
- GOODWIN, HAROLD**  
Pioneer Town  
KTBC, Austin, Tex.
- GORDON, PHIL**  
Afternoon Swing Session  
WWRL, New York, N. Y.
- GORDON, RAY**  
Waffles & Wax  
KTRE, Lufkin, Tex.
- GOULD, DICK**  
Alarm Clock Club  
WLOW, Norfolk, Va.
- GOWAN, PAUL**  
WARK, Hazerstown, Md.
- GRADY, JOE**  
950 Club  
WPN, Philadelphia, Pa.
- GRAHAM, BILL**  
Pop Parade  
KDSH, Boise, Ida.
- GRAHAM, DON**  
Dawn In Dixie  
WHSC, Hartsville, S. C.
- GRANGER, JERRY**  
Melody Mill  
KHAS, Hastings, Neb.
- GRAVEL, ALAIN**  
CKAC, Montreal, Que., Can.
- GRAVES, GENE**  
KYW, Philadelphia, Pa.
- GRAY, BARRY**  
The Barry Gray Show  
WHAT, Miami Beach, Fla.
- GRAY, CHARLIE**  
Rise 'N Shine  
KOME, Tulsa, Okla.
- GRAY, HU**  
You Ask For It  
WDZ, Tuscola, Ill.
- GRAY, JIM**  
Melody Merchant  
WAUT, Chicago, Ill.
- GRAY, MARTIN**  
KTOP, Topeka, Kans.
- GRAYSON, MEL**  
Request Club  
WSSV, Petersburg, Va.
- GRAYSON, SID**  
Lone Star Theatre  
KFDX, Wichita, Falls, Tex.
- THE GREAT SCOTT**  
KLEE, Houston, Tex.
- GREEN, HAROLD**  
WFVA, Fredericksburg, Va.
- GREENWOOD, WARREN**  
Platter Playhouse  
WEAV, Haverhill, Mass.
- GREER, BOB**  
Club 99  
WNOX, Knoxville, Tenn.
- GREEK, JAMES**  
After Hours  
WTXL, San Angelo, Tex.
- GREGSON, JACK**  
KROW, Oakland, Cal.
- GREGSON, JACK**  
GE Platter Party  
KXOB, Stockton, Cal.
- GRENNAN, ED**  
The Record Man  
WBCK, Battle Creek, Mich.
- GREY, LANNY & GINGER**  
Start The Day With A Smile  
WMGM, New York, N. Y.
- GREY, MITCHELL**  
Breakfast With You  
WJPA, Washington, Pa.
- GRIFFIN, DAN**  
Daybreak in Dixie  
WGTM, Wilson, N. C.
- GRIFFITHS, BILL**  
Platter Spinners Parade,  
Spinner Sanctum  
WRRT, Cortland, N. Y.
- GRIGGS, DICK**  
WVLN, Ciney, Ill.
- GRISSON, GAIL**  
Night Special  
WTOM, Bloomington, Ind.
- GROFF, WILL**  
"Rise and Shine"  
WJEJ, Hagerstown, Md.
- GROHAM, JAMES**  
Musical Clock  
WPPG, Atlantic City, N. J.
- GROPPER, HAL**  
Sweetwood Serenade  
WRUN, Utica, N. Y.
- GROSSMAN, DICK**  
Joke Box Serenade  
WOLF, Syracuse, N. Y.
- GUNDERSON, DALE**  
Make Mine Music  
KXRO, Aberdeen, Wash.
- GUNN, DICK**  
1490 Club  
KICO, Calexico, Cal.
- GUNTER, ROSE ELLA**  
High School Platter Party  
WTMC, Ocala, Fla.
- H —
- HACK, GEORGE**  
For the Children  
WNOW, York, Pa.
- HAGMAN, JIM**  
Platter Parade  
WCHV, Charlottesville, Va.
- HAGGATT, JERRY**  
Jerry's Jive Hive  
WTCJ, Tell City, Ia.
- HALEY, TOM**  
Off the Record  
WTAM, Cleveland, O.
- HALL, BOB**  
Tops In Pops  
WVWV, Fairmont, W. Va.
- HALL, RUSS**  
Rus Ball Show  
KLIF, Dallas, Tex.
- HALLET, PAUL**  
Records At Random  
KOOL, Phoenix, Ariz.
- HALLLOCK, TED**  
Spins & Needles  
KPO, Portland, O.
- HAMILTON, JIM**  
Melody Time  
WRF, Washington, N. C.
- HAMLETT, JAMES**  
Cactus Jim Show  
KMON, Great Falls, Mont.
- HAMMONS, ELMER R.**  
Ross's Record Shop  
WGOY, Bangor, Me.
- HAMRICK, JOHN C.**  
The Wake Up Show  
WBHF, Cartersville, Ga.
- HANCOCK, JOHN**  
Barn Dance Kapers  
WKTY, LaCrosse, Wis.
- HANES, FRANK**  
Melody Time  
WPAR, Parkersburg, Pa.

## Disc Jockeys—Radio-Television

- HANEY, BERT**  
The Critter  
KTAE, Taylor, Tex.
- HANNA, BOYCE**  
870 Club  
WGTL, Kannapolis, N. O.
- HANSSEN, TOM**  
Yawn Patrol  
WBHB, Fitzgerald, Ga.
- HARDGROVE, F. H.**  
Rise & Shine  
KCLE, Cleburne, Tex.
- HARDING, BARBARA**  
By Request  
WMVA, Martinsville, Va.
- HARDING, JIM**  
Spotlight Stars  
KCSB, San Bernardino, Cal.
- HARDING, JIM**  
Disc Jerkey, Variety Time  
WHYU, Newport News, Va.
- HARDISIN, BOB**  
My Serenade  
KVWC, Vernon, Tex.
- HARDMAN, GLENN**  
Sunshine Man  
KTUL, Tulsa, Okla.
- HARPER, MIKE**  
Rise & Shine  
WWGP, Sanford, N. C.
- HARPERING, JAMES**  
Requestfully Yours  
WPFB, Middletown, O.
- HARREL, JACK**  
Sylvester's Show  
WJHP, Jacksonville, Fla.
- HARRILL, BILL**  
KVOP, Plainview, Tex.
- HARRINGTON, BILL**  
WVOM, Boston, Mass.
- HARRIS, BASS**  
House of Joy  
KOL, Scuffle, Wash.
- HARRIS, HOMER**  
WKWF, Key West, Fla.
- HARRIS, WILLIAM G.**  
WBHP, Huntsville, Fla.
- HARRISON, JACK**  
Early Risers  
WLAJ, Grand Rapids, Mich.
- HARRY, COUSINS**  
Cousin Harry  
KIUP, Durango, Colo.
- HART, MAURICE**  
Announcer, Disc Jockey; b.  
N. Y. C., N. Y., Jan. 6, '09;  
Start the Day Right; The Holly-  
wood Bandstand; KFWB, Holly-  
wood, Cal.
- HARTER, JACK**  
WFKC, Columbus, O.
- HARTLEY, JAMES A.**  
WGGG, Gainesville, Ga.
- HARTZELL, RICHARD**  
Musie You Like  
WBPZ, Lock Haven, Pa.
- HARVEY, TOM**  
Harvey House  
WVCE, Chester, Pa.
- HARWOOD, CRIS**  
1540 Turntable Terrace  
WJMJ, Philadelphia, Pa.
- HASELTINE, FRED**  
Alarm Clock Club  
WDNC, Durham, N. C.
- HASSING, DOUGLAS**  
Housewife's Hit Parade  
WBGY, Montgomery, Ala.
- HATCHER, VANCE R.**  
Request a Record  
WRON, Ronceverte, W. Va.
- HAGG, CARL**  
Melody Time  
WKRG, Mobile, Ala.
- HAWKINS, DON**  
Don Night Hawkins Show  
KSTP, St. Paul - Minneapolis,  
Minn.
- HAWTHORNE**  
The Hawthorne Thing  
ABC
- HAYDEN, W.**  
Hi Neighbors  
WOAP, Owosso, Mich.
- HAYGOOD, H. W. JR.**  
Hit Parade  
KOCA, Kilgore, Tex.
- HAYNES, DICK**  
Haynes At the Reins  
KLAC, Los Angeles, Cal.
- HEAD, BYRON**  
Coffee Club  
KOLL, Omaha, Neb.
- HEDGEPEETH, BILL**  
WCSC, Charleston, S. C.
- HEINEN, LARRY**  
Red River Revellie  
KFGO, Fargo, N. Dak.
- HELLYER, ART JR.**  
WISN, Milwaukee, Wis.
- HENSHAW, FRED**  
Reeord Party  
KWIL, Albany, Ore.
- HENSON, DOUG**  
WTEL, Philadelphia Pa.
- HERMAN, DON**  
Music Mart  
WPAG, Ann Arbor, Mich.
- HERMAN, JOHN**  
Mid-day Jamboree  
KTIP, Porterville, Cal.
- HERRING, WELDON**  
WCCP, Savannah, Ga.
- HERSCH, WOODY**  
You Asked For It  
KUTA, Salt Lake City, Utah
- HEXSON, BILL**  
WRC Timekeeper  
WRC, Washington, D. C.
- HEWEY, IRA I.**  
Musical Mailman  
WHAJ, Greenfield, Mass.
- HIBDON, MILTON**  
Knick Knacks  
KTBR, Modesto, Cal.
- HICKMON, RUSSELL**  
WEPM, Martinsburg, W. Va.
- HICKOK, BILL**  
Alarm Clock Club, Rhyme  
Does Pay, 850 Club  
WXXW, Albany, N. Y.
- HICKOX, RICHARD**  
Yawn Patrol  
WLAJ, Lawrence, Mass.
- HIGGINS, HAROLD**  
Record Review  
WROB, West Point, Miss.
- HIGGINS, JIM**  
Take-It-Easy-Time  
WVNY, Watertown, N. Y.
- HIGHBY, BOB**  
WLIP, Kenosha, Wis.
- HIGHTAIN, ARTHUR**  
Swing Time  
KWPC, Hot Springs, Ark.
- HIGHTOWER, BILL**  
Bill Hightower Show  
KFJZ, Fort Worth, Tex.
- HILLE, DALTON**  
Hartbeats  
WLJK, Lima, O.
- HINKLE, C. L.**  
KWTZ, Waco, Tex.
- HINKLE, ED**  
Request For Rhythm  
WTOM, Bloomington, Ind.
- HINSON, JAMES R.**  
Breakfast With Hinson  
WRON, Ronceverte, W. Va.
- HIPPS, TOM**  
Merry Go Round  
KAMQ, Amarillo, Tex.
- HOBART, JOHN**  
Forever Music  
WDOX, Oneonta, N. Y.
- HODGES, JOHN**  
Request Hour  
KXOX, Sweetwater, Tex.
- HOFER, DICK**  
Hymn Request  
KRDU, Dinubia, Cal.
- HOFFHINES, RALPH**  
1450 Club  
WLEC, Sandusky, O.
- HOGAN, BO**  
Hogan's Alley  
KWBC, Fort Worth, Tex.
- HOGAN, MARTY**  
Marty Hogan Show  
WJJD, Chicago, Ill.
- HOGGATT, JACK**  
Destination Midnight  
KIL, Yakima, Wash.
- HOLCZER, ROBERT**  
Jamboree  
WBRV, Waterbury, Conn.
- HOLLANO, BILL**  
Hi Neighbor Club  
WNVA, Norton, Va.
- HOLLER, CARL**  
Whoopin Holler  
WITZ, Jasper, Ind.
- HOLLEY, KNOX**  
Dixie Ronsterbout  
WHAL, Shelbyville, Tenn.
- HOLMBERG, HILDING**  
WFUN, Huntsville, Ala.
- HOLMES, BOB**  
Juke Box Review  
WROB, North Adams, Mass.
- HOLMES, DICK**  
The Dick Holmes Show  
WAMS, Wilmington, Del.
- HOLMS, TED**  
Sleepy Time Express  
WBRK, Pittsfield, Mass.
- HOOKER, KEN**  
Hill Billy Hit Parade  
ESET, El Paso, Tex.
- HOOPER, CHUCK**  
Star Spotlight  
WHKK, Akron, O.
- HOPE, WINKIE**  
Midnight Ballroom  
WTAR, Norfolk, Va.
- HOPKINS, WES**  
Name It and Play It  
WTTM, Trenton, N. J.
- HOPPER, LEE**  
Morning Juke Box  
KTMC, McAlester, Okla.
- HOUGLUM, BOB**  
Studio Party  
KASH, Eugene, Ore.
- HOUSTON, HAL**  
Rise & Shine  
KSUE, Susanville, Cal.
- HOWARD, BOB**  
WWAZ, Huntington, W. Va.
- HOWARD, TONY**  
Melody Matinee  
WPIK, Alexandria, Va.
- HOWELL, WAYNE**  
Wayne Howell Show  
WNBC
- HOY, WALLACE**  
Wake Up Lenoir  
WJRI, Lenoir, N. C.
- HUCKA, CHUCK**  
Coffee Clock  
KORE, Eugene, Ore.
- HUDSON, GEORGE**  
Downbeat Club  
WCAP, Asbury Park, N. J.

## Dise Jockeys—Radio-Television

- HUFF, RED**  
WPLH, Huntington, W. Va.
- HUGHES, EVAN H.**  
Variety Club  
KVOL, Lafayette, La.
- HULLICK, BUDD**  
WJL, Niagara Falls, N. Y.
- HULL, CHUCK**  
SwingTime  
KPAS, Banning, Cal
- HULL, DICK**  
1, 2, 3, Club  
WFRP, Savannah, Ga.
- HULL, JACK**  
Platter Pantry  
KYOU, Greeley, Colo
- HUNGKY HANK**  
Ranch House Bonndup  
WMO, Milwaukee, Ill
- HUNNICUTT, TOM**  
Tom's Record Shop  
KWOC, Poplar Bluff, Mo.
- HURST, ED**  
950 Club  
WPN, Philadelphia, Pa
- HURT, ZACK**  
KFMZ, Fort Worth, Tex
- HUSE, ROBERT**  
Wake-Up Show  
WOTW, Nashua, N. H
- HUSING, TED**  
(Husing, Edward B.); Disc jockey;  
b. New York, N. Y., Nov. 27,  
1901, Pace Inst.; Columbia Univ.  
Ext.; Orange Bowl Football Game;  
Kentucky Derby, N. Y. & N. J.  
Stake Races; U. S. Army Rec-  
ruiting Football Series; Indoor  
and Outdoor Track and Field;  
Disc jock show, (Ted Husing's  
Bandstand) WMGM.
- HUSTED, DON**  
Western Hills  
KWVC, Vernon, Tex.
- HUTCHINS, RALEY**  
Music of Moderns  
WQRC, Vicksburg, Mass
- HUTCHINSON, RAYMOND**  
WARR, Arlington, Va
- HUNLEY, KEITH**  
WCRK, Morrislow, Tenn.
- HYDEM, BILL**  
Sooner Sanctum  
KMUS, Muskogee, Okla
- F —
- INGERSOLL, CHARLIE**  
WXLT, Ely, Minn.
- INGRAM, BILL**  
1400 Melody Lane  
WSYL, Alexandria, La.
- IRVING, BOB**  
Platter Chatter  
WLIP, Lexington, Ky
- IRVING, GEORGE**  
1230 Club  
WOMA, Corinth, Miss.
- IYEV, GIRON**  
WLAQ, Rome, Ga.
- J —
- JACKSON, CLIFF**  
WBSR, Pensacola, Fla.
- JACKSON, HAROLD**  
House That Jack Built  
WINX, Washington, D. C.
- JACKSON, MAURICE**  
Music Box  
WJAX, Birmingham, Ala.
- JACKSON, WALKER**  
Moonlight Memories  
WBSC, Bennettsville, S. C.
- JACOBS, DAVE**  
Jazz, Inc.  
WSTD, Baltimore, Md.
- JACOBS, DON**  
Clockwatchers' Society  
WCBM, Lemoyne, Pa.
- JACOBSEN, DICK**  
Call a Kopp, Wax Works  
KOPP, Ogden, Utah
- JAEGER, BILL**  
Suprise Patrol  
WBCC, Salisbury, Md.
- JAFFE, SID**  
Night Club of the Air  
WNHC, New Haven, Conn.
- JAHNKE, HAL**  
Watch the Clock  
KXIC, Iowa City, Ia
- JAMERSON, PETER**  
1230 Club  
WNEB, Worcester, Mass.
- JAMES, ANDY**  
Easy Listening  
WGEM, Quincy, Ill.
- JAMES, STEPHEN**  
Once Over Lightly  
WBMS, Boston, Mass.
- JAMISON, RALPH**  
What's New  
KCOY, Santa Maria, Cal
- JARVIS, AL**  
Make Believe Ballroom  
KLCAC, Los Angeles, Cal.
- JAY, GEORGE**  
Show People's Show  
KWIK, Burbank, Cal
- JEFFERS, SLEEPY**  
Magic Valler Jamboree  
WTIP, Charleston, W. Va
- JEFFERYS, ALLAN**  
Midnight Platter Party  
WFPG, Atlantic City, N. J.
- JENKINS, BOB**  
For Members Only  
KONO, San Antonio, Tex.
- JENSEN, KEN**  
Jam Session  
KUTA, Salt Lake City, Utah
- JESSEE, BLAIR**  
Hayloft Jamboree  
WROM, Rome, Ga
- JESSEN, DICK**  
Swinging Down the Lane  
WMCK, McKeesport, Pa
- JOHNXY & GINNY**  
Saturday Night Date  
WEXL, Royal Oak, Mich
- JOHNSON, BILL**  
Yawn Patrol  
WMIQ, Iron Mountain, Mich
- JOHNSON, BOB**  
Music Till Midnight  
WAJR, Morgantown, Va
- JOHNSON, CLIFF**  
Cactus Jack Show  
WXOB, Stockton, Cal.
- JOHNSON, DOTTIE**  
Dottie's Daily  
KSON, San Diego, Cal
- JOHNSON, HERB**  
Rise 'n' Shine  
WMAZ, Macon, Ga.
- JOHNSON, JIMMY (11 YRS. OLD)**  
Children's Classic Hour  
WTRR, Sanford, Fla.
- JOHNSON, VERNÉ**  
Mad Cat  
KRSO, Seattle, Wash.
- JOHNSTON, DOC**  
Date with Doc  
WBIR, Knoxville, Tenn.
- JOHNSTON, KEN**  
Sunrise Serenade  
WCED, Dubois, Pa.
- JONES, AL**  
WTRR, Dallas, Tex.
- JONES, ART**  
Computers Special  
WBKA, Brockton, Mass.
- JONES, BOB**  
Groans by Jones  
WBIG, Greensboro, N. C.
- JONES, BOBBY**  
Teentimers' Special  
WWWB, Jasper, Ala.
- JONES, DARREL**  
1240 Club  
KBIZ, Ottumwa, Ia.
- JONES, GORDON**  
Sunshine Valley  
WCMB, Lemoyne, Pa
- JONES, HOWARD**  
Here's Howard  
WFIL, Philadelphia, Pa.
- JONES, J. D.**  
Ranch Boys  
KJAM, Vernal, Utah
- JONES, JAMES D.**  
Music and Madness  
KGVU, Greenville, Tex.
- JONES, ROBERT**  
Disc Derby  
KFRU, Columbia, Mo
- JONES, ROD**  
1240 Club  
WNCN, Jacksonville, N. C.
- JONES, ROY**  
Walton Special  
WMOC, Covington, Ga.
- JONES, TOM**  
Music Makers  
WFRS, Alexander City, Ala
- JORDAN, MIKE**  
WLAT, Conway, S. C.
- JORDAN, MURRAY**  
Candlelight & Silver, This Is  
Romance  
WLIB, New York, N. Y.
- JOYCE, JOHNNY**  
740 Club  
WPAQ, Mt. Airy, N. C.
- K —
- KAHL, GEORGE**  
Groovology 54  
WMAJ, State College, Pa.
- KALMUS, BEE**  
Bee Kalmus Show  
WMGM, New York, N. Y.
- KAREY, JACK**  
WSIV, Pelton, Ill.
- KASTNER, FRANK E.**  
WNAE, Norristown, Pa.
- KATT, GEORGE**  
The Cats Meow  
WMRO, Aurora, Ill.
- KAYE, BARRY**  
Barry Kaye Show  
WBMD, Baltimore, Md
- KEITEL, JIM**  
Dinnerbell Rumble  
KMUS, Muskogee, Okla
- KEITH, LARRY**  
Variety Show  
WTNE, Birmingham, Ala.
- KELLER, HENRY**  
E for U  
KGFV, Kearney, Neb.
- KELLER, O. J., JR.**  
Juke Box Serenade  
WTAX, Springfield, Ill.
- KELLY, DAN**  
1400 Club  
WRDO, Augusta, Me
- KELLY, TOM**  
Swing Session  
WARM, Scranton, Pa.
- KELLY, WARREN MICHAEL**  
Music Hall  
WJR, Detroit, Mich.
- KEMPER, ROBERT S.**  
Fan Fare  
KSGM, Ste Genevieve, Mo.

## Disc Jockeys—Radio-Television

- KENDRICK, LEWIS**  
Dancing Party  
WJLD, Bessemer, Ala.
- KENNEDY, BOB**  
Saturday Swing Session  
WBB, Kansas City, Mo
- KENNEDY, HAL**  
Next Call For Breakfast  
KIOA, Des Moines, Ia
- KENNEDY, JACK**  
Tea Time Ballroom  
WESX, Salem, Me.
- KENNEY, JACK**  
Requestfully Yours  
WDLB, Marshfield, Wis.
- KENSINGER, GLEN**  
WMBD, Peoria, Ill.
- KENT, BOB**  
Night Owl  
WBUO, Morrisville, Pa.
- KERR, REX**  
Teen Age Party Time Request  
Granted  
KEPO, El Paso, Tex.
- KETTLE, GEORGE**  
Your Request Hour  
KGLV, Alamosa, Colo
- KIBBY, GORDON**  
Anything Goes  
WFUR, Grand Rapids, Mich
- KIDBALL, EMERSON**  
Home Songs  
WCOL, Columbus, O.
- KIMBRO, BOB**  
WLEX, Lexington, Ky
- KING, CHARLES**  
Platter Shop  
WVAL, Utica, N. Y.
- KING, DICK**  
The Old Town Square  
KITO, San Bernardino, Cal.
- KING, FULTON A.**  
Coffee Pot  
WTON, Staunton, Va.
- KING, JOHN E., JR.**  
Musical Clock  
KROB, West Point, Miss.
- KING, NELSON**  
Daily Hit Parade  
WCKY, Cincinnati, O
- KING, PAUL**  
1450 Club  
WAOV, Vincennes, Ind.
- KING, ROBERT**  
Kaffe Klatsch  
WMOH, Hamilton, O.
- KING, WALLACE**  
WATR, Waterbury, Conn.
- KING, WHITNEY**  
100 Club  
WCIL, Carbondale, Ill.
- KINNAMAN, FLOYD**  
WFIN Floor Show  
WFIN, Friday, O.
- KIRBY, BILL**  
Alarm Clock Club  
WJOC, Jamestown, N. Y.
- KIRBY, JIMMY**  
Georgia Hayride  
WAGA, Atlanta, Ga
- KIRK, HARRY**  
At Your Command  
KORE, Eugene, Ore
- KISER, JIMMY**  
Dance Hour  
WSOC, Charlotte, N. C.
- KLAR, ROBERT**  
Daily Bugle  
WRTA, Altoona, Pa.
- KLAVAN, GENE**  
Swing Class  
WITE, Baltimore, Md
- KNAPP, BOB**  
Wake Up Time  
WRVA, Richmond, Va.
- KNIGHT, DICK**  
The Dick Knight Show  
KYNO, Fresno, Cal
- KNIGHT, TOM**  
Alarm Clock Club  
WLTC, Gastonia, N. C.
- KNUTSON, DARYL**  
Alarm Clock Club, 1230 Club  
WDSM, Superior, Wis
- KOESTNER, ARTHUR J.**  
Musical Melodies  
WCRW, Chicago, Ill
- KOHL, JAMES**  
Early Riser's Party  
WBOW, Terre Haute, Ind
- KOHL, HAROLD**  
Second Breakfast  
WARC, Rochester, N. Y.
- KOLLINS, KAY**  
Ten Time At Ten  
KFEQ, St. Joseph, Mo.
- KOMASA, ANDY**  
WTWT, Stevens Point, Wis.
- KONG, W. O.**  
1290 Harmony Lane  
WTOC, Savannah, Ga.
- KOONS, BOB**  
KMO, Tacoma, Wash.
- KOVACS, ERNIE**  
Chickenfoot Junction  
WTCM, Trenton, N. J.
- KRANE, HARRY**  
WBHY, Appleton, Wis.
- KRELL, FRED**  
Kreil's Carnival  
WSAM, Saginaw, Mich.
- KRIBBS, BOB**  
You Ask For It  
WGAP, Maryville, Tenn.
- KRIEGER, ED**  
Coffee Club  
WSOO, Sault St. Marie, Mich.
- KUHN, LEO**  
Breakfast With Lee  
WXLT, Ely, Minn.
- KURTZ, ED**  
Reveille Rendezvous  
WDXL, Doylestown, Pa.
- KYLE, FORREST**  
Musical Train  
KLO, Ogden, Utah
- L —
- LABBY, LEN**  
Who's Labby  
KSJO, San Jose, Cal.
- LA BOE, ART**  
Musical Marathon  
KCMJ, Palm Springs, Cal.
- LA COM, AL**  
Al's Hour  
KNEW, Spokane, Wash
- LACY, JACK**  
Listen to Lucy (WINS), New  
York, N. Y.
- LADD, ED**  
Hi Neighbor  
WPAT, Paterson, N. J.
- LAFFERTY, HERB**  
Penthouse Party  
WTOL, Toledo, O.
- LAKE, ED**  
Dixie Disc Review  
WEAR, Pensacola, Fla
- LAMAR, JACK**  
Club 18  
WCAM, Camden, N. J.
- LAMB, BILL**  
Jam For Breakfast  
WBBC, Flint, Mich.
- LAMB, BOB**  
Request It  
KFOX, Long Beach, Cal.
- LAMBERT, ED**  
WCAV, Norfolk, Va.
- LAMKIN, STEVE**  
Melody Merry-Go-Round  
KVEC, San Luis Obispo, Cal.
- LAMB, CARL**  
Morning Mail  
WCEC, Rocky Mount, N. C.
- LANAGAN, JAMES**  
Clockwatcher  
WNBH, New Bedford, Mass.
- LANDEAR, DEAN**  
WMT, Cedar Rapids, Ia.
- LANE, LARRY**  
Round-Up  
WHBO, Tampa, Fla
- LANG, BILL**  
KRJC, Beaumont, Tex.
- LANGFORD, JACK**  
Jack's Wax Works  
KRIG, Odessa, Tex.
- LANIGAN, BETTY**  
Breakfast With Betty  
WGH, Newport News, Va
- LANSON, SNOOKY**  
Snooky's Song Shop  
WSM, Nashville, Tenn
- LARSON, PAUL**  
Timekeeper  
WNEB, Worcester, Mass.
- LAWRENCE, KEN**  
Spirits Sereade  
WCOL, Toledo, O.
- LAWRENCE, NICK**  
Breakfast Patrol  
WHPE, High Point, N. C.
- LAWRENCE, TEDD.**  
b. Miami, Fla., April 9, 1914;  
Swingtime Session, Robert Hall  
of Fame, WHN; Tedd Lawrence  
Show (WVNU).
- LEAHY, TOM**  
KAKE Bandstand  
KAKE, Wichita, Kans.
- LEAVITT, ART**  
Club 1230  
KDAC, Fort Bragg, Cal.
- LEE, BRUCE**  
Morning Matinee  
WHIT, New Bern, N. C.
- LEE, DAVE**  
Records On Parade  
WKJG, Fort Wayne, Ind.
- LEE, DICK**  
Time and a Half Music Hall  
WHFE, Benton Harbor, Mich.
- LEE, GIL**  
Coffer Cup Parade  
KOOL, Phoenix, Ariz.
- LEE, PHIL**  
WFTE Ft. Lauderdale, Fla.
- LEFEVRE, EVA MAE**  
Gospel Songs  
WGST, Atlanta, Ga
- LEIGH, EDWARD**  
Club 800  
WCHA, Chambersburg, Pa
- LEMEN, MATT**  
Juke Box Jubilee, Tempo  
Rendezvous  
KOPO, Tucson, Ariz.
- LEMON, LEE**  
Goodwill Dawobuster  
WJR, Detroit, Mich.
- LENZ, TED**  
KGFJ, Hollywood, Cal.
- LEONARD, JIMMY**  
The Jimmy Leonard Show  
WSAJ, Cincinnati, O.
- LESCOULIE, JACK**  
WOR, New York, N. Y.
- LEWIS, BARNEY**  
Dancing Party  
WJDS, Jacksonville, Ill.
- LEWIS, BILL**  
Afternoon Tunetime  
KLPN, Midol, N. D.

## Disc Jockeys—Radio-Television

- LEWIS, BILL**  
Red's Club  
WKOX, Framingham, Mass.
- LEWIS, CLINTON J.**  
1490 Club  
WWNS, Statesboro, Ga.
- LEWIS, GENE**  
Teen Canteen  
KTFT, Houston, Tex.
- LIBBY, ED**  
Ad Lib with Ed Libb  
WAYB, Waynesboro, Va.
- LIEBMAN, NED**  
Tic-Tock Time  
KYJC, Medford, Ore.
- LILLARD, KEN**  
This Is Your Favorite  
KLBK, La Grande, Ore.
- LILLY, BOB**  
Keep Time With Tunes  
KCRG, Cedar Rapids, Ia.
- LILLY, DON**  
Tunneville Trolley  
WENK, Union City, Tenn.
- LIND, CHICK**  
WSRS, Cleveland Heights, O.
- LINDER, VINCE**  
Wax Works  
WFBC, Greenville, S. C.
- LINN, KEN**  
Platter Time  
WLW, Cincinnati, O.
- LITCHFIELD, ELMORE**  
Cornfield Frolics  
WFAK, Charleston, S. C.
- LIVELY, LEE**  
Juke Box Review  
WLOW, Norfolk, Va.
- LIVESEY, THOMAS**  
Melody Ranch  
WKAP, Allentown, Pa.
- LLOYD, JACK**  
Sunrise Serenade  
KBUR, Burlington, Ia.
- LLOYD, TOM**  
WSWN, Belle Glade, Fla.
- LOERKE, WAYNE**  
Best By Request  
KRUL, Corvallis, O.
- LOFTIN, LEONARD**  
Old Timer & Young Feller  
WKNS, Kinston, N. C.
- LOKEY, FRANK, JR.**  
Spartan Time  
WORD, Spartanburg, S. C.
- LONESOME GAL**  
WING, Dayton, O.
- LONG, CLINT**  
Musical Reveille  
WMBL, Morehead, N. C.
- LONG, DICK**  
Matinee At Radio Center  
KROD, El Paso, Tex.
- LONG, KEN**  
Late Riser's Club  
WGAN, Portland, Me.
- LONGCHAMP, BOB**  
Club 1450  
WKXL, Concord, N. H.
- LORENZE, GEORGE**  
Lullabies from Lorenzo  
WXRA, Buffalo, N. Y.
- LOTZ, VERN**  
Musical Knick-Knacks  
WTWT, Stevens Point, Wis.
- LOUNSBURY, JIM**  
WLEX, Lexington, Ky.
- LOW, JACK**  
Hotcake Club  
KVOE, Santa Ana, Cal.
- LOWE, JACK**  
1450 Club  
WWDC, Washington, D. C.
- LOWE, JIM**  
Best By Request  
KWTO, Springfield, Mo.
- LOWERY, BILL**  
Let's Have Fun  
WQXI, Atlanta (Buckhead), Ga.
- LOWRY, LEW**  
Platter Party  
KRUX, Phoenix, Ariz.
- LUCAS, BEN**  
Talk Of The Town  
WRGA, Rome, Ga.
- LUCE, WALTER M.**  
Coffee Club  
WWPF, Palatka, Fla.
- LUDWIG, LYELL**  
Amber Room  
WFBM, Indianapolis, Ind.
- LUEKE, KEN**  
For Your Pleasure  
WDHL, Bradenton, Fla.
- LUND, DON**  
Corn Lovers' Hour  
WFRP, Savannah, Ga.
- LUPTON, JOHN**  
Midnight Snack Bar  
WLAN, Lancaster, Pa.
- LOHMAN, PAUL**  
Record Review  
WPAG, Ann Arbor, Mich.
- LYDICK, MILLER**  
1450 Nightclub of the Air  
WJPA, Washington, Pa.
- LYNCH, BILL**  
Curfew Club  
WJLS, Beckley, W. Va.
- LYNCH, CHARLIE**  
Platter Party  
WFGF, Kalamaazoo, Mich.
- LYNN, BOB**  
Dreambuster  
WTOI, Miami, Fla.
- LYONS, BOB**  
Band Review  
WHBC, Canton, O.

### — Mc —

- McALLISTER, DON**  
WDBO, Orlando, Fla.
- McALLISTER, WILLIAM**  
Valley Bandstand  
KREO, Indio, Cal.
- McBRIDE, BOB**  
Here Comes Rhythm  
WMBH, Joplin, Mo.
- McBRIDE, MURRAY**  
1240 Club  
KBMY, Billings, Mont.
- McCALL, GEORGE**  
Time For Music. Request  
Please  
WHUM, Reading, Pa.
- McCARTHY, RED**  
Platter Chatter  
WHGB, Harrisburg, Pa.
- McCASKILL, DUDLEY**  
Sun-Up Serenade  
WSB, Atlanta, Ga.
- McCASKILL, FRANK D.**  
WFTL, Ft. Lauderdale, Fla.
- McCAULEY, JOE**  
Dawn Patrol  
WIP, Philadelphia, Pa.
- McCONNEL, BYRON**  
We Congratulate  
WKST, New Castle, Pa.
- McDONALD, J.**  
770 Record Club  
WEW, St. Louis, Mo.
- McDONALD, NORMAN**  
Out of the Night  
KOY, Phoenix, Ariz.
- McDONNELL, STEW**  
Wake Up Time  
WIMS, Michigan City, Ind.
- McDOWELL, JIM**  
Yawnin' in The Mornin'  
WHFB, Benton Harbor, Mich.
- McELROY, MAC**  
Top Of The Morning  
WIKK, Erie, Pa.
- McENANEY, JIM**  
WNLC, New London, Conn.
- McGILL, MAURY**  
WLIO, East Liverpool, O.
- McGOVERN, TOM**  
Saturday Night Jamboree  
KROD, El Paso, Tex.
- McGOWAN, JOHN**  
Juke Box Serenade  
WTOI, Toledo, O.
- McKENNA, JACK**  
Listen Ladies  
WBCB, Duluth, Minn.
- McKENZIE, BRUCE**  
Showcase of Hits  
WHCU, Ithaca, N. Y.
- McKENZIE, ED**  
Jack The Bellboy  
WJBK, Detroit, Mich.
- McKERNAN, PHIL**  
Turntable Twirlings. Koffee  
Klub  
KRE, Berkeley, Cal.
- McKINZIE, OTIS**  
Platter Parade  
KTAN, Sherman, Tex.
- McLANE, DONALD**  
Requestfully Yours  
WBBO, Forest City, N. C.
- McLAUGHLIN, BOB**  
570 Club  
KLAC, Los Angeles, Cal.
- McLAUGHLIN, BOB**  
Club Time  
KMPC, Los Angeles, Cal.
- McLAURIN, FRANK**  
Open House  
KFXM, San Bernardino, Cal.
- McMASTER, JOHN**  
Sports Matinee  
WMEX, Boston, Mass.
- McMEEKIN, MARILYN**  
Number Please  
WMCK, McKeesport, Pa.
- McPHEE, J.**  
Top Tunes  
WJVA, South Bend, Ind.
- McPHERSON, HUGH**  
Juke Box Review  
WOAY, Oak Hill, W. Va.
- McRAE, DUANE**  
Breakfast In Bedlam  
KROY, Sacramento, Cal.
- McRAE, JOHN**  
Rise & Shine  
WABL, Bangor, Me.
- McSLOY, SID**  
Musical Request  
KFBC, Cheyenne, Wyo.

### — M —

- MACK, BILL**  
Hot And Bothered  
WEDC, Chicago, Ill.
- MACK, WALLY**  
Music From Graham  
WBBC, Burlington, N. C.
- MADELY, ART**  
Club 2200  
WGTC, Greenville, N. C.
- MAGGIO, JOE**  
Musical Merry-Go-Round  
KIDO, Boise, Ida.
- MAGNINIS, BILL**  
Breakfast in Bedlam  
KSYC, Eureka, Cal.



## Disc Jockeys—Radio-Television

- MAGRUDER, PHIL**  
Dawnbusters  
WKY, Paducah, Ky.
- MAHAR, TIM**  
Matinee Melodies  
KUBA, Yuma City, Cal.
- MAHER, BILL**  
Just Jazz  
WLIZ, Bridgeport, Conn.
- MAHONE, ED**  
WCVS, Springfield, Ill.
- MAHONEY, JIM**  
Mail Bag  
WCKB, Dunn, N. C.
- MAHONEY, JOHN**  
Kurfew Concert  
WKMO, Kokomo, Ind.
- MALCOLM, HOWARD**  
Malcolm's Morning Watch  
WCOP, Boston, Mass.
- MALINGER, DAN**  
Sponsor  
WPIT, Pittsburgh, Pa.
- MALLOY, LES**  
1260 Club  
KYA, San Francisco, Cal.
- MANNING, RAY**  
Platter Parade, Breakfast Club  
WIL, St. Louis, Mo.
- MAHOLA, ERICK**  
Sunrise Salute  
KGLU, Safford, Ariz.
- MANSER, LYMAN**  
You Call It, Music Til  
Midnight  
WWN, Watertown, N. Y.
- MANSFIELD, ANDY**  
Andy Mansfield Program  
KWKW, Pasadena, Cal.
- MARIANI, JOHN**  
Morning Man & News  
WAVZ, New Haven, Conn.
- MARSH, RAY**  
Friendly Hour  
WMRN, Marion, O.
- MARSH, ROY**  
1400 Club  
WHLF, South Boston, Va.
- MARSHALL, SANFORD**  
1450 Club AM  
WHIT, New Bern, N. C.
- MARTEN, JUDY**  
Judy Marten  
WTKI, Durham, N. C.
- MARTIN, BOB**  
WPOR, Portland, Me.
- MARTIN, CRIS**  
Musical Cab Bag  
WACE, Chicopee, Mass.
- MARTIN, DICK**  
Request Time  
KAFY, Bakersfield, Cal.
- MARTIN, FRED**  
1450 Club  
WHTC, Holland, Mich.
- MARYIN, BILL**  
1240 Time  
KSON, San Diego, Cal.
- MASON, BUDD**  
Star Time  
WETA, Batavia, N. Y.
- MASON, JOHN**  
Rhythm At Random  
WKAI, McComb, Ill.
- MASON, PETER**  
Juke Box Review  
WCHA, Chambersburg, Pa.
- MATRANGA, JACK**  
Platter Party  
KSYG, Yreka, Cal.
- MATTESON, DEAN**  
Penny Serenade  
WLAU, Laurel, Miss.
- MAUGANS, BILL**  
Wasted Wax  
KSOX, Arkansas City, Kans.
- MAXWELL, BOB**  
Lute The Spook  
WWJ, Detroit, Mich.
- MAYER, BILL**  
Mayer of the Morning  
WGAR, Cleveland, O.
- MAHEW, TOMMY**  
Nightwatchman, Jive Til Five  
WKGN, Knoxville, Tenn.
- MAYO, BEN**  
Club 810  
WCEC, Rocky Mount, N. C.
- MEARS, WES**  
Swing Session  
KWKW, Pasadena, Cal.
- MELTON, E. T.**  
Breakfast Delight  
WBSC, Bennettsville, S. C.
- MENARD, LEE**  
1350 Club  
WROD, Daytona Beach, Fla.
- MENDEL, ED**  
Doctor Jive  
WGBA, Columbus, Ga.
- MERCEIN, TOM**  
1340 Club  
WEMP, Milwaukee, Wis.
- MERGIER, RAY**  
Matinee Frolic  
WPOR, Portland, Me.
- MEREDITH, LEE**  
Listen With Lee  
KATE, Albert Lea, Minn.
- MESKILL, BOB**  
1230 Club  
WJBC, Bloomington, Ill.
- MESSER, FRANK**  
Dance Time, Magic Ballroom  
WSKY, Asherville, N. C.
- MESSER, NORM**  
It's About Time  
WKXL, Concord, N. H.
- METGALF, BERT**  
Petticoat Party  
KRLO, McAllen, Tex.
- MEYER, BILL**  
Request Review  
WLDS, Jacksonville, Ill.
- MEYER, DON**  
Hall Of Records  
WKNX, Saginaw, Mich.
- MICHAEL, ROBERT**  
Midnight Dancing Party  
WRTA, Altoona, Pa.
- MICHAELS, JOHN**  
WERC, Erie, Pa.
- MICHEL, AL**  
Sunset Serenade  
WCRW, Chicago, Ill.
- MIDDLETON, DAVE**  
1460 Club  
KIMA, Yakima, Wash.
- MIKE, RICH**  
WOKO, Albany, N. Y.
- MILFORD, BOB**  
The Record Man  
WCHV, Charlottesville, Va.
- MILLER, CLIFF**  
Circle City Dance Time  
KBUC, Corona Cal.
- MILLER, JACK**  
860 Club  
KTRB, Modesto Cal.
- MILLER, LEROY**  
The LeRoy Miller Club  
WFIL, Philadelphia, Pa.
- MILLER, PAUL EDUARD**  
Parade of Hits  
WSBC, Chicago, Ill.
- MILLER, ROSS**  
Juke Box Jingles  
WTIC, Hartford, Conn.
- MILLIKEN, GORDON**  
Morning Reveille  
WKDO, Augusta, Me.
- MILNE, JAMES T.**  
Yawn Club, Polka Parade  
WNHC, New Haven, Conn.
- MILTNER, JAY**  
Musical Clock  
WTAM, Cleveland, O.
- MITCHELL, BOBIS**  
Midnite Matinee  
WORZ, Orlando, Fla.
- MITCHELL, JIM**  
WCVS, Springfield, Ill.
- MITCHELL, WALTER**  
Swingtime Session  
WADE, Wadesboro, N. C.
- MITCHEN, WILLIAM**  
Goober Club  
WLPN, Suffolk, Va.
- MONKERN, LEONARD**  
Polka Date  
WKRZ, Oil City, Pa.
- MOHUNDRO, FRANCES**  
Ladies Only  
KSTV, Stephenville, Tex.
- MONAGHAN, GEORGE**  
Monaghan's Morning Watch  
WOR, New York, N. Y.
- MONKMAN, ROBERT**  
Requestfully Yours  
WRJN, Racine, Wis.
- MONROE, CAL**  
Voices In The Night  
WCAP, Asbury Park, N. J.
- MONROE, HANK**  
Ding Crosby Sings  
WOLF, Syracuse, N. Y.
- MONTGOMERY, BOB**  
Coffee Time  
WFNC, Fayetteville, N. C.
- MONTGOMERY, BOB**  
Swing Club  
WGL, Fort Wayne, Ind.
- MONTGOMERY, DOUG**  
Delta Disc Derby  
KUBC, Montrose, Cal.
- MONTGOMERY, PAUL**  
Platter Parade  
WFPC, Reidsville, N. C.
- MOODY, WILLIAM G.**  
Destination Midnight  
KIT, Yakima, Wash.
- MOORE, BOB**  
RUSN, San Diego, Cal.
- MOORE, BOB**  
Bob Moore Show  
WLAW, Lawrence, Mass.
- MOORT, CHARLIE**  
Harvey's House  
WGED, Dubois, Pa.
- MOORE, LONNY**  
730 Club  
WFAK, Charleston, S. C.
- MOORE, RICHARD B.**  
KGFF, Shawnee, Okla.
- MOORE, YVONNE**  
WWON, Woonsocket, R. I.
- MORATH, MAX**  
Record Shop  
KGHF, Pueblo, Colo.
- MORE, TOM**  
Jamboree  
WNOX, Knoxville, Tenn.
- MORGAN, BILL**  
Hit The Deck  
WEAN, Charleston, S. C.
- MORGAN, GENE**  
Musie For the Party  
KCMJ, Palm Springs, Cal.
- MORGAN, HAL**  
Musical Inn  
WGAR, Cleveland, O.
- MORGAN, HANK**  
Hank Morgan Show  
WNAO, Raleigh, N. C.

## Disc Jockeys—Radio-Television

**MORRIS, AL**  
Al's Record Shop  
WCON, Atlanta, Ga.

**MORRIS, ALLEN**  
WNLC New London, Conn.

**MORRIS, JOHNNY**  
Johnny On The Spot  
WLOL, Minneapolis, Minn.

**MORRIS, JOHNNY**  
Music With Morris  
WTOR, Torrington, Conn.

**MORRISSEY, JACK**  
Musical Clock  
WARK, Akron, O.

**MORTON, GLEN**  
Flatter Matter  
WGM, Quincy, Ill.

**MOSEBY, JAMES**  
Jim's Sweet Jive  
WITZ, Jasper, Ind.

**MOYER, DON**  
Morning By Request  
WLOH, Princeton, W. Va.

**MOYLE, ROGER**  
1230 Breakfast Club  
WBPZ, Lock Haven, Pa.

**MOYLE, WILLARD**  
Morning Date  
WKOK, Sunbury, Pa.

**MULHOLLAND, ROSS**  
WXYZ, Detroit, Mich.

**MULLIGAN, BERTLAND F.**  
Mid Morning Serenade  
WRON, Ronceverte, W. Va.

**MULLINAN, WALLY**  
Starlight Serenade  
WFBC, Greenville, S. C.

**MULQUEENY, JIM**  
Night Owl Club  
WCBT, Roanoke Rapids, N. C.

**MULVIHILL, JOE**  
1700 Club  
WTAM, Cleveland, O.

**MUNDEN, GROVER**  
740 Club  
WMBL, Morehead City, N. C.

**MUNN, MELVIN**  
KRLD, Dallas, Tex.

**MUNRO, RED**  
Record Rack, Night Owl Club  
WCOG, Greensboro, N. C.

**MUNZFEL, ADRIAN**  
Showtime At Sunrise  
WTMA, Charleston, S. C.

**MURFF, JIM**  
Juke Box Review  
WDSO, Dillon, S. C.

**MURPHY, BOB**  
Bob Murphy Show  
WJBK, Detroit, Mich.

**MURPHY, JACK**  
Requestfully Yours  
KWRZ, Flagstaff, Ariz.

**MURRAY, HAL**  
Murray-Go-Round  
WQAM, Miami, Fla.

**MYER, DICK**  
Schooltime  
WAGM, Presque Isle, Me.

**MYERS, GENE**  
KLEE Club  
KLEE, Houston, Tex.

**NAUGLE, DAVE**  
Off The Record  
KFJZ, Fort Worth, Tex.

**NEAL, BOB**  
Rhythm Ranchers, Bob Neal Show  
WMPB, Memphis, Tenn.

**NEALE, LOUIS**  
You Name It—We Play It  
WFCN, Gaffney, S. C.

**NEDIN, DICK**  
RL Juke Box  
WWRL, New York, N. Y.

**NEDRY, ROGER**  
Chippin' and Spinain'  
KPAS, Banning, Cal.

**NEELY, JACK**  
Mailbox Roundup  
WKTU, Mayfield, Ky.

**NELSON, BOB**  
Band Parade  
KOVC, Valley City, N. Dak.

**NELSON, BOB**  
The Swing Clinic  
WEBQ, Augusta, Ga.

**NELSON, CARL**  
Masters of Rhythm  
WTMJ, Milwaukee, Wis.

**NELSON, CHARLES**  
Harlem Echoes  
KGBC, Calveston, Tex.

**NELSON, CHARLES**  
Record Review  
WFBC, Altoona, Pa.

**NELSON, DAVID**  
Dave Nelson Show  
WWAP, Portsmouth, Va.

**NELSON, GENE**  
Start The Music  
WLCS, Baton Rouge, La.

**NELSON, TED**  
Music Matinee After Hours  
KVET, Austin, Tex.

**NELSON, TED**  
Merry-Go-Round  
WHYN, Holyoke, Mass.

**NELSON, VERNON**  
KTRI, Sioux City, Ia.

**NEWPORT, BILL**  
Beale Street Jive  
WMTT, Florence, Ala.

**NEY, CHUCK**  
At Your Request  
WBSG, Dyersburg, Tenn.

**NIAIRO, JOE**  
You Asked For It Club  
WDA's, Philadelphia, Pa.

**NICHOLSON, JOHN**  
Club 1200, Wake Up Time  
Musical Clock  
WTMC, Ocala, Fla.

**NIMMO, BILL**  
Platter Time  
WLW, Cincinnati, O.

**NIXON, NICK**  
950 Club  
WARC, Rochester, N. Y.

**NOBEL, AL**  
Juke Box  
KQV, Pittsburgh, Pa.

**NOETHANS, WILLIAM**  
Western Roundup  
KSCO, Santa Cruz, Cal.

**NOLAN, TOM**  
WCON, Atlanta, Ga.

**NOLEN, BETTY HUGHES**  
Just For Ladies  
KADA, Ada, Okla.

**NOLL, RAY**  
Cousin Ray  
KALL, Salt Lake City, Utah

**NORMAN, BOB**  
1490 Club  
WESB, Bradford, Pa.

**NORYAL, BUD**  
Rural Roundup  
WFOR, Batesburg, Miss.

### NUSBAUM, MORT

MC, b. Rochester, N. Y., Aug. 10, 1914; ed. Univ. of Rochester; Cinderella Weekend, You Can Be A Star, Meet Me At The Triton, Clock Wise (WHAM) Rochester, N. Y.  
**NYDRGGER, VEIRNE**  
Carnival Of Music  
KFBI, Wichita, Kans.



### O'BANNON, GENE

Houston Hit Parade  
KTHE, Houston, Tex.

**O'BRIEN, BILL**  
Time To Dance  
WBET, Brockton, Mass.

**O'BRIEN, DAVEY**  
Your All Request  
WDXL, Jackson, Tenn.

**O'BRIEN, JACK**  
Melody Corner  
KVOR, Colorado Springs, Colo.

**O'BRIEN, JIM**  
1280 Club  
WMRO, Aurora, Ill.

**O'CONNOR, JACK**  
O'Connor's Nervous System  
WOB, Jacksonville, Fla.

**O'CONNOR, TOM**  
1400 Club  
WBIZ, Eau Claire, Wis.

**ODOM, RAYMOND**  
Good Morning Program  
KSTA, Coleman, Tex.

**O'DONNELL, JOHNNY**  
Club 1270  
WHEF, Rock Island, Ill.

**ODUM, JAMES**  
Club Fourteen Double O  
WKKP, Hendersonville, N. C.

**OLIVER, W.**  
Musical Clock  
WJVA, South Bend, Ind.

### OLSEN, JOHNNY

(Olsen, John L.); Radio performer, writer, producer, singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business College; Ladies Be Seated (ABC); Johnny Olsen's Rumpus Room (ABC); Ladies Be Seated (Tele, WABD); Olsen Rumpus Room (Tele, WPTZ, WABD); Club Motinee (ABC).

**OLSEN, BRUNO**  
Jukebox Serenade  
WJPO, La Salle, Ill.

**OLSON, JERRY**  
Rumpus Room  
KXIC, Iowa City, Ia.

**O'MALLEY, CHICK**  
Tel-o-Quester  
WACE, Chocoma, Mass.

**O'NEIL, PAUL**  
Commuter's Express  
WNMP, Evanston, Ill.

**ORTON, HAL**  
KRIC, Beaumont, Tex.

**OSBORNE, JIMMY**  
WLEX, Lexington, Ky.

**OSBORNE, OZZIE**  
Variety Hour  
WISL, Indianapolis, Ind.

**OWEN, DON**  
1015 Club  
KADA, Ada, Okla.

**O'WRIEL, BOB**  
Polka Party  
WFOR, Portland, Me.

**OXFORD, GEORGE**  
Tastefully Yours  
KWBR, Oakland, Cal.

— N —

**NAGLE, JACK**  
Skyline Patrol  
WNER, High Point, N. C.

**NASH, R. JAY**  
KIOA, Des Moines, Ia.

**NATHAN, NORMAN**  
Platter Chatter  
WMEX, Boston, Mass.

**NAUGHTON, RUSS**  
Music Off The Record  
WDRS, Hartford, Conn.

## Disc Jockeys—Radio-Television

### OZIER, WHIT

Records To You  
KSWO, Lawton, Okla.

### — P —

### PAGE, ELIOT

The Band Box  
WWSR, St. Albans, Vt.

### PAGE, SAM

Requestfully Yours  
WNBF, Binghamton, N. Y.

### PALDER, MEL

Early Worm  
KRUL, Corvallis, O.

### PALLAN, ART

National Record Hits  
WSSW, Pittsburgh, Pa.

### PALMER, CHUCK

Open House  
KFXM, San Bernardino, Cal.

### PALMER, CLARK

Breakfast Club  
WBEX, Chillicothe, O.

### PALMER, RUGGLES

Music In The Night  
WFAA, Dallas, Tex.

### PARENTE, BOB

Bob Parente Show  
KCRS, Sacramento, Cal.

### PARKER, DICK

Juke Box Review  
WMBM, Miami Beach, Fla.

### PARKER, ELZIE

Musical Clock  
KPPW, Fort Smith, Ark.

### PARKHURST, BILL

Symphonette  
KGB, San Diego, Cal.

### PARKS, DEL

Melody Matinee  
WAMS, Wilmington, Del.

### PARSONS, JEANNE

Jack and Jeanne  
WBCK, Battle Creek, Mich.

### PARSONS, BEN

Midnight Dancing Party  
WRBL, Columbus, Ga.

### PASCOE, KEN

Pascoe's Platters  
KDB, Santa Barbara, Cal.

### PASULLO, JAMES

Ballroom News  
WAYZ, New Haven, Conn.

### PATCH, MEL

Melody Time  
KWRZ, Flagstaff, Ariz.

### PATTERSON, CREAM

WONS, Hartford, Conn.

### PAUL, LeROY

Wake-Up Time  
WJRD, Tuscaloosa, Ala.

### PAULL, ED

Royal Crown Show  
WCED, Dubois, Pa.

### PAULSEN, VICTOR

KGYW, Vallejo, Cal.

### PAULSON, AL

Carnival of Rhythm, Night  
Watch  
WLGL, Minneapolis, Minn.

### PAYE, DON

Teen Age Jive  
WICY, Malone, N. Y.

### PAYMAR, GORDY

Gordy Paymar Show  
WREX, Duluth, Minn.

### PAYNE, LLOYD

Patience Payne  
WDXB, Chattanooga, Tenn.

### PEALE, HUBERT

Night Owl  
WHAN, Charleston, S. C.

### PEARS, TOMMY

Dance Time  
KVOL, Lafayette, La.

### PEARSON, WALLY

1600 Revue  
KCRG, Cedar Rapids, Ia.

### PEDIGO, SPECK

Cowboy Serenade  
KCRC, Enid, Okla.

### PEISS, E. L.

Sugar & Spice, 1230 Club  
KVOS, Casper, Wyo.

### PENCE, OZZIE

Melody Lane  
KTMC, McAlester, Okla.

### PENNY, GAIL

Curfew Capers  
WJRD, Tuscaloosa, Ala.

### PERFECTO, VERO

MBC, Chatter  
KZRH, Manila, P. I.

### PERKINS, RAY

The Ray Perkins Show  
KFEL, Denver, Colo.

### PERRY, DICK

Pittsburgh Matinee  
WPIT, Pittsburgh, Pa.

### PERRY, STU

Strictly Off the Record  
WWSR, St. Albans, Vt.

### PETERS, BILL

Breakfast Show  
WESB, Bradford, Pa.

### PETERS, JOHN

Swing Shanly Dawn Busters  
WPDX, Clarksburg, W. Va.

### PETERSON, DON

Musical Scrapbook  
KICM, Mason City, Ia.

### PETERSON, JAMES

Tune & Temperature  
WOKZ, Alton, Ill.

### PETERSON, KEN

Playing Favorites  
WOC, Davenport, Ia.

### PETERSON, PETE

Music for Matinee  
KIGD, Spencer, Ia.

### PETTAY, FRAN

Night Waitelman  
WJR, Detroit, Mich.

### PIEL, JACK

Blackjack's Bedlam  
WMAJ, State College, Pa.

### PHILLIPS, C. W.

Juke Box Review  
WBH, Burlington, N. C.

### PHILLIPS, BILL

Window Shopping  
WABY, Albany, N. Y.

### PHILLIPS, CONRAD

1600 Club  
WGTV, Charlotte, N. C.

### PHILLIPS, LEN

All Night Revue  
KWBR, Oakland, Cal.

### PICKETT, LYMAN

Clockwatcher  
WRUF, Gainesville, Fla.

### PIERCE, BILL

Mayor-Tin Pan Alley  
WBKA, Brockton, Mass.

### PIERCE, BILL

Bill Pierce Show  
WSCR, Scranton, Pa.

### PIERCE, JOHN

Record Lounge  
WTAC, Flint, Mich.

### PINKLEY, CARSON

Alarm Klok Klub  
KELK, Elko, Nev.

### PINKSTON, JOE

WSUA, Bloomington, Ind.

### PINNEY, DONALD

Preview Time Memory Lane  
KBIO, Buxley, Ill.

### PITTENGER, DICK

Amber Room  
WFBM, Indianapolis, Ind.

### PLAMER, JOHNNY

Tenpos at Ten  
WRCS, Aoshkie, N. C.

### PLATIS, GEORGE

Platis Platter Party  
RLX, Twin Falls, Ida.

### POLLACK, FRANK

Contrasts in Music  
WEXT, Milwaukee, Wis.

### POLLARD, BOB

Record Review  
KTAR, Phoenix, Ariz.

### POOLE, BOB

MBS  
Turntable Roundup  
WMRC, Greenville, S. C.

### POOLE, BOB

Radio Announcer, Disc Jockey,  
MC; b. Stonewille, N. C., April  
10, 1916; ed. Univ. of N. C.;  
Poole's Paradise, MBS and WWL,  
New Orleans, La.; Poole's Par-  
lor, WOR, N. Y.

### POOLE, ROBERT

Juke Box Review  
KIRX, Kirksville, Md.

### PORTER, CHARLES

Alarm Clock Club  
KRHD, Duncan, Okla.

### PORTER, RAY

Midnight Flyer  
KFI, Los Angeles, Cal.

### POULS, JERRY

KIEM, Eureka, Cal.

### POWELL, BOB

Spinner's Sanctum  
WCAN, Portland, Me.

### POWELL, CHARLIE

After Breakfast  
WKJC, Fort Wayne, Ind.

### POWELL, JACK "SCAT"

2315 Club  
WKY, Oklahoma City, Okla.

### POWELL, KEN

"1400 Club"  
WELM, Elmira, N. Y.

### POWERS, DON

Mythical Ballroom  
KIDL, Garden City, Kans.

### POWERS, JACK

Club 1150  
WJBO, Baton Rouge, La.

### POWERS, RALPH

Ralph Powers Program  
WBND, Baltimore, Md.

### POWLESS, SAM

Saturday Session  
WHBU, Anderson, Ind.

### PRATT, BUD

1230 Club  
KRES, St. Joseph, Mo.

### PRENTICE, JOE

Grab Bag  
WGPA, Bethlehem, Pa.

### PRESTON, LEW

Saddle Pals, 940 Trail, All  
Star Western  
KVAI, Amarillo, Tex.

### PRICE, PAUL

Paul Price Show  
WFTW, Fort Wayne, Ind.

### PRITTE, DON

Musical Mule Bag  
WLEC, Sandusky, O.

### PROVENSEN, DICK

Music In The Night  
WFAA, Dallas, Tex.

### PRYOR, RICHARD

Austin Howdown  
KTBC, Austin, Tex.

### PURSE, TODD

Todd Purse Show  
WJLB, Detroit, Mich.

## Disc Jockeys—Radio-Television

### PURVIS, BETTELOU

The Girl Friend  
WPGH, Pittsburgh, Pa.

### PYNE, JOE

Downbeat  
WVCH, Chester, Pa.

## Q

### QUINN, JACK

Jack Quinn Show. Time &  
Tempo  
WDZ, Tuscola, Ill.

### QUINN, RAY

A Look At The Records. Mid-  
Morning Merry-Go-Round  
WBKA, Brockton, Mass.

### QUADE, WARREN

Joke Box Review. Request Re-  
view

KCOY, Santa Maria, Cal.

### QUAVE, MACKIE

In The Groove  
WIS, Columbia, S. C.

## R

### RAGSDALE, NORMAN

Slap-Happy-Happy Club  
WCNC, Elizabeth City, N. C.

### RAINES, JIM

Chore Time  
WAVL, Apollo, Pa.

### RANDALL, BILL

Randall Show  
WJLB, Detroit, Mich.

### RAULI, G.

1580 Club  
WJVA, South Bend, Ind.

### RAYBURN, GENE

WNEW, New York, N. Y.

### RAYMOND, GENE

WNEW, New York, N. Y.

### REDFORD, LEE

1490 Club  
WKAY, Glasgow, Ky.

### REECE, SANDY

Sandman Serenade  
WSBT, South Bend, Ind.

### RED, BILL

Wake Up & Live  
KYOU, Greeley, Colo.

### REED, RED

1460 Swing Club  
WHKP, Hendersonville, N. C.

### REEVES, JIM

C'Mon and Dance  
WIP, Philadelphia, Pa.

### REID, CLARK

1060 Club  
WRFB, Benton Harbor, Mich.

### REIG, HOWARD

WGY, Schenectady, N. Y.

### REQUARD, JAY

Sports Parade  
WSID, Baltimore, Md.

### REYERS, RENE

Early Bird  
KZRH, Manila, P. I.

### REYNOLDS, CLIF

Housewives Matinee  
WGUY, Bangor, Me.

### REYNOLDS, JIM

Night Club  
WKNY, Kingston, N. Y.

### REYNOLDS, JOHN

Teentimers' Revue  
WLOS, Asheville, N. C.

### REZNOR, JOHN

Johuics Matinee  
WFPB, Middletown, O.

### RICCA, TONY

Concert Hall  
KEIO, Pocatello, Ida.

### RICE, LEE

Sandman's Serenade  
WBIZ, Eau Claire, Wis.

### RICE, RICHARD

Snack of Shellac  
WTOD, Toledo, O.

### RICH, AL

Afternoon By Request  
WLOH, Princeton, W. Va.

### RICHARDS, BILL

Special Request  
WMON, Montgomery, W. Va.

### RICHARDS, MALCOLM

WCPO, Cincinnati, O.

### RICHARDS, MEL

Just About Time  
WSBA, York, Pa.

### RICHARDSON, CHARLES T.

Turntable Turnover  
WMOH, Hamilton, O.

### RICHMOND, EVERETT

Hits Of The Day  
WLBR, Lebanon, Pa.

### RICKENBACKER, ACE

Ace's Postscripts  
WSPA, Spartanburg, S. C.

### RIED, PAUL

Musical Clock  
WKLF, Clanton, Ala.

### RIGBY, LOEHR

Diggin' With Rig  
KPAS, Banning, Cal.

### RILEY, HARRY

Sit In and Listen Platter Party  
WVWV, Fairmont, W. Va.

### RIVERA, FRANCESCO

Musical del Oeste, Correo Musi-  
cal

WVJP, Caguas, P. R.

### ROBBINS, FRED

1280 Club  
WOY, New York, N. Y.

### ROBERTS, BRECE

Club 1620  
WKBW, Buffalo, N. Y.

### ROBERTS, CLAUDE

Melody Corral. 1400 Club  
KTEM, Temple, Tex.

### ROBERTS, DON

Of The Record  
KSST, Sulphur Springs, Tex.

### ROBERTS, DON

Music Shop  
WKNE, Keene, N. H.

### ROBERTS, HOWDY

Musical Clock  
WMT, Cedar Rapids, Ia.

### ROBERTS, JOE

Western Jamboree  
KOMA, Oklahoma City, Okla.

### ROBERTS, LARRY

Swing Session  
WRB, Kansas City, Mo.

### ROBERTS, PAUL

Rhythm At Random  
WFBM, Indianapolis, Ind.

### ROBERTSON, TRAFON

Sunrise Serenade  
WTAR, Norfolk, Va.

### ROBINSON, PAUL

Record Review  
KFRU, Columbia, Mo.

### ROBINSON, TOM

Housewives Club  
KTEM, Temple, Tex.

### ROUKE, LOUIS

WCAX, Burlington, Vt.

### ROCKWELL, AL

Al Rockwell Show  
KRNT, Des Moines, Ia.

### RODDY, JOE

Midway of Music  
KTBC, Austin, Tex.

### RODGERS, CLIFF

Melody Round-Up  
WHKK, Akron, O.

### ROGERS, TOM

Tom's Turntable Torture  
WJNC, Jacksonville, N. C.

### ROMANO, TOM

Musical Mail Call  
WNHC, New Haven, Conn.

### ROOS, REG

Platter Party  
KRLC, Lewiston, Ida.

### ROSE, JOHN

WHK, Cleveland, O.

### ROSE, JOSEPH

Midday-Merry-go-round  
WOTV, Nashua, N. H.

### ROSS, DON JOH

Shoppers Special  
WDRG, Hartford, Conn.

### ROSS, KAL

"The Filekeeper"  
WNRD, Syracuse, N. Y.

### ROSS, MARTIN

Of The Record. Tunes for  
Teens

WPTR, Albany, N. Y.

### ROTHMAN, LEE

Star Tone, Jockey's Choice  
WWXL, Peoria, Ill.

### ROUSH, SIGEL A.

Morning Mail  
WBOW, Terre Haute, Ind.

### ROWAND, ALPHA

Paramount Floor Show. Top  
Tunes

WBK, Clarksburg, W. Va.

### RUARK, DAVE

Dancing In The Dark  
WGAU, Athens, Ga.

### RUCKLE, ROBERT E.

Talk of The Town  
WRDW, Augusta, Ga.

### RUDOLPH, HOWARD

Melody Market  
WTH, Baltimore, Md.

### RUSH, JIM

Spinner Sanctum  
WBBC, Flint, Mich.

### RUSKIN, PHIL

Show Without A Name  
WWOO, Sault St. Marie, Mich.

### RUSSELL, PAUL

Disc Date  
WBBS, Huntsville, Ala.

### RUTLEDGE, NED

In Tune With Times  
WLAN, Lancaster, Pa.

### RYAN, VINCENT

All Thro The Night  
WHAT, Philadelphia, Pa.

### RYAN, WILLIAM

Ryan With Records  
WESA, Charleroi, Pa.

### RYEL, FLOYD

WRSR, Cleveland Heights, O.

## S

### SALLES, BOB

Evening Varieties  
WEBJ, Brewster, Ala.

### SALVI, JOE

Time Keeper  
KGCU, Mandan, N. C.

### SAMPLE, K. O.

1400 Club  
KEPW, Fort Smith, Ark.

### SAND, LES

Yawn Patrol  
WWDC, Washington, D. C.

### SANDERS, BOB

Afternoon Swing Session  
WSGN, Birmingham, Ala.

## Disc Jockeys—Radio-Television

- SANDERS, STEU**  
After Hours  
KVPD, Fort Dodge, Ia.
- SANDLER, BERNIE**  
1490 Club  
WBTA, Batavia, N. Y.
- SANDS, MIKE**  
Sandman  
WMBS, Uniontown, Pa.
- SAPP, MARK**  
Rhythm Rambles  
KWRZ, Flagstaff, Ariz.
- SARGENT, KENNY**  
Platter Chatter, Kenny Sargent Show  
WHHM, Memphis, Tenn.
- SAUNDERS, ALLEN**  
Alarm Clock Club  
WCHA, Chambersburg, Pa.
- SAUNDERS, BRUCE**  
Record Shop  
WSET, South Bend, Ind.
- SAVINSKI, WALT**  
WJMS, Ironwood, Mich
- SAWIN, PAUL**  
1150 Club  
KRSC, Seattle, Wash.
- SAWYER, BILL**  
Make Believe Ballroom  
KWJJ, Portland, Ore.
- SCANLON, ART**  
WINS
- SCANLON, JACK**  
Sunnyside Up  
WLIZ, Bridgeport, Conn.
- SCARBOROUGH, LARRY**  
Harmony House  
WOBS, Jacksonville, Fla.
- SCHENCK, BUD**  
1290 Club  
WTRF, Bellaire, O.
- SCHERER, JOSEPH**  
Platter Parade  
KGHP, Pueblo, Colo.
- SCHNEIDER, BENNETT**  
Hits & Bits  
WRMS, Ware, Mass.
- SCHOLES, CHARLIE**  
Musical Clock  
WNGO, Mayfield, Ky.
- SCHROCK, ALLAN**  
Friendly Time, Requestfully Yours  
KFJB, Marshalltown, Ia
- SCHULTZ, LEONARD W.**  
Evening Serenade  
WGRW, Chicago, Ill.
- SCOTT, TED**  
Hodge Podge Lodge  
KTMS, Santa Barbara, Cal.
- SCOVILL, CHARLES**  
WRMS, Ware, Mass.
- SEALS, R. B.**  
Treasure Tunes  
KSTA, Coleman, Tex.
- SEARS, POP**  
Alarm Clock Show  
KEUM, Eureka, Cal.
- SEARS, ZENAS**  
The Mailman  
WQXI, Atlanta. (Buckhead), Ga.
- SEFICK, BOB**  
Sundial  
WARD, Johnstown, Pa.
- SEIGEL, PAUL**  
Symphonic Composer  
WKAY, Miami Beach, Fla
- SELLERS, BILL**  
Carolina Coffee Time  
WCEC, Rocky Mount, N. C.
- SELTZER, EVERETT**  
WONS, Hartford, Conn.
- SEYERSON, JACK**  
Jack and Jeanne  
WBCK, Battle Creek, Mich
- SEWEL, GRANT**  
KBQ, San Diego, Cal.
- SEYMORE, BOB**  
Of The Record  
WKMH, Dearborn, Mich.
- SHADDUCK, GLADYS**  
Family Music Store  
WNBF, Binghamton, N. Y.
- SHANAHAN, TOM**  
Club 60  
WSMP, Milwaukee, Wis.
- SHARPE, BILL**  
KWPT, Wichita Falls, Tex
- SHAW, DON**  
Good Morning Man  
WEWO, Laurinburg, N. C.
- SHAW, EDDY**  
Musical Clock  
WFLA, Tampa, Fla.
- SHAW, JOE**  
WAPQ, Chattanooga, Tenn.
- SHAWCROFT, JACK**  
KRSC, Seattle, Wash.
- SHEEHAN, BILL**  
Music Recorded  
WDEC, Hartford, Conn.
- SHEPHERD, DON**  
Wax Works  
KWPM, West Plains, Mo.
- SHEPPARD, ED**  
Sheppard's Flock  
WGH, Newport News, Va.
- SHERIDAN, LEE**  
1340 Club  
WFIG, Sumter, S. C.
- SHERMAN, BILL**  
Session With Sherman  
WPAR, Parkersburg, Pa
- SHERWOOD, BURT**  
Uncle Burt's Doz House,  
Ranch House Time  
WXXL, Peoria, Ill.
- SHERWOOD, CHARLES**  
Musical News-Clock  
KTXL, Dallas, Tex.
- SHEWALTER, ART**  
Paint Street Parade  
WBEX, Chillicothe, O.
- SHILLING, FRED**  
1240 Club  
WFOY, St. Augustine, Fla.
- SHIPEE, ROBERT**  
1150 Club  
WTGO, Campbellville, Ky.
- SHIPLEY, JIM**  
1560 Club  
WTOO, Toledo, O.
- SHORR, MICKEY**  
Mickey's Madhouse  
WKMH, Dearborn, Mich.
- SHOUP, DICK**  
1240 Club  
KBYR, Anchorage, Alaska
- SHREVE, THERON**  
Elmer Boy  
WTAC, Flint, Mich
- SHUE, PAUL M.**  
1490 Club  
WAYB, Waynesboro, Va.
- SICHLER, BILL**  
1480 Club  
WST, Shamokin, Pa.
- SIDES, BO**  
Number Please  
KSEL, Lubbock, Tex.
- SIGER, SHEP**  
Shep's Belis  
KTRI, Sioux City, Ia
- SIKES, JOSEPH A.**  
1240 Club  
WBEJ, Brewton, Ala.
- SILBER, JULIAN**  
House of Lords  
WDAR, Savannah, Ga.
- SILLMAN, JIMMY**  
Avenue of Hits  
KSEL, Lubbock, Tex.
- SILVER, WARREN**  
As You Like It  
KFDX, Wichita Falls, Tex.
- SIMCON, BILL**  
Hospitality Time  
KLMB, La Grande, Ore.
- SIMMONS, JERRY**  
Jr. Disc Jockey  
KSID, Sioux Falls, S. Dak.
- SIMMS, HAL**  
Midnight Bandwagon  
WIP, Philadelphia, Pa.
- SIMMS, HANK**  
Save-a-Nickle Club  
KJXL, Dallas, Tex.
- SIMON, CLARENCE**  
Musical Mix-Up  
KIOX, Bay City, Tex.
- SIMON, ERNIE**  
Simon Speaks Too  
WJFD, Chicago, Ill.
- SIMONSEN, WARREN**  
1450 Club  
KLBH, La Grande, Ore
- SIMPSON, JIM**  
WARK, Hazerstown, Md.
- SIMPSON, JOHN**  
WADC, Arkon, O.
- SIMS, FRANK**  
Requestfully Yours  
KSMN, Mason City, Ia.
- SINGER, PAUL**  
Bar-None Ranch  
KDAC, Fort Bragg, Cal.
- SISSON, FRANK**  
After Hours  
WOOD, Grand Rapids, Mich.
- SISSON, JOHNNY**  
Wake Up and Smile  
WERD, Atlanta, Ga.
- SKELTON, JOHN R.**  
Skelton's Closet  
KSN, San Francisco, Cal.
- SKERDA, JOHN**  
Symphonic Varieties  
WBPZ, Lock Haven, Pa.
- SLACK, JEAN**  
1490 Club  
KBOL, Boulder, Colo
- SLAGLE, JOHN**  
WXYZ, Detroit, Mich.
- SLATER, BILL**  
1270 Club  
KTFL, Twin Falls, Ida.
- SLATTER, BILL**  
WJBO, Baton Rouge, La.
- SLOOTMAKER, HOWARD**  
Singing Disk Jockey  
WLAJ, Grand Rapids, Mich
- SMALL, STEVE**  
Morning Mirth  
WLBK, Lebanon, Pa.
- SMITH, BILL**  
Discopation  
WMFR, High Point, N. C.
- SMITH, CHARLIE**  
Various  
WCHV, Charlottesville, Va.
- SMITH, DALE**  
After Hours  
KFJB, Marshalltown, Ia.
- SMITH, DON**  
1340 Club  
WKIC, Hazard, Ky.
- SMITH, FLETCHER**  
Fletcher's Platter Chatter  
WTNC, Thomasville, N. C.

## Disc Jockeys—Radio-Television

- SMITH, FRED**  
Mr. Smith  
WKJO, Fort Wayne, Ind.
- SMITH, GLENN**  
Tempo Time  
WGL, Fort Wayne, Ind.
- SMITH, HARRY**  
Make Way For Rhythm  
WCAM, Camden, N. J.
- SMITH, IRVING**  
Western Melodies  
KPQ, Wenatchee, Wash.
- SMITH, JIMMY**  
KCOR, San Antonio, Tex.
- SMITH, KATE**  
MBS
- SMITH, RICHARD D.**  
Musical Roundup  
WMTW, Portland, Me.
- SMITH, TOM**  
Matinee In Rhythm  
WMNB, North Adams, Mass.
- SOARES, GENE**  
You Name It, We'll Play It  
WABY, Albany, N. Y.
- SOBOL, JOHNNY**  
Polka Party  
WJLC, Wilkes-Barre, Pa.
- SOLITARE, BERT**  
Open House  
KRE, Berkeley, Cal.
- SOMERBY, HOPE**  
WYON, Woonsocket, R. I.
- SORELY, MARK**  
Carnival In Rhythm  
KPQ, Wenatchee, Wash.
- SOUTWICK, ROY**  
Record Random  
KID, Idaho Falls, Ida.
- SOWERS, NELL**  
Dulcra's Dawn Busters  
WSTP, Salisbury, N. C.
- SPANGLER, ELDEN**  
Wake Up Smiling  
WLAN, Lancaster, Pa.
- SPECIAL, JOHNNY**  
Time Factory  
KSET, Trinidad, Colo.
- SPIEGLE, STAN**  
Doodle Bug  
KXRO, Aberdeen, Wash.
- STAMPER, GILBERT**  
Hayloft  
WAIR, Winston-Salem, N. C.
- STANLEY, HAL**  
Request Party  
WSSB, Durham, N. C.
- STARK, CHARLES**  
Charlie Starke's Music Shoppe  
WJNS, New York, N. Y.
- STARR, JOE**  
Club 860  
WERD, Atlanta, Ga.
- STARR, RAY**  
Ray's Record Room  
KAYX, Waterloo, Ia.
- STEADMAN, FRED**  
Hill Country Hits  
KNAF, Fredericksburg, Tex.
- STEBBINS, DICK**  
Breakfast Party  
WENE, Endicott, N. Y.
- STEELE, LOU**  
Club 93  
WPAT, Paterson, N. J.
- STEELE, TED**  
NBC; CBS; KMPC; WMCA.
- STEER, PHIL**  
Feedbag Frolies  
WYCH, Chester, Pa.
- STRIN, REX**  
1180 Hour  
WLDS, Jacksonville, Ill.
- STENGEL, DAN O.**  
Dan's Disc Derby  
KISM, Sikeston, Mo.
- STENGER, JOHN, 3rd**  
Melody Merry-Go-Round  
WBAX, Wilkes-Barre, Pa.
- STENGER, PETE**  
WEPM, Martinsburg, W. Va.
- STEPHENS, BOB**  
Down Melody Lane  
KTNM, Tucumcari, N. Mex.
- STEPHENS, GENE**  
You Name It  
WINR, Binghamton, N. Y.
- STEPHENS, JOE**  
Reveille. With Joe  
WDWD, Dawson, Ga.
- STEPHENS, SAM**  
Melody Matinee  
KBUH, Bingham City, Utah.
- STERLING, EDWARD M.**  
Midnight Express  
KGLU, Safford, Ariz.
- STERLING, JACK**  
The Jack Sterling Show (CBS)
- STERLING, LUD**  
Request Club  
WLEE, Richmond, Va.
- STERN, DCK**  
Evening at Shelburne  
WKAT, Miami Beach, Fla.
- STEVENS, ALAN**  
Alan Stevens Show  
WINN, Louisville, Ky.
- STEVENS, ED**  
Record Rack  
KJENI, Fairbanks, Alaska.
- STEVENS, LEN**  
WHAT Jamboree  
WHAT, Philadelphia, Pa.
- STEWART, ALAN**  
WTEL, Philadelphia, Pa.
- STEWART, MIKE**  
Rhythmic Time  
WFOR, Hattiesburg, Miss.
- STEWART, TOM**  
Musical Clock  
WPAQ, Mt. Airy, N. C.
- STEWART, WILLIAM**  
Bill Stewart's Scrapbook  
WBMS, Boston, Mass.
- STEWART, WYNN**  
Penthouse Serenade  
KRNO, San Bernardino, Cal.
- STITCH, BOB**  
Swing Shift  
WCMA, Corinth, Miss.
- STIERMAN, YERNE**  
Friendly Time  
KDTN, Dubuque, Ida.
- STILL, JULIUS**  
WGGK, Gainesville, Ga.
- STIR, JACK**  
The Moonball  
WTSP, St. Petersburg, Fla.
- STONE, CHARLES M.**  
Uncle Bud  
WMR, Jacksonville, Fla.
- STONE, HARRY**  
Jive Till Five, Club Eleven  
KPAB, Laredo, Tex.
- STONE, LOU**  
Record Jamboree  
WGDB, Preoport, N. Y.
- STOREY, ROBERT**  
Storey & Song  
WKAL, Rome, Utah, N. Y.
- STOVER, SMOKEY**  
KODE, Las Cruces, N. Mex.
- STRAND, PHIL**  
Record By Request  
WLPO, La Salle, Ill.
- STRIBLING, BILL**  
Strib's Serenade  
WORD, Spartanburg, S. C.
- STRICKLAND, ARVIN**  
Musical Clock  
KWPM, West Plains, Mo.
- STRONG, AL**  
Hillbilly Roundup  
KSAM, Huntsville, Tex.
- STRONG, JERRY**  
Jerry Strong Show (WINX),  
Washington, D. C.
- STRONG JIMMY**  
840 Club  
WKNE, New Britain, Conn.
- STRUCHIO, GENE**  
Melody Lane  
WTMC, Ocala, Fla.
- STRUTHERS, JACK**  
Strutting With Struthers  
WDNE, Elkins, W. Va.
- STURMER, LEX**  
Sunrise Serenade  
WJPG, Green Bay, Wis.
- SUBAREZ, PEDRO**  
Sonrisas, Musicales  
KURV, Edinburg, Tex.
- SULLIVAN, DENNY**  
Request Granted  
WDOS, Oneonta, N. Y.
- SULLIVAN, RONALD**  
Spinners' Sanctum, Swing  
Timn. Make Believe Ballroom  
WKIV, Evansville, Ind.
- SUNKEL, BUD**  
Yawn Patrol  
WDAK, Danville, Ill.
- SUTHERLAND, JAMES**  
Midnite Matinee  
KCCU, Mandan, N. Dak.
- SEITON, CLARK**  
Twenty Nickels  
KYOU, Greeley, Colo.
- SWAIN, SIG**  
Requestfully Yours  
WWCP, Sanford, N. C.
- SWANSON, BOB**  
KIMA, Yakima, Wash.  
Date At Eight
- SWANSON, BOB**  
Varsity Jamboree  
WISC, Madison, Wis.
- SWANSON, ROY**  
Coffee Club  
KUBA, Yuba City, Cal.
- SZMYD, EMIL**  
Meet the Band  
WBAA, Lafayette, Ind.

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- TABOR, BLAKE**  
Kernel Korn's Korn Krib  
WIEV, Belleville, Ill.
- TAMBLYN, BOB**  
WCSC, Charleston, S. C.
- TAPLIN, PRESTON**  
Time For Taplin  
WELM, Elmira, N. Y.
- TATE, ART**  
WBSR, Pensacola, Fla.
- TAUSCH, DON**  
Hillbilly Heaven  
KTBB, Tyler, Tex.
- TAYLOR, BILL**  
Willy The Hillbilly  
KFMJ, Tulsa, Okla.
- TAYLOR, BILL**  
WWNC, Newton, N. C.
- TAYLOR, BRAD**  
4-00 O'Clock Special  
WJBJ, Bowling Green, Ky.
- TAYLOR, BROOKE**  
Music Box  
WJW, Cleveland, O.

## Disc Jockeys—Radio-Television

- TAYLOR, CLAUDE**  
Sunrise Serenade  
WJHP, Jacksonville, Fla.
- TAYLOR, JACK**  
WINN, Louisville, Ky.
- TAYLOR, JAKE**  
Hi Neighbor  
WDAE, Tampa, Fla.
- TAYLOR, Pat**  
WHPE, Jamboree  
WHPE, High Point, N. C.
- TAYLOR, SAM**  
Fashions in Music  
KWJJ, Portland, Ore.
- TAYLOR, TED**  
Radio Joke Box  
WFDF, Flint, Mich.
- TAYLOR TOM**  
WMBD, Peoria, Ill.
- TAYLOR, WILL**  
Sid's Coffee Shop  
WWID, Baltimore, Md.
- TAZELAAR, ROBERT**  
WKZO, Kalamazoo, Mich.
- TELEK, DICK**  
Time Clock Serenade  
WSIR, Winter Haven, Fla.
- TEMPLETON, JOSEPH**  
ChimeTime  
WNAE, Warren, Pa.
- TERRANDO, JOSEPH**  
Musical Clock  
WLPO, La Salle, Ill.
- TERRY, CHEM**  
WBAP, Fort Worth, Tex.
- TERRY, JOHN R.**  
Peoples All Request  
WTNS, Coshocton, O.
- THAYER, JACK**  
Swing Club  
WLOU, Minneapolis, Minn.
- THIBERT, FRANK**  
1450 Matinee  
WMIQ, Iron Mountain, Mich.
- THIES, JOHN A.**  
John's Other Record  
KWOC, Poplar Bluff, Mo.
- THOMAS, BILL**  
KDTH, Dubuque, Ida.
- THOMAS, BILL**  
On The Beam  
KORA, Bryan, Tex.
- THOMAS, FRANK**  
Rhythms By Request  
WTNC, Thomasville, N. C.
- THOMAS, GARRETT**  
Good Mornng  
WOLS, Florence, S. C.
- THOMAS, GORDON**  
Top Of The Morning  
WTMJ, Milwaukee, Wis.
- THOMAS, JAN**  
In Between  
KSON, San Diego, Cal.
- THOMAS, JERRY**  
Dusty Discs  
WMAK, Nashville, Tenn.
- THOMAS, JOE**  
Starlight Serenade  
WTRC, Greenville, S. C.
- THOMAS, LLOYD**  
Yawn Patrol  
KHAS, Hastings, Neb.
- THOMAS, VERNE**  
Parade of Bands  
KOLE, Port Arthur, Tex.
- THOMPSON, CHUCK**  
WELO, Tupelo, Miss.
- THOMPSON, DICK**  
Fun & Fancy Free  
WKRZ, Oil City, Pa.
- THOMPSON, JERRY**  
Jive Til Five  
WLOX, Biloxi, Miss.
- THOMPSON, JIM**  
Melodies of the West  
KQV, Pittsburgh, Pa.
- THOMPSON, JIMMY**  
The Falls Guy  
WJLL, Niagara Falls, N. Y.
- THORNTON, HARRY**  
Milkman  
WAGC, Chattanooga, Tenn.
- THORNTON, WAYNE, JR.**  
Supper, Serenade  
KSUE, Susanville, Cal.
- TITUS, FRANK**  
Starlight Serenade  
WENE, Endicott, N. Y.
- TOLLS, GENE**  
House of Blue Lights  
KGY, Olympia, Wash.
- TOMPKINS, BILL**  
Top Hat Club  
KOGT, Orange, Tex.
- TOUHEY, ED**  
Club 1490  
WCSS, Amsterdam, N. Y.
- TOWER, JOHN**  
The Best On Record  
KTAE, Taylor, Tex.
- TOWNE, GORDON**  
Polk Country Express, Towne  
Goes To Town  
WSIR, Winter Haven, Fla.
- TOWNE, MARILYN**  
Breakfast With Marilyn  
WNLK, Norwalk, Conn.
- TOWNSEND, JACK**  
Carolina Moonchild  
WGTM, Wilson, N. C.
- TOWNSEND, SAM**  
Hillbilly Roundup  
WCNU, Crestview, Fla.
- TRACY, BILL**  
Musical Clock  
WLAR, Athens, Tenn.
- TRAPMELL, LAMAR**  
Roof Rhythm  
WAGF, Dothan, Ala.
- TRANter, CHARLES**  
Carnival Of Music  
WNAE, Warren, Pa.
- TRAVIS, JIM**  
Bandwagon  
WCNT, Centralia, Ill.
- TRIBLEY, HANK**  
Smile Time  
WGTC, Greenville, N. C.
- TRIGG, JACK**  
KCMC, Texarkana, Tex.
- TRIPLETT, ED**  
Melody Manor  
KRLC, Lewiston, Ida.
- TROTTER, JOHN**  
Platter Parade, Saturday Night  
Party  
KESA, Fort Smith, Ark.
- TRUDEAU, NED**  
Sunshine Hour  
WABY, Albany, N. Y.
- TRUSSELL, CHARLIE**  
Top Of The Morning  
WNOW, York, Pa.
- TUCHOLKA, ED**  
Noonday Review  
WEBR, Buffalo, N. Y.
- TUCK, GEORGE C.**  
Studio B.  
WGUY, Bangor, Me.
- TUCKER, JACK**  
You Name It  
WKOK, Sunbury, Pa.
- TUCKER, LANE**  
Sunrise Hour  
WKOZ, Kosciusko, Miss.
- TUCKER, LINDSAY**  
Requestfully Yours  
WKDK, Newberry, S. C.
- TURK, ALFRED**  
1230 Club  
WJBC, Bloomington, Ill.
- TURNBULL, BEN**  
WMSA, Matinee  
WMSA, Massena, N. Y.
- TURNBULL, BOB**  
Lyric Lane  
KAFY, Bakersfield, Cal.
- TURNER, AL**  
Hillbilly Roundup  
KLIP, Dallas, Tex.
- TURNER, HOWARD**  
Hillbilly Jamboree  
WCST, Atlanta, Ga.
- TURNER, JIM**  
On the Solid Side  
KOGT, Orange, Tex.
- TURNER, JIM**  
Housewives Helpmate  
WFGN, Gaffney, S. C.
- TURNER, TINY**  
Breakfast with Turner  
WPRC, Reidsville, N. C.
- TURPIN, IRA**  
Swingtime Club  
WGAA, Cedartown, Ga.
- TUSCANY, BILL**  
Tea Time Tunes  
WBAA, Lafayette, Ind.
- TUTON, RON**  
Sunny Side Of The Street  
WJHP, Jacksonville, Fla.
- TWOMEY, MORRIS**  
Platter Parade  
KWVC, Vernon, Tex.
- TYSON, DAVEY**  
Wake Up With Davey  
WCAE, Pittsburgh, Pa.

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- ULBRICH, RAY**  
Musical Jamboree  
WSOO, Sault Ste. Marie,  
Mich.
- UMBACH, BOB**  
Atomic Boogie  
WJLD, Bessemer, Ala.
- UNCLE PETE**  
Baryard Jamboree  
WADE, Wadesboro, N. C.
- UNDERWOOD, TOMMY**  
Peanut Patch Parade  
WOOF, Dothan, Ala.
- UNGBER, JOE**  
800 Club  
KWPC, Muscatine, Ia.
- UZZLE, FREDERICK B.**  
1280 Club  
KSOK, Arkansas City, Kans.

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- VACCA, JOHN**  
Make Believe Ballroom  
KECK, Odessa, Tex.
- VAN CAMP, ROBERT G.**  
Morning Melodies  
WSB, Atlanta, Ga.
- VANCE, JOHN, JR.**  
Sunshine Club  
WINK, Fort Myers, Fla.
- VANDERVOORT, EARL**  
KBST, Big Spring, Tex.
- VAN LINEN, LOU**  
Swing Shift  
KIUP, Durango, Colo.
- YANN, FRANK**  
Mail Order Music  
WTAH, Norfolk, Va.
- VAN SLYCKE, HARRY**  
Artists Parade  
KNAF, Fredericksburg, Tex.

## Disc Jockeys—Radio-Television

- VARNER, HARRY**  
570 Club  
WWNC, Asheville, N. C.
- VAUGHN, BOB**  
WORD, Spartanburg, S. C.
- VENELL, BILL**  
Carousel  
WHO, Des Moines, Ia.
- VESEL, ROBERT**  
Vesel Special  
WESA, Charleroi, Pa.
- VESTRO, AL**  
Revolving Bandstand  
WTOR, Torrington, Conn.
- VIA, RICHARD**  
Morning Melodies  
WLOE, Leaksville, N. C.
- VICTOR, JOHN**  
Rhythms By Request  
WABB, Mobile, Ala.
- VIHMAN, ED**  
Let's Listen To The Classics  
WCCO, Minneapolis, Minn.
- VINSON, RUD**  
Name It and Play It  
KOLL, Omaha, Neb.
- VISCARRONDO, RAMON**  
Correo Musical  
WVJP, Caguas, P. R.
- W —
- WADE, JESS**  
KTT'S, Springfield, Mo.
- WADSWORTH, MAX**  
KCKY Dancing Party, Max's  
Wax Works  
KCKY, Coolidge, Ariz.
- WAGNER, RUSS**  
At Your Request  
WIBV, Belleville, Ill.
- WAIN, BEA**  
Mr. & Mrs. Music (WMCA).
- WAITES, ERNIE**  
Harlem Echoes  
WZIP, Covington, Ky.
- WALKER, AL**  
Off The Record  
WCAW, Charleston, S. C.
- WALKER, BOB**  
Juke Box Review  
KSDN, Aberdeen, S. Dak.
- WALKER, EDDIE**  
Pauls Valley, Okla.
- WALKER, GEORGE**  
Tops In Pops  
WEBR, Buffalo, N. Y.
- WALKER, JIM**  
Happy Jim's Dog House  
KULA, Honolulu, T. H.
- WALKER, LEE**  
Mailman's Matinee  
KJAM, Vernal, Utah
- WALKER, MERRILL**  
Record Shop  
WOAP, Owosso, Mich.
- WALL, ECK**  
Alarm Clock Club  
WCPS, Tarboro, N. C.
- WALL, W.**  
Old Hep Cat  
WRNC, Jackson, Miss.
- WALLACE, NEAL**  
1240 Club  
KFBC, Cheyenne, Wyo.
- WALLER, ART**  
Hillbilly Hit Parade  
WLOS, Asheville, N. C.
- WALSH, PATSY**  
Patti's Party  
WMAZ, Macon, Ga.
- WALTERS, BILL**  
Record Rhythm Special  
WMAM, Marinette, Wis.
- WALTON, EARL**  
KROS, Clinton, Ia.
- WARD, BILL**  
Breakfast with Bill  
WNCA, Asheville, N. C.
- WARD, CHUCK**  
Time For Dancing  
WHIS, Bluefield, W. Va.
- WARD, DARON**  
Good Morning Neighbor  
WGBR, Goldsboro, N. C.
- WARD, JOHNNY**  
Off The Record  
WMTR, Morristown, N. J.
- WARREN, HARRY**  
Wake Up and Smile  
KUTA, Salt Lake City, Utah
- WARREN, JERRY**  
1540 Turntable Terrace  
WJMJ, Philadelphia, Pa.
- WARREN, STANLEY**  
Stan The Record Man  
WSAP, Portsmouth, Va.
- WASSEL, TOM**  
Music Before Midnight  
WBRE, Wilkes-Barre, Pa.
- WATKINS, DICK**  
Richard's Record Rendezvous  
KSLM, Sikeston, Mo.
- WATKINSON, BARRY**  
Kima Kid  
KIMA, Yakima, Wash.
- WATSON, ROBERT**  
Platter Party  
WSB, Atlanta, Ga.
- WATTS, CLAY**  
WKBC, North Wilkesboro,  
N. C.
- WAYNE, LARRY**  
Rise & Shine  
WCOA, Pensacola, Fla.
- WAYNE, STU**  
KYW, Philadelphia, Pa.
- WEAVER, AL**  
Strictly Instrumental  
KTIP, Porterville, Cal.
- WEAVER, BILL**  
Saturday Night Dancing Party  
WDAY, Fargo, N. Dak.
- WEAVER, DICK**  
Musical Cloek  
KRDD, El Paso, Tex.
- WEBB, BILL**  
Sunrise Serenade  
KAKC, Tulsa, Okla.
- WEBB, BOB**  
WRDD, Daytona Beach, Fla.
- WEBB, CHUCK**  
Music By Request  
KVOA, Tucson, Ariz.
- WEBB, DEWEY**  
WBHP, Huntsville, Ala.
- WEBER, GLENN**  
Tallahassee Bandstand  
WRHP, Tallahassee, Fla.
- WEBSTER, HARRY**  
Yawn Patrol  
WFUR, Grand Rapids, Mich.
- WEBSTER, JOSEPH**  
Club 840  
WVPO, Stroudsburg, Pa.
- WEBSTER, KURT**  
Midnight Dancing Party  
WBT, Charlotte, N. C.
- WEEKS, EDDIE, L.**  
Juke Box Jamboree  
KABR, Aberdeen, S. Dak.
- WEEKS, RANNY**  
Ranny Weeks Record Rack  
WCOP, Boston, Mass.
- WEIGLE, FRANN**  
Frann Weigle Hour  
WAIT, Chicago, Ill.
- WEILER, ROBERT**  
Everybody's Hour  
KDIX, Dickinson, N. Dak.
- WEISS, DICK**  
1520 Club  
KSIB, Creston, Ia.
- WELCH, VAN**  
Music for the Mrs.  
KELK, Elko, Nev.
- WELLES, JACQUES**  
All-Night Show  
WITH, Baltimore, Md.
- WELLS, BOB**  
Hi Teen Tune Shop
- WELLS, HERB**  
Breakfast Club  
WLAG, La Grange, Ga.
- WENDELL, CAR**  
Wax Works  
WBEC, Chillicothe, O.
- WENDELL, BUD**  
Wendell's Wax Works  
WJMO, Cleveland, O.
- WESLEY, JIM**  
Music That Wins  
WJPG, Green Bay, Wis.
- WHALEY, BILL**  
Harlem Serenade  
KMAC, San Antonio, Tex.
- WHEDBEE, CHARLES**  
Whedbee's Whimsy  
WGTG, Greenville, N. C.
- WHEELER, BILL**  
Shopping Tour  
WINR, Binghamton, N. Y.
- WHEELER, BUN**  
When Day Is Done  
KYUM, Yuma, Ariz.
- WHEELER, DWIGHT**  
Operations. Music  
WFAU, Augusta, Me.
- WHEELER, TONY**  
Dawn Patrol  
WARC, Rochester, N. Y.
- WHEJAM, BILL**  
Boston Merry Go Round  
WCOP, Boston, Mass.
- WHELAN, OTIS E.**  
Rhythm Rauch  
KGLJ, Safford, Ariz.
- WHITAKER, GENE**  
WDEK, Durham, N. C.
- WHITE, CLAUDE**  
Hillbilly Hits  
WPAQ, Mt. Airy, N. C.
- WHITE, CLAYBORN**  
Septa Swing Club  
KTOW, Oklahoma City, Okla.
- WHITE, FRANK**  
Morning Roundup  
KFBC, Cheyenne, Wyo.
- WHITE, HAL**  
Restlessly Yours  
KUCB, Montrose, Cal.
- WHITEMAN, PAUL**  
The Paul Whiteman Record  
Club  
ABC
- WHITMAN, DON**  
Nite-Owl Nitecap  
KRNO, San Bernardino, Cal.
- WHITMAN, THOMAS**  
Milk Run, Wings of Music  
KXGI, Fort Madison, Ia.
- WHITNEY, PHIL**  
WINC, Winchester, Va
- WHITTAKER, TOM**  
Housewives Platter  
WKLY, Hartwell, Ga.
- WHITTINGHILL, DICK**  
Hollywood House Party  
KGFJ, Hollywood, Cal.



## Disc Jockeys—Radio-Television

- WHITWORTH, RAY**  
Western Hits  
KAMQ, Amarillo, Tex.
- WICKIZER, JACK**  
1420 Club  
KTJS, Hobart, Okla.
- WIDDER, DAVE**  
Notes & News  
WPIK, Alexandria, Va.
- WIETHAN, DICK**  
KLCN, Blytheville, Ark.
- WIGGINTON, WILLIAM**  
Say It With Music  
WCCO, Minneapolis, Minn.
- WILKE, HUBERT**  
Musically Yours  
WUSN, Charleston, S. C.
- WILLARD, SID**  
Carnival of Music  
WEAM, Arlington, Va.
- WILFORD, CARL**  
Record Review  
KANA, Anaconda, Mont.
- WILLIAMS, BILL**  
Band Parade  
WOV, New York, N. Y.
- WILLIAMS, BUS**  
Top Pops  
KOPO, Tucson, Ariz.
- WILLIAMS, DAN H.**  
Campus Capers  
KTXN, Austin, Tex.
- WILLIAMS, DICK**  
KAKE Music Mart  
KAKE, Wichita, Kans.
- WILLIAMS, DICK**  
Saturday Night Dancing Party  
WHAV, Haverhill, Mass.
- WILLIAMS, DICK**  
Spotlight On A Star  
WITA, Santurce, P. R.
- WILLIAMS, ELLIS**  
Matinee  
KCR, Enid, Okla.
- WILLIAMS, GERALD**  
Musical Date  
WKAP, Allentown, Pa.
- WILLIAMS, GUY**  
WLAT, Conway, S. C.
- WILLIAMS, JACK**  
Jack Williams Show, Today's  
Top Five, Jack's Jamboree  
WGBS, Miami, Fla.
- WILLIAMS, JERRY**  
WAML, Laurel, Miss.
- WILLIAMS, NAT D.**  
Tan Town Jamboree  
WDIA, Memphis, Tenn.
- WILLIAMS, PHIL**  
Best By Request  
KVOW, Littlefield, Tex.
- WILLIAMSON, BOB**  
Musical Clock  
WMJK, Middlesboro, Ky.
- WILLIS, FOREST**  
"Musical Clock"  
WTRY, Troy, N. Y.
- WILLIS, MILTON**  
Club 1590  
KATL, Houston, Tex.
- WILLIS, REX, II**  
Music Makers  
KHBC, Jil, T. H.
- WILLSE, BILL**  
Musical Nitecap  
WWNR, Beckley, W. Va.
- WILLSON, JIMMIE**  
Roundup Time  
WAPI, Birmingham, Ala.
- WILSON, ANDY**  
Radio Rangers  
KOOL, Phoenix, Ariz.
- WILSON, BILL**  
The Bill Wilson Show  
WDOD, Chattanooga, Tenn.
- WILSON, BRUCE E.**  
Farm & Home Hour  
WWPF, Palatka, Fla.
- WILSON, JIM**  
All-Tune Hit Parade  
KFMJ, Tulsa, Okla.
- WILSON, JIM**  
Rebel Rouser, Swing Session  
WMAK, Nashville, Tenn.
- WILSON, KEN**  
Star in the Afternoon  
WGST, Atlanta, Ga.
- WILSON, LARRY**  
Working With Wax  
WNOE, New Orleans, La.
- WILSON, READ**  
Top Of The Morning  
WWNC, Asheville, N. C.
- WINDROW, AL**  
KNPT Click Request  
KNPT, Newport, Ore.
- WINERTER, E. J.**  
KOPP Club, Sagebrush Party  
KOPP, Ogden, Utah
- WINKLER, ERNIE**  
Ernie Winkler Show  
Middletown, N. Y.
- WINN, WILLIAM**  
Musical Clock  
WJTN, Jamestown, N. Y.
- WINTERS, GEORGE**  
Mason County Matinee  
WFTM, Maysville, Ky.
- WINTERS, GREGG**  
Tea Canteen  
KNDF, Fredericksburg, Tex.
- WIPPRECHT, MARJORY**  
Matinee Showcase  
KOJA, Bryan, Tex.
- WISE, EDDIE**  
Sun-Up, Roundup Time  
WEBQ, Harrisburg, Ill.
- WISEMAN, CLAUDE**  
Sunset Serenade  
WOKZ, Alton, Ill.
- WITT, AL**  
Tumbleweed Tempos  
KEIO, Pocatello, Ida.
- WOBUS, BILL**  
TNT  
WJOB, Hammond, Ind.
- WOLFE, BOB**  
All-Request Record Roundup  
KTNM, Tucumcari, N. Mex.
- WOLFE, SKEETS**  
Top O' The Morning  
WNDB, Daytona, Beach, Fla.
- WOLFF, Linn**  
Farm & Home Hour  
WPAD, Paducah, Ky.
- WOLSON, MIKE**  
One Mike To Another  
WSCR, Seranton, Pa.
- WOOD, GEORGE**  
Woody  
WTMV, East St. Louis, Ill.
- WOOD, FOREST**  
Cover Puller  
WIOS, Asheville, N. C.
- WOOD, FRED**  
Woodchopper's Ball  
WBZ, Vineland, N. J.
- WOOD, STANLEY**  
WSUA, Boonington, Ind.
- WOODS, CHARLIE**  
Midnight Music Shop  
WJZ, New York, N. Y.
- WOODS, DICK**  
WCPO, Cincinnati, O.
- WOODS, JACK**  
Turntable Time  
WWXL, Peoria, Ill.
- WOODS, JIM**  
Platter Parade
- WOODWARD, LEROY**  
WVJS, Owensboro, Ky.
- WOOLE, CARL**  
Swingtime  
WMVG, Milledgeville, Ga.
- WOOLF, JOHN**  
Woof at the Door  
WALL, Salt Lake City, Utah
- WOOTTE, BILL**  
Nitecap  
WSIC, Statesville, N. C.
- WRIGHT, DAVID**  
The Time Keeper  
WGLT, Charlotte, N. C.
- WRIGHT, JOHN**  
Top 'O Morning  
WFBC, Greenville, S. C.
- WYNN, PAUL**  
Saturday Night Dancing Party  
WWGS, Tifton, Ga.
- WYNN, PAUL**  
Afternoon Landstand  
WEWO, Laurinburg, N. C.

— Y —

- YACK, GEORGE**  
WMRF, Lewiston, Pa.
- YARSONS, HARRY**  
Breakfast Club  
WSTP, Salisbury, N. C.
- YATES, CHARLIE**  
In The Groove  
WRRF, Washington, N. C.
- YEAGER, DON**  
Cat's Rat Race  
WTK, Durham, N. C.
- YEAROUT, WILLIAM**  
Timekeeper  
WREN, Topeka, Kans.
- YELLAND, E. STARR**  
Time & Tempos  
KOA, Denver, Colo.
- YOUNG, BILL**  
KAKE'S Platter Parade  
KAKE, Wichita, Kans.
- YOUNG, DALE**  
Recordially Yours  
WAOV, Vincennes, Ind.
- YOUNG, J. N.**  
KBST, Big Spring, Tex.
- YOUNG, PRESTON**  
Petticoat Party Line  
WHLF, South Boston, Va.
- YOUNGMAN, JIM**  
Polka Party  
WESA, Charleroi, Pa.
- YOUNT, CHUCK**  
WGBV, Richmond, Ind.
- YOUSE, ROBERT**  
1340 Club  
WBRK, Pittsfield, Mass.

— Z —

- ZAPUTIL, BILL**  
To Each His Own  
WERC, Reidsville, N. C.
- ZIMMERMAN, BOB**  
Music Mongers  
WTNS, Coshocton, O.
- ZIMMERMAN, CARL**  
Concert Hall  
WFOX, Milwaukee, Wis.
- ZINKAND, PHIL**  
1500 Club  
WWSW, Pittsburgh, Pa.

"THE GOLDEN TOUCH"

*Frankie*  
**CARLE**

HIS PIANO AND HIS ORCHESTRA



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THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

# Orchestra Leaders Musical Conductors and Organists (RADIO AND TELEVISION) —their work during 1948

## — A —

**ACKLEY, WAYNE**  
KRNT, Des Moines, Ia.

**ADAMS, DANA**  
KTDB, Tyler, Tex.

**ADLAM, BASIL**  
Curt Massy Show, Johnny  
Fletcher, Mr. President  
ABC

**AGNEW, JOHN K.**  
WHKC, Columbus, O.

**AGNEW, THEODORE J.**  
KUBC, Montrose Colo.

**AGRESTA, PHIL**  
WIS, Columbia, S. C.

**ALAN, PAT**  
KSTT, Davenport, Ia.

**ALBERTSON, ROBERT A.**  
KTM, San Rafael, Cal.

**ALEXANDER, JEFF**  
"Amos 'n' Andy"  
NBC

**ALLEN, JAMES**  
WTJS, Jackson, Tenn.

**ALLEN, JILL**  
WNAO, Raleigh, N. C.

**ALLEN, JOHN**  
KPLT, Paris, Tex.

**ALLEN, ROBERT**  
WCMW, Canton, O.

**ALLAND, JACK**  
WGST, Atlanta, Ga.

**AMOLS, MERVYN**  
WJLS, Beckley, W. Va.

**ANDERSON, CHARLOTTE**  
WTHE, Hartford, Conn.

**ANDERSON, DORA**  
KZMB, Manila, P. I.

**ANDERSON, WARREN A.**  
WFGG, Kalanuzoo, Mich.

**ANDREWS, JAMES L.**  
KKRO, Aberdeen, Wash.

**ARENDALL, RONNIE**  
WPTW, Piqua, O.

**ARENSON, JAMES E.**  
KTRF, Thief River Falls  
Minn.

**"ARLO" (Arlo Hulst)**  
NBC  
"Honeymoon in New York,"  
"Story Shop"

**ARMBRUSTER, ROBERT**  
NBC  
"Cavalcade of America,"  
"Kraft Music Hall"

**ARMSTRONG, BERNIE**  
KDEA, Pittsburgh, Pa.

**ARNOLD, CATHERINE**  
WSGN, Birmingham Ala.

**ARNOLD, MARION**  
WNAM, Neenah, Wis.

**ARTZT, WILLIAM**  
Blondie  
CBS

**ATKERSON, PAUL**  
KAGH, Pasadena, Cal.

**AUMAN, DGN**  
WKAY, Fargo, N. D.

**AYERS, NORMAN**  
WCSH, Portland, Me.

## — B —

**BABLER, PEP**  
WOSH, Oshkosh, Wis.

**BADDERS, FRANK**  
WKEY, Covington, Va.

**BADEAUX, ED**  
KXYZ, Houston, Tex.

**BAILEY, BUD**  
KGCX, Sidney, Mont.

**BAKER, CLYDE, MRS.**  
WLAQ, Rome, Ga.

**BAKER, CHARLES**  
WKRK, Columbia, Tenn.

**BALDWIN, BILL C.**  
KSO, Des Moines, Ia.

**BALL, NOEL E.**  
KSWM, Joplin, Mo.

**BALL ROGER**  
WALT, Tampa, Fla.

**BALLANTINE, EDDIE**  
The Breakfast Club  
ABC

**BALLIS, MERA**  
KDHL, Fairbault, Minn.

**BALZER, LUDWIG F.**  
WRC, Washington, D. C.

**BANCROFT, P. F.**  
KTRR, Phoenix, Ariz.

**BANKS, MARGARET**  
WBIG, Greensboro, N. C.

**BANTA, FRANK**  
NBC  
"D & H Mimers"

**BARDO, LYLE**  
KFRG, San Francisco, Cal.

**BARKER, GLADYS**  
WFRL, Freeport, Ill.

**BARLOW, HOWARD**  
NBC  
Voice of Firestone

**BARR, FRED**  
WWRL, New York, N. Y.

**BARRET, EDWARD**  
WHAS, Louisville, Ky.

**BARRETT, IDA M.**  
WLPM, Suffolk, Va.

**BARRETT, ROGER**  
WFEA, Manchester, N. H.

**BARRON, BLICE**  
NBC  
"Edison Hotel Orchestra"

**BASH, JAMES H.**  
WCHV, Charlottesville, Pa.

**BASHELL, LOUIS**  
WMLO, Milwaukee, Wis.

**BAUCOM, MARIE**  
WMAF, Monroec, N. C.

**BAUGH, GENE**  
WBAP, Fort Worth, Tex.

**BAUMGART, RUTH**  
WTCJ, Tell City, Ind.

**BAUSTIAN, EVELAN**  
KROX, Crookston, Minn.

**BECKER, ALFRED**  
KOY, Phoenix, Ariz.

**BECKER, SYLVIA**  
KNPT, Newport, Ore.

**BEDNAREK, JOE**  
WILK, Wilkes-Barre, Pa.

**BEERS, WILLIAM E.**  
WADC, Akron, O.

**WEHL, WALTER**  
WFOX, Milwaukee, Wis.

**BELDING, ELLEN**  
KXLO, Lewiston, Mont.

**BELL, FRANK**  
WEEL, Boston, Mass.

**BELL, NORMAN**  
WDSU, New Orleans, La.

**BELL, RUTH**  
WJPA, Washington, Pa.

**BELMAN, DAVE**  
KTPP, Porterville, Cal.

**BELVINE, ANNE**  
WAUD, Auburn, Ala.

**BENDITZKY, NAOM**  
NBC  
"NBC String Quartette"

**BERCOVITZ, ABE**  
KGW, Portland, Ore.

**BERING, CONRAD, JR.**  
KFDM, Beaumont, Tex.

**BERNTHAL, MURRA**  
WSYR, Syracuse, N. Y.

**BERQUIST, BERNARD**  
(WHITEY)  
NBC  
Whitey Berquist Orchestra,  
Kickoff Tunes

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**BETCHER, DAVE**  
WMCK McKeesport, Pa.

**BETHANCOURT, JOSE**  
NBC  
"Echoes from the Tropics,"  
"Tropicana"

**BIBER, PEG**  
KGFW, Kearney, Neb.

**BIELSKI, CASS**  
NBC  
"U. S. Army Air Forces Band"

**BIGGS, DOUGLAS**  
WDXI, Jackson, Tenn.

**BIGLEY DAVID E.**  
WJOI, Florence, Ala.

**BIONDI, FERDINAND**  
CKAC, Montreal, Que.

**BISH, DON**  
KGEM, Boise, Ida.

**BLACK, FRANK (DR)**  
NBC  
Symphony Orchestra  
CBS  
Harvest of Stars  
ABC  
Carnegie Hall

**BLACK NORMAN**  
WFIL, Philadelphia, Pa.

**BLAKE, BRUCE**  
WHRK, Akron, O.

**BLEYER, ARCHIE**  
Conductor; The Arthur Godfrey Hour, Arthur Godfrey's Talent Scouts, Arthur Godfrey and His Friends, Crime Photographer (CBS).

**BLOCH, RAY**  
(NBC) Johnny Presents, Milton Berle; (CBS) Sing It Again; ABC What's My Name; Toast of the Town (CBS-TV)

**BLUE, BETTY**  
KYOU, Greeley Colo.

**BOELTER, E. W.**  
KJAM, Vernal, Utah

**BOISVERT, LOUIS**  
WBRY, Waterbury, Conn.

**BONIME, JOSEF**  
The Sheriff  
ABC

**BOOKSPAN, MARTIN**  
WBMS Boston, Mass.

**BORNE, HAL**  
NBC  
"Date With Judy"

**BOUCHIER, GENE**  
WPDQ, Jacksonville, Fla.

**BOVERO, PHIL**  
Relaxin' Time, Saturday Ses-  
sion  
ABC  
KGO, San Francisco, Cal.

**BOWMAN ANN**  
WHBO, Tampa, Fla.

**BOWMAN, BURL**  
KVNT, Coeur D'Alene, Ida.

**BOYER, MILDRED**  
KJBS, San Francisco, Cal.

**BOYER, JIMMY**  
WISH Indianapolis, Ind.

**BOYUM, JERRY**  
KROC, Rochester, Minn.

**BRADLEY, HAROLD**  
WHLI, Niagara Falls, N. Y.

**BRADSHAW, VIVIAN A.**  
WAAF, Chicago, Ill.

**BRADY WILLIAM P.**  
WEDC, Chicago, Ill.

**BRAS, RICKEY**  
KVAN, Vancouver, Wash.  
**BREITENMOSEL, DON**  
KVOB, Alexandria, La.

**BRELAND, ED**  
WAML, Laurel, Miss.

**BRENDLER, CHARLES,**  
LIEUTENANT COMMANDER  
NBC

**BRESTOFF, PHIL**  
Speaking of Songs  
ABC

**BRIDGES, CAROL**  
WERD, Atlanta, Ga.

**BRING, LOU**  
NBC  
"Kraft Music Hall"

**BROOKS GEORGE**  
KDIX, Dickinson, N. Dak.

**BROWN, ARTHUR**  
KROD, El Paso, Tex.

**BROWN, GORDON**  
WVTK, Versailles, Ky.

**BROWN, LES**  
NBC

**BROWN MAURICE**  
CBS

Let's Pretend

**BROWN, WALBERG**  
NBC

"Do You Remember?," "Clevelandaires"



## LEW WHITE

Organist

Composer

Conductor

RADIO - TELEVISION

CURRENT SHOWS

Inner Sanctum—CBS

Grand Central Station—CBS

Portia Faces Life—NBC

RCA-Victor Recording Artist

Columbia Picture Shorts

LExington 2-1100

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**BRUNS, GEORGE**  
KEX, Portland, Ore.  
**BRYON, DONALD**  
"Cavalcade of America"  
NBC  
**BUHRMAN, ARTHUR**  
Quiet Please, What Makes You  
Tick  
ABC  
**BURGESS, JACK**  
WOOF, Dothan, Ala.  
**BURNSIDE, CURTIS**  
KYJC, Medford, Ore.

— C —

**CAFFY, CURTIS**  
WGRM, Greenwood, Miss.  
**CALABRESE, RAY**  
WLTR, Bloomsburg, Pa.  
**CALDWELL, JUNE**  
WMT, Cedar Rapids, Ia.  
**CAREY, RALPH**  
KSWI, Comed Bluffs, Ia.  
**CARLE, FRANKIE**  
NBC; CBS; MBS; Columbia Records.  
**CARLSON, MAUDE**  
WIBW, Topeka, Kans.  
**CARNAHAN, BEVERLY**  
WMIX, Mt. Vernon Ill.  
**CARPENTER, ETHEL M.**  
WKBB, Dubuque, Ia.  
**CARR, TRUDI**  
KEYS, Corpus Christi, Tex.  
**CARSON, M.**  
WOAP, Orroso, Mich.  
**CARTER, GAYLORD**  
Bride and Groom  
ABC

**CARTER, LOUISE**  
WFTM, Maysville, Ky.  
**CARTER, VERNON**  
WRRF, Washington, N. C.  
**CASE, RUSS**  
RCA Victor Show  
NBC  
**CASTILLO, DEL**  
CBS  
Stars Over Hollywood  
**CAUSEY, DON**  
KHOZ, Harrison, Ark.  
**CHAMBERLIN, GEORGE**  
WMBM, Miami Beach, Fla.  
**CHASE, BRUCE**  
American Farmer, Fascinating  
Rhythm, Listen To This  
ABC  
**CHASINS, ABRAM**  
WQXR, New York, N. Y.  
**CHESMAN, A.**  
WGBB, Freejort, N. Y.  
**CHESKIN, DAVID**  
WGR, Buffalo, N. Y.  
**CHRISTENSON, ROYCE**  
KTRE, Lufkin, Tex.  
**CIALONI, ROBERT P.**  
WDAS, Philadelphia, Pa.  
**CLAPP, GERRIE**  
WFTL, Ft. Lauderdale, Fla.  
**CLARK, ALLEN**  
WJKY, Oklahoma City, Okla.  
**CLARK, GORDON**  
KPBX, Beaumont, Tex.  
**CLARK, LOWELL**  
KGFF, Shawnee, Okla.  
**CLARKE, NOVA**  
KHGB, Okmulgee, Okla.

**CLAYTON, ROBERT**  
WJIM, Lansing, Mich.  
**CLEMENT, JOHN R.**  
WARD, Johnstown, Pa.  
**CLEVELAND, R. M.**  
WSON, Henderson, Ky.  
**CLIFF, CHARLES**  
Let Freedom Ring  
ABC  
**COBLER, LOUISE**  
KTAN, Sherman, Tex.  
**COGGESHALL, A. O.**  
WGY, Schenectady, N. Y.  
**COLE, BUDDY**  
NBC  
"Truth or Consequences"  
**COLE, DAVE**  
WTAL, Tallahassee, Fla.  
**COLE, NAT KING**  
NBC  
**COLEE, D. R.**  
WLBF, Leesburg, Fla.  
**COLLINS, JERRY**  
WNOX, Knoxville, Tenn.  
**COLLINGS, STAN**  
KSYC, Yreka, Cal.  
**COLWELL, VIRGINIA**  
WLDS, Jacksonville, Ill.  
**COMISKEY, LILLIE MAE**  
KWFT, Wichita Falls, Tex.  
**CONTI, ANTHONY**  
WLEU, Erie, Pa.  
**COOLEY, CARLTON**  
NBC String Quartet  
NBC  
**COOPER, LOIS**  
WKYB, Paducah, Ky.  
**COOPER, SALLY**  
WJBK, Detroit, Mich.



JOHN  
GART

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

— D —

**COTE, BERT**  
WLAM, Lewiston, Me.

**COTNER, CARL**  
Gene Autry Show CBS

**COURTRIGHT, Y.**  
WKBB, Muskegon, Mich.

**COYS, MYRON**  
WBYS, Canton, Ill.

**CRAWFORD, JESSE**  
Counterespionage  
ABC

**CRESTON, PAUL**  
Hour of Faith  
ABC

**CROFT, MIKE**  
WJSW, Altoona, Pa.

**CROOK, GEORGE**  
NBC  
"George Crook, Organist"

**CROSSBY, BOB**  
CBS

**CROSS, ALBERT**  
WKMH, Dearborn, Mich.

**CROSS, ELWIN**  
KYNO, Fresno, Cal.

**CROSSON, ART**  
WBNY, Buffalo, N. Y.

**CROUCH, EDNALEE**  
WHB, Kansas City, Mo.

**CROWELL, BETTY**  
WIBB, Macon, Ga.

**CUGAT, XAVIER**  
Spotlight ands, MBS  
The Drene Show

**CUMMINGS, BERNIE**  
Treasury Band Show  
ABC

**CURRY, WINFRED**  
KBYR, Anchorage, Alaska

**DALE, TED**  
Conductor; b. North Platte, Neb.,  
July 25, 1910; Coronation Con-  
tented Show (NBC).

**DANIELS, BILL**  
KOPR, Butte, Mont.

**D'ARMOND, FRANK**  
WPTB, Albany, N. Y.

**DAUGHERTY, STAN**  
KMOX, St. Louis, Mo.

**DAVIS, E.**  
WJVA, South Bend, Ind.

**DAVIS, GEORGE D., JR.**  
WRBL, Columbus, Ga.

**DAVIS, KEN**  
KRNO, San Bernardino, Cal.

**DEAL, JOHN H.**  
WHCU, Ithaca, N. Y.

**DeBERRY, HERBERT, JR.**  
WPIK, Alexandria, Va.

**DeCARO, AL**  
WKNB, New Britain, Conn.

**DENISE, MARGIE**  
KRIC, Beaumont, Tex.

**DENNIS, GENE**  
WVOM, Boston, Mass.

**DENNY, FRANCES**  
WAIR, Winston-Salem, N. C.

**DeREMÉR, LIONEL H.**  
WBCM, Bay City, Mich.

**DESMOND, WARREN**  
WAZP, Yazoo City, Miss.

**DeVOL, FRANK**  
Seafest Village Store  
NBC  
Jack Carson Show  
CBS

**DIGESU, FRED**  
WJHO, Opelika, Ala.

**DOLAN, BOB**  
Ford Show  
CBS

**DONALDSON, FRANK**  
WJBO, Baton Rouge, La.

**DONALDSON, JOE C.**  
WCOT, Winchester, Tenn.

**DONZE, AILEEN**  
KSGM, Ste. Genevieve, Mo.

**DORITY, DOROTHY**  
WTOL, Toledo, O.

**DORB, HAROLD**  
WABI, Bangor, Me.

**DORSEY, JIMMY**  
NBC, CBS, MBS

**DORSEY, TOMMY**  
NBC, CBS, MBS, WMCA

**DOSCHER, SUE**  
WALL, Middletown, N. Y.

**DOSSETT, LARRY**  
KGY, Olympia, Wash.

**DOUBLEDAY, BILL**  
KWBK, Oakland, Cal.

**DRAGON, CARMEN**  
The Railroad Hour  
ABC

**DUFFELL, REBECCA**  
WTSP, Salisbury, N. C.

**DUNAWAY, JAMES C.**  
WLBK, Carrollton, Cal.

**DUNCAN, JIM**  
KPRE, Livingston, Mont.

**DUNCAN, MARY JEAN**  
KGBC, Galveston, Tex.

**DUNFORD, B. C., JR.**  
WSJS, Winston-Salem, N. C.

ARCHIE BLEYER



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**DUNFORD, HOWARD**  
WMRN, Marion, O.  
**DUNN, BILL**  
WKBN, Youngstown, O.  
**DUNNING, OWEN**  
KOLN, Portland, Ore.

—E—

**EDGES, CLARENCE**  
WTAQ, Green Bay, Wis.  
**EDINGTON, JOHN**  
KTFL, Twin Falls, Ida.  
**EDSON, EDWARD**  
NBC  
"First Piano Quartette"  
**EDWARDS, GLADYS**  
WCLA, Baton Rouge, La.  
**EDWARDS, RANSOM W.**  
WLIZ, Bridgeport, Conn.  
**EDWARDS, TOM**  
KICD, Spencer, Ia.  
**EICHER, ROBERT**  
WBEL, Beloit, Wis.  
**EILAND, TED**  
WSAZ, Huntington, W. Va.  
**ELDERS, FRANK E.**  
WJPE, Herrin, Ill.  
**ELLINGER, JOHN L.**  
WMMW, Meriden, Conn.  
**ELLINGTON, DUKE**  
NBC, CBS, WMCA, MBS  
**ELLIOTT, BARON**  
WCAE, Pittsburgh, Pa.  
**ELLIOTTE, KAY**  
KTMO, Independence, Mo.  
**EMMEL, JOHN**  
KWJJ, Portland, Ore.  
**ENOS, JOE**  
Louella Parsons-  
ABC

**EPPEL, RAYMOND**  
KMHK, Mitchell, S. Dak.  
**ESCAGNE, KEARNY**  
KANE, New Iberia, La.  
**ESSEX, FREDRICK**  
WARC, Rochester, N. Y.  
**EUCHNER, WAYNE E.**  
KFH, Wichita, Kans.

—F—

**FAIRBANKS, LUCILLE**  
KFIZ, Fond Du Lac, Wis.  
**FAIRCHILD, COOKIE**  
NBC  
"Eddie Cantor Show," "Take  
It or Leave It"  
**FAITH, PERCY**  
Musical conductor; b. April 7,  
1908, Toronto, Canada; Jarvis  
College; Pause That Refreshes on  
the Air.  
**FALBER, BEN**  
WTHI, Terre Haute, Ind.  
**FARBER, BURT**  
NBC  
"Curtain Time"  
**FARBER, BURT**  
WNOP, Newport, Ky.  
**FARDIG, SHELDON**  
WMBI, Chicago, Ill.  
**FAY, LEW**  
KONO, San Antonio, Tex.  
**FAYE, ALTA**  
WRR, Dallas, Tex.  
**FEIBEL, FRED**  
CBS  
David Hartm.  
**FELTS, LEMUEL**  
WTCO, Campsville, Ky.

**FERILLO TRAYNOR**  
WHAN, Charleston, S. C.  
**FESSLER, JEAN**  
WTAD, Quincy, Ill.  
**FEUER, CY**  
CBS  
Ford Theater  
**FISK, JIM**  
KCKY, Coolidge, Ariz.  
**FLANSBERG, GEORGE**  
KTKR, Taft, Cal.  
**FLATH, HANS P.**  
KMBC, Kansas City, Mo.  
**FLATH, P. HANS**  
KFRM, Kansas City, Mo.  
**FORD, CHARLES**  
WCCP, Savannah, Ga.  
**FORD, MARYLYN**  
WAGA, Atlanta, Ga.  
**FOSSLER, DEAN**  
CBS  
Guiding Light  
**FOSTER, ORVILLE**  
WHOT, South Bend, Ind.  
**FOWLER, HUGH**  
KRLD, Dallas, Tex.  
**FRADKIN, FRED**  
CBS  
Thin Man  
**FRANK, THOMAS F.**  
WCCM, Lawrence, Mass.  
**FRAUL, CLAUDE**  
WINN, Louisville, Ky.  
**FRAZIER, JIM**  
WCBI, Columbus, Miss.  
**FRED, ALAN**  
WAKR, Akron, O.  
**FREEMAN, HARRY**  
WLYN, Lynn, Mass.



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MANHATTAN MERRY-  
GO-ROUND

HAMMERSTEIN  
MUSIC HALL

WALTZ TIME

MR. KEEN—6th YEAR

ALSO MUSICAL  
DIRECTOR FOR  
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**FREEMAN TONY**  
KNBC, San Francisco, Cal.  
**FRIAR, CHARLES**  
WWNE, Fayetteville, N. C.  
**FRIEND, GEORGE**  
WLAK, Lakeland, Fla.  
**FRY BETTY**  
WGPA, Bethlehem, Pa.  
**FUHRMAN, CLARENCE**  
KYW, Philadelphia, Pa.

— G —

**GALE RAYETTE**  
WCPO, Cincinnati, O.  
**GALE, WILLIAM**  
CBS  
County Fair  
**GALLICHO, JOSEPH**  
NBC  
Dave Garroway Show  
**GALLOWAY, EDWARD M.**  
KSTL, St. Louis, Mo.  
**GANZ, GEORGE**  
KDSH, Boise, Ida.  
**GARLINGER, GEORGE**  
WPFB, Middletown, O.  
**GARNER, ADAM**  
NBC  
"First Piano Quartette"  
**GARBETT, EDWARD**  
WEDO, McKeesport, Pa.  
**GART, JOHN**  
Composer, conductor; b. Poland,  
June 6, 1905; Kiev Imperial Con-  
servatory of Music; Gabriel Hea-  
ter's A Brighter Tomorrow  
(WOR); Carrington Playhouse  
(WOR); A House in the Country

(WOR); MGM, Columbia, RKO  
picture spots.  
**GAUZE, WALLACE**  
WTAN, Clearwater, Fla.  
**GEERTZ, ARMIN**  
WBLJ, Dalton, Ga.  
**GEL, JOHN C.**  
WCVS, Springfield, Ill.  
**GEYER, BILLY**  
WFDF, Flint Mich.  
**GIBSON, DOROTHY**  
KFPW, Fort Smith, Ark.  
**GIBSON, GERALD**  
WJOY, Burlington, Vt.  
**GIBSON, JESSIE**  
WKWF, Key West, Va.  
**GIBSON, LARRY**  
WRUF, Gainesville, Fla.  
**GIGOUX, GERALD**  
KCRC, Enid, Okla.  
**GILLIES, KATHRYN**  
WJMJ, Philadelphia, Pa.  
**GITZ, JEAN**  
KRDO, Colorado Springs, Colo.  
**GLADDIN, FRANCES**  
WDAK, Columbus, Ga.  
**GLEWWE, VERNE**  
WQUA, Moline, Ill.  
**GLUSKIN, LUD**  
b. New York, N. Y.; CBS West  
Coast Music Director; Suspense,  
My Friend Erma, Hollywood Mu-  
sic Hall, Philip Morris Playhouse,  
Sam Spade.  
**GOBBLE, MARTHA**  
KMYR, Denver, Colo.  
**GOLLOTE, GWEN**  
WLOX, Biloxi, Miss.

**GOODMAN, ABE**  
Strange Romance of Evelyn  
Winters, Grand Slam, CBS  
**GOODMAN, AL**  
Musical director; b. Russia; Pea-  
body Sc. of Music; Prudential  
Family Hour (CBS); Fred Allen  
Show; RCA Victor recording ar-  
tist.  
**GORDON, LEE**  
NBC  
"Daytime Classics." "Cleve-  
landaires"  
**GORDON, NATHAN**  
NBC  
"NBC String Quartette"  
**GOTCH, ROBERT**  
KXOK, St. Louis, Mo.  
**GOW, ARTHUR**  
KJZ, Denver, Colo.  
**GRADIN, HARRY**  
WDSM, Superior, Wis.  
**GRALITZER, LOUIS**  
NBC  
"NBC String Quartette"  
**GRASSO, FRANK**  
WFLA, Tampa, Fla.  
**GRAY, JACK**  
WHOS, Decatur, Ala.  
**GRAY, JERRY**  
Club 15, CBS  
**GREEN, BERNARD**  
The Fat Man, We Care  
ABC  
**GREEN DOROTHY**  
WKRZ, Oil City, Pa.  
**GREENE, JOHNNY**  
Man Called X, CBS



HARRY SALTER

"STOP THE MUSIC"—ABC

PETER  
VAN STEEDEN



• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

**GRIBBEN, BOB**  
KDTN, Dubuque, Ia.  
**GRIDER, GEORGE**  
WJNC, Jacksonville, N. C.  
**GRIEB, HERBERT**  
WERC, Birmingham, Ala.  
**GROW, LOU DEAN**  
KLX, Oakland, Cal.  
**GUSS, EDDIE**  
WJPR, Greenville, Miss.

— H —

**HACKETT, RAY**  
KQW, San Jose, Cal.  
**HAENSCHEN, GUSTAVE**  
NBC  
American Album of Familiar  
Music, Pet Milk Show With  
Vic Damone  
CBS  
Saturday Night Serenade  
**HALE, DAVID**  
WSPB, Sarasota, Fla.  
**HALE, ETHELYN**  
WCKY, Cincinnati, O.  
**HALL, ROBERT C.**  
WVWV, Fairmont, W. Va.  
**HALL, WILLIAM J.**  
WKRT, Cortland, N. Y.  
**HALVERSON, RON**  
KSUD, Cedar City, Utah  
**HAMILTON, GUY**  
GGG, Gainsville, Fla.  
**HAMPY, HERMAN**  
WEEK, Peoria, Ill.  
**HANSON, EARLE B.**  
WIOD, Miami, Fla.  
**HARDAGE, CHRISTINE**  
WCTA, Andalusia, Ala.

**HARDMAN, GLENN**  
KTUL, Tulsa, Okla.  
**HARRILL, NELSON J.**  
WGWR, Asheboro, N. C.  
**HARRIS, GUY**  
WGL, Fort Wayne, Ind.  
**HARRIS, PHIL**  
Jack Benny Show  
**HARRIS, THOMAS W.**  
WHUE, Cookeville, Tenn.  
**HARRISON, JOHN**  
WEXL, Royal Oak, Mich.  
**HART, BILL**  
WTMV, East St. Louis, Ill.  
**HARTIGAN, RICHARD**  
WROW, Albany, N. Y.  
**HARTLEY, JAMES A.**  
WCGA, Gainesville, Ga.  
**HARTLINE, MARY**  
Junior Junction  
ABC  
**HARTMAN, ROME**  
WIRK, W. Palm Beach, Fla.  
**HARVEY, RICHARD**  
WSAP, Portsmouth, Va.  
**HATCH, WILBUR**  
Screen Guild Players, CBS  
**HATHORN, ROGER**  
KWSL, Lake Charles, La.  
**HAUPT, WILLIAM H.**  
KVVC, Ventura, Cal.  
**HAYES, DON**  
WVDR, Syracuse, N. Y.  
**HEAPS, PORTER**  
Club Time, Ladies Be Seated  
ABC  
**HEARD, BETTY**  
KTMC, McAlester, Okla.

**HEATHERTON, RAY**  
NBC, CBS, MBS  
**HEIFETZ, BERNAR**  
NBC  
"NBC String Quartette"  
**HELGESON, ROBERT**  
KISD, Sioux Falls, S. Dak.  
**HELLINGSWORTH, R. H.**  
WTPR, Paris, Tenn.  
**HENDRIX, CLIFFORD**  
KGHF, Pueblo, Colo.  
**HENLEY, DAVID B.**  
KFGO, Fargo, N. Dak.  
**HENNINGER, GEORGE**  
Eitel and Albert, Go for the  
House, Johnny Thompson, Kier-  
nan's Korner, Your Story for To-  
day (ABC).  
**HENRICHS, ILLENA**  
KATE, Albert Lea, Minn.  
**HENTON, ETHEL**  
WVBF, Binghamton, N. Y.  
**HERMAN, LENNY**  
NBC, CBS, MBS.  
**HERMAN, WOODY**  
ABC, CBS  
**HERMANN, RALPH**  
WMAW, Milwaukee, Wis.  
**HERRON, JOEL**  
WGMN, New York, N. Y.  
**HESSLER, ROY**  
WDUZ, Green Bay, Wis.  
**HIBDON, MILTON**  
KTRB, Modesto, Cal.  
**HIGH, IVOR**  
WCCC, Hartford, Conn.  
**HILDEN, KENNETH F.**  
KBKR, Baker, Tex.

RAY BLOCH

PAUL LAVALLE

Cities Service "Band of America"

**. . . Orchestra Leaders-Conductors-Organists—Radio-TV . . .**

**HILL, IRENE**  
KWBU, Corpus Christi, Tex.

**HILLMAN, ROO**  
KLAC, Los Angeles, Cal.

**HILTON, CHARLES**  
WNLK, Norwalk, Conn.

**HIPPS, TOM**  
KAMQ, Amarillo, Tex.

**HIRSCH, BERTRAND**  
NBC  
"American Album of Familiar Music"

**HOFFMAN, HOWARD**  
WTRC, Elkhart, Ind.

**HOGAN, HARLAN**  
WSBT, South Bend, Ind.

**HOLLAND, CLIFFORD**  
WOOK, Silver Springs, Md.

**HOMESTEADERS (orchestra)**  
NBC  
National Farm and Home Hour

**HOTT, IRWIN**  
WRFD, Worthington, O.

**HOUSER, ANN**  
WRUN, Utica, N. Y.

**HOVDE, ANDREA**  
KMO, Tacoma, Wash.

**HOVEY, DON**  
WHO, Des Moines, Ia.

**HOWARD, GEORGE S., Major**  
(NBC)  
"U. S. Army Air Forces Band"

**HOWELL, BERNIE**  
KGNC, Amarillo, Tex.

**HURBARD, JOYCE**  
WHEB, Portsmouth, N. H.

**HUBER, FRANK**  
WEKR, Fayetteville, Tenn.

**HUBER, FRANK**  
WSNY, Schenectady, N. Y.

**HUGHES, JAS. L.**  
KSKY, Dallas, Tex.

**HUOT, ED**  
KBRL, McCook, Neb.

**HUTTO, MALCOLM**  
WJEJ, Hagerstown, Mass.

**HYDE, WILLIAM, JR.**  
WLAG, LaGrange, Ga.

**— I —**

**IDE, WILLIAM**  
WSCR, Scranton, Pa.

**IRKKE, ELMER**  
WEMP, Milwaukee, Wis.

**IMBROGLIO, JOSEPH**  
WFBZ, Baltimore, Md.

**IRVING, GEORGE S.**  
WCMA, Corinth, Miss.

**— J —**

**JAAP, GEORGE, JR.**  
WDBC, Escanaba, Mich.

**JACKSON, STELLA M.**  
WKAB, Mobile, Ala.

**JACOBSEN, BARBARA**  
KFAC, Los Angeles, Cal.

**JACOBSEN, HANS**  
WKDK, Newberry, S. C.

**JACOBSON, PATRICIA**  
WCLO, Jancsville, Wis.

**JAHAM, HANK**  
KPRO, San Bernardino, Cal.

**JARVIS, DON**  
WWOD, Lynchburg, Va.

**JELENSIK, EUGENE**  
KDYL, Salt Lake City, Utah

**JELLISON, WILLIAM**  
WTFW, Fort Wayne, Ind.

**JENKINS, GORDON**  
CBS  
Dick Haymes Show

**JOHNSON, ARLENE**  
WKNA, Charleston, W. Va.

**JOHNSON, LAURA**  
WJMS, Ironwood, Mich.

**JOHNSON, R. H.**  
WSVA, Harrisonburg, Va.

**JOHNSTON, W. R. JR.**  
WBIR, Knoxville, Tenn.

**JONES, DARREJ**  
KUIZ, Ottumwa, Ia.

**JONES, OTUM**  
KWEI, Weiser, Ida.

**JONES, RANDOLPH**  
WOBS, Jacksonville, Fla.

**JONES, RUTH LEE**  
WMIE, Miami, Fla.

**JONES, SPIKE**  
CBS  
Spotlight Review

**— K —**

**KAHL, GEORGE**  
WMAJ, State College, Pa.

**KAHN, JOE**  
NBC  
Musical Cameo (also called Cameos of Music)

**KAHN, RUTH ANN**  
WCAW, Charleston, W. Va.

**KALER, RANDALL**  
WFAS, White Plains, N. Y.

**KATIMS, MILTON**  
Conductor, violinist; b. New York, N. Y.; Guest conductor, NBC Symphony (6 appearances); Eternal Light, Living—1948, Music for Tonight.

**KATZ, BERNARD**  
(NBC)  
NBC  
"Hollywood Star Preview"

**VICTOR  
YOUNG**

**DON  
VOORHEES**

1948

Bell "Telephone Hour"

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**KAUFMANN, HARRY J.**  
WDAF, Kansas City, Mo.

**KEATON, CHARLES**  
WOL, Washington, D. C.

**KEITH, JANE**  
KALB, Alexandria, La.

**KELLY, DAN**  
WRDO, Augusta, Me.

**KELLY, JACK**  
WCFL, Chicago, Ill.

**KELTON, LEE**  
WJAS, Pittsburgh, Pa.

**KEPHART, RICHARD**  
KBUR, Burlington, Ia.

**KERR, ANITA**  
WMAK, Nashville, Tenn.

**KERR, SHIRLEY**  
WKST, New Castle, Pa.

**KIBBEE, GORDON**  
NBC  
"Date with Judy"

**KILEY, JOHN**  
WMEX, Boston, Mass.

**KINSEY, GLENN**  
KXOX, Sweetwater, Tex.

**KIPEN, MAURICE**  
WTMJ, Milwaukee, Wis.

**KIRESTEL, GEORGE**  
WJRI, Lenoir, N. C.

**KLEIVE, JOHN**  
WEBC, Duluth, Minn.

**KNEESE, LORAIN**  
WOAI, San Antonio, Tex.

**KOSLOFF, LOU**  
NBC  
"Life of Riley"

**KOSTAL, IRVING**  
(with the Irving Kostal Trio)  
NBC  
"Once upon Our Time"

**KOTTLER, MISCHA**  
WWJ, Detroit, Mich.

**KOURY, RES**  
ABC  
Abbott & Costello Kid Show.  
Amazing Mr. Malone

**KOVAR, NONIE**  
KIOX, Bay City, Tex.

**KREBS, ELMER**  
WISN, Milwaukee, Wis.

**KROLL, NATHAN**  
ABC  
Theater USA

**KRUEGER, KARL**  
ABC  
The Detroit Symphony

**KURTZ, SAMUEL**  
NBC  
"U. S. Army Air Forces Band"

**KYSER, KAY**  
ABC  
College of Fun and Knowledge

— L —

**LACHANCE, ROBERT**  
WHIM, Providence, R. I.

**LAHSMAN, CLARENCE**  
WBFI, Newark, N. J.

**LAMBERT, NORMAN**  
WLBZ, Bangor, Me.

**LANDAU, IRVING**  
WINS, New York, N. Y.

**LANE, LORNA**  
WROK, Rockford, Ill.

**LAUZAU, FRANCES T.**  
WMMN, Fairmont, W. Va.

**LAVALLE, PAUL**  
Musical conductor; Cities Service  
BAND OF AMERICA.

**LAVERY, DON E.**  
WJJD, Chicago, Ill.

**LAVOIE, PAUL**  
WJR, Detroit, Mich.

**LEACH, HERBERT**  
WMIK, Middlesboro, Ky.

**LEAF, ANN**  
NBC  
"Lorenzo Jones"  
"Front Page Farrell"

**LEDBETTER, GEORGIA**  
KFYO, Lubbock, Tex.

**LEE, CARROLL S.**  
WLET, Toccoa, Ga.

**LEE, DOROTHY**  
RPQ, Wenatchee, Wash.

**LEE, JIMMY**  
WZIP, Covington, Ky.

**LEIBER, DICK**  
NBC  
Stella Dallas.  
When A Girl Marries

**LEIGH, EDWARD**  
WCHA, Chambersburg, Pa.

**LEURIG, HARRISON**  
WLPO, La Salle, Ill.

**LEVANT, OSCAR**  
NBC  
"Kraft Music Hall"

**LEVI, DORYCE**  
WLAY, Muscle Shoals City, Ala.

**LEVIN, SYLVAN**  
WOR, New York, N. Y.

**LEVINE, HENRY**  
(Hot Lips)  
Orchestra leader, trumpet player,  
arranger; b. London, Eng.; ed.:  
CCNY; studied trumpet and music  
with Max Schlossberg, played



CONDUCTOR-COMPOSER

**HANK SYLVERN**

STRIKE IT RICH  
BOSTON BLACKIE  
BARRY WOOD SHOW  
BOB HAWK CAMEL SHOW  
THE NICK CARTER SHOW  
THE MOREY AMSTERDAM SHOW

**LYN  
MURRAY**

Composing  
and  
Conducting  
Hallmark Playhouse  
Life With Luigi

Win. Morris Agency

**... Orchestra Leaders-Conductors-Organists—Radio-TV ...**

with original Dixieland jazz band and with NBC Symphony under Arturo Toscanini (author and composer of *Modern Dixieland Method*); Chamber Music Society of Lower Basin Street (WJZ), Strictly from Dixie, Solitaire Time, Carnival (NBC).

**LEVY, HAROLD**  
ABC  
Theater Guild on The Air

**LEWIS, BEATRICE**  
KELP, El Paso, Tex.

**LEWIS, EDNA VANN**  
WCPS, Tarboro, N. C.

**LIEBERT, DICK**  
Our Gal Sunday  
CBS

**LILLY, DON**  
WENK, Union City, Tenn.

**LIND, CHICK**  
WSRS, Cleveland Hgts., O.

**LINDSAY, GEORGE**  
KKIN, Visalia, Cal.

**LIPPMAN, BYRON**  
WPIT, Pittsburgh, Pa.

**LITTLEPAGE, E. Y.**  
WMPF, Florence, Ala.

**LIVELY, LEE**  
WLOW, Norfolk, Va.

**LLOYD, DOLL YE**  
KRMD, Shreveport, La.

**LOCKHART, HARRY E.**  
KTHS, Hot Springs, Ark.

**LOCKWOOD, LEE**  
WHFB, Benton Harbor, Mich.

**LOFTSNESS, RAY**  
KSOO, Sioux Falls, S. Dak.

**LOKEY, FRANK, JR.**  
WORD, Spartanburg, S. C.

**LOMBARDO, GUY**  
The Guy Lombardo Show  
ABC

**LONG, CLINT**  
WMBL, Morehead City, N. C.

**LOPEZ, VINCENT**  
NBC  
"Luncheon with Lopez"

**LORENZEN, CLAYTON**  
KELO, Sioux Falls, S. Dak.

**LUCKY PENNIES**  
NBC  
"Circle Arrow Show"

**LUKENS, STELLA**  
WMBH, Joplin, Mo.

**LUND, JACK**  
KOOL, Phoenix, Ariz.

**— Mc —**

**McAFEE, JUNE**  
KWKH, Shreveport, La.

**McBRIDE, LESTER**  
KGLU, Stafford, Ariz.

**McCAHIL, J. F.**  
KRSC, Seattle, Wash.

**McCARTHY, RED**  
WHGB, Harrisburg, Pa.

**McCRARY, JOHN**  
WCNU, Crestview, Fla.

**McDONNELL, MARY**  
WGEM, Quincy, Ill.

**McKAY, BILL**  
WPDX, Clarksburg, W. Va.

**McKENNA, KAY**  
KSDN, Aberdeen, S. Dak.

**McKENZIE, BEVERLY**  
WNEX, Macon, Ga.

**McLAIN, DONALD**  
WBBO, Forest City, N. C.

**McLEAN, DON**  
KFYR, Bismarck, N. Dak.

**McMANUS, WALLACE**  
WEFR, Buffalo, N. Y.

**McNEELY, JIMMIE**  
WLVA, Lynchburg, Va.

**McSLOY, SID**  
KFBC, Cheyenne, Wyo.

**McSWAIN, JOHN**  
KYA, San Francisco, Cal.

**— M —**

**MACKEY, CECIL**  
WAPX, Montgomery, Ala.

**MACKEY, J. WRIGHT**  
WARK, Williamsport, Pa.

**MADDEEN, SAMY**  
WEXT, Milwaukee, Wis.

**MAGNANTE, CHARLIE**  
(leader of the Charlie Magnante Trio)  
"Jack Berch Show"  
NBC

**MAGUIRE, JACQUELYN T.**  
KCRG, Cedar Rapids, Ia.

**MAGUIRE, THOMAS**  
WCMD, Cambridge, Md.

**MALLORY, K. T.**  
WKTG, Thomasville, Ga.

**MALNECK, MATTY**  
Abbott & Costello Show  
ABC  
Duffy's Tavern  
NBC

**MALTBY, RICHARD**  
Conductor, arranger; b. Chicago, Ill., June 26, 1914; Ed. North-west University Music School; Strings, Reeds & Burnished Brass, Music by Maltby, Let's Listen to Music (ABC); Concert Orchestra, ABC Network.

**LUD GLUSKIN**

GENERAL MUSICAL DIRECTOR  
CBS WESTERN DIVISION



**RICHARD MALTBY**

Conductor-Arranger  
Circle 7-7431

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**MAMORSKY, MORRIS**

NBC  
Eternal Light  
**MANCIESTER, GARCE B.**  
WSPR, Springfield, Mass.  
**MANIS, LEONA**  
WJOB, Hammond, Ind.

**MANN, CARL**  
KVET, Austin, Tex.  
**MANSFIELD, ANDY**  
KWKW, Pasadena, Cal.  
**MARCOTTE, DONALD A.**  
WMAQ, Chicago, Ill.

**MARSHALL, SANFORD**  
WHIT, New Bern, N. C.  
**MARTIN, FREDDY**  
Jack Carson Show  
CBS

**MARTIN, LUCY**  
WWSO, Springfield, O.  
**MARTIN, NOEL**  
KOB, Albuquerque, N. Mex.

**MASTREA, CARMEN N.**

Musician, arranger, conductor; b. Cohoes, N. Y.; Songs by Morton Downey.

**MATTHEWS, SAM R.**  
KGKB, Tyler, Tex.

**MATTOLA, TONY**  
NBC  
Jack Berch Show

**MATTS, WARREN F.**  
WEAM, Arlington, Va.

**MAUPIN, REX**  
Listen To This, Personal  
Autograph, Star in The  
Night  
ABC

**MAXSON, JOHN A.**

KFIO, Spokane, Wash.  
**MAY, BILLY**  
Adventures of Ozie and  
Harriet  
CBS  
You Bet Your Life  
ABC

**MAYO, BILLY**  
WFAA, Dallas, Tex.  
**MAYS, VERLIN**  
WFHJ, Bristol, Va.

**MEEDER, BILL**  
NBC  
"Pepper Young's Family"  
"Right To Happiness"

**MENDELSON, FRED**  
WBNX, New York, N. Y.

**MERCK, LARRY**  
WMRC, Greenville, S. C.  
**MESERVEY, NORMAN**  
WOLF, Syracuse, N. Y.

**METCALF, DON**  
KYUM, Yuma, Ariz.  
**METCHNECK, WILLIAM**  
WTCN, Minneapolis-St. Paul,  
Minn.

**MEYERS, STAN**  
You Bet Your Life  
ABC

**MILLER, ARNOLD B.**  
WSBC, Chicago, Ill.  
**MILLER, FRIEDA**  
WTOD, Toledo, O.

**MILLER, GLENN**  
KLEE, Houston, Tex.  
**MILLER, JACK**  
CBS

**MILLER, JOHNNY**  
NBC  
"King Cole Trio Time"

**MILLER, LARRY**

WSBA, York, Pa.  
**MILLER, MAX**  
WBEN, Buffalo, N. Y.  
**MILLER, T. H.**  
KLWP, Lebanon, Mo.

**MILLS, BILLY**  
NBC  
"Fibber McGee & Molly"

**MILLS, VERLYE**  
NBC  
"The Tex and Jinx Show"

**MILSOP, JOSEPH**  
WCPA, Clearfield, Pa.

**MILTON, CHARLES**  
Meet the Missus, Dr. Christian,  
Melody Trail, Money On the  
Line, What Makes a Song,  
Cahil Caravan.

**MITCHELL, BOB**  
KFI, Los Angeles, Cal.  
**MITCHELL, JACK**  
WTIP, Charleston, W. Va.

**MITTLER, FRANK**  
NBC  
"First Piano Quartette"

**MONAGHAN, FRANK**  
WGHI, Scranton, Pa.  
**MONROE, CARL**  
WCAP, Asbury Park, N. J.

**MONROE, VAUGHN**  
Bandleader; b. Akron, Ohio, Oct.  
7, 1911; Camel Show (CBS).

**MONTGOMERY, PAUL**  
WFRG, Reidsville, N. C.  
**MOODY, WILLIAM**  
KIT, Yakima, Wash.

**MOORE, EDWARD**  
KRES, St. Joseph, Mo.



**HENRY**  
("Solitary Time")  
**HOT-LIPS**  
("Chamber Music Society of  
Lower Basin Street")  
**LEVINE**

**EARL SHELDON**

and His Orchestra

"JACK SMITH SHOW" — CBS

"MUSICAL BOUQUET" — CBS

"DRENE SHAMPOO" — NBC

Transcriptions for  
Gulfspray and Bendix

CAPITOL RECORDS

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**MOORE, EUGENE**  
KCMO, Kansas City, Mo.

**MOORE, HAL**  
WSPA, Spartanburg, S. C.

**MOORE, OSCAR**  
NBC  
"King Cole Trio"

**MOORE, RAYMOND A.**  
WHUM, Reading, Pa.

**MORGAN, JAMES**  
WNHC, New Haven, Conn.

**MORRIS, JOHN J.**  
WTOR, Torrington, Conn.

**MORRIS, MARGARET**  
KABC, San Antonio, Tex.

**MORRIS, ROBERTA**  
WLEE, Richmond, Va.

**MORSON, LESLIE**  
WNLC, New London, Conn.

**MORTON, HELLEN**  
KTBS, Shreveport, La.

**MORTON, HELEN**  
NBC  
"World and Music"

**MURFE, FRED**  
WLAC, Nashville, Tenn.

**MURPHY, DENNIS**  
WREX, Duluth, Minn.

**MURRAY, BRUCE J.**  
KWHK, Hutchinson, Kans.

**MURRY, LYN**  
Composer, conductor; b. London, England, Dec. 6, 1909; Ford Theater, Hallmark Playhouse.



**NASH, BARNES**  
WHIS, Bluefield, W. Va.

**NEAL, PAUL**  
WBNS, Columbus, O.

**NEDRY, ROGER**  
KPAS, Banning, Calif.

**NEIGHBOR, HOWARD**  
KVGB, Great Bend, Kans.

**NELMS, WILLIAM**  
WTAX, Springfield, Ill.

**NELSON, BOB**  
WBBQ, Augusta, Ga.

**NETHERY, SUE**  
WWXL, Peoria, Ill.

**NEVINS, AL**  
NBC  
"Three Suns Trio"  
"The Three Suns Shine"

**NEVINS, MORTY**  
NBC  
"Three Suns Trio"  
"The Three Suns Shine"

**NICHOLSON, ROBERT**  
WKBW, Buffalo, N. Y.

**NICKSON, GEORGE**  
KXXX, Colby, Kans.

**NIDES, HARRY**  
WROL, Knoxville, Tenn.

**NIESON, BILL**  
KDAC, Fort Bragg, Cal.

**NIEVES, JONI**  
KICA, Clovis, N. Mex.

**NIĞOCIA, HARRY**  
WJW, New Orleans, La.

**NININGER, EVELYN**  
WDBJ, Roanoke, Va.

**NOBLE, IGNACIO G.**  
WKAQ, San Juan, P. R.

**NOBLE, RAY**  
NBC  
"Charlie McCarthy Show"

**NOBLE, ROGER**  
WSL, Jackson, Miss.

**NORMAN, JEAN NORMA**  
WFUR, Grand Rapids, Mich.

**NORMAN, RALPH**  
Saturday Strings, Your American Sport Page  
ABC

**NOVAK, FRANK**  
Take It Easy  
MBS, CBS

**NOVICH, LUCILLE**  
KWTV, Waco, Tex.

**NYDEGGER, VERNE**  
KFBI, Wichita, Kans.



**OAKS, HENRY**  
WXLW, Indianapolis, Ind.

**O'BRIEN, GERALD C.**  
KTUC, Tucson, Ariz.

**O'BRIEN, JAMES**  
WTTM, Trenton, N. J.

**ODOM, RAYMOND**  
KSTA, Coleman, Tex.

**OLSEN, GEORGE**  
NBC  
"George Olsen and Orchestra"

**OLSON, WALLACE**  
WCCO, Minneapolis, Minn.

**O'NEILL, JOE**  
KVOO, Tulsa, Okla.

**OPPEL, JERRY**  
KOLE, Port Arthur, Tex.

**ORNGARD, JAMES**  
WSBR, Superior, Wis.

**OSBORNE, HAROLD**  
WMBD, Peoria, Ill.

**OSSER, GLENN**  
Music of Glenn Osser.  
Tea and Crumpets  
ABC

**OSUNA, ROBERTO F.**  
WVJP, Caguas, P. R.



**CARMEN MASTREA**

Conducting  
"Songs By Morton Downey"  
NBC



**GEORGE WRIGHT**

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**OVERSTREET, MAVIS**

WSLS, Roanoke, Va.

**OWEN, ELVYN**

NBC

"Meet the Meeks"

**OWEN, EMLYN**

KXEL, Waterloo, Ia.

**OWENS, JACK**

WBHB, Fitzgerald, Ga.

**O'WRIL, ROBERT**

WPOR, Portland, Me.

— P —

**PAGAN, MOISES**

WKJB, Mayaguez, P. R.

**PAGE CAVANAUGH TRIO**

NBC

"Jack Paar Show"

**PAGE, DOROTHY E.**

WPAY, Portsmouth, O.

**PAGE, ELIOT**

WWSR, St. Albans, Vt.

**PAGELS, DORIS**

WMS, Michigan City, Ind.

**PALMER, CARRUTH**

KVIC, Victoria, Tex.

**PALMER, JOHNNY**

WRCS, Alostkie, N. C.

**PALMER, WILLIAM**

WDXB, Chattanooga, Tenn.

**PAQUETTE, ARTHUR**

WPCI, Pawtucket, R. I.

**PARANOV, MOSHE**

WTC, Hartford, Conn.

**PASCOE, JOHN W.**

WCNC, Elizabeth City, N. C.

**PATTERSON, J.**

WHHT, Durham, N. C.

**PATTERSON, LYLE**

WHLS, Port Huron, Mich.

**PAUL, CHARLES F.**

Orchestra leader, composer, conductor, organist; b. New York, N. Y., Aug. 23, 1902; ed.: N. Y. College of Music, Leipzig Conservatory of Music; Mr. & Mrs. North (CBS); Brighter Tomorrow; Life Can Be Beautiful (NBC); Young Dr. Malone (CBS); Road of Life (NBC); Nora Drake (NBC).

**PAUL, MAURY**

KRKD, Los Angeles, Calif.

**PEACOCK, MELVIN**

WSAV, Savannah, Ga.

**PECK, BERT**

WNOE, New Orleans, La.

**PENNARIO, LEONARD**

NBC

"Kraft Music Hall"

**PEREZ, MRS. E.**

WIAC, San Juan, P. R.

**PERRY, AL**

KCSJ, Pueblo, Colo.

**PETERSEN, ROBERT**

WAIT, Chicago, Ill.

**PETERSON, LAYERNE**

WSAU, Wausaw, Wis.

**PETRICH, CAROLYN**

WLCS, Baton Rouge, La.

**PFEL, E. J.**

WNMP, Evanston, Ill.

**PFLEGER, GEORGE**

WJTN, Jamestown, N. Y.

**PHILLIPS, A. G.**

WLTC, Gastonia, N. C.

**PHILLIPS, GREGG**

WJOL, Joliet, Ill.

**PICHE, MAURICE**

KYSM, Mankato, Minn.

**PICKENS, CHARLES**

WHBC, Canton, O.

**PILDNER, HENRY**

WGAR, Cleveland, O.

**PINSKI, ANTHONY**

KNEW, Spokane, Wash.

**POINTEL, CHARLES H.**

WRDW, Augusta, Ga.

**PONDER, ROSE**

WHMA, Anniston, Ala.

**POTT, WILLARD**

WHK, Cleveland, O.

**POTTER, CLIFFORDEAN**

WOMI, Owensboro, Ky.

**POTWIN, DONALD**

KYAK, Yakima, Wash.

**POWELL, KEN**

WELM, Elmira, N. Y.

**POWERS, LENNIE**

WESX, Salem, Mass.

**PRENTICE, CHARLES D.**

WHAI, Greenfield, Mass.

**PRESTON, EVELYN**

KVAI, Amarillo, Tex.

**PRITCHARD, LORRAINE**

WCEC, Rocky Mount, N. C.

**PROCTER, GENE**

KEPO, El Paso, Tex.

**PULLIAM, LOUELLA**

KERZ, Flagstaff, Ariz.

**PURDY, DON**

KCBC, Des Moines, Ia.

**PURVIS, BETTELOU**

WPGH, Pittsburgh, Pa.

**PUTNAM, JAMES C.**

WBSC, Bennettsville, S. C.

**PYATT, JAMES**

KWBW, Hutchinson, Kans.



**PAUL TAUBMAN**

composer • organist • conductor

"Rosemary"—"Perry Mason"

"True Detective"—"Mysterious Traveler"

"Adventures of Frank Merriwell"

RCA-Victor Recording Artist



**LENNY HERMAN**

and

**His Orchestra**

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

— R —

**RAAB, JACK**  
WJOU, Kokomo, Ind.

**RAINEY, BRUCE**  
KSYL, Alexandria, La.

**RAKOV, AVNER**  
WBZ-WBZA, Boston-Spring-  
field, Mass.

**RAMFY, JOE**  
KDSJ, Deadwood, S. Dak.

**RAUCH, ESTHER**  
KWDM, Des Moines, Ia.

**REARDON, RUSS**  
WTOB, Winston-Salem, N. C.

**REBER, DON**  
KVNK, Logan, Utah

**REDDICK, WILLIAM**  
KPHO, Phoenix, Ariz.

**REED, JAMES**  
WSFA, Montgomery, Ala.

**REEDER, CHARLES C.**  
WING, Dayton, O.

**REYES, GRADY**  
WFUN, Huntsville, Ala.

**REGAN, MATT**  
WBTA, Batavia, N. Y.

**REJEBLAM, ARAM**  
KCBC, San Diego, Cal.

**REPINE, BURT T.**  
WRVA, Richmond, Va.

**REYNOLDS, CLARENCE**  
KOMA, Oklahoma City, Okla.

**REYNOLDS, JACK**  
WAMS, Wilmington, Del.

**RICE, ED**  
NBC  
"Voices Down The Wind"

**RICE, LEE**  
WBIZ, Eau Claire, Wis.

**RICHARDS, HORACE**  
WPAM, Pottsville, Pa.

**RICHARD, RONALD**  
This is For You  
ABC

**RICHARDSON, EDNA E.**  
WTMA, Charleston, S. C.

**RICHARDSON, HELEN**  
WAGC, Chattanooga, Tenn.

**RICHARDSON, MARY HESTER**  
WBML, Macon, Ga.

**RICKEY, AL**  
Mr. Keen (CBS).

**RIO, ROSA**  
My True Story, Second Honey-  
moon, Ted Malone  
ABC

**ROBARDS, ARY L., SR.**  
WMMJ, Peoria, Ill.

**ROBBINS, BERNARD**  
NBC  
"NBC String Quartette"

**ROBINSON, MARCIA**  
WNAB, Bridgeport, Conn.

**ROMANDY, DION**  
KFWB, Hollywood, Cal.

**ROMELLE, FAYE**  
NBC  
Today's Children

**ROMEO, PAUL**  
WQV, New York, N. Y.

**ROONEY, VERNE**  
WLOL, Minneapolis, Minn.

**ROSCO, MICHAEL**  
WHOM, Jersey City, N. J.

**ROSS, ROY**  
WNEW, New York, N. Y.

**ROTH, ALLAN**  
ABC

**RUDD, WALTER**  
WDGY, Minneapolis, Minn.

**RYAN, TOMMY**  
NBC  
"Tommy Ryan's Orchestra"

— S —

**SAATKAMP, JACK**  
NBC  
"Circle Arrow Show"

**SACK, AL**  
NBC  
"Take It or Leave It"

**SAGES, SULLIVAN J.**  
WMBS, Uniontown, Pa.

**SALSBURG, JOE**  
WARM, Scranton, Pa.

**SALTER, HARRY**  
Musical conductor; It Pays to Be  
Ignorant; This Is Adventure  
(ABC); Stop the Music (ABC);  
CBS Documentaries.

**SANDERS, CHRIS**  
KOVO, Provo, Utah

**SANTELMANN, WILLIAM F.**  
Major  
NBC  
"U. S. Marine Band"

**SANTIAGO, FELIX**  
WAPA, San Juan, P. R.

**SASLOWSKY, NICHOLAS**  
WEVD, New York, N. Y.

**SAVITT, JAN**  
Rhapsody In Rhythm  
CBS

**SAVITT, LOUIS**  
WBRE, Wilkes-Barre, Pa.

**SCHAFER, BECKY**  
WANE, Fort Wayne, Ind.

**SCHARE, WALTER**  
NBC

**SCHROEDER, JERRY**  
WBBC, Flint, Mich.



**GEORGE HENNINGER**

"Ethel & Albert"  
"Nelson Olmstead"  
"Go For The House"  
A B C



**CHARLES PAUL**

*Conductor - Composer*

"Mr. & Mrs. North"

C B S



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**SCOTT, BILL**  
WROM, Rome, Ga.

**SCOTT, FRANK**  
WDAY, Fargo, N. Dak.

**SCOTT, PHIL**  
KOGT, Orange, Tex

**SCOTT, TED**  
KTMS, Santa Barbara, Cal.

**SCOTT, WALTER**  
KOWH, Omaha, Neb.

**SEAMAN, GORDON**  
WOKO, Albany, N. Y.

**SECHTMAN, MORRIS**  
WONS, Hartford, Conn.

**SELINSKY, VLADAMIR**  
FBI In Peace & War  
CBS  
The Big Store  
NBC

**SEXTON, EDITH**  
St. Petersburg, Fla.

**SEYMOUR, JAY**  
WPAT, Paterson, N. J.

**SHACKLEY, GEORGE**  
NBC  
"The Art of Living"  
"Highlights of the Bible"  
"National Radio Pulpit"  
ABC  
National Vespers

**SHANKLE, HUGH W.**  
WROB, West Point, Miss.

**SHARPE, H. H.**  
WTRY, Troy, N. Y.

**SHEAN, EARL**  
WJAR, Providence, R. I.

**SHELDON, EARL**  
(Sheinker, Irving); Conductor, arranger; b. Jan. 1, 1915; N.Y.C.; Drene Shampoo Show (NBC); Mu-

sical Bouquet, Pinaud's Jack Smith Show (CBS); '48 "Gulf-spray," "Bendix" Transcriptions, Capitol Records.

**SHELLEY, RAYMOND**  
KANS, Wichita, Kans.

**SHOOP, DAVID**  
WHP, Harrisburg, Pa.

**SHREDNIK, MILTON**  
KOA, Denver, Colo.

**SHREDNIK, MILTON**  
NBC  
"Music by Shrednik"  
"Rhapsody of the Rockies"  
"Sketches in Melody"

**SILVER, CARL**  
WAGE, Syracuse, N. Y.

**SILVERBERG, BEN**  
"Clevelandaires"  
NBC

**SILVERN, HAND**  
Strike It Rich, Morey Amsterdam Show, Bob Hawk Show  
CBS

**SILVERS, LOU**  
Lux Radio Theatre  
CBS

**SIMPSON, JOHN**  
KOTA, Rapid City, S. Dak.

**SKEANS, JOHN**  
WHTN, Huntington, W. Va.

**SKERDA, JOHN**  
WBPP, Lock Haven, Pa.

**SLATER, MILTON**  
WCAN, Burlington, Vt.

**SLATTEKY, EDWARD**  
Your Song And Mine  
CBS

**SLAYTON, GLENN**  
WBEP, Huntsville Ala.

**SLOOTMAKER, HOWARD**  
WLAV, Grand Rapids, Mich.

**SMITH, BEASLEY**  
NBC  
"Signed Beasley Smith"  
WSM, Nashville, Tenn.

**SMITH, BARBARA**  
KSAN, San Francisco, Cal.

**SMITH, BEVERLY**  
WCUM, Cumberland, Md.

**SMITH, CLAYTON**  
WAGM, Presque Isle Me.

**SMITH, HELEN**  
KGER, Long Beach, Cal.

**SMITH, HOWARD**  
Robert Q. Lewis Show  
Bob Reid Sings, CBS

**SMITH, JOHNNY**  
NBC  
Betty Harris Show

**SMITH, VIC**  
WCOG, Greensboro, N. C.

**SODJA, JOE**  
NBC  
"Fred Waring Show"

**SONTAG, GEORGE O.**  
WOC, Davenport, Ia.

**SOWDON, JAMES**  
WWSC, Glen Falls, N. Y.

**SPAGNOLA, JUSTINE**  
WTUX, Wilmington, Del.

**SPENCER, HARRY W.**  
WBTM, Danville, Va.

**SPIVAK, CHARLIE**  
NBC, CBS, MBS

**SPRINGER, HARRY**  
WNEY, Elmira, N. Y.



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**SQUIRES, ALONZO G.**  
WAYS, Charlotte, N. C.

**STANLEY, GEORGE**  
WKIX, Columbia, S. C.

**STANLEY, JAY**  
WAAT, Newark, N. J.

**STEELE, TED**  
WMCA

**STEIN, RALPH**  
WEW, St. Louis, Mo.

**STEINER, FRED**  
This Is Your FBI  
ABC

**STEPHENS DAVID**  
WCAU, Philadelphia, Pa.

**STETLER, ROBERT Q.**  
WLAN, Lancaster, Pa.

**STOESS, WILLIAM**  
Greatest Story Ever Told  
ABC

**STOKER, ED**  
KUTA, Salt Lake City, Utah

**STORDAHL, AXEL**  
NBC  
Your Hit Parade

**SUMMERS, JOE**  
KVID, Denver, Colo.

**SUTER, ANN RAY**  
WTH, Baltimore, Md.

**SYBLERUD, JEROME**  
KMPC, Los Angeles, Cal.

**SYLVERN, HENRY**  
"HANK"  
Musical director, composer, organist; b. B'klyn, N. Y., March 26, 1911; ed.: NYU, Paris Conservatory, Leipzig Conservatory, College of Musical Art; Call All Girls; Strike It Rich; Barry Wood Show; Boston Blackie; Nick Carter; Motion Picture Spot Sales, MGM; Samuel Goldwyn Enterprise, 20th Century-Fox.

— T —

**TAMBLYN, BOB**  
WCSC, Charleston, S. C.

**TAUBMAN, PAUL**  
The Adventures of Frank Merriwell (NBC); Rosemary; Perry Mason; True Detective; Mysterious Traveler; RCA Victor Recording Artist.

**TAYLOR, BETTY LEE**  
WKAT, Miami Beach, Fla.

**THOMAS, MILLCENT**  
WALF, Arlington, Va.

**THOMPSON, ALFRED M.**  
KSAL, Salina, Kans.

**THREE SUNS TRIO**  
NBC  
"Three Suns Trio," "The Three Suns Shime"

**THUESON DEAN**  
KJ.O., Ogden, Utah

**TORBETT, GENE**  
KGBS, Harlingen, Tex.

**TORRELLAS, ESTHER**  
WNEI, San Juan, P. R.

**TOSCANINI, ARTURO**  
NBC  
"NBC Symphony Orchestra"

**TOWNSEND, JACK**  
WGFM, Wilson, N. C.

**TOWNSEND, RICHARD, CHIEF WARRANT OFFICER**  
NBC  
"U. S. Navy Band"

**TREPPEL, MIAMI**  
WLFB, New York, N. Y.

**TROTTER, JOHN SCOTT**  
Bing Crosby Show  
ABC

**TRUDEAU, NED**  
WABY, Albany, N. Y.

**TURPIN, IRA**  
WGAA, Cedarstown, Ga.

**TUTTLE, LEE**  
WCLS, Lansing, Mich.

— U —

**UHLES, ALLEN**  
KPOJ, Portland, Ore.

**UNDERWOOD, PIERSON**  
WQQW, Washington, D. C.

— V —

**VAGNONI, FRANK**  
WJZ, New York, N. Y.

**VAILE, ROLAND**  
KCMJ, Palm Springs, Cal.

**VAN, JOHNNY**  
WGES, Chicago, Ill.

**VAN DAMME, ART**  
NBC  
Art Van Damme Quiltes In size For Living, Dave Garroway Show

**VAN DUZER, JOHN D.**  
KFBK, Sacramento, Cal.

**VAN STEEDEN, PETER**  
Mr. D. A.  
NBC

**VITO, ELAINE**  
Mommie and the Man, CBS

**VITZ, KATHERINE**  
KDDD, Dallas, Tex.

**VOGEL, FRANCES**  
WBOX, Doylestown, Pa.

**VOGT, GERALD**  
WHEC, Rochester, N. Y.

**VONDELL, JOHN**  
WHYN, Holyoke, Mass.

**VOORHEES, DON**  
Telephone Hour, Cavalcade of America (NBC).

— W —

**WACULA, CLEMMY**  
KITO, San Bernardino, Cal.

**WALKER, EDWARD C.**  
WDAE, Tampa, Fla.

**WALKER, FRANKYIE C.**  
WFOY, St. Augustine, Fla.

**WALKER, GWEN**  
WGPC, Albany, Ga.

**WALLACE, BILL**  
WIOA, Des Moines, Ia.

**WALTERS, WILLIAM**  
WIBX, Utica, N. Y.

**WARD, GEORGE M.**  
WESB, Bradford, Pa.

**WARD, JACK**  
NBC  
The

**WARD, WILLIAM H.**  
WABB, Mobile, Ala.

**WARING, FRED**  
Conductor, composer; b. June 9, 1900, Tyrone, Pa.; Penn State; Fred Waring Show, Johnson's Wax (NBC).

**WARNER, FORD**  
KDON, Monterey, Cal.

**WASHBURN, COUNTRY**  
NBC  
"Saturday Night Roundup"

**WAYNE, ROGER**  
WHLI, Hempstead, N. Y.

**WEAVER, BEN**  
KIMA, Yakima, Wash.

**WEBB, JERRY**  
KYJC, Medford, Ore.

**WEBB, LOUIS**  
NBC  
"Words and Music" "Lou Webb"

**WEBER, HENRY**  
WGN, Chicago, Ill.

**WEICADT, ARLO**  
WFBB, Altoona, Pa.

**WEINER, MILTON**  
Wf.W., Cincinnati, O.

**WELLS, MORTON**  
WOW, Omaha, Neb.

**WESLEY, OZGOLD**  
WLS, Chicago, Ill.

**WESTON, PAUL**  
Jo Stafford Show  
ABC

**WHIPPLE, DOC**  
NBC  
"Honeymoon in New York."

**WHITE, LEW**  
Organist, composer; ed. Univ. of Penn.; Inner Sanctum, Grand Central Station, Rose of My Dreams (CBS); Partia Faces Life (NBC); RCA-Victor Recording Artist, Columbia Movie Shorts.

**WHITE, ORSON**  
WRJN, Racine, Wis.

**WHITEMAN, PAUL**  
ABC

**WIGGINS, W. S.**  
KVOE, Santa Anna, Cal.

**WILKINSON, ERIC**  
WIBC, Philadelphia, Pa.

**WILLIAMS, GENE**  
WSPD, Toledo, O.

**WILLSON, MEREDITH**  
Meredith Willson Show  
ABC

**WINN, JOHN H.**  
WIRE, Indianapolis, Ind.

**WINTERS, JOHN**  
NBC  
"The Adventures of Frank Merriwell," "Backstage Wife," "Young Wilder Brown"

**WORTH, FRANK**  
First Nighter, CBS

**WRIGHT, GEORGE**  
(Organist-pianist; b. Orland, Calif., 1920; ed.: College of the Pacific; Jack Berch Show (ABC); Songs by Morton Downey (MBS); Maytag (NBC); Your United Nations (NBC); The Tex & Jinx Show (NBC); NBC Thesaurus.

**WYMAN, ALICE**  
WFBC, Greenville, S. C.

— Y —

**YOUNG, VICTOR**  
Orchestra leader; b. Chicago, Ill., Aug. 8, 1900; NBC's Texaco Show; Tony Martin Show (CBS); Texas Star Theatre (ABC).

**YOUNTS, ELIZABETH M.**  
WEBB, Southern Pines, N. C.

— Z —

**ZACHER, EUGENE**  
WHAM, Rochester, N. Y.

**ZIEGENBEIN, FLEDA**  
KFOR, Lincoln, Neb.

**ZIMMERMAN, HARRY**  
KHJ, Los Angeles, Cal.

**ZIMMERMAN, PAUL E.**  
WMVA, Martinsville, Va.

**ZMUDA, JOHN**  
WSAR, Fall River, Mass.

**ZUNDEL, D.**  
KPDQ, Portland, Ore.

# Radio-TV Writers

## Advertising Agency—Network—Free Lance

### — A —

**ADAMSON, EDWARD J.**  
Bulldog Drummond, Counter Spy

**AFFELDER, PAUL**  
New York Philharmonic, E. Power Biggs, Trinity Choir of St. Paul's Chapel, CBS Staff

**ALEEN, LEONARD**  
NBC Staff News, NBC News Commentaries, Linda Dale, NBC Staff

**ALEXANDER, ALTON**  
Hollywood Screen Test (TV), Tales of the Red Caboose (TV), Movieland Quiz (TV)

**ALEY ALBERT**  
Superman

**ALLAND, WILLIAM S.**  
Doorway to Life, CBS

**AMADON, EDNA**  
Kraft Music Hall

**ARMOURY, DAISY**  
Ave Maria Hour

**ARNOLD, WADE**  
NBC  
Assistant Script Manager

**ARTHUR, ERIC**  
A Treasury of American Folklore

**ARTHUR, ROBERT A.**  
Mysterious Traveler, Carl Brisson Show, Strange Dr. Weird.

### — B —

**BANNER, MARIE**  
Romance of Helen Trent, CBS

**BENTCOVER, JACK**  
Official Detective

**BERKEY, RALPH**  
Radio Readers' Digest, Joyce Jordan, M.D., Aunt Jenny

**BESTER, ALFIE**  
Harvest of Stars

### BIXBY, CARL

**BLAKE, PEGGY**  
Barry Cameron, Rose of My Dreams, Evelyn Winters

**BLISS, CARL ALFRED**  
The Sparrow and the Hawk, Woman of Courage, Aunt Jenny's Stories

**BLOOM, SI**  
Buzz & Bill, School of the Air, KDKA, Pittsburgh, Pa.

**BORETZ, ALVIN**  
Front Page Farrell

**BOYLE, FLORA**  
The Cocktail Hour

**BRAUN, GILBERT**  
Writer, director; b. N.Y.C.; NYU, Frank Merriwell Program, Horatio Alger's Journal; Keys to Adventure; Adventures in Bibleland.

**BRAUN, RUTH**  
Frank Merriwell; Horatio Alger's Journal; Keys to Adventures in Bibleland.

# CARL BIXBY

Sturges Highway  
Southport, Conn.



## JERRY MCGILL

Writer - Producer  
"Big Town" . . . NBC  
*Available*  
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**Radio-Television Writers**

— C —

**CARROLL, CARROLL**  
Club 15  
CBS

**CENEDELL, A. ROBERT**  
Electric Theater  
CBS

**CHEVIGNY, HECTOR**  
Mr. and Mrs. North

**CHRISTENBERRY, CHARLES**

**CLARICE, KENDALL, WM.**  
CBS

**COCHANE, CLIFFORD**  
Peter Donald Show

**COLE, ALONZO DEEN**  
Crime Photographer. The  
Witch's Tale  
CBS

**COLES, STEDMAN**  
Roger Kilgore. Public De-  
feater, Crime Club

**COLLINS, FRED**  
FBI In Peace and War  
CBS

**CONE, BOB**  
Robert Q. Lewis Show  
CBS

**COOPERSMITH, JEROME**  
Americana (TV)

**COTT, TED**  
Children's Opy House Tom  
Thumb; Mother Goose Party  
for Merrie-Go-Round Record

**COUSIN, MICKY**  
Armstrong Theater of Today  
CBS Staff

**CRISTY, PATRICIA**  
Johnny Thompson Rhythm  
Roundup  
ABC

— D —

**DANA, RICHARD**  
March of Time We the People  
Your Hit Parade

**DAVIS, RICHARD E.**  
Solitaire Time Orchestras of  
the Nation. Believe It Or Not  
Ripley  
NBC Staff

**DEETS, ROY L.**  
Five Minute Mysteries

**deMARS, ANITA**  
Hour at the Metropolitan  
Events in American History

**DENKER, HENRY**  
Greatest Story Ever Told.  
Readers' Digest. Ethel Barry-  
more Show.

**DEVINE, JERRY**  
This Is Your FBI (ABC).

**DISQUE, BRICE JR.**  
March of Time. Gaugbusters.  
Cities Service Hour

**DOWD, JIL**  
Adventures of Sam Spade  
CBS

**DUNBAR, HARRIETTE IRENE**  
Reflections from Glimmerglass.  
FBI In Action

— E —

**EHRLICH, MAX**  
Big Story, Sherlock Holmes

**EISENBERG, NAT BOGIN**  
Red Benson's Movie Matinee

**EPSTEIN, MORRIS**  
World Over Playhouse

**ERTHEIN, JAMES**  
Radio Reader's Digest. Police  
woman

— F —

**FABER, GEORGE D.**  
Fitch Bandwagon. Procter &  
Gamble News Programs. It  
Really Happened  
CBS-NBC

**FIMBERG, HAL**  
Spotlight Review  
CBS

**IRV TUNICK**

CBS

for

**"YOU ARE THERE"**

**LEE STEWART**

WRITER

**"Best Girl" . . . WOR**



Television

**"Help Wanted"**

**Radio-Television Writers**

**FISHER, AMEEL**  
That Strange Mr. Pertwee.  
Famous Jury Trials

**FISHER, MAGGIE**  
Piano Playhouse (ABC).

**FOLLIOTT, DORIA**  
Woman of America. Open  
Door. Mary Marlin

**FOX, JOSEPH P.**  
Curtain Time

**FRAMER, WALT**  
(Framer, Walter H.); Radio program producer, writer, director, MC; b. Pittsburgh, Pa., Apr. 7, 1908; Univ. of Pittsburgh, B.A.; Try 'n' Find Me, Break the Bank, Glamour Manor.

— G —

**GARDNER, PAUL**  
Writer for radio and magazines; b. New York, N. Y., July 13, 1907; Lou Little (Tele.).

**GAST, HAROLD**  
Front Page Farrell. Real Stories from Real Life

**GERSHON, ALICE**  
Get More Out of Life

**GERSON, NOEL B.**  
Light of the World. David Harum. Harvest of Stars  
CBS

**GILBERT, TONI**  
CBS

**GLUCK, CAROL WARNER**  
Mystery Theater

**GRANICK, HARRY**  
The Human Adventure. Treasury Star Parade

**GREEN, MORT**  
Mr. Ace & Jane

**GREENE, JOHN L.**  
Blondie  
CBS

**GUSSMAN, CHARLES**  
Hollywood Story. Dr. Standish Medical Examiner. Young Doctor Malone  
ABC Staff

— H —

**HALMAN, DORIS**  
Kittly Fayle. Song of the Stranger. Aunt Jenny

**HAMMOND, LAURENCE**  
Keeping Up With the Wigglesworths

**HARWOOD, CRIS**  
Saturday Matinee. Kiddies' Carnival. This Magnificent Theater

**HAY, NORMAN W.**  
County Fair

**HENLEY, ART**

Writing, production and consultation for radio and TV; Peter Donald Show, Honeymoon in New York, MGM Parade of Stars, Maxie Rosenbloom Show, TV Dream Girls, Welcome Wagon, WNBC Santa Claus Roundup; Author "Radio Comedy: How to Write It."

**HENNING, PAUL**  
NBC  
Burns and Allen

**HERBERT, J. HUGH**  
Meet Corliss Arches  
CBS

**HERMAN, GEORGE E.**  
Elmo Roper Show  
CBS Staff

**HESTER, HARRIET H.**  
Stephen Graham Family Doctor. American Medical Assn., Homemakers' Hour

**HOFFMAN, ELWOOD**  
CBS

**HOLT, FELIX**  
Cimarron Tavern, Lone Ranger

**HOLTON, LEONARD**  
Arthur's Place  
CBS

**HORRELL, MARTIN**  
Grand Central Station  
CBS

**Ruth and Gilbert  
Braun**

*Writers — Directors — Producers*



**"Let The Brauns Build It  
For You"**



**ART HENLEY**

Mgt.—MCA

## Radio-Television Writers

### HOTCHKISS, BARBARA

NBC  
Eddie Condon Show, United  
National Festival, WNBC

### HUMBERT FRANK AND ANN

Our Gal Sunday, Rose of My  
Dreams  
CBS

— J —

### INGRAM, GAIL

Big Story

### INGRAM, HARRY

Two On A Cue

— J —

### JABLONS, MIKE

Labour Speaks  
MBS

### JAMPEL, CARL

Achieve, Andrews, Truth or  
Consequences, Glamor Manor

### JOHNSTON, (DeWITT)

JOHANNA  
David Harum, House of Mys-  
tery, Sing It Again  
CBS Staff

### JOHNSON, E. LOWELL

We Are World Citizens

### JURIST, ED

Aldrich Family

— K —

### KAGAN, BEN

The Listening Post, The Park-  
er Family  
NBC Staff

### KAMMERMAN, ROY

The Henry Morgan Show, The  
Herb Shriner Show

### KANE, ALBERT M.

Growth of the Mind, Gems of  
Life

### KEATING, BARBARA M.

Margaret Arlen Program  
CBS Staff

### KELSEY, JACK

Just Plain Bill

### KEMP, HUGH

NBC  
Associate Editor, Ford Thea-  
ter, Mercury Theater

### KENT PRISCILLA

The Second Mrs. Burton, Those  
Websters, The Parker Family  
NBC Staff

### KINOH, ERNEST

NBC  
Radio City Playhouse, WNBC  
Staff

### KLEE, LAWRENCE

Mr. Keen, Tracer of Lost  
Persons, The Cloak  
CBS-ABC

### KOGAN, DAVID

The Mysterious Traveller,  
Sealed Book, Nick Carter

### KRONMAN, HARRY

Seven Guild Players  
CBS

— L —

### LAFFERTY, PERRY F.

Horace Heidt, Block Party

### LARLAN, CARLY

Martha Deane Program

### LAW, Walter E.

WNBC Stamp Club  
NBC Staff

### LEFFERTS, GEORGE

Believe It Or Not, Hudson  
Coal Show  
NBC Staff

### LENZ, ELINOR

Fashions On Parade (TV)

### LEVIN, MORT

Willie Piper

### LEWIS, IRWIN

Bushels of Fun, Man Behind  
the Masterpiece

### LEWIS, MILTON

Adventures of the Thin Man  
CBS

### LISS, JOSEPH

You Are There, Warriors of  
Peace, Report to the Nation

### LYONS, DANNY

Godfrey's Talent Scouts, Bos-  
ton Blackie, Philo Vance

### LYONS, JOSEPHINE

Betty Crocker Magazine of the  
Air, Readers' Digest

— Mc —

### McCONNOR, VINCENT

Studio One, Ford Theater  
CBS

### McDONAGH, RICHARD F.

NBC  
Script Manager

### McGILL, JERRY

(McGill, E. R.); Radio writer, di-  
rector, producer; b. Bridgeport,  
Conn., 1905; Univ. of Fla., B.A.;  
Rhodes Scholar, Oxford; Cavalcade;  
Helen Hayes, Mr. District  
Attorney; Jury Trials; Big Town.

### McKAY, TED

Bob Hope Show, Abbot &  
Costello Show, Milton Berle

### MABLEY EDWARD

CBS School of the Air

### MacCRAE, DOLGLAS

The Listener

— M —

### MACK, NILA

Let's Pretend  
CBS

### MALEY, BOB

Believe It Or Not, Fountain of  
Fun, Life at Boys' Town

### MARION, IRA

Our Job Is Manhattan, Ameri-  
can Sport Page, Let's Go To  
The Met  
ABC

### MARQUITH, MALCOLM

Dance Band Shows  
ABC

### MAYER, PEGGY L.

Real Stories From Real Life,  
Mr. & Mrs. Gardner, Radio  
Reader's Digest

### MELTZER, LOU

More Amsterdam Show  
CBS

### MERLIN, MILTON

Man Called X  
CBS

### MERRILL, HOWARD

Sherlock Holmes, Arthur God-  
frey, Beatrice Kay-Peter Lind  
Hayes

### MILLER, FLOYD

Harvest of Stars, The Sea  
Hound, Kabe's Daughter

### MONROE, CHARLES S.

Lux Radio Theater, Theater of  
Romance  
CBS Staff

### MOORE, CARROLL, JR.

The Henry Morgan Show, The  
Herb Shriner Show, Guest Star  
U. S. Treasury

### MOORE, NANCY

Laura Limited, John and Judy

### MORGAN, AL

This is New York

### MORRIS, MICHAEL

Mr. & Mrs. North, Hollywood  
Story

### MULLEN, VIRGINIA

Doorway to Life  
CBS

— N —

### NEHER, JACK

For These We Speak, Tonty  
Man

### NISS, STANLEY

Gangbusters, Counter-Spy, Ad-  
ventures of the Falcon

— O —

### OBBER, NORMAN

Adventures With Admiral  
Byrd, Mission Accomplished  
CBS Staff

### OBOLER, ARCH

NBC, MBS

### OKUN, LILIAN

Let's Listen To A Story,  
Young Book Reviewers, This  
is Our Town

### OWEN, DEAN

Hawk Larabee  
CBS

## Radio-Television Writers

### — P —

- PEREA, LYDIA**  
Story to Order
- PERL, ARNOLD**  
The Big Story (AM and AV),  
The Eternal Light
- PERRIN, SAM**  
NBC  
The Jack Benny Show
- PHILLIPS, CARL**  
Bordon Program  
CBS
- PICARD JOHN**  
Wendy Warren and the News  
NBC
- PRAY, FOOT**  
Mr. Ace & Jane, Ozzie &  
Harriet, Kraft Music Hall

### — R —

- RADCLIFFE, VIRGINIA**  
Cavalcade of America
- RAFAEL, WILLIAM**  
Milton Cross' Opera Album,  
Famous Jury Trials, Buddy  
Weed Show  
ABC
- RANDOLPH, DAVID**  
Music for the Connoisseur,  
N. Y. Philharmonic Symphony  
Orch., CBS Symphony Orches-  
tra
- RAYMOND, JACK**  
Mr. Ace & Jane, Henry Mor-  
gan, Robt. Q. Lewis
- REFORD, BILL**  
Philco Jingles, Ladies Be  
Seated, Eton Boys
- RODMAN, HOWARD**  
School of the Air
- ROSEN, ARNOLD**  
Robert Q. Lewis, Milton Berle
- ROSS CLARIS A.**  
NBC  
Symphony, Staff WNBC
- ROSS, CLARIS A.**  
Johnny Victor, World's Great  
Novels, Ripley Believe It or  
Not  
NBC Staff
- ROSS, SAM**  
Under Arrest
- ROSTEN, NORMAN**  
The Telephone Hour
- ROTH, ROSEMARY**  
The Fashion Story (TV), Your  
Home Beautify, Margaret Ar-  
len  
ABC Staff
- ROTH, ROXY**  
Milton Berle
- RUBEN, AARON**  
Burns & Allen, Fred Allen,  
Milton Berle

**RUBIN, JACK**  
The O'Neills, Break the Bank,  
Try and Find Me; By Popular  
Demand, Pick & Pat Show.

**RUSSELL, JOSEPH**  
Molle Mystery Theater, Sus-  
pense, Silver Theater  
CBS Staff

### — S —

- SAFIR, LEONARD**  
Tex and Jinx, We the People,  
Gulf Road Show
- SCHULTZ, BOB**  
According to the Record, Dr.  
I. Q., Masterpieces in Mini-  
ature
- SHARP, JACK AND GRETCHEN**  
Adventurers' Club  
CBS
- SHAW, ROBERT J.**  
Mr. District Attorney, Christo-  
pher Wells, Philo Vance  
CBS
- SHAYON, ROBERT LEWIS**  
CBS
- SKLAR, MICHAEL**  
You Are There  
CBS
- SLOAN, D. MARJORIE**  
Duminger Show, Listen the  
Women, Earl Wrightson Pro-  
gram
- SPENCER, JANE**  
Mary Lee Taylor  
CBS
- STARK, SHELDON**  
Straight Arrow, Headline Ed-  
ition  
ABC Staff
- STARR, MANYA**  
Claudia
- STEWART, LEE**  
**STIRLING NORA**  
Serenade to America, Yours  
for a Song, John Vander-  
cook's Air Age News

**SYNOR, PAUL**  
Sunday Morning Concert Hall,  
Brownlee Sisters, Music by  
Ralph Norman  
ABC

### — T —

- TACKABERRY, JOHN**  
NBC  
The Jack Benny Show
- TALLMAN, BOB**  
Adventures of Sam Spade  
CBS
- THOMPSON PALMER**  
Counterspy, The Falcon, Spot-  
light On America
- TOKAR, NORMAN**  
Aldrich Family
- TOVOROV, ORDIN**  
Ma Perkins  
CBS

**TUNICK, IRVE**  
You Are There (CBS)

### — W —

- WOLPOLE, HELEN**  
Actress, radio writer, playwright;  
b. Birmingham, Ala.; ed. private  
schools in South; Stella Dallas,  
Katie's Daughter; wrote Our Gal  
Sunday for three years, Lora Law-  
ton for two, Second Husband for  
one; Adventure in Reading for  
three years; various mystery  
shows.
- WEISMAN, ELI L.**  
Special Assignment, Musical  
Mysteries
- WELCH, WILLIAM**  
NBC  
Associate Editor, Frank Merri-  
well Program
- WELDON, MARTIN**  
This is New York
- WHEDON, JOHN**  
The Great Gildersteeve
- WILKINSON, RICHARD HILL**  
Murder is My Hobby, Family  
Theater, California Caravan
- WILSON, JOHN C.**  
NBC  
Staff
- WINEHOUSE, IRWIN**  
Dollar Book Club, Ernie The  
Elf.
- WISHENGRAD, MORTON**  
The Eternal Light
- WITTY, DONALD**  
On Trial, Child's World, Sec-  
ond Honeymoon  
ABC
- WOODWARD, VAN**  
NBC  
Associate Editor

### — Y —

- YAEGER, MURRAY**  
"Concert Curtain Time"  
KELP, El Paso, Tex.
- YOUNG, ROGER A., JR.**  
Fred Waring Show
- YUDKOFF, ALVIN**  
Common-Sense Counselor

### — Z —

- ZANER, RAY**  
"Poet, Scout"  
WSBA, York, Pa.
- ZELINKA, SID**  
Morey Amsterdam Show  
CBS
- ZIMMERMAN, JOSEPHINE**  
"Rhymaline Time," "Tune  
Chasers"  
KMBC, Kansas City, Mo.
- ZOMAR, KARL**  
"Memory's Garden"  
KFXX, Grand Junction, Colo.



## GEOFF DAVIS

2nd year "Singing Battle Royal"  
(12-3 p.m. Sundays) sold solid

3rd year American School  
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2nd year Pre and Post sportscast  
before and after Yankee Baseball Games  
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(6:45-7:00 p.m. daily)  
(sponsored by Strauss Stores)

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# Announcers

(RADIO AND TELEVISION)

## -their work during 1948

### - A -

AAROE, ALDEN  
WRVA, Richmond, Va.

ACKERMAN, KEN  
KQW, San Jose, Calif.

ABBOTT, TOM  
WNQE, New Orleans, La.

ACHOR, DAVE  
WBLJ, Dalton, Ga.

ACREE, JIMMY  
WAGF, Dothan, Ala.

ADAMS, BARRY  
KHVM, Eureka, Calif.

ADAMS, DANA  
KTBB, Tyler, Tex.

ADAMS, GARRET E.  
WNAR, Norristown, Pa.

ADAMS, JACK  
WOMI, Owensboro, Ky.

**AVERBACH, HY**  
Announcer; Bob Hope Show (NBC).

ADAMS, PAUL  
KFRU, Columbia, S. C.

ADELL, BAY  
WAYB, Waynesboro, Va.

AGNEW, THEODORE J.  
KUBC, Montrose, Col.

AGOSTINO, JAMES  
KFIO, Spokane, Wash.

AHARN, JOHN  
KYJC, Medford, Ore.

AISTON, BILL  
KCAN, Oroville, Calif.

ALARIA, PHILIP  
KHMO, Hannibal, Mo.

ALBERTSON, ROBERT A.  
KTM, San Rafael, Calif.

ALBRECHT, PAUL  
WJMC, Rice Lake, Wis.

ALLEN, NORMAN  
KXOL, Fort Worth, Tex.

ALDI, ALDO  
WOV, New York N. Y.

ALDRIDGE, L. JAY  
WROB, West Point, Miss.

ALEXANDER, BILL  
WTK, Durham, N. C.

ALEXANDER, JACK  
KTUL, Tulsa, Okla.

ALFRED, JERRY  
KPO, Wenatchee, Wash.

ALLEN, ANTHONY  
WHLD, Niagara Falls, N. Y.

ALLEN, BOB  
WDGY, Minneapolis, Minn.

ALLEN, BOYD  
KROY, Sacramento, Calif.

ALLEN, DANIEL  
WRUF, Gainesville, Fla.

ALLEN, DAVE  
WARK, Hagerstown, Me.

ALLEN, EARNE  
KFAB, Omaha, Neb.

ALLEN, EMORY  
WRBL, Columbus, Ga.

ALLEN, JACK  
WMTR, Morristown, N. J.

ALLEN, JOHN  
WFAA, Dallas, Tex.

ALLEN, JOHN  
WNOW, York, Pa.

**ALLEN, MEL**  
Chesterfield Supper Club (NBC).

ALLEN, GARRET  
WCOG, Greensboro, N. C.

ALLEN, JOHN  
KPLT, Paris, Tex.

ALLENDER, FRANK  
WCAW, Charleston, W. Va.

ALLGOOD, SAM  
WKCT, Bowling Green, Ky.

ALLISON, GENE  
WISH, Indianapolis, Ind.

ALLISON, JOE  
KITE, San Antonio, Tex.

ALLAN, WILLIAM  
WATR, Waterbury, Conn.

AMADON, ARTHUR  
WBZ-WEZA, Boston-Springfield, Mass.

AMEN, DON  
KIOA, Des Moines, Ia.

AMES, DOLG  
WRAL, Raleigh, N. C.

AMOLS, MERVYN L.  
WJLS, Berkeley, W. Va.

AMSPAUGH, KENNETH  
WMTG, Yaneleve, Ky.

ANDERS, BILL  
KPVO, Lubbock, Tex.

ANDERSON, CHARLES  
KFI-TV, Los Angeles, Calif.

ANDERSON, ED  
WTRC, Hartford, Conn.

ANDERSON, TOM  
WLBY, Ludsmith, Wis.

ANDERSON, WILLIAM F.  
KAKE, Wichita, Kans.

**ANDRE, PIERRE**  
(ABC)

ANDREW, BOB  
WKUK, Durham, N. C.

ANDREWS, ERIC  
KDSH, Boise, Ida.

ANDREWS, NEIL  
WKRT, Corland, N. Y.

ANDREWS, RUSS  
WAAM, Baltimore, Md.

ANNAD, FRANK  
WCHS, Charleston, W. Va.

**ANSBRO, GEORGE**  
Announcer; Go For The House (ABC); Young Widder Brown (NBC).

ANDON, BRUCE  
KWKI, Burbank, Calif.

ANTOINE, JON (Tex)  
NBC-WNBC

ARCHER, DON  
KHBG, Okmulgee, Okla.

ARCHER, JOHN  
WCMB, Lemoyne, Pa.

ARENS, BILL  
KIMO, Independence, Mo.

ARLAN, JAY  
KGFJ, Hollywood, Calif.

ARMSTRONG, JOHN  
WMMB, Melbourne, Fla.

ARNOLD, LEE  
WPAI, Patterson, N. J.

ARNSMITH, HERB  
KERN, Bakersfield, Calif.

ARTHUR, HAROLD W.  
KTBC, Santa Fe, N. Mex.

ASH, KEN  
WHAV, Haverhill, Mass.

ASHBURN, RON  
WROL, Knoxville, Tenn.

ASHER, JOE  
WLAP, Lexington, Ky.

ASHLEY, ARTHUR  
WONS, Hartford, Conn.

ASHTON, WARREN C.  
WIMS, Michigan City, Ind.

ASMAN, ROBERT  
WCVA, Geneva, N. Y.

ATCHISON, CHARLES  
WKAX, Birmingham, Ala.

ATKERSON, PAUL  
KAGH, Pasadena, Calif.

ATKINS, JIMMY  
WSSB, Durham, N. C.

ATKINSON, WAYNE  
KDHL, Fairbault, Minn.

AUSTIN, BILL  
WPLH, Huntington, W. Va.

AUSTIN, BOB  
WFAK, Charleston, S. C.

AUSTIN, FLETCHER  
WTE, Charlotte, N. C.

AVERY, LES  
KRE, Berkeley, Calif.

AYCRIGG, BEN  
WDBO, Orlando, Fla.

- B -

BABCOCK, FRANK  
KXYZ, Houston, Tex.

BACON, CHARLES  
WFVL, Waterville, Me.

BACON, BOB  
WKNH, New Britain, Conn.

BAER, DANNY  
WFOM, Marietta, Ga.

BAILEY, BILL  
KTHS, Hot Springs, Ark.

BAILY, BOB  
WRFW, Eau Claire, Wis.

BAILY, CLIFFORD  
KVEC, San Luis Obispo, Calif.

BAILY, DON  
KWLK, Longview, Wash.

BAIR, PAUL  
WEBQ, Harrisburg, Ul.

BAKER, BUD  
KDAC, Fort Bragg, Calif.

BAKER, DON  
Stroke U Rich. Sing U Again  
CBS

BAKER, JOHN  
KWPM, West Plains, Mo.

BAKER, PAUL J.  
WGRC, Louisville, Ky.

BAKER, ROLAND  
KTRI, Sioux City, Ia.

BAKER, RUSS  
WOW, Omaha, Neb.

## Announcers—Radio-Television

**BALDRICA, MERV**  
WMIQ, Iron Mountain, Mich.

**BALDWIN, BILL**  
KSO, Des Moines, Ia.

**BALE, NORMAN**  
KTFS, Texaskana, Tex.

**BALFE, KIERAN**  
WPGH, Pittsburgh, Pa.

**BALL, NOEL**  
KSVM, Joplin, Mo.

**BALL, ROGER**  
WALT, Tampa, Fla.

**BALLARD, GEORGE**  
WAYS, Charlotte, N. C.

**BALTHIS, AL**  
KNGS, Hanford, Calif.

**BALTZER, LARRY**  
KHUZ, Borger, Tex.

### **BANGHART, KENNETH**

Six O'Clock, Eleven O'Clock  
News (WNBC); When A Girl  
Marries (NBC); Who Said That  
(NBC); Universal Pictures.

**BANKS, HAL**  
WARL, Arlington, Va.

**BANKS, ORVILLE CLAIR**  
KWVB, Walla Walla, Wash.

**BARAGER, ROBERT**  
WNBZ, Saranac Lake, N. Y.

**BARATHI, RAY**  
WTOG, Savannah, Ga.

**BARBER, B. GEORGE, JR.**  
WCOS, Columbia, S. C.

**BARBER, DON**  
WAGA, Atlanta, Ga.

**BARBER, JULIAN**  
WAYS, Charlotte, N. C.

**BARCLAY, AL**  
WAMS, Wilmington, Del.

**BARENTS, BARRY**  
WTEE, Richmond, Va.

**BARILE, LOUIS**  
WBX, Utica, N. Y.

**BAKKER, ROBERT**  
KTTS, Springfield, Mo.

**BARCKLEY, CHARLES**  
WIOU, Kokomo, Ind.

**BARCKLEY, GEORGE**  
KFL-TV, Los Angeles, Calif.

**BARLOW, JOHN**  
KGEM, Boise, Ida.

**BARNES, TEDDY**  
WHAL, Shelbyville, Tenn.

**BARRETT, BILL**  
KVOP, Plainview, Tex.

**BARRETT, BILL**  
WCJU, Columbia, Miss.

**BARRETT, RAY**  
(NBC) WNBC

**BARRICKS, JOHNNY**  
WKAY, Glasgow, Ky.

**BARRINGER, BOB**  
KRRV, Sherman-Deinson, Tex.

**BARRINGTON, CHARLES**  
KDYL, Salt Lake City, Utah

**BARRY, BOB**  
WCAP, Asbury Park, N. J.

**BARRY, CHARLES**  
WCRO, Johnstown, Pa.

**BARRY, JACK**  
WJOY, Burlington, Vt.

**BARRY, JOSH**  
WFTL, Ft. Lauderdale, Fla.

**BARRY, NORMAN**  
WMAQ, Chicago, Ill.

**BARTELL, ED**  
WPGH, Pittsburgh, Pa.

**BARTELL, PAUL**  
WFOX, Milwaukee, Wis.

**BARTON, FRANK**  
KNBH, Hollywood, Calif.

**BARRY, JACK**  
WOR, New York, N. Y.

**BATAILLE, WILFRED M., JR.**  
WBCM, Bay City, Mich.

**BATCHELDER, JOHN**  
WRC, Washington, D. C.

**BATEMAN, DOUGLAS**  
WTAX, Springfield, Ill.

**BATSON, VIC**  
WBRC, Birmingham, Ala.

**BAXTER, CHARLES**  
WTOL, Toledo, O.

**BAXTER, RAYMOND**  
KHUZ, Borger, Tex.

**BAXTER, RAY**  
WBXX, New York, N. Y.

**BEACH, NORMAN**  
WJRI, Lenoir, N. C.

**BEAN, BOB**  
WBIG, Greensboro, N. C.

**BEAR, CHET**  
WILS, Lansing, Mich.

**BEASLEY, BOB**  
WCAW, Charleston, W. Va.

**BEATTY, BILL**  
WFLA, Tampa, Fla.

**BEATTY, ROSS**  
WELM, Elmira, N. Y.

**BECK, AL**  
WDIA, Memphis, Tenn.

**BECK, AL**  
WKBZ, Muskegon, Mich.

**BECK, BARNEY**  
WFVA, Fredericksburg, Va.

**BECKER, GEORGE**  
WEDC, Chicago, Ill.

## HARRY VON ZELL

RADIO  
EDDIE CANTOR SHOW  
NBC — FRIDAYS

SMITHS OF HOLLYWOOD  
(Transcribed)

Motion Pictures

HARRY VON ZELL  
COMEDIES — COLUMBIA

"THE SAXON CHARM"  
U-I

"DEAR WIFE"  
Paramount

Public Relations  
THE DON HIX ENTERPRISES  
6404 Hollywood Blvd.  
Hollywood (28), Calif.



**Announcers—Radio-Television**

**BECKER, HARRY**  
 KWBW, Hutchinson, Kans.

**BECKER, SANDY**  
 (Becker, Sanford George) An-  
 nouncer-Actor; b. New York,  
 N. Y., Feb. 19, 1922. Jack  
 Smith; Once Upon A Tune; Roof-  
 tops of the City; CBS Workshop;  
 Give & Take; Second Mrs. Bur-  
 ton.

**BECKETT, RALPH**  
 KWIN, Ashland, Ore.

**BEDAN, BIRD**  
 WEAV, Plattsburgh, N. Y.

**BEEBE, JON**  
 KCOK, Tulare, Calif.

**BEECH, CROWELL**  
 KWKW, Pasadena, Calif.

**BEER, UMBERTO**  
 WAVZ, New Haven, Conn.

**BELANEY, BILL**  
 WCOL, Columbus, O.

**BELCHER, TOM**  
 KFBI, Wichita, Kans.

**BELL, DICK**  
 WLIB, New York, N. Y.

**BELL, TED**  
 KRSC, Seattle, Wash.

**BELL, WAYNE**  
 WPTM, Maysville, Ky.

**BELLAH, MILTON**  
 WDAF, Savannah, Ga.

**BELL, MRS. MEL**  
 WCFL, Chicago, Ill.

**BELMAN, DAVE**  
 KTIP, Porterville, Calif.

**BELMONT, RON**  
 WEAT, Lake Worth, Fla.

**BENEDICT, ANDREW**  
 WGBB, Freeport, N. Y.

**BENESCH, BILL**  
 WNVA, Norton, Va.

**BENFIELD, BERLIN**  
 WKSJ, Pulaski, Tenn.

**BENGTSON, CHARLES**  
 WATR, Waterbury, Conn.

**BENNETT, BERN**  
 CBS, WCBS-TV, New York,  
 N. Y.

**BENNETT, BILL**  
 WDOS, Oneonta, N. Y.

**BENNETT, BING**  
 WSKY, Asheville, N. C.

**BENNETT, DEAN**  
 KCSU, Provo, Utah

**BENSON, FRANK**  
 WJRD, Tuscaloosa, Ala.

**BENSUSSEN, SAM**  
 KIEV, Glendale, Calif.

**BENUM, ARNOLD**  
 KITO, San Bernardino, Calif.

**BENSON, HAL**  
 WMPS, Memphis, Tenn.

**BERGE, GENE**  
 WGAY, Silver Rapids, Md.

**BERGER, NORMAN**  
 WKBX, Youngstown, O.

**BERGERSON, IVAN**  
 KCLL, Houma, La.

**BÉRGSTROM, ART**  
 WMMW, Meriden, Conn.

**BERLIN, PAUL**  
 WJHM, Memphis, Tenn.

**BERRY, DICK**  
 WCNT, Centralia, Ill.

**BERRY, JOHN**  
 WEBQ, Harrisburg, Ill.

**BERRY, W. E.**  
 KENO, Las Vegas, Nev.

**BERTRAND, JACK**  
 KOLE, Fort Arthur, Tex.

**BETTERS, MITCHEL C.**  
 WTHF, Hartford, Conn.

**BICKFORD, CHARLES**  
 WFGN, Gaffney, S. C.

**BILL, CHUCK**  
 WJJD, Chicago, Ill.

**BILLINGSLEY, JOHN**  
 KSFJ, Naogdoches, Tex.

**BINGHAM, BOB**  
 WCNC, Elizabeth City, N. C.

**BINGHAM, DICK**  
 WTSP, St. Petersburg, Fla.

**BINGMAN, FRANK**  
 NBC  
 "Cavalcade of America"

**BIRMINGHAM, JOHN**  
 WNBZ, Saranac Lake, N. Y.

**BISH, DON**  
 KGEM, Boise, Ida.

**BISHOP, CLAY**  
 KSEM, Moses Lake, Wash.

**BISHOP, JEROME**  
 WTND, Orangeburg, S. C.

**BIVENS, BILL**  
 NBC, Fred Waring Show

**BLACK, ALAN**  
 WPTT, Pittsburgh, Pa.

**BLACK, BERNIE**  
 WGPA, Bethlehem, Pa.

**BLACK, CHARLIE**  
 WSAI, Cincinnati, O.

**BLACK, JIM**  
 WIBK, Knoxville, Tenn.

**BLACK, JOSEPH**  
 WHK, Cleveland, O.

**BLACKBURN, BILL**  
 KROY, Sacramento, Cal.



# CY HARRICE

announcing

# WALTER WINCHELL

**Announcers—Radio-Television**

**BLACKMON, BEN**

KEYS, Corpus Christi, Tex.

**BLACKWELL, BURT**

WAVE-TV, Louisville, Ky.

**BLAGG, BOB**

WDNE, Elkins, W. Va.

**BLAINE, JAMES**

Drew Pearson, Human Side of

The News, Music and Mr.

Blaine, ABC

**BLAKE, TOMMY**

KWHI, Breunham, Tex.

**BLAND, CECIL**

KTBS, Shreveport, La.

**BLANKS, VICTOR**

KFBK, Sacramento, Cal.

**BLECKLEY, JOHN**

WCJU, Columbia, Miss.

**BLISS, HOMER**

WHAM, Rochester, Mass.

**BLOCK, MARTIN**

NBC

Chesterfield Supper Club

**BLOSS, WILLIAM**

WKYB, Paducah, Ky.

**BLUE, PAUL**

KTLN, Denver, Colo.

**BLUM, LARRY**

WMAK, Nashville, Tenn.

**BOARDMAN, FRANK**

KSWO, Lawton, Okla.

**BOARDWAY, JAY**

KSON, San Diego, Cal.

**BODKIN, LARRY**

WTAL, Tallahassee, Fla.

**BOGDEN, HILARY**

WJAS, Pittsburg, Pa.

**BOHACK, BILL**

WPAT, Patterson, N. J.

**BOHLIN, BILL**

WEAU, Eau Claire, Wis.

**BOIVIN, JAY**

WFEA, Manchester, N. H.

**BOLIN, ART**

WARM, Scranton, Pa.

**BOLLINGER, JIM**

WINN, Louisville, Ky.

**BOLTON, JOE**

WPIX, New York, N. Y.

**BOLTON, LESLIE R.**

KARK, Little Rock, Ark.

**BOND, FORD**

David Harum, CBS

**BONDARIN, AL**

KFOR, Lincoln, Neb.

**BOONE, BOB**

WBYS, Canton, Ill.

**BOOTH, LLOYD**

KYOU, Greeley, Colo.

**BOOTH, VIRGIL**

WKBW, Buffalo, N. Y.

**BORTHWICK, BILL**

WBRC, Birmingham, Ala.

**BOSCH, HENRY**

WFUR, Grand Rapids, Mich.

**BOST, RAY**

WNNC, Newton, N. C.

**BOSTIC, TOM**

KIMA, Yakima, Wash.

**BOTHE, RONALD F.**

WMIQ, Iron Mountain, Mich.

**BOYARD, BOB**

KWBR, Oakland, Cal.

**BOWEN, HUGH**

KWDM, Des Moines, Ia.

**BOWEN, REX**

KRUX, Phoenix, Ariz.

**BOWER, BOB**

WTIP, Charleston, W. Va.

**BOWERS, BILL**

KAKC, Tulsa, Okla.

**BOWLES, SHANNON**

KELD, El Dorado, Ark.

**BOWMAN, ROGER**

NBC

American Album of Familiar

Music, General Foods Shows,

CBS Television Documentary

Shows

**BOYD, FORREST**

KAYZ, Waterloo, Ia.

**BOYD, HARVEY**

KWBC, Fort Worth, Tex.

**BOYD, LEX**

KROW, Oakland, Cal.

**BOYLE, ED**

WBUY, Lexington, N. C.

**BOYLE, WILLIAM**

WGRD, Grand Rapids, Mich.

**BOYLES, CHARLES**

KTOW, Oklahoma City, Okla.

**BOYNTON, CECIL**

KVAI, Amarillo, Tex.

**BOYSEN, JIM**

WTCN, Minneapolis-St. Paul,

Minn.

**BRADFORD, JOHN**

WINS, New York, N. Y.

**BRADLEY, BOB**

WMLO, Milwaukee, Wis.

**BRADLEY, FRANK**

WGFG, Kalamazoo, Mich.

**BRADLEY, JACK**

WSAZ, Huntington, W. Va.



**JOE KING**

*'Speaking for  
The Coca-Cola  
Company.'*

**Announcers—Radio-Television**

**BRADLEY, TRUMAN**

CBS  
Suspense

**BRADLEY, WILLIAM V.**

WLYN, Lynn, Mass.

**BRAGG, CHARLES**

WGNB, Murfreesboro, Tenn.

**BLAKE, WIN**

WKXL, Concord, N. H.

**BRALY, SAM**

KSUE, Susanville, Cal.

**BRAMHALL, BILL**

WEMP, Milwaukee, Wis.

**BRANCH, NEAL**

WBIR, Knoxville, Tenn.

**BRAND, JACK**

WENR, Chicago, Ill.

**BRANDT, MEL**

NBC  
WNBC, New York, N. Y.

**BRANDL, MILT**

WISN, Milwaukee, Wis.

**BRAUDRICK, GEORGE**

KFDX, Wichita Falls, Tex.

**BREEZEY, CHUCK**

KDLK, Del Rio, Tex.

**BREITENMOSER, DON**

KVOB, Alexandria, La.

**BRENNARD, GEORGE**

WLIP, Kenosha, Wis.

**BRENNAN, JOE**

KXOK, St. Louis, Mo.

**BRENNAN, WILLIAM**

WJOY, Burlington, Vt.

**BREVIK, ERNIE**

WDAY, Fargo, N. Dak.

**BREWER, DON**

KFMJ, Tulsa, Okla.

**BRICE, EVELYN**

KTKR, Taft, Cal.

**BRIGGS, FRED**

KITO, San Bernardino, Cal.

**BRIMACOMB, LES**

KXLO, Lewiston, Mont.

**BRIN, HARRISE**

KTLA, Los Angeles, Cal.

**BRINKLEY, JACK**

Judy and Jane; Night Manager and Announcer for WLS, Chicago; Recordist of "Breakfast in The Blue Ridge"; Producer of "Silver Sails" poetry program.

**BRITTON, JACK**

WKGN, Knoxville, Tenn.

**BROOK, PHILIP**

WNEB, Worcester, Mass.

**BROOKS, BOB**

WSCR, Scranton, Pa.

**BROOKS, FARRELL**

KRHD, Duncan, Okla.

**BROOKS, FRANK**

WBUD, Morrisville, Pa.

**BROOKS, GILBERT**

WKNA, Charleston, W. Va.

**BROOKS, MIKE**

WBIG, Greensboro, N. C.

**BROOKS, PHIL**

KRRD, Los Angeles, Cal.

**BROOKS, TOM**

WHAW, Weston, W. Va.

**BROPHY, BILL**

WKNY, Kingston, N. Y.

**BROTHERS, BILL**

WCBT, Roanoke Rapids, N. C.

**BROWN, BERNARD**

WAPO, Chattanooga, Tenn.

**BROWN, BILL**

WLW, Cincinnati, O.

**BROWN, BOB**

WISC, Madison, Wis.

**BROWN, ED**

KFDA, Amarillo, Tex.

**BROWN, EDWIN**

WJJB, Montgomery, Ala.

**BROWN, EMERSON**

WTRR, Sanford, Fla.

**BROWN, GERALD**

WGRC, Louisville, Ky.

**BROWN, GORDON**

WVLK, Lexington, Ky.

**BROWN, HARVEY**

WLBK, Leesburg, Fla.

**BROWN, HOWARD**

WFIL, Philadelphia, Pa.

**BROWN, HILLIARD**

WHOP, Hopkinsville, Ky.

**BROWN, JAMES**

WKMH, Dearborn, Mich.

**BROWN, PHIL**

WTBF, Troy, Ala.

**BROWN, PHILLIP**

WCOV, Montgomery, Ala.

**BROWN, RED**

WDXB, Chattanooga, Tenn.

**BROWN, ROBERT**

WEPM, Martinsburg, W. Va.

**BROWN, TED**

WOR, New York, N. Y.

**BROWN, TOM**

KCRS, Midland, Tex.

**BROWN, WILLIAM**

WNEB, Worcester, Mass.

**BROWNE, HALBERT**

WOLS, Florence, S. C.



**BEN GRAUER**

NBC

on week days, it's JACK  
on Sundays, it's JOHN PATRICK

but ALWAYS,

**COSTELLO**

NBC

**Announcers—Radio-Television**

**BROWNE, TOM**  
WKBC, North Wilkesboro, N. C.

**BROWNING, DOUG**  
Harry Wismer, Kay Kyser (while in N. Y.), Paul Whiteman Record Show, ABC

**BROWNING, GORDON**  
KRKD, Los Angeles, Cal.

**BRUNNER, LARRY**  
WCKY, Cincinnati, O.

**BUGGEMAN, VERN**  
KALL, Salt Lake City, Utah

**BRUNER, BOB**  
WXLW, Indianapolis, Ind.

**BRUNER, MARSHALL**  
WOMI, Owensboro, Ky.

**BRYAN, BILL**  
KBYE, Oklahoma City, Okla.

**BRYAN, GEORGE**  
Talent Scouts, Hit The Jackpot, CBS

**BRYANT, GEORGE**  
WTIP, Charleston, W. Va.

**BRYANT, KENNY**  
WKEY, Covington, Va.

**BRYSON, JOHN**  
WENR-TV, Chicago, Ill.

**BUCHANAN, PAUL**  
WTOM, Bloomington, Ind.

**BUCK, BERNARD**  
WPTR, Albany, N. Y.

**BUCK, LOUIE**  
WSM, Nashville, Tenn.

**BUSKLEY, RICHARD**  
WANE, Fort Wayne, Ind.

**BUCKMAN, GENE**  
WIL, St. Louis, Mo.

**BUECHLER, JACK**  
WEXT, Milwaukee, Wis.

**BUICE, ROBERT**  
KARK, Little Rock, Ark

**BULLOCK, JACK**  
KTIP, Porterville, Ky.

**BUMGARDNER, PAUL RUSSELL**  
WHBS, Huntsville, Ala.

**BURGER, ROBERT L.**  
WCAX, Burlington, Vt.

**BURGESS, RALPH**  
WSAC, Columbia, Ga.

**BURGESS, TOM**  
WWNC, Asheville, N. C.

**BURKA, BERNARD**  
WBLK, Clarksburg, W. Va.

**BURKA, MEL**  
WCHS, Charleston, W. Va.

**BURKE, ALAN**  
WNAO, Raleigh, N. C.

**BURNS, GENE**  
KNEL, Brady, Tex.

**BURKE, JACK**  
WICY, Malone, N. Y.

**BURNS, DARREL**  
KXLE, Ellensburg, Wash.

**BURNS, JOSEPH**  
WNHC, New Haven, Conn.

**BURT, GARLAND**  
WLAK, Lakeland, Fla

**BURT, JIM**  
KELO, Sioux Falls, S. Dak.

**RUSH, HERB**  
KOAT, Albuquerque, N. Mex.

**BUSSARD, ADELINE**  
KWVB, Walla Walla, Wash.

**BUTHERUS, ED**  
KGW, Portland, Ore.

**BUTLER, JAY**  
KFRM, Kansas City, Mo.

**BUTLER, JAY**  
KMBC, Kansas City, Mo.

**BUTZ, BOB**  
KBOL, Boulder, Colo

— C —

**CABE, LESLIE**  
KVAN, Vancouver, Wash.

**CABLE, LOWELL D.**  
KVOA, Tucson, Ariz.

**CADDELL, GRAHAM**  
WJMX, Florence, S. C.

**CADE, MARVIN**  
WJW, Cleveland, O.

**CAIN, OLLIE**  
WABB, Mobile, Ala.

**CALDWELL, JAY**  
WGH, Newport News, Va

**CALDWELL, JOE**  
WNAO, Raleigh, N. C.

**CALL, NEAL**  
WBUX, Doylestown, Pa.

**CALLAHAN, JACK**  
WBYS, Canton, Ill.

**CALLIGAN, CLAYTON V.**  
WFRP, Savannah, Ga.

**CALVERT, ROBERT**  
WAJR, Morgantown, W. Va.

**CAMPBELL, CLAUDE N., JR.**  
WCLA, Baton Rouge, La.

**CAMPBELL, DAVE**  
WBT, Charlotte, N. C.

**CAMPBELL, GEORGE**  
WJLL, Niagara Falls, N. Y.

**CAMPBELL, REX**  
KSL, Salt Lake City, Utah



**MILTON CROSS**

"Metropolitan Opera"  
Sat. 2 p.m.

"Metropolitan Auditions  
Of The Air"

Sun. 4:30-5 p.m.  
A B C



**FRANK GALLOP**

**Announcers—Radio-Television**

- CAMPCHERO, BOB**  
WABY, Albany, N. Y.
- CANAMAR, BUD**  
WMJK, Middlesboro, Ky.
- CANDLER, PETE**  
WFVA, Fredericksburg, Va.
- CANNADAY, BILL**  
WJMO, Cleveland, O.
- CANNON, SAM**  
WCMD, Cambridge, Md.
- CAPFS, BOB**  
KRUX, Phoenix, Ariz.
- CARDELL, GEORGE**  
WSOY, Decatur, Ill.
- CAREY, DICK**  
WMJK, Middlesboro, Ky.
- CARIKER, KEN**  
KRBC, Abilene, Tex.
- CARLE, JIM**  
WSRS, Cleveland Hgts. O.
- CARLE, PERRY**  
KUJ, Walla Walla, Wash.
- CARLSON, ADE**  
WEBC, Duluth, Minn.
- CARLSON, HARRY**  
WOR, New York, N. Y.
- CARLSON, HOWDY**  
WISH, Indianapolis, Ind.
- CARLSON, WILL**  
WBCK, Battle Creek, Mich.
- CARLTON, BOB**  
WMBD, Peoria, Ill.
- CARLTON, JOHN**  
WJL, Niagara Falls, N. Y.
- CARMEN, JOHNNY**  
KASA, Elk City, Okla.
- CARMONA, AL**  
KGFJ, Hollywood, Cal.
- CAROTHERS, LARRY**  
WCNT, Centralia, Ill.
- CARPENTER, BILL**  
WOKO, Albany, N. Y.
- CARPENTER, ROBERT**  
WBCM, Bay City, Mich.
- CARPENTER, ROBERT E.**  
WKBB, Dubuque, Ia.
- CARROL, JAMES**  
WBBB, Burlington, N. C.
- CARROLL, RALPH**  
WNBF, Binghamton, N. Y.
- CARROLL, VINCENT**  
WBAX, Wilkes-Barre, Pa.
- CARSWELL, TOM**  
WORZ, Orlando, Fla.
- CARTER, CAL**  
KAMD, Camden, Ark.
- CARTER, DUNCAN**  
WTH, Port Huron, Mich.
- CARTER, JACK**  
KSEO, Durante, Okla.
- CARTER, JERRY**  
WKIP, Poughkeepsie, N. Y.
- CARTER, ROBERT**  
KDB, Santa Barbara, Cal.
- CARTER, SAM**  
WCAV, Norfolk, Va.
- CARUSO, CARL**  
WOR, New York, N. Y.
- CASE, KEN**  
KTBS, Shreveport, La.
- CASE, NELSON**  
CBS, Lowell Thomas  
Ford Theater
- CASEY, TOM**  
WENR-TV, Chicago, Ill.
- CASHION, JOHN T.**  
WDBC, North Wilkesboro,  
N. C.
- CASSARA, ERNIE**  
WBET, Brockton, Mass.
- CASSELL, CLARENCE**  
KQW, San Jose, Cal.
- CASSELMAN, CHET**  
KERN, Bakersfield, Cal.
- CASSIDY, TOM**  
KFAC, Los Angeles, Cal.
- CATE, LOUIS C.**  
WENY, Elmira, N. Y.
- CATUDAL, JACQUES**  
CKAC, Montreal, Que.
- CAUDILL, CARL**  
WWNF, Fayetteville, N. C.
- CAUSSEY, BID**  
KONE, Monroe, La.
- CAUSEY, DON**  
KHOZ, Harrison, Ark.
- CAUTHEN, BILLIE B.**  
WMLT, Florence, Ala.
- CECIL, HERMAN**  
KCMC, Texarkana, Tex.
- CESSNA, HAL**  
WGFG, Kalamazoo, Mich.
- CHAMBERS, HUGH**  
WNJR, Newark, N. J.
- CHAMBERS, JAMES**  
WBNY, Buffalo, N. Y.
- CHAMBRUN, BILL**  
WXKW, Albany, N. Y.
- CHANCELLOR, GREGG**  
KOME, Tulsa, Okla.
- CHAMPMAN, ED**  
WRRG, Mobile, Ala.
- CHAPMAN, FRED**  
WILK, Wilkes-Barre, Pa.



**"BROKENSIRE BROADCASTING"**  
9:30 a.m. WNBC 12:30 p.m.  
United States Steel's  
"THEATRE GUILD ON THE AIR"  
ABC

Personal Management: Doug Storer



**DAVID ROSS**

**Announcers—Radio-Television**

**CHAPMAN, JERRY**  
WIRE, Indianapolis, Ind.

**CHARLES, GORDON**  
WTCM, Traverse City, Mich.

**CHARLES, JERRY**  
WTOR, Torrington, Conn.

**CHARLES, VAN**  
WIBK, Knoxville, Tenn.

**CHASE, BOB**  
WCLO, Janesville, Wis.

**CHASEMAN, JOEL**  
WAAM, Baltimore, Md.

**CHATTERTON, LARRY**  
KTSL, Hollywood, Cal.

**CHERNAULT, GEORGE**  
WLSL, Roanoke, Va.

**CHESTER, HARVEY**  
WLAW, Lawrence, Mass.

**CHESTER, JACK**  
KFBI, Wichita, Kans.

**CHILDS, LELAND**  
WAPX, Montgomery, Ala.

**CHRISTENSEN, DON**  
WOSH, Oshkosh, Wis.

**CHRISTIE, LEWIS**  
KOCA, Kilgore, Tex.

**CHRONICLE, DALE**  
KRBL, McCook, Neb.

**CLARK, BILL**  
KHUZ, Borger, Tex.

**CLARK, GORDON**  
KPBX, Beaumont, Tex.

**CLARK, GORDON**  
KRAL, Rawlins, Wyo.

**CLARK, HAROLD**  
WEAN, Providence, R. I.

**CLARK, HENRY**  
WEAV, Plattsburg, N. Y.

**CLARK, JAMES C.**  
WTYC, Rock Hills, S. C.

**CLARK, TOM**  
WTNS, Coshocton, Wis.

**CLARKE, HERB**  
WLOE, Lenksville, N. C.

**CLARKE, JOHN H.**  
Narrator, Disc Jockey; b. Kingston, Ohio, May 10, '13; ed. U. of Cinn.; Cinn. Conservatory of Music, Miami U. (Ohio); Going to Town; Three Corner Club; Rittenhouse Chimes Show (Tele) Staff Announcer (WINS).

**CLAYTON, OLIVER**  
KEPO, El Paso, Tex.

**CLAYTON, ROBERT**  
WJIM, Lansing, Mich.

**CLEAR, WILLIAM**  
WRTA, Altoona, Pa.

**CLEARY, WILLIAM**  
KRDO, Colorado Springs, Colo.

**CLEAVER, MARSHALL S.**  
WKAP, Allentown, Pa.

**CLIFORD, NOEL**  
WEKR, Fayetteville, Tenn.

**CLIFTON, CHARLES**  
KELD, El Dorado, Ark.

**CLINE, KEN**  
WJBK, Detroit, Mich.

**CLOWES, JOHN**  
KCMJ, Palm Springs, Cal.

**CLUHE, GEORGE**  
WBTA, Batavia, N. Y.

**COCHRAN, PAUL**  
KWHK, Hutchinson, Kans.

**CODDON, HAL**  
KFMB, San Diego, Cal.

**COE, JERRY**  
KIXL, Dallas, Tex.

**COFFEY, RICHARD**  
KSWL, Council Bluffs, Ia.

**COFFIN, TED**  
WAGM, Presque Isle, Me.

**COHN, MORT**  
WCHS, Charleston, W. Va.

**COKER, BOB**  
WTAN, Clearwater, Fla.

**COLBY, JACK**  
KLIF, Dallas, Tex.

**COLE, DAVE**  
WTAL, Tallahassee, Fla.

**COLE, LOU**  
WWRL, New York, N. Y.

**COLEMAN, VERNON E.**  
WOGB, West Yarmouth, Mass.

**COLGAN, FRED**  
KELP, El Paso, Tex.

**COLLIER, WALTER**  
WTRR, Sanford, Fla.

**COLLINS, ART**  
KBOW, Butte, Mont.

**COLLINS, BILL**  
KTAN, Sherman, Tex.

**COLLINS, FRED**  
WNLK, Norwalk, Conn.

**COLLINS, JOE**  
KAVE, Carlsbad, N. Mex.

**COLLINS, JOHN**  
WBIR, Knoxville, Tenn.

**COLLINS, STAN**  
KSYC, Yreka, Cal.

**COLLINS, WAYNE LEROY**  
KGMB, Honolulu, T. H.

**COLLISTER, VIETS**  
WICA, Ashtabula, O.



**GLENN  
RIGGS**

free - lance  
**ANNOUNCER EMCEE**

LEx. 2-1100



*Gene Hamilton*

**Music Commentator—**  
everything from "Lower Basin Street"  
to the Boston Symphony.

**Director—Announcer**  
"Carnegie Hall" Concerts, American  
Oil Company.  
A.B.C.



**Announcers—Radio-Television**

**COLLYER, BUD**

(Collyer, Clayton); Quiz of Two Cities; Superman; Break the Bank (ABC); Life Can Be Beautiful (NBC); Mollie Mystery Theater (NBC); Winner Take All (CBS-CBS-TV).

**COLTON, LAVERN**

WLAM, Lewiston, Me.

**COM, AL LA**

KNEW, Spokane, Wash.

**CONTE, GEORGE**

WTMJ-TV, Milwaukee, Wis.

**CONDON, JERRY**

WMON, Montgomery, W. Va.

**CONDON, STUART**

KGNC, Amarillo, Tex.

**CONFER, WILLIAM**

WFBG, Altoona, Pa.

**CONTER, RALPH**

WVOR, Colorado Springs, Colo.

**CONOVER, HUGH**

Big Sister, Bob Hawk Show  
CBS

**CONRAD, BOB**

WAPX, Montgomery, Ala.

**CONRAD, GENE**

WWSO, Springfield, O.

**CONSIDINE, BOB**

NBC  
Fred Waring Show

**COOK, CLARK**

KTMS, Santa Barbara, Cal.

**COOK, DICK**

WKCY, Cincinnati, O.

**COOK, JACK**

KRDO, Colorado Springs, Colo.

**COOK, JAMES R.**

WGBA, Columbus, Ga.

**COOK, WARREN**

WANE, Fort Wayne, Ind.

**COOKE, HENRY**

WMAQ, Chicago, Ill.

**COON, AL**

KOLO, Reno, Nev.

**COOPER, CHARLES**

WKIK, Erie, Pa.

**COOPER, MARK**

KDON, Monterey, Cal.

**COPE, FRANK**

KJBS, San Francisco, Cal.

**CORCORAN, BILL**

WJBO, Baton Rouge, La.

**CORLEY, BOB**

WQXI, Atlanta (Buckhead), Ga.

**CORNELL, BOB**

KFAC, Los Angeles, Cal.

**COSTLEY, JAN**

WINR, Binghamton, N. Y.

**CORBETT, JOHN**

WBEN-TV, Buffalo, N. Y.

**CORBIN, LOU**

WFBR, Baltimore, Md.

**CORLEY, BILL**

WBNS, Columbus, O.

**CORNELL, DON**

KFXJ, Grand Junction, Colo.

**CORNING, TIBBITS**

Fred Beck Show, CBS

**CORNTHWAITE, BOB**

KFOX, Long Beach, Cal.

**COSLETT, FRANKLIN D.**

WBRE, Wilkes-Barre, Pa.

**COSTELLO, JOHN**

**PATRICK (Jack)**

Announcer, Narrator, Commentator; b. Sauk Center, Minn.; St.

Bonaventure College, U. of Minn., Honorary Degree, Litt. D.; Music America Loves Best; RCA Victor; Kraft Music Hall; Hildegard Raleigh Room; Story of Music; Vacation With Music; Catholic Hour; First Piano Quartet (NBC); Eleventh Hour News (WNBC).

**COTE, FRANK R.**

WHAJ, Greenfield, Mass.

**COURTNEY, LEE**

KXYZ, Houston, Tex.

**COVINTON, DICK**

KRDS, Paragonld, Ark.

**COWLING, TERRY**

WCOP, Boston, Mass.

**COX BILL**

WWDC, Washington, D. C.

**COX, JIM**

WMRF, Lewiston, Pa.

**CRABBE, WILLIAM A.**

KRUZ, Santa Cruz, Cal.

**CRAIG, DICK**

WCBI, Columbus, Miss.

**CRAIG, GEORGE**

KFDX, Wichita Falls, Tex.

**CRANE, BEN**

KXIC, Iowa City, Ia.

**CRANE, LEO**

KSON, San Diego, Cal.

**CRANE, STEPHEN**

WZIP, Covington, Ky.

**CRAVEN, HAROLD**

WHPE, High Point, N. C.

**CRAWFORD, GEORGE**

WINX, Washington, D. C.

**CRAWFORD, PAUL**

KRWK, Shreveport, La.



**ALUN WILLIAMS**

ANNOUNCING  
RADIO and TELEVISION

LE. 2-1100

CI. 6-2200



**KELVIN KEECH**



... and still going strong!

## Announcers—Radio-Television

**CRENSHAW, PHIL**  
KVLH. Pauls Valley, Okla.  
**CROFFORD, GEORGE**  
KOCS. Ontario, Cal.  
**CROSATTO, DAVE**  
KJBS. San Francisco, Cal.  
**CROSS, GEORGE**  
WEXL. Royal Oak, Mich.

**CROSS, MILTON**  
Metropolitan Opera, Metropolitan Auditions of the Air, Piano Playhouse (ABC).

**CROUCHET, GEORGE**  
KPAC. Port Arthur, Tex.

**CRUMP, GEORGE**  
WCRO. Johnstown, Pa.

**CRUMPLEY, GUY**  
WRHP. Tallahassee, Fla.

**CRUTCHER, JACK**  
KTOP. Topeka, Kans.

**CULLEN, WILLIAM L.**  
Radio Announcer, MC; b. Pittsburgh, Pa., Feb. 18, 1920; Carnegie Tech; Univ. of Pittsburgh; Continental Celebrity Club; Give & Take (CBS); Winner Take All (CBS); Hit the Jackpot; Crime Photographer.

**CULVER, J. P.**  
WKIG. Dothan, Ala.

**CUMMINGS, BOB**  
WTRK. W. Palm Beach, Fla.

**CUMMINS, RAY**  
WMBL. Morehead City, N. C.

**CUNNINGHAM, CHRIS**  
WPAT. Paterson, N. J.

**CURTIN, DAVID**  
WRNY. Rochester, N. Y.

**CURTIS, BILL**  
WDGY. Minneapolis, Minn.  
**CURTISS, RUSS**  
KGYI. Greenville, Tex.  
**CUTTING, DICK**  
KCSB. San Bernardino, Cal.

### — D —

**DABECO, HENRY**  
WJAS. Pittsburgh, Pa.

**DAGG, BILL**  
WNOV. York, Pa.

**DAHLBERG, JERRY**  
KROX. Crookston, Minn.

**DALE, HAROLD B.**  
WKNS. Kinston, N. C.

**DALE, STANLEY**  
WAIR. Winston-Salem, N. C.

**DANE, MARSHALL**  
WJNO. West Palm Beach, Fla.

**DANIELS, ED**  
WDLA. Memphis, Tenn.

**DANIELS, JOE**  
WCSS. Amsterdam, N. Y.

**DANIELS, PAUL**  
WVNH. Rochester, N. Y.

**DANIELSON, JIM**  
KASH. Eugene, Ore.

**D'ARCY, BOB**  
KPKW. Pasco, Wash.

**DARLINGTON, GEORGE**  
WGC'D. Chester, S. C.

**DARY, ALAN**  
WBRY. Waterbury, Conn.

**DAUGHERTY, BILL, JR.**  
KJUN. Pecos, Tex.

**DAVIDSON, BOB**  
WFAS. White Plains, N. Y.

**DAVIDSON, PAUL**  
WKAN. Kankakee, Ill.

**DAVIDSON, TOM**  
WCOA. Pensacola, Fla.  
**DAVIES, BILL**  
WLAQ. Rome, Ga.  
**DAVIS, DAN**  
KTOX. Bay City, Tex.  
**DAVIS, EDWARD**  
WFPG. Atlantic City, N. J.

**DAVIS, FRED**  
KRPL. Moscow, Ida.

**DAVIS, GEORGE**  
WRBL. Columbus, Ga.

**DAVIS, HAL**  
KCMJ. Palm Springs, Cal.

**DAVIS, JOHN**  
WWSW. Pittsburgh, Pa.

**DAVIS, JOHN LEE**  
WKEY. Covington, Va.

**DAVIS, LARRY**  
KRNT. Des Moines, Ia.

**DAVIS, OVIDE**  
KCIL. Houma, La.

**DAVIS, PAUL**  
KAVE. Carshad, N. Mex.

**DAVIS, RUSS**  
WBKB. Chicago, Ill.

**DAVIS, TOM**  
KXLR. No. Little Rock, Ark.

**DAVISON, PHIL**  
WBCC. Bethesda-Chevy Chase, Md.

**DAVY, BOB**  
KASH. Eugene, Ore.

**DAWSON, GRAHAM**  
WELQ. Tupelo, Miss.

**DAY, JACK**  
WFBR. Baltimore, Md.

**DAY, MAX**  
WKMO. Kokomo, Ind.

# WIN ELLIOT

Emcee "County Fair"  
Borden Company—CBS

Emcee "Betty Crocker"  
General Mills—ABC

Emcee "Quick As A Flash"  
Helbros Watches—MBS

Narrator-Announcer  
"Willie Piper"  
General Electric—ABC

Emcee ET's for  
United States Treasury

## Television

N. Y. Ranger Hockey Games  
WPIX

Ford Motors—CBS-TV

Maxwell House Coffee

Knox Hats



**RADCLIFFE HALL**  
NBC NBT

**Announcers—Radio-Television**

**DAYTON, LEE**  
 WMAL, Washington, D. C.  
**DeALESSI, GENE**  
 KTIM, San Rafael, Cal.  
**DEAN, JOHN**  
 WDNC, Durham, N. C.  
**DEARMAN, PAUL**  
 WSIC, Statesville, N. C.  
**DeBARDELABEN, ROB**  
 WTIK, Durham, N. C.  
**DeBARR, BERT**  
 WVLN, Olney, Ill.  
**DEEDS, WALTER**  
 KVOL, Lafayette, La.  
**DEEGAN, MICHAEL**  
 WJMJ, Philadelphia, Pa.  
**DEER, JIMMY**  
 WDAR, Savannah, Ga.  
**DeFAY, RICHARD**  
 KBIO, Butley, Ida.  
**DeGRAVELLE, ROU**  
 KROF, Abbeville, La.  
**DEINES, NAY**  
 KMMJ, Grand Island, Neb.  
**DELANEY, CHUCK**  
 WCBI, Columbus, Miss.  
**DELMAR, BILL**  
 KSMO, San Mateo, Cal.  
**DeMARSE, WILLIAM**  
 WRNY, Rochester, N. Y.  
**DEMERS, BOB**  
 WLAM, Lewiston, Me.  
**DENMAN, REX**  
 KREI, Farmington, Mo.  
**DENMON, PAUL**  
 WKWF, Key West, Fla.  
**DENNIS, LEE**  
 KRKO, Everett, Wash.  
**DENTLER, WARREN**  
 WCPO, Cincinnati, O.

**DENTON, ROBERT**  
 NBC  
**DERBY, CLIFF**  
 WAOV, Vincennes, Ind.  
**DERRICK, JOHN**  
 KOJM, Havre, Mont.  
**DESMOND, WARREN**  
 WAZF, Yazoo City, Miss.  
**deSUZE, CARL**  
 WBZ-TV, Boston, Mass.  
**DEUEL, LES**  
 WOKO, Albany, N. Y.  
**DEVINE, OTIS**  
 WSM, Nashville, Tenn.  
**DEWES, TERRY**  
 WHYU, Newport News, Va.  
**DEWTITT, BILL**  
 WFBN, Indianapolis, Ind.  
**DeYOUNG, JOHN**  
 WGL, Fort Wayne, Ind.  
**DICKSON, WILFORD**  
 KBST, Big Springs, Tex.  
**DIETZ, ROBERT**  
 WSBK, Pensacola, Fla.  
**DILL, GLEN**  
 WTSP, St. Petersburg, Fla.  
**DILL, JACK A.**  
 WENK, Union City, Tenn.  
**DILLEHAY, GENE**  
 KBYE, Oklahoma City, Okla.  
**DILLNER, BILL**  
 WEDC, Chicago, Ill.  
**DILLON, MICHAEL**  
 KRDO, Colorado Springs, Colo.  
**DiMARCO, GENE**  
 WJVB, Jacksonville, Fla.  
**DISON, MASON**  
 KICD, Spencer, Ia.

**DIX, AL**  
 KBOW, Butte, Mont.  
**DIXON, TOM**  
 KFAX, Los Angeles, Cal.  
**DIXON, ROY**  
 KTRM, Beaumont, Tex.  
**DOBBS, JOE**  
 WBNS, Columbus, O.  
**DOBBY, JOHN**  
 KFMJ, Tulsa, Okla.  
**DODD, THOMAS L., JR.**  
 WDEV, Waterbury, Vt.  
**DODDS, DON**  
 KIDH, Boise, Ida.  
**DODSON, EDDIE**  
 WLAB, Athens, Tenn.  
**DOHERTY, SIDNEY**  
 WJLS, Beckley, W. Va.  
**DOMEC, JOHNNIE**  
 KROF, Abbeville, La.  
**DONAHUE, TOM**  
 KMHL, Marshall, Minn.  
**DONALDSON, AL**  
 KDGE, Fergus Falls, Minn.  
**DONALDSON, ROBERT**  
 WJJJ, Montgomery, Ala.  
**DONZE, DONALD M.**  
 KSGM, St. Genevieve, Mo.  
**DOOLEY, CHARLES B.**  
 WJJS, Owensboro, Ky.  
**DOOLITTLE, DON**  
 KFI-TV, Los Angeles, Cal.  
**DOREMUS, WARREN**  
 WHEC, Rochester, N. Y.  
**DORSEY, BILL**  
 WSKY, Asheville, N. C.  
**DORSEY, HOWARD**  
 KMOX, St. Louis, Mo.  
**DOUBLEDAY, BILL**  
 RWBR, Oakland, Cal.



**GEORGE ANSBRO**

**WJZ—ABC**



**ARTHUR GARY**

**NBC - WNBC - NBT**

**Announcers—Radio-Television**

**DOUGLAS, ALAN**  
WKMH, Dearborn, Mich.

**DOUGLAS, JACK**  
KELO, Sioux Falls, S. Dak.

**DOUGLAS, WOLLY**  
WCAV, Norfolk, Va.

**DOVIS, BOB**  
WBAL-TV, Baltimore, Md.

**DOWL, DON**  
WENR, Chicago, Ill.

**DOWNEY, BILL**  
WISN, Milwaukee, Wis.

**DOWNING, BERT**  
KUBA, Yuba City, Calif.

**DOYLE, JIM**  
WTMV, East St. Louis, Ill.

**DOYLE, NORMAN J., JR.**  
WCCM, Lawrence, Mass.

**DRABANT, JACK**  
WCRO, Johnstown, Pa.

**DRAKE, TOMMY**  
KSTB, Breckenridge, Tex.

**DRAFER, LARRY**  
WFAU, Augusta, Me.

**DREPPER, BOB**  
WLOW, Norfolk, Va.

**DREWS, BOB**  
WNLK, Norwalk, Conn.

**DRENLER, JIM**  
WMAM, Marinette, Wis.

**DU BOIS, CHARLES**  
KBMY, Billings, Mont.

**DUDLEY, DICK**  
NBC

**DUDLEY, RALPH**  
WXGI, Richmond, Va.

**DUFFY, JON**  
KALL, Salt Lake City, Utah

**DUTY, FRED**  
KAUS, Austin, Minn.

**DUHAMEL, GORDON**  
WCCM, Lawrence, Mass.

**DUKE, KEN**  
KAMQ, Amarillo, Tex.

**DULANE, CHUCK**  
WGAY, Silver Rapids, Md.

**DUNBAR, EDWARD**  
WBBQ, Augusta, Ga.

**DUNBAR, RUSS**  
WOR, New York, N. Y.

**DUNCAN, CARL**  
WKOX, Frammingham, Mass.

**DUNCAN, EDDIE**  
WEOA, Evansville, Ind.

**DUNCAN, NORVIN**  
WFBC, Greenville, S. C.

**DUNCAN, RICHARD**  
WBLK, Clarksburg, W. Va.

**DUNFORD, HOWARD**  
WHRN, Marion, O.

**DUNHAM, JIM**  
WMMW, Meriden, Conn.

**DUNHAM, RICHARD H.**  
b. New York, N. Y., Feb. 26, 1916; ed. Rollins College; The Strange Romance of Evelyn Winters (CBS); Katie's Daughter (NBC); Rose of My Dreams (MB5); Mollie Mystery (NBC); Policewoman (ABC).

**DUNHAM, JOHN**  
WBKB, Chicago, Ill.

**DUNLAP, TED**  
WMAL, Washington, D. C.

**DUNLAP, WALLACE B.**  
WLIZ, Bridgeport, Conn.

**DUNN, EDDIE**  
NBC  
Jack Berch Show

**DUNN, JACK**  
KRE, Berkeley, Calif.

**DUNN, MIKE**  
WXLW, Indianapolis, Ind.

**DUNNE, BOB**  
WEXT, Milwaukee, Wis.

**DUNPHY, JERRY**  
KOAT, Albuquerque, N. M.

**DURBIN, EUGENE**  
KOCs, Oakland, Cal.

**DUTCH, HAROLD**  
WABI, Bangor, Me.

**DUTY, EDWARD**  
KRUZ, Santa Cruz, Cal.

**DVORAK, GEORGE**  
KFI, Los Angeles, Cal.

**DYER, HAROLD F.**  
WCSH, Portland, Me.

**DYRE, ROBERT**  
KUBA, Yuba City, Cal.

— E —

**EAGON, BRUCE**  
KVOO, Tulsa, Okla.

**EAKINS, PHIL**  
KOAT, Albuquerque, N. Mex.

**EARL, GLENN**  
KPBX, Beaumont, Tex.

**EARLE, BILL**  
WHIT, New Bern, N. C.

**EAST, HENRY**  
WSAC, Columbus, Ga.

**EASTON, ALEX**  
WISC, Madison, Wis.

**EATON, GORDON**  
WGST, Atlanta, Ga.

**ECKERT, EDWARD**  
WKNY, Kingston, N. Y.

**ECKLES, DAMON**  
WDAE, Tampa, Fla.

# ART BAKER'S- NOTEBOOK

IN ITS 11th YEAR

KECA



**JOE GIVEN**

ANNOUNCER — NEWSCASTER — NARRATOR  
WOV  
LEx. 2-1100

## Announcers—Radio-Television

**EDDY, RAY**  
WPDQ, Jacksonville, Fla.

**EDEN, FRED**  
WQQW, Washington, D. C.

**EDGAR, RALPH**  
WGAR, Cleveland, O.

**EDMONDS, BILL**  
WMGM, New York, N. Y.

**EDNEY, KERMIT**  
WHKP, Hendersonville, N. C.

**EDWARDS, BILL**  
KWEM, West Memphis, Ark.

**EDWARDS, DON**  
WTAX, Springfield, Ill.

**EDWARDS, FRANK**  
WHJB, Greensburg, Pa.

**EDWARDS, JOHN**  
KATL, Houston, Tex.

**EDWARDS, LARRY**  
WARD, Johnstown, Pa.

**EDWARDS, MARTIN**  
WBMD, Matimore, Me.

**EDWARDS, RAY**  
KXIC, Iowa City, Ia.

**EGNER, NATE**  
WLDS, Jacksonville, Ill.

**EICHER, ROBERT**  
WBEL, Beloit, Wis.

**EICHORN, FRANK**  
WGLN, Grand Falls, N. Y.

**EISWORTH, BOB**  
WXXW, Albany, N. Y.

**ELIOT, BRUCE**  
WOR, New York, N. Y.

**ELLERBE, CARROLL**  
KMO, Tacoma, Wash.

**ELLIOTT, CHARLES**  
WMGY, Montgomery, Ala.

**ELLIOT, IAN**  
KLIX, Twin Falls, Ida.

**ELLIOT, WILLIAM I.**  
WHEB, Portsmouth, N. H.

**ELLIOT, WIN**  
(Elliot, Irwin); Announcer, MC, Play by Play Sports; Univ. of Mich., AB Degrees; County Fair (CBS); N. Y. Rangers Hockey (CBS-Tele); Willie Piper (ABC); Sports & Special Events (CBS-Tele).

**ELLIOTT, BILL**  
KERO, Bakersfield, Cal.

**ELLIOTT, BILL**  
WNOE, New Orleans, La.

**ELLIOTT, KEN**  
WNOE, New Orleans, La.

**ELLIS, DICK**  
KTPS, Texarkana, Tex.

**ELLIS, HAROLD**  
KOLT, Scottsbluff, Neb.

**ELLISON, JACK**  
KMED, Medford, Ore.

**ELM, ROGER E.**  
WSBR, Superior, Wis.

**ELMONN, ART**  
WEAV, Plattsburg, N. Y.

**EMERICK, BOB**  
WOR, New York, N. Y.

**EMERSON, BILL**  
KXLL, Missoula, Mont.

**EMERY, RALPH**  
KRKD, Los Angeles, Cal.

**EMRICH, AL**  
KWLK, Longview, Wash.

**EMSLIE, CARL**  
WTOL, Toledo, O.

**ENDERSBE, FRANK W.**  
KWOA, Worthington, Minn.

**ENGLE, ROBERT**  
KVOE, Santa Anna, Cal.

**ENO, JOHN**  
WKBW, Buffalo, N. Y.

**ERDOSSY, WILLIAM**  
WHP, Harrisburg, Pa.

**ERHARD, CHARLES**  
WCPA, Clearfield, Pa.

**ERICKSON, ARCHIE**  
KASA, Elk City, Okla.

**ERWIN, GEORGE**  
KFJZ, Fort Worth, Tex.

**ERWIN, TOMMY**  
KVOB, Alexandria, Pa.

**ETON, JERRY**  
WRAL, Raleigh, N. C.

**EVANS, AL**  
KCLA, Pine Bluff, Ark.

**EVANS, JOHN**  
WMON, Montgomery, W. Va.

**EVANS, TOBY**  
WCRA, Eflingham, Ill.

**EWALD, BILL**  
KABR, Aberdeen, S. Dak.

**EWING, BILL**  
WPTT, Pittsburgh, Pa.

**EXFORD, DORR**  
WACE, Chicopee, Mass.

**EYRE, ALFRED**  
WTOR, Torrington, Conn.

**FAIRICH, DICK**  
WSIR, Winter Haven, Fla.

— F —

**FABIAN, LOUIS**  
WARC, Rochester, N. Y.

**FACENDA, FRANK**  
WGH, Newport News, Va.

**FACENDA, JOHN**  
WIP, Philadelphia, Pa.

### DICK DUNHAM



Radio Registry: PL. 7-0700



**TONY MARVIN**  
C.B.S.

**Announcers—Radio-Television**

**FAIRCHILD, CHUCK**  
WBIX, Doylstown, Pa.

**FALLERT, RALPH**  
WCAE, Pittsburgh, Pa.

**FALLO, JOHN H.**  
KOCY, Oklahoma City, Okla.

**FARRAR, JACK**  
KTFI, Twin Falls, Ida.

**FARRINGTON, FIELDEN**  
Romance of Helen Trent  
CBS

**FARRIS, GEORGE**  
WVIM, Vicksburg, Miss.

**FARRIS, WAYNE**  
WGLE, Clearwater, Fla.

**FEIN, MEL**  
WGAT, Utica, N. Y.

**FELIX, JAMES**  
WFIL, Philadelphia, Pa.

**FELIX, JIM**  
WFIL-TV, Philadelphia, Pa.

**FENTON, WARD**  
WBEN-TV, Buffalo, N. Y.

**FERGUSON, C. W., JR.**  
WCOG, Greensboro, N. C.

**FERRIBY, ERNEST**  
WHLS, Port Huron, Mich.

**FERRIE, ROBERT**  
KTFE, San Antonio, Tex.

**FERRIS, JOHN**  
WVOM, Boston, Mass.

**FICKEN, NEAL**  
WALT, Tampa, Fla.

**FIELD, TOM**  
WNBK, Cleveland, O.

**FIELD, TOM**  
WTAM, Cleveland, O.

**FIELDING, JULES**  
WAGC, Chattanooga, Tenn.

**FINCH, HOWARD**  
WJTM, Lansing, Mich.

**FINGER, HOWARD**  
WSAM, Saginaw, Mich.

**FINN, MICHAEL**  
WEOA, Evansville, Ind.

**FINNERTY, HUGH**  
KBYE, Oklahoma City, Okla.

**FIRESTONE, LEN**  
WEDO, McKeesport, Pa.

**FISCHLER, JOSEPH H.**  
WHCU, Ithaca, N. Y.

**FISHEL, WILLIAM P.**  
KSO, Des Moines, Ia.

**FISHELL, DOUGLAS**  
KREO, Indio, Cal.

**FISHER, JACK**  
KVEC, San Luis Obispo, Cal.

**FISHER, JERRY**  
KRIO, McAllen, Tex.

**FISHER, LEWIS**  
WINS, New York, N. Y.

**FISK, JIM**  
KCKY, Coolidge, Ariz.

**FITZ, STEVE**  
WSNY, Schenectady, N. Y.

**FITZPATRICK, JAMES**  
WRAC, Williamsport, Pa.

**FITZSIMMONS, JIM**  
KIND, Independence, Kans.

**FLANAGAN, PAUL**  
WTRY, Troy, N. Y.

**FLANNIGAN, PAT**  
WCAP, Asbury Park, N. J.

**FLEISCHMAN, DEAN**  
WSPD, Sarasota, Fla.

**FLEMING, ED**  
CBS  
Our Gal Sunday

**FLEMING, TOM**  
WSPA, Spartanburg, S. C.

**FLETCHER, THOMAS**  
WHK, Cleveland, O.

**FLETCHER, WARREN**  
KUTA, Salt Lake City, Utah

**FLYNN, HOWARD**  
KMPG, Los Angeles, Cal.

**FORBES, BOB**  
WJMX, Florence, S. C.

**FORD, BILL**  
WKCT, Bowling Green, Ky.

**FORDYCE, JERRY**  
WGRG, Louisville, Ky.

**FORMAN, WIN**  
WARM, Scranton, Pa.

**FORNEY, JOHN**  
WAPL, Birmingham, Ala.

**FORSTER, ROGER**  
WEOA, Evansville, Ind.

**FORSYTHE, LARRY**  
KOLL, Omaha, Neb.

**FOSTER, BOB**  
WGNH, Gadsden, Ala.

**FOSTER, JOHN**  
WBAX, Wilkes-Barre, Pa.

**FOSTER, MARK**  
WMBH, Joplin, Mo.

**FOSTER, TERRY**  
WHBL, Sheboygan, Wis.

**FOULKES, TOM**  
KSWO, Roswell, N. Mex.

**FOOTS, JIM**  
WRAX, Birmingham, Ala.

**FWLER, BILL**  
WGPC, Albany, Ga.

**FOWLER, J. B.**  
WNGO, Mayfield, Ky.

**FOWLER, JIM**  
WGPC, Albany, Ga.

# HUGH JAMES

NBC  
•  
NBT  
•  
CBS  
•  
WABD



PL. 7-0700



**DON HANCOCK**

PL. 7-0700

## Announcers—Radio-Television

**FOWLER, WALTER**  
 WWNS, Statesboro, Ga.  
**FOX, ALDEN L.**  
 WELD, Niagara Falls, N. Y.  
**FOX, GARY**  
 KILO, Grand Forks, N. Dak.  
**FOX, MICKEY**  
 WBMD, Baltimore, Md.  
**FRANCIS, E. R.**  
 KHBG, Okmulgee, Okla.  
**FRANK, ALLAN**  
 KDYL, Salt Lake City, Utah  
**FRANK, DON**  
 WPEN, Philadelphia, Pa.  
**FRANK, PAUL B.**  
 WHKC, Columbus, O.  
**FRANKLIN, BOB**  
 KGW, Portland, Ore.  
**FRANKLIN, BOB**  
 KSWM, Joplin, Mo.  
**FRASER, GORDON**  
 Nancy Craig, Regular UN  
 Commentator  
 ABC  
**FRAZIER, HAL**  
 WMVA, Martinsville, Va.  
**FREDERICK, DON**  
 WOR, New York, N. Y.  
**FREDERICKS, DON**  
 KDSH, Boise, Ida.  
**FREDERICKS, JACK**  
 WKAL, Rome-Utica, N. Y.  
**FREDERICKSON, CARL**  
 WNHC-TV, New Haven, Conn.  
**FREDERICSON, CARL**  
 WNHC, New Haven, Conn.  
**FREED, ALA N**  
 WAKR, Akron, O.  
**FREEMAN, CLAUD**  
 WMRC, Greenville, S. C.

**FREEMAN, PAUL**  
 KAFY, Bakersfield, Cal.  
**FRENCH, JACK**  
 WJPS, Evansville, Ind.  
**FRENCH, NED**  
 WLYN, Lynn, Mass.  
**FREY, WILLIAM**  
 KATL, Houston, Tex.  
**FRIBLEY, JOE**  
 WDSU-TV, New Orleans, La.  
**FRISCH, BOB**  
 WMAW, Milwaukee, Wis.  
**FROH, DAVE**  
 WLS, Lansing, Mich.  
**FROHOCK, JOE**  
 WDHL, Bradenton, Fla.  
**FRYE, MOSE**  
 KMUS, Muskegon, Okla.  
**FRYERS, DON**  
 WTRY, Troy, N. Y.  
**FULLER, BOB**  
 WKOX, Framingham, Mass.  
**FULLER, CLAUDE**  
 KVAL, Amarillo, Tex.  
**FULLER, JOE**  
 WHSC, Hartsville, S. C.  
**FULLER, ROBERT E.**  
 WBKA, Brockton, Mass.  
**FULMER, THURSTON**  
 WKOK, Sunbury, Pa.  
**FULTON, BOB**  
 KELP, El Paso, Tex.  
**FULTON, BOB**  
 WBUY, Lexington, N. C.  
**FULTON, DON**  
 WHBS, Huntsville, Ala.  
**FUNK, JACK**  
 KHMO, Hannibal, Mo.  
**FURMAN, CHUCK**  
 WHBS, Huntsville, Ala.

**FURNO, PETER, JR.**  
 KIDO, Boise, Ida.  
**FUSCO, DAN**  
 WKAL, Rome-Utica, N. Y.

— G —

**GAINES, JERRY**  
 WPPA, Pottsville, Pa.  
**GAINES, ZEKE**  
 WGAU, Athens, Ga.  
**GALLANT, NORMAN**  
 WFAU, Augusta, Me.  
**GALLOP, FRANK**  
 Family Hour (CBS); Milton Berle  
 (NBC); Stella Dallas (NBC).  
**GALLOS, JOHN**  
 KYSM, Mankato, Minn.  
**GAMBLE, ROBERT**  
 KFOR, Lincoln, Neb.  
**GAMBLE, RON**  
 WJR, Detroit, Mich.  
**GANNON, MIKE**  
 WIS, Columbia, S. C.  
**GARCIA, GENE**  
 WALT, Tampa, Fla.  
**GARDINER, DON**  
 Monday Morning Headlines,  
 News, Martin Agronsky, Gang-  
 busters, ABC  
**GARDNER, JACK**  
 KLAC, Los Angeles, Cal.  
**GARDNER, MERVIN**  
 KWOA, Worthington, Minn.  
**GARDNER, RUSSELL**  
 WPDY, Clarksburg, W. Va.  
**GARNES, CLARENCE**  
 KRIG, Odessa, Tex.  
**GARRETT, LEE**  
 WROV, Roanoke, Va.

*Richard Stark*



**ROD O'CONNOR**

RED SKELTON SHOW  
 DUFFY'S TAVERN SHOW  
 PEOPLE ARE FUNNY SHOW  
 MOTION PICTURES  
 "FULLER BRUSH MAN"  
 "SOUTHERN YANKEE"

**Announcers—Radio-Television**

**GARRETT, LeROY**  
KLRN, Little Rock, Ark.

**GARY, ARTHUR**  
Kenneth Bonghart Newscast  
(WNBC); Bob Trout; Bill Stern's  
Sport Newsreel; D & H Miners  
(NBC); Camel Newsreel (NBC-  
TV).

**GARY, LEONARD**  
KNGS, Hanford, Cal.

**GASTON, OTIS T.**  
WKZO, Kalamazoo, Mich.

**GATES, JAMES**  
WFBG, Altoona, Pa.

**GAYLE, BOB**  
WROV, Roanoke, Va.

**GAYMAN, L. VAUGHN**  
WKBB, Dubuque, Ia.

**GAYMAN, PARKER**  
KPRC, San Francisco, Cal.

**GEARHART, VAL**  
KCSB, San Bernardino, Cal.

**GEE, OLYN**  
WDWD, Dawson, Ga.

**GEIS, ROBERT**  
WREF, Worthington, O.

**GENTRY, WILLIAM G.**  
WCHV, Charlottesville, Va.

**GEORGE, TOM**  
WDLP, Panama City, Fla.

**GERARD, GEORGE**  
WPAY, Portsmouth, O.

**GERARD, WARREN**  
WCAR, Pittsburgh, Pa.

**GERON, NORM**  
WWSO, Springfield, O.

**GERRI, BILL**  
WGAT, Utica, N. Y.

**GERVAIS, SIDNEY**  
KATL, Houston, Tex.

**GHIORSE, LARRY**  
WBET, Brockton, Mass.

**GIBBS, JOHN D.**  
KQV, Pittsburgh, Pa.

**GIBNEY, HAL**  
KNBH, Hollywood, Cal.

**GIBSON, DALLAS**  
KMHT, Marshall, Tex.

**GIBSON, GERALD**  
WJOY, Burlington, Vt.

**GIBSON, PHIL**  
WMBD, Peoria, Ill.

**GILBERT, AL**  
WIBA, Madison, Wis.

**GILBERT, LIVINGSTON**  
WAVE, Louisville, Ky.

**GILL, DICK**  
WHUN, Huntington, Pa.

**GILLEN, BOB**  
KGFJ, Hollywood, Cal.

**GILLIS, BOB**  
KXLL, Missoula, Mont.

**GILLIS, EARLE**  
WHBC, Columbus, O.

**GILLIS, KONS**  
WRHP, Tallahassee, Fla.

**GILMAN, HAL**  
WSLB, Ogdensburg, N. Y.

**GILMORE, ART**  
Stars Over Hollywood, CBS;  
Point Sublime, Murder & Mr.

Malone, ABC

**GILREATH, HOWARD C.**  
WERD, Atlanta, Ga.

**GIROUX, LEE**  
KGO, San Francisco, Cal.

**GITTINGS, JIM**  
WHUN, Huntington, Pa.

**GLACY, ROBERT**  
WKBW, Buffalo, N. Y.

**GLADDEN, BILL**  
WAVE-TV, Louisville, Ky.

**GLEASON, BOB**  
KNPT, Newport, Ore.

**GLEBA, TOM**  
WCOL, Columbus, O.

**GLINES, BOB**  
WVOM, Boston, Mass.

**GLOVER, WILLARD**  
WFRS, Uniontown, Pa.

**GOBEN, BOB**  
WSOY, Decatur, Ill.

**GOBLRN, PAUL**  
KLO, Ogden, Utah

**GOETZ, BILL**  
WLOH, Princeton, W. Va.

**GOLIGHTLY, GROVER**  
WSPA, Spartanburg, S. C.

**GOLLUB, MELVIN**  
WNAR, Norristown, Pa.

**GOODING, KEN**  
KRBS, St. Joseph, Mo.

**GOODWIN, BILL**  
NBC, Maxwell House Coffee  
Time, Burns & Allen

**GOODWIN, CARL**  
KTHH, Houston, Tex.

**GOODWIN, GLENN**  
KSO (Des Moines, Ia.

**GOODWIN, HAROLD**  
KTBC, Austin, Tex.

**GORDON, BILL**  
WOV, New York, N. Y.

**GORDON, DON**  
WHAT, Philadelphia, Pa.

**GORDON, JACK**  
WFCR, Grand Rapids, Mich.

**GORDON, JIM**  
WNDR, Syracuse, N. Y.

**JAY STEWART**

Master-of-Ceremonies

"SURPRISE PACKAGE!"

A.B.C.

Master-of-Ceremonies

"IT'S FUN TO BE YOUNG"

C.B.S.

Assisting

"TAKE IT OR LEAVE IT"

N.B.C.

**HY**

**AVERBACH**

THE BOB HOPE SHOW



**Announcers—Radio-Television**

**GORDON, WILLIAM**  
WEAT, Lake Worth, Fla.

**GORMAN, JACK**  
WSRS, Cleveland Hgts., O.

**GOSS, FRANK**  
Hallmark Playhouse, Stars  
Over Hollywood, Old Gold  
Show, Fuller Paint News, CBS

**GOULD, DICK**  
WLOW, Norfolk, Va.

**GOULDING, PHIL**  
WMGM, New York, N. Y.

**GOWEN, PAUL**  
WARK, Hagerstown, Me.

**GRAM, AL**  
KXLR, No. Little Rock, Ark.

**GRAMER, BILL**  
KUSN, San Diego, Cal.

**GRANT, BRUCE**  
WHB, Kansas City, Mo.

**GRANT, FELIX**  
WWDC, Washington, D. C.

**GRANT, FRED**  
KBRC, Mount Vernon, Wash.

**GRANT, HOWARD**  
WHOD, Homestead, Pa.

**GRANT, LLOYD**  
WNAX, Yankton, S. Dak.

**GRANTHAM, DON**  
WCRA, Eflingham, Ill.

**GRAUER, BEN**  
Announcer, radio, newsreels; b.  
Staten Island, N. Y.; CCNY,  
B.S. Degree; Home Is What You  
Make It (NBC); NBC Symphony  
of the Air; Jergens Journal with  
Walter Winchell (ABC); Chester-  
field Supper Club (NBC); Ameri-  
ca United (NBC); News (NBC).

**GRAY, JACK**  
WHOS, Decatur, Ala.

**GRAY, JIM**  
WAIT, Chicago, Ill.

**GRAY, JOHN**  
WGAT, Utica, N. Y.

**GRAY, MARTIN**  
KTOP, Topeka, Kans.

**GRAYSON, MEL**  
WSSV, Petersburg, Va.

**GREAVES, GRANT**  
KYNO, Fresno, Cal.

**GREEN, HAROLD**  
WFVA, Fredericksburg, Va.

**GREEN, MILTON**  
WFNC, Fayetteville, N. C.

**GREEN, ROBERT**  
WMMT, McMinnville, Tenn.

**GREENE, FRED**  
WHGB, Harrisburg, Pa.

**GREER, JAMES**  
KTXL, San Angelo, Tex.

**GRESHAM, TOM**  
KWSL, Lake Charles, La.

**GREY, MITCHELL**  
WJPA, Washington, Pa.

**GRIBBLE, STAN**  
KGNO, Dodge City, Kans.

**GRIFFIN, BOBBY**  
WHO, Des Moines, Ia.

**GRIFFIN, WAYNE**  
WENR-TV, Chicago, Ill.

**GRIFFITH, CHARLES**  
WTAD, Quincy, Ill.

**GRIFFITH, JIM**  
KFDM, Beaumont, Tex.

**GRIFFITH, LES**  
Elmer Davis, Abbott & Cos-  
tello, Counterspy  
ABC

**GRIFFITHS, BILL**  
WKRT, Cortland, N. Y.

**GRIGGS, NELSON**  
WQQW, Washington, D. C.

**GRISWOLD, JACK**  
WCSS, Amsterdam, N. Y.

**GROHMAN, JAMES**  
WPFG, Atlantic City, N. J.

**GROPER, HAL**  
WRUN, Utica, N. Y.

**GROVE, JERRY**  
WWNY, Schenectady, N. Y.

**GROVES, GERRY**  
KURV, Edinburg, Tex.

**GUERRERO, MAXIMO**  
KTXL, San Angelo, Tex.

**GUILQUIST, RALPH**  
KOTA, Rapid City, S. Dak.

**GULIHUR, DON**  
KSAM, Huntsville, Tex.

**GUNDERSON, LEE**  
KGDE, Fergus Falls, Minn.

**GUNN, GEORGE**  
Dick Tracy, ABC

**GUSTAFSON, RODGER**  
WEBR, Buffalo, N. Y.

**GUTTERY, WILLIAM**  
KSWI, Council Bluffs, Ia.

**GWYN, BOB**  
KVET, Austin, Tex.

— H —

**HAAS, CLAIR**  
WNDB, Daytona Beach, Fla.

**HAASER, CHARLES**  
WMAS, Springfield, Mass.

**HAASNI, HAROLD H.**  
KENO, Las Vegas, Nev.

**HAWFNER, GEORGE**  
WHAM, Rochester, N. Y.

**DICK WILLARD**

*Announcer*

"Martha Deane Show"

\* \*

"6 O'Clock News"

\* \*

"8 O'Clock News"

\* \*

**WOR**

**LEN STERLING**

• Announcer

• Narrator

• Emcee

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## Announcers—Radio-Television

**HAGAN, STAN**  
KANS. Wichita, Kans.  
**HAGGATT, JERRY**  
WTCJ, Tell City, Ind.  
**HAGGERTY, FRED**  
WFGC, Atlantic City, N. J.  
**HAINES, PHIL**  
WTRC, Elkhart, Ind.  
**HALEY, TOM**  
WNBK, Cleveland, O.  
**HALL, CARL**  
WQAM, Miami, Fla.  
**HALL, NELSON**  
KALL, Salt Lake City, Utah

### **HALL, RADCLIFFE**

Announcer; NBC Television Newsreel, Camel Newsreel, Ivan Sanderson's Natural Treasures, Want Ad Ventures, WNBT, NBC-TV; NBC Public Affairs (NBC); Narrator for Numerous Commercial and Industrial Films; ET series for A & P.

**HALLECK, MARK**  
WLEX, Lexington, Ky.  
**HALLGREN, BOB**  
WDLB, Marshfield, Wis.  
**HALLLOCK, MEL**  
WMT, Cedar Rapids, Ia.  
**HALLWOOD, DICK**  
WBBC, Flint, Mich.  
**HAILYARD, O. C.**  
WVLC, Lexington, Ky.  
**HAMILTON, BILL**  
NBC

### **"Cavalcade of America"** **HAMILTON, GENE**

Concert Commentator, Announcer, Director; b. Feb. 22, 1919,

Toledo, O.; "Carnegie Hall" concerts, Boston Symphony; Professor Quiz; Breck Beautiful Music Concerts; News and Sports for Bethlehem Steel; News Reporter; White Rose Trio.

**HAMILTON, JOE**  
WLBH, Bowling Green, Ky.  
**HAMILTON, WARD**  
WVNY, Watertown, N. Y.  
**HAMM, RENE**  
KAMD, Camden, Ark.  
**HANCOCK, CHARLES**  
KTHH, Houston, Tex.

### **HANCOCK, DON**

(Hancock, Donald T.); Announcer; b. Linwood, Ind., Oct. 10, 1910; Ind. Central Coll., AB; Harvest of Stars; Life Can Be Beautiful (NBC); Jock Smith Show; CBS News (CBS-TV); Perry Mason (CBS); Famous Jury Trials; Vox Pop; Original Amateur Hour; Party Time; Stop the Music (ABC); Loony Ross Show (NBC-TV).

**HANCOCK, JOHN**  
WKTY, LaCrosse, Wis.  
**HANNAH, BOB**  
WKAT, Miami Beach, Fla.

### **HANNES, ARTHUR R.**

Announcer, Narrator, Special Events, News, Television; b. Newport, Ky., July 28, 1920; Ed. St. Bonaventure College; CBS News Correspondent with Byrd Antarctic Expedition (1946-47); CBS Staff Announcer

**HANSEN, BOB**  
KTRH, Sioux City, Ia.  
**HANSEN, DON**  
WEXL, Royal Oak, Mich.  
**HANSON, HARLEY**  
KOTA, Rapid City, S. Dak.  
**HANSON, ROY**  
WWDC, Washington, D. C.  
**HANSTROM, ART**  
WFRH, Freeport, Ill.  
**HARRER, JACK**  
KSML, Seminole, Okla.

**HARDING, JIM**  
KCSB, San Bernardino, Cal.  
**HARGREAVES, BERNARD C.**  
WENY, Elmira, N. Y.  
**HARLAND, CLEM**  
WGRD, Grand Rapids, Mich.  
**HARMON, MERLE**  
KSPD, Trinidad, Colo.  
**HARNTSH, ROBERT**  
WLAN, Lancaster, Pa.

**HARPEL, BILL**  
KMPC, Los Angeles, Cal.  
**HARPER, HUGH**  
WKZO, Kalamazoo, Mich.  
**HARPER, JOHNNY**  
WVRL, New York, N. Y.  
**HARPER, JOSEPH**  
WHP, Harrisburg, Pa.

**HARRING, JAMES**  
WPEB, Middletown, O.  
**HARRELL, BILL**  
KVOP, Plainview, Tex.  
**HARRICE, CY**

Announcer; b. March 1, 1915, Chicago, Ill.; Northwestern Univ., B.S.; Radio Readers Digest; Big Story; Quick As A Flash; Sherlock Holmes; Portia Faces Life.

# 11th YEAR Anniversary

The Don Martin School  
of Radio Arts

Over 150 radio stations are now employing our graduates as announcers, script writers, newscasters, sports announcers, and combination men (1st class technicians).

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1655 No. Cherokee, Hollywood, Cal.

"We, the California state radio members of THE ASSOCIATED PRESS, reaffirm our recognition of the principle of mutual exchange of news, and pledge our fullest cooperation in carrying out our obligations of membership."—From the Minutes of the California AP Radio Association, February 19, 1949.

## Announcers—Radio-Television

- HARRIEE, DAVID**  
WNHC, New Haven, Conn.
- HARRIER, BOYD**  
WSAP, Portsmouth, Va.
- HARRINGTON, BOB**  
WHPE, High Point, N. C.
- HARRIS, BOB**  
KFKE, Fresno, Cal.
- HARRIS, CHARLIE**  
WJHP, Jacksonville, Fla.
- HARRIS, HERBERT J.**  
WERD, Atlanta, Ga.
- HARRIS, JOHN**  
KDWT, Stamford, Tex.
- HARRIS, LLOYD**  
WMAZ, Macon, Ga.
- HARRIS, ROBERT**  
KWRO, Coquille, Ore.
- HARRIS, TOM**  
WHUB, Cookeville, Tenn.
- HARRIS, WILLIAM G.**  
WBHP, Huntsville, Ala.
- HARRISON, JACK**  
WLAY, Grand Rapids, Mich.
- HARRISON, JOHN D.**  
KTOW, Oklahoma City, Okla.
- HARSHAW, DICK**  
WISE, Asheville, N. C.
- HARTLEY, JAMES A.**  
WGCA, Gainesville, Ga.
- HARTZELL, RICHARD F., JR.**  
WBPZ, Lock Haven, Pa.
- HARVEY, NEAL**  
WPHL-TV, Philadelphia, Pa.
- HARVEY, TOM**  
WVCH, Chester, Pa.
- HART, JOHN**  
WLIH, Lowell, Mass.
- HASSETT, BUZZ**  
KCRG, Cedar Rapids, Ia.
- HASSING, DOUGLAS**  
WMCY, Montgomery, Ala.
- HATCHER, JACK**  
WOPF, Dothan, Ala.
- HATHORN, ROGER**  
KWSL, Lake Charles, La.
- HATTER, WALLY**  
KGB, San Diego, Cal.
- HATTON, DICK**  
WJW, Cleveland, O.
- HAYRILLA, ALOIS**  
WNJR, Newark, N. J.
- HAWLEY, DICK**  
WSGN, Birmingham, Ala.
- HAWLEY, GEORGE**  
WVOK, Birmingham, Ala.
- HAYES, GEORGE**  
Coffee Concert  
ABC
- HAYES, TOM**  
WMAK, Nashville, Tenn.
- HAYNES, BOB**  
KCBQ, San Diego, Cal.
- HAYWARD, BOB**  
KVI, Tacoma-Seattle, Wash.
- HAYWARD, JACK**  
WINK, Fort Myers, Fla.
- HEADY, WAYNE**  
KTOP, Topeka, Kans.
- HEALY, DANIEL**  
WBRK, Pittsfield, Mass.
- HEALY, DEAN**  
KJEN, San Jose, Cal.
- HEALY, NAUM**  
KAFY, Bakersfield, Cal.
- HEARLE, PERCY**  
WGST, Atlanta, Ga.
- HERLIHY, ED**  
(Herlihy, Edward J.); Announcer, MC, Commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator-Universal Newsreels; Honeymoon in N. Y.
- HERMAN, CHARLES**  
WLAJ, Grand Rapids, Mich.
- HERNANDEZ, PATSY**  
WFOY, St. Augustine, Fla.
- HERRINGTON, HUGH**  
KTBX, Beaumont, Tex.
- HESINGTON, CHECK**  
KWTO, Springfield, Mo.
- HESTER, JEFF**  
WSLI, Jackson, Miss.
- HETHERINGTON, KEITH**  
KTLA, Los Angeles, Cal.
- HICKERSON, TOM**  
WKBS, Oyster Bay, N. Y.
- HICKEY, WILLIAM**  
WMNB, North Adams, Mass.
- HICKMAN, RUCCE**  
WPIC, Sharon, Pa.
- HICKOK, BILL**  
WKKW, Albany, N. Y.
- HICKS, BOB**  
KANS, Wichita, Kans.
- HICKS, JOHN**  
KEPO, El Paso, Tex.
- HICKS, JOHN**  
WTAM, Cleveland, O.
- Commentator—Universal Newsreels; Honeymoon in N. Y.; Kraft Television Theater; The Hartmans (NBC-TV); Act It Out; Here's Herlihy (WNBT).
- HEATH, DON**  
WREN, Topeka, Kans.
- HEATH, HAROLD**  
WOC, Davenport, Ia.
- HECKMAN, FRED**  
WTUX, Wilmington, Del.
- HEISS, BOB**  
WTMJ-TV, Milwaukee, Wis.
- HELLER, BOB**  
KVEF, Austin, Tex.
- HELLING, JACK**  
KTLN, Denver, Colo.
- HELLYER, ART, JR.**  
WISN, Milwaukee, Wis.
- HEMENWAY, STAN**  
KXYZ, Houston, Tex.
- HENDERSON, MAX**  
WTCN, Minneapolis-St. Paul, Minn.
- HENDRICKS, RICK**  
KRNQ, San Bernardino, Cal.
- HENDRY, JOHN**  
KSEK, Pittsburg, Kans.
- HENLEY, QUITMAN**  
WLCS, Baton Rouge, La.
- HENNESEY, JIM**  
KXOK, St. Louis, Mo.
- HENNESSY, TOM**  
WGAC, Augusta, Ga.
- HENNIG, HAROLD**  
WABY, Albany, N. Y.
- HENRY, DICK**  
WOOD, Grand Rapids, Mich.
- HENTOFF, NATHAN**  
WMEX, Boston, Mass.
- HENRICKSON, LES**  
WCON, Atlanta, Ga.
- HENRY, BILL**  
WDAK, Columbus, Ga.
- HENRY, JOAN**  
WDAN, Danville, Ill.
- HERLIHY, ED**  
(Herlihy, Edward J.); Announcer, MC, commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator-Universal Newsreels; Honeymoon in N. Y.
- HERMAN, CHARLES**  
WLAJ, Grand Rapids, Mich.
- HERNANDEZ, PATSY**  
WFOY, St. Augustine, Fla.
- HERRINGTON, HUGH**  
KTBX, Beaumont, Tex.
- HESINGTON, CHECK**  
KWTO, Springfield, Mo.
- HESTER, JEFF**  
WSLI, Jackson, Miss.
- HETHERINGTON, KEITH**  
KTLA, Los Angeles, Cal.
- HICKERSON, TOM**  
WKBS, Oyster Bay, N. Y.
- HICKEY, WILLIAM**  
WMNB, North Adams, Mass.
- HICKMAN, RUCCE**  
WPIC, Sharon, Pa.
- HICKOK, BILL**  
WKKW, Albany, N. Y.
- HICKS, BOB**  
KANS, Wichita, Kans.
- HICKS, JOHN**  
KEPO, El Paso, Tex.
- HICKS, JOHN**  
WTAM, Cleveland, O.
- HIGDON, MAURICE**  
WBCC, Bethesda-Chevy Chase, Md.
- HIGGINS, HAROLD**  
WROB, West Point, Miss.
- HIGGINS, RICHARD**  
WSYB, Rutland, Vt.
- HILL, BILL**  
KUSN, San Diego, Cal.
- HILL, EDWARD**  
WBNX, New York, N. Y.
- HILL, FRED, JR.**  
WMAZ, Macon, Ga.
- HILL, HAROLD**  
WAPP, McComb, Miss.
- HILL, HOLLIS W.**  
KOFB, Las Cruces, N. Mex.
- HILL, JOE**  
WKTG, Thomasville, Ga.
- HILL, ROY**  
WDSU, New Orleans, La.
- HILL, TED**  
KQOA, Siloam Springs, Ark.
- HILL, WILLIAM**  
WICRG, Mobile, Ala.
- HILLER, BOB**  
KXOK, St. Louis, Mo.
- HINDMAN, BILL**  
WCOL, Columbus, O.
- HINDS, WILLIAM T.**  
KDKA, Pittsburgh, Pa.
- HINKLE, CHARLES J.**  
WVWV, Fairmont, W. Va.
- HINKLE, ED**  
WTOM, Bloomington, Ind.
- HINSON, JAMES R.**  
WROB, Ronceverte, W. Va.
- HITCHCOCK, JACK**  
KCOL, Fort Collins, Colo.
- HITCHCOCK, ROBERT V.**  
WTOR, Torrington, Conn.
- HODGE, RUSSELL J.**  
WMC, Memphis, Tenn.
- HODGES, JOHN**  
KXOX, Sweetwater, Tex.
- HOFFPAULR, J. C.**  
KSLG, Crowley, La.
- HOGAN, GEORGE**  
WOR, New York, N. Y.
- HOGAN, JAY**  
KRED, Dallas, Tex.
- HOGAN, WILLIS C.**  
WSTP, Southern Pines, N. C.
- HOLDEN, JACK**  
WLS, Chicago, Ill.
- HOLLAND, BILL**  
WNVA, Norton, Va.
- HOLLANDSWORTH, DENNIS**  
WWNR, Beckley, W. Va.
- HOLLER, CARL**  
WUPZ, Jasper, Ind.
- HOLLEY, KNOX**  
WHAT, Shelbyville, Tenn.
- HOLLEY, WAKEFIELD**  
WKY, Oklahoma City, Okla.
- HOLLIS, STEVE**  
WBNX, New York, N. Y.
- HOLMAN, KNOX**  
WSPA, Montgomery, Ala.
- HOLMES, MILT**  
WHAT, Philadelphia, Pa.
- HOOPER, DON**  
KHP, Durango, Colo.
- HOOPER, CORKY**  
WJIG, Tullahoma, Tenn.
- HOPE, ROBERT M.**  
WCOS, Columbia, S. C.
- HOPE, WINKIE**  
WTAR, Norfolk, Va.
- HOPPE, HENRY**  
WUSN, Charleston, S. C.
- HOPPE, MYRON**  
WEEK, Peoria, Ill.
- HORTON, BOB**  
WRMT, Mayfield, Ky.

## Announcers—Radio-Television

**HORTON, DON**  
WVLC, Versailles, Lexington,  
Ky.

**HOWARD, BEREL**  
WAVZ, New Haven, Conn.

**HOWARD, BILL**  
WVOD, Lynchburg, Va.

**HOWARD, CHRIS**  
KHUM, Enreka, Cal.

**HOWARD, DALE**  
KVOX, Moorhead, Minn.

**HOWARD, PAUL**  
WTRF, Bellaire, O.

**HOWARD, ROY**  
KIOA, Des Moines, Ia.

**HOWARD, NED**  
WFAA, Dallas, Tex.

**HOWELL, WAYNE**  
NBC

**HOWRIGAN, CAL**  
WTYS, Marianna, Fla.

**HOWZE, BILL**  
KDWT, Stamford, Tex.

**HUBBARD, HENRY M.**  
KVOA, Tuscon, Ariz.

**HUBLEY, LESLIE**  
WRDO, Augusta, Me.

**HUBER, FRANK**  
WEKR, Fayetteville, Tenn.

**HUFF, OSCAR**  
WLAP, Lexington, Ky.

**HUFF, ROD**  
WPLH, Huntington, W. Va.

**HUFFACHER, DON**  
KWOY, Sheridan, Wyo.

**HUGHES, CHARLES**  
WJPF, Herrin, Ill.

**HUGHES, CHARLIE**  
WBAC, Cleveland, Tenn.

**HUGHES, HUGH**  
WFUN, Huntsville, Ala.

**HUGHES, PAUL**  
KTAR, Phoenix, Ariz.

**HUGHES, TOM**  
WSLS, Roanoke, Va.

**HULL, CHARLES**  
KPAS, Banning, Cal.

**HULL, DICK**  
WFRP, Savannah, Ga.

**HULL, MARVIN**  
KFMB, San Diego, Cal.

**HUMPHREY, GEORGE**  
KDB, Santa Barbara, Cal.

**HUNDLEY, EARL**  
WLPN, Suffolk, Va.

**HUNT, GLENN**  
WOAI, San Antonio, Tex.

**HUNTER, AL**  
KFMB, San Diego, Cal.

**HUNTER, GEORGE**  
WWJ, Detroit, Mich.

**HUNTER, TODD**  
WISE, Asheville, N. C.

**HURD, JOE**  
WJR, Detroit, Mich.

**HURST, WILSON**  
KTHS, Hot Springs, Ark.

**HUSEBY, LARRY**  
KVI, Tacoma-Seattle, Wash.

**HUSON, PAT**  
KFOK, Long Beach, Cal.

**HUTCHINGS, ROBERT**  
WXGI, Richmond, Va.

**HUTCHINSON, RAYMOND L.**  
WARL, Arlington, Va.

**HUTSON, JOHN**  
WMLK, Middlesboro, Ky.

**HUXLEY, KEITH**  
WORK, Morristown, Tenn.

— I —

**IDE, CARL**  
WNJR, Newark, N. J.

**INGSTAD, BOB**  
KOVG, Valley City, N. Dak.

**INGWERSEN, RICHARD**  
KOLT, Scottsbluff, Neb.

**IRISH, JACK**  
WDOD, Chattanooga, Tenn.

**IRWIN, PHIL**  
KGW, Portland, Ore.

**IRVY, GIBSON**  
WLAQ, Rome, Ga.

— J —

**JACK, LOWELL**  
WBUR, Burlington, Ia.

**JACKSON, BILL**  
KGBC, Galveston, Tex.

**JACKSON, BILL**  
WGTN, Wilson, N. C.

**JACKSON, CLIFF**  
WBSR, Pensacola, Fla.

**JACKSON, LEE**  
WMIX, Mt. Vernon, Ill.

**JACKSON, WALKER**  
WBSC, Bennettsville, S. C.

**JACKSON, WILL**  
WEAU, Eau Claire, Wis.

**JACOBS, DAVE**  
WSID, Baltimore, Md.

**JACOBSON, DICK**  
KOPP, Ogden, Utah

**JACOBSON, TOM**  
KNON, Great Falls, Mont.

**JACKSON, SANDY**  
KBON, Omaha, Neb.

**JAFFE, SID**  
WNHC-TV, New Haven, Conn.

**JAMES, BILL**  
WHDF, Houghton, Mich.

**JAMES, DENNIS**

Announcer, Emcee, Sports-caster, b. Jersey City, N. J., Aug. 24, 1917; ed. Theater School of Dramatic Arts & Radio; St. Peters College, B. S.; Bob Hawk Show (CBS); Con You Top This; Song of the Stranger; Lawyer Q; Television—Cash & Carry; Sports-caster (Boxing, Wrestling); Okay Mother; Old Gold Amateur Hour (WABD).

**JAMES, HUGH**

(McIlrevey, Hugh J.); Announcer, Narrator; b. New York, N. Y., Oct. 13, 1915; NYU, U. of Pa., George Washington U.; Voice of Firestone; A House in the Country; When a Girl Marries; Sunoco 3 Star Extra (NBC); Telenevareel (WABD); Second Mrs. Burton; Wendy Warren & The News (CBS); True Detective Mysteries (MBS); Special Assignment, Press Assoc.

**JAMES, LLOYD**  
KLIX, Twin Falls, Ida.

**JAMES, RALPH**  
KROY, Sacramento, Cal.

**JANSEN, LEIF**  
WDRF, Hartford, Conn.

**JARRETT, SCOTT**  
WRVA, Richmond, Va.

**JAY, BILL**  
WNOX, Knoxville, Tenn.

**JAY, GEORGE**  
KWIK, Burbank, Cal.

**JELLISON, WILLIAM**  
WFTW, Fort Wayne, Ind.

**JENKINS, ROBERT E.**  
KYAK, Yakima, Wash.

**JENNINGS, AL**  
WCCP, Savannah, Ga.

**JENSEN, PAUL**  
KOLN, Lincoln, Neb.

**JENSEN, RAN**  
WIKB, Iron Mountain, Mich.

**JESSE, BLAIR**  
WROM, Rome, Ga.

**JESSEN, DICK**  
WMCK, McKeesport, Pa.

**JOHES, JIMMIE**  
KHOZ, Harrison, Ark.

**JOHN, DICK**  
KAKC, Tulsa, Okla.

**JOHNSON, BILL**  
WLAC, Nashville, Tenn.

**JOHNSON, BILL**  
WTAR, Norfolk, Va.

**JOHNSON, BOB**  
WCMW, Canton, O.

**JOHNSON, CULLEN**  
WRAL, Raleigh, N. C.

**JOHNSON, DUANE**  
KCOY, Santa Maria, Cal.

**JOHNSON, GLEN**  
WTJS, Jackson, Tenn.

**JOHNSON, LOUIS**  
KPPW, Fort Smith, Ark.

**JOHNSON, OSSIE**  
KSEK, Pittsburg, Kans.

**JOHNSON, ROBERT**  
KFOR, Lincoln, Neb.

**JOHNSON, RODNEY F.**  
KPDQ, Portland, Ore.

**JOHNSON, WARREN**  
WCMJ, Ashland, Ky.

**JOHNSTON, JOHNNY**  
WKAT, Miami Beach, Fla.

**JOHNSTON, KEN**  
WCED, Dubois, Pa.

**JOHNSTON, WILLIAM**  
WRHI, Rock Hill, S. C.

**JONES, ART**  
WKOX, Framingham, Mass.

**JONES, BILL**  
WMAW, Milwaukee, Wis.

**JONES, BOB**  
KDAC, Fort Bragg, Cal.

**JONES, EUGENE**  
KJSK, Columbus, Neb.

**JONES, GEORGE**  
KCLA, Pine Bluff, Ark.

**JONES, JAMES**  
WHLS, Port Huron, Mich.

**JONES, LEN**  
WDNC, Durham, N. C.

**JONES, MAL**  
WAPP, McComb, Miss.

**JONES, PAUL**  
WLW, Cincinnati, O.

**JONES, ROBERT**  
KFRU, Columbia, S. C.

**JONES, ROBERT L.**  
WSPR, Springfield, Mass.

**JONES, ROD**  
WNC, Jacksonville, N. C.

**JONES, ROYCE**  
WDWD, Dawson, Ga.

**JORDAN, FRANK**  
WRNY, Rochester, N. Y.

**JORDAN, MCBRAY**  
WLIB, New York, N. Y.

**JOY, DICK**  
Adventures of Sam Spade  
CBS

**JOYCE, FRANK**  
KCBD, Lubbock, Tex.

**JOYCE, JOHNNY**  
WPAQ, Mt. Airy, N. C.

**JUNKE, CARL**  
WDSU-TV, New Orleans, La.

— K —

**KADELL, CARLTON**  
Amos 'n' Andy  
CBS

**KAIMAN, LAMBERT**  
KMOX, St. Louis, Mo.

**KAISER, LOUIS**  
WPIK, Alexandria, Va.

**KALLAY, ED**  
WAVE-TV, Louisville, Ky.

## Announcers—Radio-Television

- KARLETON, JERRY**  
KGXC, Sidney, Mont.
- KARRENBAR, WILLIAM**  
WHBC, Canton, O.
- KAUFMAN, AL**  
KCOR, San Antonio, Tex.
- KAUFMAN, ARNOLD**  
WMBM, Miami Beach, Fla.
- KAY, BOB**  
WAVE, Louisville, Ky.
- KAY, WALTER**  
WJW, Cleveland, O.
- KEA, FRED**  
WTOC, Savannah, Ga.
- KEARBEY, BYRON, JR.**  
KWOC, Poplar Bluff, Mo.
- KEARNEY, GERALD**  
WFEA, Manchester, N. H.
- KEARNS, ROY**  
WKY, Oklahoma City, Okla.
- KEATING, LARRY**  
First Nighter  
CBS  
This Is Your FBI  
ABC
- KEECH, KELVIN**  
(ABC)
- KEENE, BILL**  
KBOL, Boulder, Colo.
- KEESE, KEN**  
WDOD, Chattanooga, Tenn.
- KEHOE, JACK**  
KOLO, Reno, Nev.
- KEISTER, STAN**  
KMHT, Marshall, Tex.
- KEITH, LARRY F.**  
WTNB, Birmingham, Ala.
- KEITH, FRANCIS**  
WXLW, Indianapolis, Ind.
- KELLEHER, PHIL**  
WQAM, Miami, Fla.
- KELLER, O. J., Jr.**  
WTAX, Springfield, Ill.
- KELLEY, PAT**  
WSFQ, Somerset, Ky.
- KELLY, DAN**  
WRDO, Augusta, Me.
- KELLY, FRANK**  
KWEM, West Memphis, Ark.
- KELLY, PAUL**  
WDHL, Bradenton, Fla.
- KELLY, TOM**  
WJMS, Ironwood, Mich.
- KEMBER, ROBERT S.**  
KSGM, Ste. Genevieve, Mo.
- KEMP, JIM**  
KTKN, Ketchikan, Alaska
- KEMPER, LOU**  
WHB, Kansas City, Mo.
- KENDALL, BILL**  
KHBC, Hilo, T. H.
- KENDALL, GEORGE**  
WJLB, Detroit, Mich.
- KENDRICK, JIM**  
KMA, Shenandoah, Ia.
- KENDRICK, LEWIS**  
WJLD, Bessemer, Ala.
- KENNEDY, FORD**  
WOOD, Grand Rapids, Mich.
- KENNEDY, HERB**  
KSFO, San Francisco, Calif.
- KENNEDY, JOHN MILTON**  
Lux Radio Theater  
CBS
- KENNEDY, LOU**  
WORZ, Orlando, Fla.
- KENNEDY, RAY**  
WRVA, Richmond, Va.
- KENNEDY, TOM**  
WGAY, Silver Rapids, Md.
- KENNEY, JACK**  
WDLB, Marshfield, Wis.
- KENT, FRANK**  
WFPN, Philadelphia, Pa.
- KENT, TONY**  
KSBW, Salinas, Calif.
- KENYON, CHRIS**  
KWFT, Wichita Falls, Tex.
- KERN, BRUCE**  
WTIC, Hartford, Conn.
- KERN, DON**  
WDIA, Memphis, Tenn.
- KEPHER, RAYMOND C.**  
KTRC, Santa Fe, N. Mex.
- KERR, DON**  
WATV, Newark, N. J.
- KESTER, HOWARD**  
WKBS, Oyster Bay, N. Y.
- KETTLE, GEORGE**  
KGIW, Alamosa, Colo.
- KIDD, LEE**  
KNPT, Newport, Ore.
- KIELTY, KEN**  
WSAC, Columbus, Ga.
- KIENZLE, GEORGE**  
WLAN, Lancaster, Pa.
- KIKER, PETE**  
WADE, Wadesboro, N. C.
- KILGORE, BOB**  
WRUN, Utica, N. Y.
- KILGORE, BOB**  
WRUN, Utica, N. Y.
- KILLIAN, MAX**  
WGRV, Greeneville, Ten.
- KILMER, BILL**  
WHO, Des Moines, Ia.
- KILMER, KEN**  
KXEL, Waterloo, Ia.
- KIMBRO, BOB**  
WLEX, Lexington, Ky.
- KINDER, RICHARD**  
WKDK, Newberry, S. C.
- KING, CARL**  
WNEW, New York, N. Y.
- KING, CHARLES**  
WKAL, Rome-Utica, N. Y.
- KING, DEL**  
Mary Lee Taylor  
CBS
- KING, FULTON A.**  
WTON, Staunton, Va.
- KING, HAL**  
WJVB, Jacksonville Beach,  
Fla.
- KING, JOE**  
Pause That Refreshes  
Mr. and Mrs. North  
CBS
- KING, JOSEPH M.**  
(Joe King); Announcer; b. Birmingham, Ala., Sept. 20, 1915; Howard College; Songs by Morton Downey, Claudia, The Pause that Refreshes, Mr. & Mrs. North.
- KING, LANE B.**  
KBLF, Red Bluff, Calif.
- KING, MEL**  
KGXC, Sidney, Mont.
- KING, PAUL**  
KXOB, Stockton, Calif.
- KING, PAUL**  
WAOV, Vincennes, Ind.
- KING, ROBERT**  
WMOH, Hamilton, O.
- KING, WALLACE**  
WATR, Waterbury, Conn.
- KINGSLEY, DON**  
KSJB, Jamestown, N. Dak.
- KIRBY, BILL**  
WJOC, Jamestown, N. Y.
- KIRBY, DURWARD**  
Here's To You  
CBS
- KIRBY, OENE**  
George Sokolsky  
Town Meeting  
ABC
- KISER, JIMMY**  
WSOC, Charlotte, N. C.
- KISTER, GEORGE**  
KMMJ, Grand Island, Neb.
- KISTLER, GLEASON**  
WKLB, Dubuque, Ia.
- KITTELL, CLYDE**  
NBC  
WNBC
- KITTLESON, CURT**  
KXLF, Butte, Mont.
- KLAR, ROBERT**  
WRTA, Altoona, Pa.
- KLEMP, LLOYD**  
KDN, Oroville, Calif.
- KLINKERMAN, DALE**  
KMAC, San Antonio, Tex.
- KLISE, ROD**  
KHQ, Spokane, Wash.
- KNAPP, PAUL**  
KWDM, Des Moines, Ia.
- KNIGHT, KEN**  
WTCO, Campbellsville, Ky.
- KNIGHT, JACK**  
WCOS, Columbia, S. C.
- KNOPKE, BILL**  
WRUF, Gainesville, Fla.
- KNUTSEN, KARYL**  
WDSM, Superior, Wis.
- KOELLING, DONALD**  
KWPC, Muscatine, Ia.
- KOENIG, VERN**  
KDTH, Dubuque, Ia.
- KOESTER, TONY**  
KFBK, Sacramento, Calif.
- KOPP, JOE**  
WOBT, Rhinelander, Wis.
- KOSTUCK, FRANK**  
WTWT, Stevens Point, Wis.
- KOTEL, STAN**  
WNV, Norton, Va.
- KOVACIC, FRANK**  
KMVI, Wailuku, Maui, T. H.
- KRAEHLIN, BUD**  
WTCN, Minneapolis-St. Paul,  
Minn.
- KRAMER, BILL**  
KRIG, Odessa, Tex.
- KRAMER, BILL**  
WMMN, Fairmont, W. Va.
- KRAMER, JOE**  
KJMO, Independence, Mo.
- KRANE, HARRY**  
WHBY, Appleton, Wis.
- KRAESE, BERNARD**  
WGY, Schenectady, N. Y.
- KREEGER, JERRY**  
WISL, Shamokin, Pa.
- KRENK, MARVIN**  
KORE, Eugene, Ore.
- KRIEDEL, GILBERT**  
WTH, Baltimore, Md.
- KRIEGHOFF, ROBERT**  
WTOL, Toledo, O.
- KROHN, RAY**  
KSOO, Sioux Falls, S. Dak.
- KRUYER, PAUL**  
WSBT, South Bend, Ind.
- KUEHNER, EARL**  
WIL, St. Louis, Mo.
- KURTZ, SPYKER**  
WRAK, Williamsport, Pa.
- KUSHEL, MEL**  
WSBA, York, Pa.
- KUZNITSOV, WILLIAM**  
WLB, Bowling Green, Ky.

### — L —

- LABRANCHE, ERNEST**  
WCCM, Lawrence, Mass.
- LACK, GORDON**  
KPHC, Walsenburg, Colo.
- LA COSTE, AL**  
KONO, San Antonio, Tex.
- LAFFOON, HAROLD E.**  
KSGN, Sanger, Calif.

## Announcers—Radio-Television

- LAKE, ED**  
WEAR, Pensacola, Fla.
- LAMB, ARTHUR**  
WEAM, Arlington, Va.
- LAMB, JAY**  
WRID, West Point, Ga.
- LAMBERT, BILL**  
KAKC, Tulsa Okla.
- LAMBERT, ED**  
WCAV, Norfolk, Va.
- LANKIN, STEVE**  
KVEC, San Luis Obispo, Calif.
- LAMUTIS, ALEX**  
WGVA, Geneva, N. Y.
- LAND, CHARLES**  
WTBF, Troy, Ala.
- LAND, ZACK**  
WMAA, Springfield, Mass.
- LANDRY, JAMES**  
WDSU, WDSU-TV, New Orleans, La.
- LANDSKADEL, ROBERT**  
WKPA, New Kensington, Pa.
- LANE, HOMER**  
KMHL, Marshall, Minn.
- LANG, BILL**  
KRIC, Beaumont, Tex.
- LANG, BILL**  
WJGM, New York, N. Y.
- LANGLEY, LAVALLE**  
KAMD, Camden, Ark.
- LANE, ALAN**  
WHUM, Reading, Pa.
- LANTZ, RICHARD**  
WCCP, Savannah, Ga.
- LaPLANTE, JOY**  
WPHN, Philadelphia, Pa.
- LARSON, DALE**  
KFJY, Huron, S. Dak.
- LARSON, WAYNE**  
WJAG, Norfolk, Neb.
- LASHER, SIDNEY**  
WAGA, Atlanta, Ga.
- LASSITER, CHAD**  
WDXI, Jackson, Tenn.
- LATIMER, TOM**  
KCAC, Los Angeles, Cal.
- LAUGHNER, ROL**  
KTAR, Phoenix, Ariz.
- LAUGHTER, HARVEY**  
WNNC, Newton, N. C.
- LAUNER, ED**  
KODY, North Platte, Neb.
- LAVRENCE, JACK**  
WSPF, Portsmouth, Va.
- LAVIGNE, RICHARD**  
WHYN, Holyoke, Mass.
- LAWFORD, VIN**  
WNLK, Norwalk, Conn.
- LAWRENCE, BOB**  
KTPS, Texarkana, Tex.
- LAWRENCE, JAMES H.**  
KID, Idaho Falls, Ida.
- LAWRENCE, TEDD**  
Announcer, Disc-Jockey, Sports Announcer; b. Miami, Fla., April 9, 1914; Swingtime Session; Robert Hall of Fame (WHN); New York, N. Y.
- LAWS, RAYMOND**  
WHAM, Rochester, N. Y.
- LAWSON, BILL**  
WPDX, Clarksburg, W. Va.
- LAWSON, JERRY**  
WJOC, Jamestown, N. Y.
- LAV, ADRIAN**  
WHOS, Decatur, Ala.
- LEAVITT, ART**  
KDAC, Fort Bragg, Cal.
- LECICUS, EDWARD**  
WOTW, Nashua, N. H.
- LEE, BILL**  
WLAQ, Lakeland, Fla.
- LEE, BRUCE**  
WHIT, New Bern, N. C.
- LEE, CARROLL**  
KWAK, Stuttgart, Ark.
- LEE, DICK**  
WHFB, Benton Harbor, Mich.
- LEE, GIL**  
KOOL, Phoenix, Ariz.
- LEE, TED**  
WCFO, Cincinnati, O.
- LEE, TOM**  
KDDD, Dallas, Tex.
- LEESDOM, DALE**  
RGUC, Mandan, N. Dak.
- LEEFERS, BOB**  
WMT, Cedar Rapids, Ia.
- LeFEVRE, BILL**  
WFBZ, Baltimore, Md.
- LEGGETT, PHIL**  
WDNC, Durham, N. C.
- LEIGH, EDWARD**  
WCHA, Chambersburg, Pa.
- LEIGHTEN, GEORGE**  
WGLN, Glen Falls, N. Y.
- LEIGHTON, BEN**  
KSTP-KSTP-TV, St. Paul-Minneapolis, Minn.
- LeMONT, CLEON**  
KBOW, Butte, Mont.
- LEONARD, BUD**  
WRBC, Jackson, Miss.
- LEONARD, HAL**  
WIKK, Erie, Pa.
- LEONARD, JESSE**  
KEX, Portland, Ore.
- LEONARD, VINCE**  
WISH, Indianapolis, Ind.
- LePAGE, JEAN**  
WMSA, Massena, N. Y.
- LERNER, SAUL**  
WNLB, Ogdensburg, Pa.
- LESCH, GOMER**  
WEBR, Buffalo, N. Y.
- LESLIE, JOHN**  
WREX, Duluth, Minn.
- LESLIE, ROBERT**  
WWJ, Detroit, Mich.
- LESTER, BILL**  
KAV, Phoenix, Ariz.
- LeTOURNEAU, ARTHUR G.**  
KIDO, Boise, Ida.
- LETSON, ED**  
KSEF, San Francisco, Cal.
- LEVIN, ALLAN**  
WHYN, Holyoke, Mass.
- LEVITAN, PHILIP**  
WLBZ, Lebanon, Pa.
- LEWIN, KERMIT**  
WKWF, Key West, Fla.
- LEWIS, BILL**  
WGNV, Newburgh, N. Y.
- LEWIS, CHARLES**  
WWJ, Detroit, Mich.
- LEWIN, ED**  
KFXI, Grand Junction, Colo.
- LEWIN, FRANK T.**  
WLA, Baton Rouge, La.
- LEWIN, GEORGE**  
WELL, New Haven, Conn.
- LEWIN, RALPH**  
WTAD, Quincy, Ill.
- LEYDEN, BILL**  
Announcer, Disc Jockey; b. Chicago, Ill.; ed. Northwestern U.; De Paul Univ.; A Song For You; Music Hall; The Bill Leyden Show; KMPC; Television (KTLA).
- LIDDLE, BOB**  
KHQ, Spokane, Wash.
- LIGGITT, PAUL T.**  
WJBC, Bloomington, Ill.
- LILLARD, KEN**  
KLBZ, La Grande, Ore.
- LILLY, BOB**  
KCRG, Cedar Rapids, Ia.
- LINCOLN, ED**  
WNOK, Columbia, S. C.
- LIND, IRVING**  
WHAR, Clarksburg, W. Va.
- LIND, ROY**  
WKIX, Columbia, S. C.
- LINDBERG, WALTER**  
KSST, Sulphur Springs, Tex.
- LINHART, RUSS**  
WPCH, Pittsburgh, Pa.
- LINKOIS, MELVIN**  
WLSL, Roanoke, Va.
- LIPSEY, JAMES M.**  
KXRJ, Russellville, Ark.
- LITCHFIELD, ELMORE**  
WEAR, Charleston, S. C.
- LITTLE, GEORGE**  
WTSE, Lumberton, N. C.
- LIVINGSTONE, BOB**  
WFTM, Maysville, Ky.
- LLOYD, TOM**  
WSWN, Belle Glade, Fla.
- LOCKETT, FRED, JR.**  
WETR, Johnson City, Tenn.
- LOCKHART, JOHN**  
KPAS, Banning, Cal.
- LOCKWOOD, DON**  
WAVR, Lockwood, Mont.
- LOFTIN, LEONARD**  
WKNS, Kingston, N. C.
- LOGAN, JAMES**  
WWCO, Waterbury, Conn.
- LOKEY, FRANK, JR.**  
WORD, Spartanburg, S. C.
- LOLLAR, SAM D.**  
WTJS, Jackson, Tenn.
- LONGRAN, VINCE**  
WDGY, Minneapolis, Minn.
- LONG, DICK**  
KROD, El Paso, Tex.
- LONG, HARRY**  
KYI, Tacoma-Seattle, Wash.
- LONG, JIM**  
KKIN, Visalia, Cal.
- LONG, KENNETH B.**  
WGAN, Portland, Me.
- LONG, PHIL**  
WARL, Arlington, Va.
- LONG, RAY**  
WGRV, Greeneville, Tenn.
- LONG, TED**  
KCBZ, Lubbock, Tex.
- LONGWELL, ROBERT**  
WXYZ, Detroit, Mich.
- LOOPER, GENE**  
KCBZ, Lubbock, Tex.
- LORENZ, GEORGE**  
WXRA, Buffalo, N. Y.
- LORIMER, DAVID**  
WJLE, Cambridge, O.
- LOTAS, JOHNNY**  
WWRT, New York, N. Y.
- LOTHER, JOHN**  
WERC, Erie, Pa.
- LOUDEN, VERN**  
KROW, Oakland, Cal.
- LOUNSBURY, JIM**  
WLEX, Lexington, Ky.
- LOWE, CRAIG**  
WSGN, Birmingham, Ala.
- LOWE, DON**  
Ethel & Albert, Headline Editor, Arthur Gaeth, ABC
- LOWE, JIMMY**  
KXOL, Fort Worth, Tex.
- LOWERY, BILL**  
WQXI, Atlanta (Buckhead) Ga.
- LOWERY, GIL**  
WTYC, Rock Hill, S. C.
- LOY, WILLIAM**  
WTBO, Cumberland, Md.
- LLOYD, MORTON**  
WHAL, Shelbyville, Tenn.
- LUCAS, BEN**  
WRGA, Rome, Ga.

## Announcers—Radio-Television

**LUCE, DEAN**  
WMAL-TV, Washington, D. C.

**LUDLAM, KENNEDY**  
WRC, Washington, D. C.

**LUDLOW, DEAN J.**  
KOVO, Provo, Utah

**LUDWIG, LYELL**  
WFBM, Indianapolis, Ind.

**LUMPKIN, LEE**  
WMFR, High Point, N. C.

**LUND, DAN**  
WFRP, Savannah, Ga.

**LUND, ROGER**  
WXRA, Buffalo, N. Y.

**LUNDEEN, DOUGLAS**  
KYSM, Mankato, Minn.

**LUNDQUIST, VERNON**  
WKGK, Knoxville, Tenn.

**LUPTON, JOHN W.**  
WLAN, Lancaster, Pa.

**LYBECK, DEAN**  
WJMC, Rice Lake, Wis.

**LYDICK, MILLER**  
WJPA, Washington, Pa.

**LYNAGH, JIM**  
WHGB, Harrisburg, Pa.

**LYNCH, RALPH**  
KSFJ, Nacozgdoches, Tex.

**LYNN, BOB**  
WIOD, Miami, Fla.

**LYNN, DAVID**  
WGAP, Maryville, Tenn.

**LYONS, JACK**  
KCKY, Coolidge, Ariz.

**LYONS, TOM**  
WGRY, Greeneville, Tenn.

**— Mc —**

**MacCORMACK, MALCOLM**  
WBZ-WBZA, Boston-Springfield, Mass.

**MacDONALD, ARCH**  
WBZ-TV, Boston, Mass.

**MacDONALD, ARCH**  
WBZ-WBZA, Boston-Springfield, Mass.

**MacDONALD, KEN**  
WPAG, Ann Arbor, Mich.

**MacDONALD, PHILIP**  
WEEL, Boston, Mass.

**MacKELVIE, ART**  
KHQ, Spokane, Wash.

**McBRIDE, JIM**  
KIST, Santa Barbara, Cal.

**McBRIDE, NEIL**  
WCMW, Canton, O.

**McCAHILL, J. F.**  
KRSC, Seattle, Wash.

**McCAIN, BILL**  
WAGA, Atlanta, Ga.

**McCALL, FRED**  
WOAI, San Antonio, Tex.

**McCANN, LARRY**  
WXYZ, Detroit, Mich.

**McCANN, RICHARD H.**  
KBON, Omaha, Neb.

**McCARTHY, CHAS. F.**  
NBC  
WNBC

**McCARTY, MARSH**  
WCOM, Parkersburg, W. Va.

**McCLAIN, DEAN**  
KWBC, Fort Worth, Tex.

**McCLELLAN, ROBERT**  
KTXL, San Angelo, Tex.

**McCONNEL, JIM**  
KLOU, Lake Charles, La.

**McCORMICK, IRA, JR.**  
WIOU, Kokomo, Ind.

**McCOY, RONALD J.**  
KFEL, Denver, Colo.

**McCRARY, JOHNNY**  
WCRK, Morristown, Tenn.

**McCREARY, MACK**  
KEBE, Jacksonville, Tex.

**McCULLLEY, JOE**  
WSNJ, Bridgeton, N. J.

**McCULLOUGH, DANIEL**  
WOR, New York, N. Y.

**McCULLOUGH, THOMAS**  
WTAC, Flint, Mich.

**McDONALD, AL**  
WSGN, Birmingham, Ala.

**McDONALD, FRANK**  
WCOP, Boston, Mass.

**McDOWELL, JIM**  
WHBF, Benton Harbor, Mich.

**McELROY, JACK**  
Announcer, Singer, MC; b. Columbus, Kans., Oct. 21, 1913; Breakfast in Hollywood, Bride and Groom.

**McEWEN, CHARLES**  
KTRB, Modesto, Cal.

**McFARLAND, OWEN**  
WONS, Hartford, Conn.

**McGEE, WILLIAM L.**  
WHOP, Hopkinsville, Ky.

**McGINLEY, JOE**  
WBLI, Dalton, Ga.

**McGOVERN, TOM**  
KROD, El Paso, Tex.

**McGOWAN, ED**  
KUTA, Salt Lake City, Utah

**McINTYRE, JIM**  
WINN, Louisville, Ky.

**McINTYRE, NEIL**  
KXOB, Stockton, Cal.

**McKAY, JOHN**  
WBNY, Buffalo, N. Y.

**McKEE, MODREI**  
WACO, Waco, Tex.

**McKEE, ROY**  
KOMA, Oklahoma City, Okla.

**McKINNEY, JIM**  
WSOY, Decatur, Ill.

**McKINNEY, WILLIAM**  
KXRI, Russellville, Ark.

**McKINNIN, BOB**  
WRFS, Alexander City, Ala.

**McKNIGHT, JOHN M.**  
WHLI, Hempstead, L. I.

**McLAUGHLIN, FRANCIS**  
WBRE, Wilkes-Barre, Pa.

**McLAURIN, FRANK**  
KFXM, San Bernardino, Cal.

**McLEAN, BRUCE**  
WBIZ, Eau Claire, Wis.

**McLEAN, PHIL**  
WJLB, Detroit, Mich.

**McLEOD, DON**  
WJBK, Detroit, Mich.

**McMANUS, JAMES K.**  
WMAR-TV, Baltimore, Md.

**McMILLAN, ROY**  
WSB, Atlanta, Ga.

**McMILLEN, JIM**  
WVNF, Fayetteville, N. C.

**McNEELEY, MARTY**  
WJMO, Cleveland, O.

**McPHEE, JAMES**  
WJVA, South Bend, Ind.

**McPHERSON, GAYLORD**  
WDOD, Chattanooga, Tenn.

**McREYNOLDS, BILL**  
WOAI, San Antonio, Tex.

**McSLOY, SID**  
KFBC, Cheyenne, Wyo.

**— M —**

**MACK, BILL**  
WEDC, Chicago, Ill.

**MACK, LLOYD**  
WHAR, Clarksburg, W. Va.

**MACK, RUSSELL**  
KROD, El Paso, Tex.

**MACK, WALLY**  
WBWB, Burlington, N. C.

**MACK, WAYNE**  
WGAR, Cleveland, O.

**MADERIS, BOB**  
WKBZ, Muskegon, Mich.

**MADIGAN, JACK**  
WTAL, Tallahassee, Fla.

**MAEL, MERRILL E.**  
KOMO, Seattle, Wash.

**MAGNER, WILLIAM**  
WFDF, Flint, Mich.

**MAGRUDER, PHIL**  
WKYB, Paducah, Ky.

**MAHANEY, ROBERT**  
WIBX, Utica, N. Y.

**MAHER, BILL**  
WLIZ, Bridgeport, Conn.

**MAHER, LARRY**  
KDDD, Dumas, Tex.

**MAHONEY, BERNIE**  
WNOW, York, Pa.

**MAHONEY, ED**  
WCVS, Springfield, Ill.

**MAHONEY, JOHN**  
WKMO, Kokomo, Ind.

**MAICOLM, BILL, JR.**  
NBC

**MALLOY, DICK**  
Henderson, N. C.

**MALONE, LEE**  
WJIG, Tallahoma, Tenn.

**MANDEL, SID**  
WSBC, Chicago, Ill.

**MANN, AL**  
KGNC, Amarillo, Tex.

**MANN, AL**  
KRRV, Sherman-Denison, Tex.

**MANN, DAVID**  
WESX, Salem, Mass.

**MANN, JOE**  
KOV, Pittsburgh, Pa.

**MANNERS, BILL**  
WHAT, Philadelphia, Pa.

**MANNING, BILL**  
KIST, Santa Barbara, Calif.

**MANSER, LYMAN**  
WVNY, Watertown, N. Y.

**MANSFIELD, ROBERT S.**  
WGOV, Valdosta, Ga.

**MANSON, LEE**  
WELI, New Haven, Conn.

**MANUEL, FRANK**  
KONO, San Antonio, Tex.

**MAPHET, DICK**  
KUSN, San Diego, Cal.

**MARBLE, HARRY**  
Eric Sevareid and The News CBS

**MARKEY, PAUL**  
WING, Dayton, O.

**MARKS, GARNET**  
KGFN, Grass Valley, Cal.

**MARLOW, MICHAEL**  
WWSW, Pittsburgh, Pa.

**MARLOW, PAUL**  
WHTN, Huntington, W. Va.

**MARROCCO, JOHNNY**  
WCPS, Tarboro, N. C.

**MARS, PETER A.**  
WKLA, Ludington, Mich.

**MARSH, ROY**  
WHLF, South Boston, Va.

**MARSHALL, JEAN**  
WEW, St. Louis, Mo.

**MARSHALL, JERRY**  
WNEW, New York, N. Y.

**MARSHALL, JOHN**  
WGRD, Grand Rapids, Mich.

**MARSHALL, MACK**  
KOPO, Tucson, Ariz.

**MARSHALL, REX**  
WPIX, New York, N. Y.

**MARSTON, BERT**  
WFAS, White Plains, N. Y.

**MARTIN, BILL**  
WCCC, Hartford, Conn.

**MARTIN, BILL**  
WNSR, Syracuse, N. Y.

## Announcers—Radio-Television

- MARTIN, DON**  
WHCU, Ithaca, N. Y.
- MARTIN, FRANK**  
Mayor of the Town, ABC-CBS.  
Dick Haynes Show
- MARTIN, GLEN**  
KLZ, Denver, Colo.
- MARTIN, JIM**  
KANS, Wichita, Kans.
- MARTIN, JOHNNIE**  
WKY, Oklahoma City, Okla.
- MARTIN, KRIS**  
WAGE, Chicopee, Mass.
- MARTIN, LOU**  
KWTQ, Springfield, Mo.
- MARVIN, KEN**  
WAAF, Chicago, Ill.
- MARVIN, TONY**  
Announcer, Narrator, Actor, MC;  
b. N. Y. C., N. Y., Oct. 12,  
1912, St. Johns; Arthur Godfrey  
Time, Crime Photographer, Win-  
ner Take All, Staff (CBS).
- MARVIN, TONY**  
WCBS-TV, New York, N. Y.
- MASON, BUD**  
WBTA, Batavia, N. Y.
- MASON, WILLIAM**  
KDIX, Dickinson, N. Dak.
- MASTERS, MIKE**  
WXYZ-TV, Detroit, Mich.
- MASTERS, ROBERT**  
KVVC, Ventura, Cal.
- MATEL, CHET**  
WOOD, Grand Rapids, Mich.
- MATHEWS, BILL**  
WJIB, New York, N. Y.
- MATHEWSON, DON**  
WAMS, Wilmington, Del.
- MATHISON, SIG**  
KRIC, Beaumont, Tex.
- MATTES, CLAIR**  
WKLA, Ludington, Mich.
- MATTESON, DEAN**  
WLAU, Laurel, Miss.
- MATTHEWS, JACK**  
KLEE, Houston, Tex.
- MATTISON, HENRY**  
KFH, Wichita, Kans.
- MAUGANS, BILL**  
KSOK, Arkansas City, Kans.
- MAURER, ROBERT I.**  
WTHT, Hartford, Conn.
- MAUS, STUART**  
KPQ, Wenatchee, Wash.
- MAULI, JOHN**  
WTNC, Thomasville, N. C.
- MAXWELL, CHUCK**  
KGNC, Amarillo, Tex.
- MAXWELL, EDWARD C.**  
WERD, Atlanta, Ga.
- MAYER, JACK**  
WALB, Albany, Ga.
- MAYFIELD, BOB**  
WMGY, Montgomery, Ala.
- MAYHEW, TOMMY**  
WGN, Knoxville, Tenn.
- MAYO, WILLARD C.**  
WHLA, Niagara Falls, N. Y.
- MEACHAM, JUSTIN**  
WSBT, South Bend, Ind.
- MEAD, WARREN**  
KERO, Bakersfield, Cal.
- MEADE, WARREN**  
KGVO, Missoula, Mont.
- MEARIAN, MIKE**  
WELM, Elmira, N. Y.
- MEARS, WES**  
KWKW, Pasadena, Cal.
- MEATH, ED**  
WHEC, Rochester, N. Y.
- MEECE, EDWARD**  
KWEI, Weiser, Ida.
- MEEHAN, ROBERT**  
WEAN, Providence, R. I.
- MEERS, DON J.**  
WMOH, Hamilton, O.
- MEGLES, DOUG**  
KSTP, St. Paul-Minneapolis,  
Minn.
- MEISTER, R. B.**  
WFHR, Wisconsin Rapids, Wis.
- MELANE, JACK**  
WGBB, Freeport, N. Y.
- MELL, DEAN**  
KFYO, Lubbock, Tex.
- MELTON, FRANK**  
KGVL, Greenville, Tex.
- MEIVILLE, ROLLIE**  
KCOL, Fort Collins, Colo.
- MENDEL, ED**  
WGBA, Columbia, Ga.
- MERCIER, JOSEPH W.**  
WBCM, Bay City, Mich.
- MERCIER, RAY**  
WPOR, Portland, Me.
- MEREDITH, LEE C.**  
WVJS, Owensboro, Ky.
- MERENS, LYMAN**  
WRJN, Racine, Wis.
- MERRYMAN, BOB**  
WELW, Cincinnati, O.
- MERRYMAN, BOB**  
Kitchen Klub  
WLW-T, Cincinnati, O.
- MESKILL, BOB**  
WBBQ, Augusta, Ga.
- MESSER, FRANK**  
WSKY, Asheville, N. C.
- MESSER, NORM**  
WKXL, Concord, N. H.
- MESTELLE, BART**  
WLDY, Ladysmith, Wis.
- METRIE, JACK**  
WTMC, Ocala, Fla.
- MEYER, BILL**  
WLDL, Jacksonville, Ill.
- MEYER, DON**  
WKNX, Saginaw, Mich.
- MEYER, JOHN**  
KFEL, Denver, Colo.
- MEYERS, BILL**  
WGAX, Burlington, Vt.
- MICHAEL, BILL**  
KWFT, Wichita Falls, Tex.
- MICHAEL, ED**  
Mr. President  
ABC
- MICHAEL, RAY**  
WNBW, Washington, D. C.
- MICHAELS, BOB**  
KWEM, West Memphis, Ark.
- MICHAELS, JOHN**  
WPAY, Portsmouth, O.
- MICHELSON, BILL**  
KWBW, Hutchinson, Kans.
- MIDDLETON, SAM**  
WOMG, Douglas, Ga.
- MIKKALSON, ROBERT**  
KDEC, Decorah, Ia.
- MILFORD, ROBERT W., JR.**  
WCHV, Charlottesville, Va.
- MILLER, HARVEY**  
WJSW, Altoona, Pa.
- MILLER, JACK**  
WVON, Woonsocket, R. I.
- MILLER, LINDY**  
WBZ-TV, Boston, Mass.
- MILLER, M. E.**  
KROC, Rochester, Minn.
- MILLER, MAURICE**  
KLZ, Denver, Colo.
- MILLER, REUBEN**  
WFUN, Huntsville, Ala.
- MILLER, RICHARD**  
WHUC, Hudson, N. Y.
- MILLER, SHELBY**  
KIJV, Huron, S. Dak.
- MILLS, DEXTER**  
WDBJ, Roanoke, Va.
- MILLS, FRANK**  
WBAP, Fort Worth, Tex.
- MILLS, FRANK**  
WBAP-TV, Fort Worth, Tex.
- MILLS, JIM**  
WIBK, Knoxville, Tenn.
- MIMS, WILLIAM**  
WCSC, Charleston, S. C.
- MIRES, RON**  
WTHH, Port Huron, Mich.
- MITCHEL, ROY**  
KLRA, Little Rock, Ark.
- MITCHELL, CHARLES R.**  
WBIG, Greensboro, N. C.
- MITCHELL, JACK**  
WTPF, Charleston, W. Va.
- MITCHELL, JIM**  
WCVS, Springfield, Ill.
- MITCHELL, JIM**  
WKBN, Youngstown, O.
- MITCHELL, MILFORD**  
WACO, Waco, Tex.
- MITCHELL, RAY**  
KGEM, Boise, Ida.
- MOCK, JACK**  
WDLF, Panama City, Fla.
- MOFETT, JERRY**  
KTFF, Twin Falls, Ida.
- MOHER, BILL**  
WDAY, Fargo, N. Dak.
- MOHR, ED**  
WAPX, Montgomery, Ala.
- MOLL, ALLEN**  
KDYL, Salt Lake City, Utah
- MONET, PIERRE**  
WDLB, Marshfield, Wis.
- MONKMAN, ROBERT**  
WRJN, Racine, Wis.
- MONROE, BOB**  
WFTL, Ft. Lauderdale, Fla.
- MONROE, GEORGE**  
KFDM, Beaumont, Tex.
- MONTGOMERY, BOB**  
WFNC, Fayetteville, N. C.
- MONTGOMERY, BOB**  
WGL, Fort Wayne, Ind.
- MONTGOMERY, DEAN**  
KELO, Sioux Falls, S. Dak.
- MOODY, WILLIAM G.**  
KIT, Yakima, Wash.
- MOONEY, FRANK**  
WHUM, Reading, Pa.
- MOORE, CHARLES F.**  
KPDQ, Portland, Ore.
- MOORE, DEANE**  
KWIK, Burbank, Cal.
- MOORE, EDWARD**  
KRES, St. Joseph, Mo.
- MOORE, FRED**  
KFOX, Long Beach, Cal.
- MOORE, GEORGE**  
WEAR, Pensacola, Fla.
- MOORE, L. P.**  
WFAK, Charleston, S. C.
- MOORE, WALKER**  
KEJZ, Fort Worth, Tex.
- MORAN, JACK**  
KTAE, Taylor, Tex.
- MORATH, MAX**  
KGHF, Pueblo, Colo.
- MORELAND, HARRY**  
WROL, Knoxville, Tenn.
- MOREY, ART**  
KWJJ, Portland, Ore.
- MORGAN, BILL**  
WHAN, Charleston, S. C.
- MORGAN, GENE**  
KCMJ, Palm Springs, Cal.
- MORGAN, JACK**  
WMAW, Milwaukee, Wis.
- MORGAN, RICHARD**  
WBOC, Salisbury, Md.
- MORRIS, ALLAN**  
WNLC, New London, Conn.



## Announcers—Radio-Television

- MORRIS, JOHN**  
WTKX, Austin, Tex.
- MORRIS, JOHN**  
WTWA, Thomson, Ga.
- MORRIS, PAUL**  
WJBK, Detroit, Mich.
- MORRIS, ROY**  
WGWR, Asheboro, N. C.
- MORRIS, ROY**  
WJIG, Tullahoma, Tenn.
- MORRIS, VANCE**  
WTND, Orangeburg, S. C.
- MORRISON, PHIL**  
WTOM, Bloomington, Ind.
- MORRISON, WILBUR**  
WRUN, Utica, N. Y.
- MORSE, SID**  
KLOU, Lake Charles, La.
- MORSE, TONY**  
KGO, San Francisco, Cal.
- MOSEBY, JAMES**  
WITZ, Jasper, Ind.
- MOSTELLER, JERRY**  
WMRC, Greenville, S. C.
- MOTLEY, KEN**  
WMBE, Joplin, Mo.
- MOUNTEER, JOHN**  
WOKO, Albany, N. Y.
- MOWERS, ROBERT**  
WGAN, Portland, Me.
- MOWRY, LEE**  
WLAQ, Rome, Ga.
- MOYLE, WILLARD**  
WKOK, Sunbury, Pa.
- MULHEEN, PAT**  
WRDW, Augusta, Ga.
- MULLARKY, TOM**  
KLIF, Dallas, Tex.
- MULLEN, FRANK**  
KRUX, Phoenix, Ariz.
- MULLEN, FRANK**  
WGLN, Glenn Falls, N. Y.
- MULLINIX, RAY**  
KORA, Bryan, Tex.
- MUMFORD, ALEX**  
WCOM, Parkersburg, W. Va.
- MUNT, PAUL**  
KSDN, Aberdeen, S. Dak.
- MUNYAN, HARRY**  
WIOD, Miami, Fla.
- MURPHEY, HARVEY**  
WSFC, Somerset, Ky.
- MURPHY, DENNIS**  
WREX, Duluth, Minn.
- MURPHY, PAUL**  
WWSO, Springfield, O.
- MURPHY, WILLIAM**  
CBS, Miami, Fla.
- MURPHY, WILLIAM**  
WMIX, Mt. Vernon, Ill.
- MURRAY, BOB**  
KENT, Shreveport, La.
- MURRAY, HAL**  
WBBO, Forest City, N. C.
- MURRAY, JAMES A.**  
WMTW, Portland, Me.
- MURRAY, PHILIP G.**  
WMTW, Portland, Me.
- MURRAY, JAMES**  
WSB, Atlanta, Ga.
- MUSLADIN, WILLIAM**  
KJBS, San Francisco, Cal.
- MYERS, EDWARD**  
WMEX, Boston, Mass.
- N —**
- NABORS, PAT**  
WSOC, Charlotte, N. C.
- NAGLE, DAVID J.**  
WCEV, Charlottesville, Va.
- NAKEL, PAUL**  
WJMO, Cleveland, O.
- NARZ, JACK**  
KIEV, Glendale, Cal.
- NASH, ROGER**  
WEAR, Pensacola, Fla.
- NAUGHTON, CLIFF**  
KSFO, San Francisco, Cal.
- NAVIN, DEAN**  
KRNT, Des Moines, Ia.
- NEAL, DON**  
KWLK, Longview, Wash.
- NEAL, HAL**  
WXYZ, Detroit, Mich.
- NEALE, LOUIS M.**  
WFGN, Gaffney, S. C.
- NEARNS, JOE**  
KFFA, Helena, Ark.
- NEATHERY, JOHN**  
KSAM, Huntsville, Tex.
- NEELY, JACK**  
WKTM, Mayfield, Ky.
- NEFF, ERNIE**  
WCAB, Pittsburgh, Pa.
- NEFF, HARRY E.**  
WBAT, Marion, Ind.
- NEHER, DEALTON**  
WIBA, Madison, Wis.
- NEHLING, WALLY**  
WIRE, Indianapolis, Ind.
- NEIDIG, JOSEPH**  
KVGK, Great Bend, Kans.
- NEIGHBOR, HOWARD**  
KVGK, Great Bend, Kans.
- NEITZEL, LOUIS**  
WJVA, South Bend, Ind.
- NELSON, ART**  
KLIF, Dallas, Tex.
- NELSON, BOB**  
WBBQ, Augusta, Ga.
- NELSON, CHARLES**  
WFBG, Altoona, Pa.
- NELSON, CARL**  
WTMJ, Milwaukee, Wis.
- NELSON, CHARLES**  
KGBC, Galveston, Tex.
- NELSON, CY**  
WEMP, Milwaukee, Wis.
- NELSON, DAVID**  
WSAP, Portsmouth, Va.
- NELSON, GEORGE**  
KOLQ, Reno, Nev.
- NELSON, LEE**  
WFOR, Portland, Me.
- NELSON, TED**  
KVET, Austin, Tex.
- NEWBERRY, FRANK**  
KWAK, Stuttgart, Ark.
- NEWBY, LUTHER**  
KLAC, KLAC-TV, Los Angeles, Cal.
- NEWMAN, JACK**  
KOME, Tulsa, Okla.
- NIDEVER, BRUCE**  
KASH, Eugene, Ore.
- NELSON, WALTER A.**  
WCCO, Hartford, Conn.
- NIGHTINGALE, EARL**  
KTAR, Phoenix, Ariz.
- NILES, DAVID**  
WEVD, New York, N. Y.
- NILES, WENDELL**  
The Man Called "X," CBS
- NIMMO, BILL**  
Dance Time
- NIXON, NICK**  
WLWT, Cincinnati, O.
- NOBLE, BOB**  
WDAF, Savannah, Ga.
- NOLAN, BOB**  
WRBU, Columbus, Ga.
- NORMAN, DON**  
WAPO, Chattanooga, Tenn.
- NORMAN, IAL**  
KFH, Wichita, Kans.
- NORMAN, RALPH**  
WOMT, Manitowoc, Neb.
- NORMAN, RICHARD**  
WQQW, Washington, D. C.
- NORRIS, CLARK**  
KVOP, Plainview, Tex.
- NORTON, MILTON**  
KVOR, Colorado Springs, Colo.
- NORVAL, BUD**  
WFOR, Hattiesburg, Miss.
- NORWIG, GEORGE**  
WCSC, Charleston, S. C.
- NORWOOD, CHARLES**  
WVHT, Hartford, Conn.
- NOVELL, WALT**  
KFRE, Fresno, Cal.
- O —**
- OKNER, MERV**  
KSFR, Trinidad, Colo.
- O'BRIEN, AL**  
WBBI, Sheboygan, Wis.
- O'BRIEN, DAVID**  
WDXI, Jackson, Tenn.
- O'BRIEN, ELLIS**  
WCSH, Portland, Me.
- O'BRIEN, JOE**  
(O'Brien, Joseph A.); Emcee, Announcer; Sports Announcer; b. Yonkers, N. Y., July 17, 1915; ed. Fordham College; Rosemary (CBS); Joyce Jordan (NBC); Quizdom Class (ABC); Brooklyn Dodger Football (WMCA); Tommy Dorsey Show; Amateur Hour; Du Mont Tele.
- O'BRIEN, JIM**  
WKIP, Poughkeepsie, N. Y.
- O'CAIN, KEITH**  
WRJN, Racine, W.
- O'CONNOR, DON**  
WEMP, Milwaukee, Wis.
- O'CONNOR, ROD**  
Announcer; b. Houston, Tex.; New Mexico Military Inst.; The Red Sexton Show, People Are Funny, Duffy's Tavern (NBC).
- O'CONNOR, TOM**  
WBMD, Baltimore, Md.
- ODOM, GEORGE**  
WMAZ, Macon, Ga.
- ODOM, HOMER**  
KOMA, Oklahoma City, Okla.
- ODOM, RAYMOND**  
KSTA, Coleman, Tex.
- O'FARREL, JOHN**  
WRPW, Eau Claire, Wis.
- O'HALLORAN, HAL**  
WBHL, Sheboygan, Wis.
- O'HARA, WILLIAM**  
KWVB, Walla Walla, Wash.
- OLDS, MICHAEL**  
WBOW, Terre Haute, Ind.
- OLIVENCIA, TOMAS**  
WORA, Managuan, P. R.
- OLSON, BRAD**  
KIXL, Dallas, Tex.
- OLSON, DONALD**  
KSJB, Jamestown, N. Dak.
- OLSON, NATHAN**  
KOOS, Coos Bay, Ore.
- OLSON, RAY**  
WOW, Omaha, Neb.
- O'NEIL, PAUL**  
WNMP, Evanston, Ill.
- ORFIELD, BENNETT**  
WIS, Chicago, Ill.
- ORNEST, STAN**  
WGBS, Miami, Fla.
- ORNGARD, JAMES**  
WSBR, Superior, Wis.
- ORR, WILLIAM**  
WICY, Malone, N. Y.
- ORTEGA, LOLA**  
KGIW, Alamosa, Colo.

## Announcers—Radio-Television

- ORUM, BILL**  
 WFL, St. Louis, Mo.  
**OSBORNE, KARL**  
 WADC, Akron, O.  
**OSBORNE, PAUL**  
 WLOH, Princeton, W. Va.  
**OSBORNE, TIM**  
 KTHB, Houston, Tex.  
**O'SULLIVAN, TIM**  
 WGL, Fort Wayne, Ind.  
**OTT, WOODROW W.**  
 WENY, Elmira, N. Y.  
**OUILLETTE, DEB**  
 WNNH, Rochester, N. Y.  
**OYENDEN, KENNETH**  
 WEEI, Boston, Mass.  
**OVERTON, DAVE**  
 WBRF, Birmingham, Ala.  
**OWEN, EDWARD**  
 WLBZ, Bangor, Me.  
**OWENS, JACK**  
 WBHB, Fitzgerald, Ga.  
**OZMENT, HOWARD T.**  
 WTMA, Charleston, S. C.
- P —
- PAGE, FRANK**  
 KWKH, Shreveport, La.  
**PAGE, SAM**  
 WNBZ, Binghamton, N. Y.  
**PAIGE, CARL**  
 KRAM, Las Vegas, Nev.  
**PAIT, ANGUS**  
 WLAT, Conway, S. C.  
**PALMER, EDWARD**  
 WABI, Bangor, Me.  
**PALMER, GEORGE**  
 WSAI, Cincinnati, O.  
**PALMER, WILLIAM**  
 WDXB, Chattanooga, Tenn.  
**PARDO, DON**  
 NBC  
**PARK, BOB**  
 WACC, Chattanooga, Tenn.  
**PARK, CHARLES**  
 WJR, Detroit, Mich.  
**PARKER, AL**  
 WJJD, Chicago, Ill.  
**PARKER, ELZIE**  
 KPPW, Fort Smith, Ark.  
**PARKER, JEE**  
 WNAO, Raleigh, N. C.  
**PARKES, M.**  
 WAIM, Anderson, S. C.  
**PARKS, BERT**  
 Vaughn Monroe Show  
 CBS  
**PARSONS, FRED**  
 WSB, Atlanta, Ga.  
**PARTON, RED**  
 WOLF, Syracuse, N. Y.  
**PASCOE, KENNETH**  
 KDB, Santa Barbara, Cal.  
**PASSE, LOEL**  
 WTNB, Birmingham, Ala.  
**PATRICK, LAWRENCE**  
 WAIR, Winston-Salem, N. C.  
**PATTERSON, JIMMY**  
 WISE, Asheville, N. Y.  
**PATTOLO, JOE**  
 WFOA, Marietta, Ga.  
**PAUL, BERT**  
 WONG, Douglas, Ga.  
**PAUL, RALPH**  
 WOR, New York, N. Y.  
**PAULIN, ED**  
 WCML, Ashland, Ky.  
**PAULSEN, VICTOR**  
 KGYW, Vallejo, Cal.  
**PAULSON, RALPH**  
 KFXD, Nampa, Ida.  
**PAYE, DON**  
 WICY, Malone, N. Y.  
**PAYNE, A. M.**  
 KOTN, Pine Bluff, Ark.
- PAYNE, LLOYD**  
 WDXB, Chattanooga, Tenn.  
**PAXTON, TOM**  
 KGO, San Francisco, Cal.  
**PEALE, HUBERT**  
 WHAN, Charleston, S. C.  
**PEARCE, ROY**  
 KOMO, Carthage, Mo.  
**PEARCY, E. T.**  
 KOTN, Pine Bluff, Ark.  
**PEARSON, AL**  
 KWJJ, Portland, Ore.  
**PECK, ALBERT**  
 KRCS, Clinton, Ia.  
**PENDLEY, GEORGE**  
 WGGG, Gainesville, Ga.  
**PEP WORTH, H. E.**  
 WFEB, Sylacauga, Ala.  
**PERAZZO, DON**  
 KBON, Omaha, Neb.  
**PERKINS, EUGENE F.**  
 KDDO, Boise, Ida.
- PERRIN, KEYES W.**  
 Announcer, director; b. Albany, N. Y., Feb. 13, 1916; ed. Vincentian Academy; Let's Have a Party (WRGB Television); Record Riddles, Fulton Lewis, Jr. American F. B. Conference, Out of the Dark, Mutual Music Show.  
**PERRY, JACK**  
 WQPA, Bethlehem, Pa.  
**PERRY, STU**  
 WWSR, St. Albans, Vt.  
**PERRY, TONY**  
 WFLI, Freeport, Ill.  
**PERSICH, BILL**  
 WGM, Madford, Wis.  
**PERSONS, BUCK**  
 WAUD, Auburn, Ala.  
**PETERS, BRAD**  
 KSCO, Santa Cruz, Cal.  
**PETERS, GEORGE**  
 WSWN, Belle Glade, Fla.  
**PETERS, W. D.**  
 WSTS, Southern Pines, N. C.  
**PETERSEN, KEN**  
 WOC, Davenport, Ia.  
**PETERSON, ARNOLD**  
 WATW, Ashland, Wis.  
**PETERSON, ART**  
 WCPO, Cincinnati, O.  
**PETERSON, BOB**  
 WEAU, Eau Claire, Wis.  
**PETERSON, DON**  
 KURV, Edinburg, Tex.  
**PETERSON, DREXEL**  
 KFVD, Fort Dodge, Ia.  
**PETERSON, GENE**  
 WLAV, Grand Rapids, Mich.  
**PETERSON, JAMES**  
 WOKZ, Alton, Ill.  
**PETERSON, JIM**  
 KSL, Salt Lake City, Utah  
**PETHICK, GEORGE THOMAS**  
 WAVZ, New Haven, Conn.  
**PETRICH, LEE**  
 KEDA, Amarillo, Tex.  
**PETTI, RALPH**  
 WJAS, Pittsburgh, Pa.  
**PFIEFFER, BOB**  
 WABD, New York, N. Y.  
**PFEL, JACK**  
 WMAJ, State College, Pa.  
**PHILLIPPE, GENE**  
 KBR, Burlington, Ia.  
**PHILLIPS, BRAD**  
 WINS, New York, N. Y.  
**PHILLIPS, BYRON**  
 WBRF, Wilkes-Barre, Pa.  
**PHILLIPS, CHARLES**  
 KABC, Okmulgee, Okla.  
**PHILLIPS, CONRAD M.**  
 WGIV, Charlotte, N. C.
- PHILLIPS, GREGG**  
 WJOL, Joliet, Ill.  
**PHILLIPS, O.**  
 KDON, Monterey, Cal.  
**PICKEL, CHARLES D.**  
 WBR, Knoxville, Tenn.  
**PIERCE, DON**  
 WRRF, Washington, N. C.  
**PIERCE, JERRY**  
 KGNU, Dodge City, Kans.  
**PIERCE, JOHN**  
 WTAC, Flint, Mich.  
**PIERCE, NORMAN**  
 WCF, Chicago, Ill.  
**PIERSON, BILL**  
 WRRK, Akron, O.  
**PIKE, DICK**  
 WKNX, Saginaw, Mich.  
**PIPPERT, PAUL**  
 KSMN, Mason City, Ia.  
**PLATT, DAVID**  
 WHLI, Hempstead, L. I.  
**POIRIER, OMER, JR.**  
 WOCB, West Yarmouth, Mass.  
**POLLACK, FRANK**  
 WEXT, Milwaukee, Wis.  
**POLLARD, JAMES**  
 WEEI, Boston, Mass.  
**POPPEK, JACK**  
 WJOB, Hammond, Ind.  
**PORTA, PASCHAL**  
 KFSA, Fort Smith, Ark.  
**PORTER, EVERETT**  
 WRGA, Rome, Ga.  
**PORTER, RAY**  
 KRHD, Duncan, Okla.  
**PORTER, WINSLOW**  
 WINC, Winchester, Va.  
**POSENKE, BRAD**  
 WNMP, Evanston, Ill.  
**POSEY, C. N.**  
 KTR, Rolla, Mo.  
**POSEY, HORACE**  
 WWNC, Asheville, N. C.  
**POTTER, BOB**  
 WBCB, Dubuque, Minn.  
**POUNDERS, FRANK**  
 KSOC, Durant, Okla.  
**POWELL, JACK**  
 KVVC, Ventura, Cal.  
**POWELL, KEN**  
 WELM, Elmira, N. Y.  
**POWLESS, SAM**  
 WHDU, Anderson, Ind.  
**PRATT, JIM**  
 KCVS, Corpus Christi, Tex.  
**PRENTICE, CHARLES D.**  
 WHAI, Greenfield, Mass.  
**PRENTICE, JOE**  
 WQPA, Bethlehem, Pa.  
**PRICE, BILL**  
 WCIL, Carbondale, Ill.  
**PRICE, GEORGE**  
 KOME, Tulsa, Okla.  
**PRITTE, DON**  
 WLEC, Sandusky, O.  
**PROCTER, GENE**  
 KEPO, El Paso, Tex.  
**PROCTOR, FRANK**  
 WBML, Macon, Ga.  
**PROTSMAN, NORMAN**  
 WMMB, Melbourne, Fla.  
**PROVOST, RICHARD**  
 WMSA, Massena, N. Y.  
**FRUITT, CHARLES**  
 WQWD, Gadsden, Ala.  
**PUMPHREY, HORACE**  
 WKAX, Birmingham, Ala.  
**PUTNAM, JAMES C.**  
 WBSB, Bennettsville, S. C.  
**PYATT, JAMES**  
 KRBW, Hutchinson, Kans.  
**PYNE, JOE**  
 WVCH, Chesler, Pa.

## Announcers—Radio-Television

### — Q —

**QUADE, WARREN**  
KCOY, Santa Maria, Cal.  
**QUAVE, MACKIE**  
WIS, Columbia, S. C.  
**QUINN, DON**  
WBCK, Battle Creek, Mich.  
**QUINN, RAYMOND**  
WBKA, Brockton, Mass.

### — R —

**ROBB, JACK**  
WIOD, Kokomo, Ind.  
**RAEBURN, JOHNNY**  
WMIX, Mt. Vernon, Ill.  
**RAFFERTY, CHARLES**  
KJSK, Columbus, Neb.  
**RAGSDALE, NORMAN**  
WCNC, Elizabeth City, N. C.  
**RAHE, JOHN**  
WCMD, Cambridge, Md.  
**RAIBALL, WILLIAM**  
WCPA, Clearfield, Pa.  
**RAINEY, BRUCE**  
KSYL, Alexandria, La.  
**RAINS, DOUG**  
WACO, Waco, Tex.  
**RAMSEY, DAVE**  
KAWT, Douglas, Ariz.  
**RANDALL, BILL**  
WJLB, Detroit, Mich.  
**RANGER, JIM**  
KVSM, San Mateo, Cal.  
**RANTINTIN, IRVING**  
WBCB, Chicago, Ill.  
**RASOR, JOHN**  
KSEL, Lubbock, Tex.  
**RATCLIFF, RAY**  
WLCS, Baton Rouge, La.  
**RAUH, G.**  
WJVA, South Bend, Ind.  
**RAY, CURT**  
KMOX, St. Louis, Mo.  
**RAYLE, JACK**  
NBC  
**RAYMON, PAUL**  
WJRD, Tuscaloosa, Ala.  
**READ, BILL**  
WJBO, Baton Rouge, La.  
**REARDON, TOM**  
WHHM, Memphis, Tenn.  
**REBARAUGH, HAROLD**  
KGHF, Pueblo, Colo.  
**REDFERN, JACK**  
WGNV, Newburgh, N. Y.  
**REDFIELD, FRANK**  
KOY, Phoenix, Ariz.  
**REED, LYNNE**  
KOLN, Lincoln, Neb.  
**REES, WALTER**  
KWRN, Reno, Nev.  
**REESE, JAMES E.**  
WWWB, Jasper, Ala.  
**REEVES, GRADY**  
WFUN, Huntsville, Ala.  
**REYKES, MAX**  
KJSK, Columbus, Neb.  
**REID, CLARK**  
WHFB, Denton Harbor, Mich.  
**REID, HAL**  
WTAG, Green Bay, Wis.  
**REILLY, EARLE**  
KXA, Seattle, Wash.  
**REIMERS, ED**  
Our Job Is Manhattan, Ethel & Albert, Harrison Wood, ABC  
**REIMERS, TOM**  
WDVA, Danville, Va.  
**REITHE, FRED**  
WFLA, Tampa, Fla.  
**REITZ, ROBERT**  
WLEC, Sandusky, O.  
**REJBETAN, ARAM**  
KCBQ, San Diego, Cal.

**REQUARD, JAY**  
WSID, Baltimore, Md.  
**REUTER, CHRIS**  
WTYS, Marianna, Fla.  
**REYNOLD, JOHN M.**  
WLOS, Asheville, S. C.  
**REYNOLDS, CLIFTON E.**  
WGUY, Bangor, Me.  
**REYNOLDS, GENE**  
WBAP-WBAP-TV, Fort Worth, Tex.  
**REYNOLDS, PAUL C.**  
WDAE, Tampa, Fla.  
**RHOADS, HOWARD**  
KUJ, Walla Walla, Wash.  
**RHODES, RICHARD**  
WAYB, Waynesboro, Va.  
**RICAU, LIONEL**  
NBC  
**RICE, ART**  
KWHK, Hutchinson, Kans.  
**RICE, LEE**  
WBIZ, Eau Claire, Wis.  
**RICE, RICHARD**  
WTOD, Toledo, O.  
**RICHARDS, BILL**  
WMON, Montgomery, W. Va.  
**RICHARDS, RODNEY**  
WYUB, Watsonville, Cal.  
**RICHARDSON, BILL**  
WITZ, Jasper, Ind.  
**RICHARDSON, CHARLES T.**  
WMOH, Hamilton, O.  
**RICHARDSON, DAVID**  
KXA, Seattle, Wash.  
**RIDDER, JACK**  
WCSS, Amsterdam, N. Y.  
**RIDDLE, BILL**  
WNEX, Macon, Ga.  
**RIDGEWAY, DICK**  
KUND, Independence, Kans.  
**RIDGEWAY, JACK**  
KTHR, Hot Springs, Ark.  
**RIED, PAUL**  
WKLT, Clanton, Ala.

### **RIGGS, GLENN**

Announcer, MC; b. McKeesport, Pa., July 12, 1907; Juniata Coll.; My True Story, Boston Blackie, Philco Hall of Fame (ABC); Thin Man (CBS); Hop Harrigan, True or False (MBS).

**RILEY, BOB**  
WMBD, Peoria, Ill.  
**RILEY, HARRY**  
WVWV, Fairmont, W. Va.  
**RILEY, JOHN**  
WRTA, Altoona, Pa.  
**RISING, RICHARD**  
WJBW, New Orleans, La.  
**RITCHEY, MORLEY**  
KWRN, Reno, Nev.  
**RITZNAUER, BARRY**  
WIBX, Utica, N. Y.  
**ROARK, C. A.**  
KGY, Olympia, Wash.  
**ROBATOR, HAROLD G.**  
WSPR, Springfield, Me.  
**ROBB, MAJOR**  
WEAM, Arlington, Va.

### **ROBBINS, FRED**

Announcer; b. Baltimore, Md., Sept. 28, 1918; Baltimore City Coll.; Univ. of Baltimore; LL Degree, Teentimers Club; 1280 Club.

**ROBERTS, ANDY**  
WJMJ, Philadelphia, Pa.  
**ROBERTS, BILL**  
KLEE, Houston, Tex.  
**ROBERTS, BOB**  
WSSC, Chicago, Ill.  
**ROBERTS, CHARLES**  
WGAR, Cleveland, O.

**ROBERTS, CHARLES**  
WLAC, Nashville, Tenn.  
**ROBERTS, DON**  
KSSST, Sulphur Springs, Tex.  
**ROBERTS, FORD**  
KWDN, Des Moines, Ia.  
**ROBERTS, HOWARD**  
WGFL, Chicago, Ill.

**ROBERTS, KEN**  
It Pays To Be Ignorant, Grand Central Station, Mr. Ace & Jane  
CBS

**ROBERTS, PETER**  
NBC  
WNBC

**ROBERTS, WILLIAM**  
KGYW, Vallejo, Cal.  
**ROBERTSON, DAMIAN**  
WJAC, Johnstown, Pa.  
**ROBERTSON, JIM**  
WMCK, McKeesport, Pa.

**ROBEY, TOM**  
WTAD, Quincy, Ill.

**ROBINETTE, MAX**  
WLAR, Athens, Tenn.

**ROBINSON, BOB**  
WKAB, Mobile, Ala.

**ROBINSON, WELDON**  
KFDA, Amarillo, Tex.

**ROBINSON, WAYNE**  
KVOW, Littlefield, Tex.

**ROCKE, LOUIS**  
WCAX, Burlington, Vt.

**ROCKER, KEITH**  
WNBZ, Saranac Lake, N. Y.

**RODDA, WALTER**  
WKAT, Miami Beach, Fla.

**RODGERS, CLIFF**  
WHKK, Akron, O.

**RODRIGUEZ, RAMON**  
WDUZ, Green Bay, Wis.

**ROERLICK, JOHN**  
WTMA, Charleston, S. C.

**ROGERS, RALPH**  
WAPL, Birmingham, Ala.

**ROGERS, TOM**  
WJNC, Jacksonville, N. C.

**ROHN, JIM**  
KSJB, Jamestown, N. Dak.

**ROLESON, JOHN**  
KQVO, Missoula, Mont.

**ROLLINS, CHAP**  
KAGH, Pasadena, Cal.

**ROMANO, TOM**  
WNHC-TV, New Haven, Conn.

**ROODHOFF, TED**  
WDOS, Oneonta, N. Y.

**ROPER, DON**  
WTG, Washington, D. C.

**ROPER, PRES**  
WMAN, Mansfield, O.

**ROSAMOND, ROBERT**  
WTBO, Cumberland, Md.

**ROSE, CARL**  
WBSN, Charleston, S. C.

**ROSE, JOHN**  
WHK, Cleveland, O.

**ROSHILL, DAVE**  
WKBS, Oyster Bay, N. Y.

**ROSS, BOB**  
WWXL, Peoria, Ill.

**ROSS, DAVID**  
Morton Downey Show, The Big Break, Guy Lombardo Show  
MBS, NBC, CBS, ABC

**ROS, DICK**  
KIRO, Seattle, Wash.

**ROS, DON JOHN**  
WDR, Hartford, Conn.

**ROSS, KAL**  
WADR, Syracuse, N. Y.

**ROSS, PAUL**  
KRLD, Dallas, Tex.

## Announcers—Radio-Television

- ROTH, BOB**  
WLEE, Richmond, Va.
- ROTH, CARL**  
KNEL, Waterloo, Ia.
- ROTZ, STEVE**  
WHOD, Homeslead, Pa.
- ROUNTREE, GEORGE**  
KVLH, Pauls Valley, Okla.
- ROWE, PAUL**  
WKNA, Charleston, W. Va.
- ROWLAND, KEN**  
WTUX, Wilmington, Del.
- ROWZIE, JACK**  
WINX, Washington, D. C.
- ROY, MICHAEL**  
Abbott and Costello Show  
ABC  
Screen Guild Players  
CBS
- ROYALL, PAUL**  
RSL, Salt Lake City, Utah
- RUCKLE, ROBERT E.**  
WRDW, Augusta, Ga.
- RUCKMAN, PETE**  
WABR, Mobile, Ala.
- RUFFIN, HOMER**  
KCLE, Cleburne, Tex.
- RUGGLES, DON**  
WTUX, Wilmington, Del.
- RUILE, PAUL**  
WALT, Chicago, Ill.
- ROMORE, JOE**  
WYOK, Birmingham, Ala.
- RUSH, JIM**  
WBBC, Flint, Mich.
- RUNK, CLAY**  
WHO, Des Moines, Ia.
- RUSKIN, PHIL**  
WSOO, Sault Ste. Marie, Mich.
- RUSSELL, ROGER**  
KWOA, Worthington, Minn.
- RUTLEDGE, BILL**  
KENT, Shreveport, La.
- RYAN, JACK**  
WHUM, Reading, Pa.
- RYAN, JOHNNY**  
KVOO, Tulsa, Okla.
- RYAN, RUSSELL S.**  
WAAF, Chicago, Ill.
- S —
- SABIN, ROBERT**  
Second Honeymoon  
ABC
- SACERDOTI, RENZO**  
WQV, New York, N. Y.
- SACKETT, HARRY**  
KORE, Eugene, Ore.
- SAGE, AL**  
KGFV, Kearney, Neb.
- ST. GEORGE, DORIAN**  
Nelson Olmstead  
ABC
- ST. LAWRENCE, ROBERT B.**  
WSJS, Winston-Salem, N. C.
- SAMPLE, K. O.**  
KFPW, Fort Smith, Ark.
- SANDERS, CHRISTIAN F.**  
KOVO, Provo, Utah
- SANDERS, HUGH**  
KITO, San Bernardino, Cal.
- SANDERS, ROBERT**  
WSTV, Stevensville, O.
- SANDERS, ROBERT**  
WTAQ, Green Bay, Wis.
- SANDS, MICHAEL**  
WMBS, Uniontown, Pa.
- SANFORD, BUD**  
WFTL, Ft. Lauderdale, Fla.
- SANFORD, CHARLES R.**  
WGUY, Bangor, Me.
- SANTORO, BILL**  
WARD, Johnstown, Pa.
- SAUNDERS, CURT**  
WBEC, Flint, Mich.
- SAVVRY, RUSS**  
KOCS, Oakland, Cal.
- SAWYER, HAL**  
KTLA, Los Angeles, Cal.
- SAXE, ED. G.**  
KBLF, Red Bluff, Cal.
- SAXON, JIM**  
KTRM, Beaumont, Tex.
- SAXON, JOE**  
WPAD, Paducah, Ky.
- SAYLES, FRED**  
WATV, Newark, N. J.
- SCANLON, ART**  
Announcer, MC, Humorist, Actor;  
Songs of the Old Sod; Art Scan-  
lon Show (WINS).
- SCANLON, JACK**  
WJIZ, Bridgeport, Conn.
- SCHAEFER, HAL**  
WJOC, Jamestown, N. Y.
- SCHAFFER, PAUL**  
WANE, Fort Wayne, Ind.
- SCHABDT, DON**  
WKRT, Cortland, N. Y.
- SCHAUGHENCY, EDWIN L.**  
KDKA, Pittsburgh, Pa.
- SCHERER, JOSEPH**  
KGHF, Pueblo, Colo.
- SCHIEGL, WARREN**  
KOPO, Tucson, Ariz.
- SCHIRMER, E. CARLTON**  
KFEQ, St. Joseph, Mo.
- SCHMELING, NORMAN**  
KFGO, Fargo, N. Dak.
- SCHNECK, LEROY W.**  
WNAE, Warren, Pa.
- SCHNEIDER, JOHN**  
WBUD, Morrisville, Pa.
- SCHNEIDER, WALLY**  
KIBX, Kirksville, Mo.
- SCHOFIELD, DICK**  
Announcer, Actor, Newscaster;  
Theater and Radio Actor, N. Y.,  
Chicago, Kansas City, Southern  
Calif.
- SCHON, CHARLES**  
WTMC, Ocala, Fla.
- SCHOREGG, CHARLES**  
KFYR, Bismarck, N. Dak.
- SCHREINER, RAY**  
WBTM, Danville, Va.
- SCHROEDER, GARY**  
WRFD, Worthington, C.
- SCHROEDER, PAUL**  
WMS, Michigan City, Ind.
- SCHUCHARD, R. A.**  
WMED, Medford, Ore.
- SCHWANN, GEORGE**  
KTMC, McAlester, Okla.
- SCHWARTZ, HENRY**  
KEYS, Corpus Christi, Tex.
- SCHWEIZER, JERRY**  
WWJ-TV, Detroit, Mich.
- SCOFIELD, DAVID**  
KFRG, San Francisco, Cal.
- SCOTT, DAVE**  
KQV, Pittsburgh, Pa.
- SCOTT, ED**  
KLZ, Denver, Colo.
- SCOTT, ED**  
KOL, Seattle, Wash.
- SCOTT, FRED**  
WABD, New York, N. Y.
- SCOTT, MARK**  
WLOW, Norfolk, Va.
- SCOTT, SAM**  
KEND, Bend, Ore.
- SCOTT, TED**  
KTMS, Santa Barbara, Cal.
- SCOVILLE, ELLIOT**  
KPIZ, Fond Du Lac, Wis.
- SCRIBNER, DAVE**  
KXIT, Daltart, Tex.
- SEARS, ZENAS**  
WQXI, Atlanta (Buckhead),  
Ga.
- SEAY, CARROLL**  
WLVA, Lynchburg, Va.
- SEIDLEY, BRUCE**  
KROW, Oakland, Cal.
- SELF, JAMES**  
KCTX, Childress, Tex.
- SELLERS, BILL**  
WCEC, Rocky Mount, N. C.
- SELLEY, ART**  
WBAC, Cleveland, Tenn.
- SELTZER, EVERETT**  
WONS, Hartford, Conn.
- SEMPLE, DICK**  
KTRI, Sioux City, Ia.
- SEVERE, HOWARD**  
WBEC, Rochester, N. Y.
- SEWEL, GRANT**  
KCBQ, San Diego, Cal.
- SEYBOLD, WILLIAM**  
KSEK, Pittsburg, Kans.
- SEYMOUR, BOB**  
WKMH, Dearborn, Mich.
- SEYMOUR, DAN**  
Aunt Jemmy  
CBS
- SHAFER, FRED**  
WSBA, York, Pa.
- SHAFFER, MAX**  
WVAN, Danville, Ill.
- SHAFRAN, JOSEPH**  
WMAJ, State College, Pa.
- SHAIN, NORMAN**  
WMPB, Memphis, Tenn.
- SHALLENBERGER, DAVE**  
WARD, Johnston, Pa.
- SHALTER, EODIE**  
WXYZ-TV, Detroit, Mich.
- SHANNON, PAUL V.**  
KDKA, Pittsburgh, Pa.
- SHANNON, WILLIAM J.**  
WBAT, Marion, Ind.
- SHARBUTT, DEL**  
Meet Corliss Archer, Club 15  
CBS
- SHARPE, BILL**  
KWFT, Wichita Falls, Tex.
- SHAVER, NEIL**  
KORN, Fremont, Neb.
- SHAW, DAVE**  
KRNO, San Bernardino, Cal.
- SHAW, DON**  
WEWO, Laurinburg, N. C.
- SHAW, CHARLES**  
WOLF, Syracuse, N. Y.
- SHAW, STANLEY**  
WCOP, Boston, Mass.
- SHAY, JIM**  
WCLE, Clearwater, Fla.
- SHAY, ROBERT**  
WEW, St. Louis, Mo.
- SHERMAN, BILL**  
WDRG, Hartford, Conn.
- SHELDON, HERB**  
Honeymoon in N. Y., Maggi's  
Private Wire, Eileen Barton  
Show, Fred Waring Show,  
NBC
- SHELLEY, DAVE**  
WSUA, Bloomington, Ind.
- SHELLY, WILSON**  
KRLD, Dallas, Tex.
- SHELTON, BILL**  
WKTM, Mayfield, Ky.
- SHELTON, FLOYD**  
KSTA, Coleman, Tex.
- SHELTON, JIM**  
KTAN, Sherman, Tex.
- SHEPARD, LAWRENCE**  
KAYX, Waterloo, Ia.
- SHEPARD, TOMMY**  
WWGP, Sanford, N. C.

## Announcers—Radio-Television

- SHEPHERD, CHARLIE**  
WDDK, Durham, N. C.
- SHEPARD, ED**  
WGH, Newport News, Va.
- SHEPPE, BOB**  
WFOY, St. Augustine, Fla.
- SHERMAN, CLAIRE**  
WJTN, Jamestown, N. Y.
- SHERILL, DAVE**  
WRLD, West Point, Ga.
- SHERRY, BOB**  
Announcer, Narrator, Emcee, Newscaster; b. Chattanooga, Tenn., Oct. 15, 1918; ed. U. of Chattanooga, B.A., Adventures of Archie Andrews (NBC); Decision Now (NBC); Author meets the Critics (NBC); The Eternal Light (NBC); American Legion Junior Baseball Shows (NBC); Armstrong Theater of Today.
- SHEWALTER, ART**  
WBEX, Chillicothe, O.
- SHIPE, ROBERT**  
WTCO, Campbellsville, Ky.
- SHIRLEY, TOM**  
Reader's Digest, Armstrong Theater of Today  
CBS
- SHREVE, LEN**  
KWJJ, Portland, Ore.
- SHKEVE, THERON**  
WTAM, Flint, Mich.
- SHUE, PAUL M.**  
WAYB, Waynesboro, Va.
- SHUMWAY, HARLEY M.**  
KBLT, Red Bluff, Cal.
- SIDNEY, PETE**  
KXIC, Iowa City, Ia.
- SILBERBERG, ROBERT**  
WNCC, Norwich, Conn.
- SIMMONS, DAVE**  
KIST, Santa Barbara, Cal.
- SIMMONS, S. E.**  
KRUZ, Santa Cruz, Cal.
- SIMPKINS, PAUL**  
WVIM, Vicksburg, Miss.
- SIMPSON, JAMES**  
WQIC, Washington, D. C.
- SIMPSON, JIMMY**  
WMRC, Greenville, S. C.
- SIMPSON, JOHN**  
NBC
- SIMRALL, JOE**  
WHB, Kansas City, Mo.
- SIMS, JAY**  
Your Hit Parade, Call the Police  
NBC
- SIMS, SAM**  
WFBM, Indianapolis, Ind.
- SINGER, LAN**  
WMLO, Milwaukee, Wis.
- SINOT, WARREN**  
WVCG, Coral Gables, Fla.
- SJERIDAN, LEE**  
WFIG, Sumter, S. C.
- SJIREK, JIM**  
KFYR, Bismarck, N. Dak.
- SKELTON, JOHN R.**  
KSAN, San Francisco, Cal.
- SKERDA, JOHN**  
WBPZ, Lock Haven, Pa.
- SKILTON, DAN**  
WAPQ, Chattanooga, Tenn.
- SKINNER, GEORGE**  
Circle Arrow Show  
NBC
- SKINNER, PAUL**  
WTMJ-TV, Milwaukee, Wis.
- SKOGBERGH, EASTON**  
KOMO, Seattle, Wash.
- SLATE, CHARLIE**  
WGTM, Wilson, N. C.
- SLATTERY, JOE**  
KWTO, Springfield, Mo.
- SLAYTON, GLENN**  
WBHP, Huntsville, Ala.
- SLOAN, BILL**  
KWHI, Brenham, Tex.
- SLOANE, AL**  
WCMW, Canton, O.
- SMALL, MARSHALL**  
KUTA, Salt Lake City, Utah
- SMITH, ARTHUR**  
WNEB, Worcester, Mass.
- SMITH, BILL**  
WAMS, Wilmington, Del.
- SMITH, BILLY**  
WSFA, Montgomery, Ala.
- SMITH, BOB**  
KCRS, Midland, Tex.
- SMITH, BOB**  
KVOR, Colorado Springs, Colo.
- SMITH, BOB**  
WCIO, Janesville, Wis.
- SMITH, BORDEN**  
WGVA, Geneva, N. Y.
- SMITH, BURRELL**  
WGY, Schenectady, N. Y.
- SMITH, CLAYTON**  
WAGM, Presque Isle Me.
- SMITH, DALE**  
KOMO Seattle, Wash.
- SMITH, DAVID L.**  
KTBC, Austin, Tex.
- SMITH, DON**  
WRNS, Columbus, O.
- SMITH, FLETCHER**  
WTNC, Thomasville, N. C.
- SMITH, FRED**  
WEBC, Duluth, Minn.
- SMITH, HARRY**  
KAKE, Wichita, Kans.
- SMITH, HARRY**  
WZZ, Tuscola, Ill.
- SMITH, JAY**  
WBA, Balaia, N. Y.
- SMITH, IRVING**  
WCAM, Camden, N. J.
- SMITH, LEE**  
WJBW, New Orleans, La.
- SMITH, PAUL**  
WNOX, Knoxville, Tenn.
- SMITH, RALPH**  
WIKB, Iron Mountain, Mich.
- SMITH, RICHARD**  
WMTW, Portland Me.
- SMITH, ROBERT**  
WCCP, Savannah, Ga.
- SMITH, RDRERT D.**  
WABI, Bangor, Me.
- SMITH, VERNE**  
Adventures of Ozzie and Harriet  
CBS
- SMITH, VIC**  
WCOG, Greensboro, N. C.
- SMITH, WHEELER**  
KOL, Seattle, Wash.
- SNODDY, TOM**  
KFEQ, St. Joseph, Mo.
- SNYDER, BOB**  
WOLS, Florence, S. C.
- SNYDER, ED**  
WDAK, Columbus, Ga.
- SOBLL, JOHNNY**  
WILK, Wilkes-Barre, Pa.
- SOUTHARD, BOB**  
WMAM, Marinette, Wis.
- SOUTHWICK, ROY**  
KID, Idaho Falls, Ida.
- SPAUGH, ROGER**  
KOOS, Coos Bay, Ore.
- SPAVENTO, CARL**  
WBNI, Buffalo, N. Y.
- SPENCER, W. MONDELL**  
KWAL, Wallace, Ida.
- SPENGLER, KEN**  
WCVS, Springfield, Ill.
- SPOTTS, JIM**  
WISL, Shamokin, Pa.
- SPRINGER, KIRK W.**  
KWNW, Wenatchee, Wash.
- SPURLOCK, BOYD**  
KQVL, Greenville, Tex.
- SQUIRES, ALONZO G.**  
WAYS, Charlotte, N. C.
- STALEY, JOE**  
KRE, Berkeley, Cal.
- STAMPS, BILL**  
WLAC, Nashville, Tenn.
- STANGLAND, EIDER**  
KSOO, Sioux Falls, S. Dak.
- STANLEY, GEORGE**  
WKIX, Columbia, S. C.
- STANLEY, HAL**  
WSSB, Durham, N. C.
- STANTON, BOB**  
KXIT, Dalhart, Tex.
- STANTON, FRED**  
KNEW, Spokane, Wash.
- STANTON, KARL**  
KTRM, Beaumont, Tex.
- STAPLES, LLOYD**  
WHEB, Portsmouth, N. H.
- STARBUCK, BERYL**  
WMT, Cedar Rapids, Ia.
- STARK, CHARLES**  
The Guiding Light, Bob Hawk Show  
CBS
- STARK, RICHARD S.**  
Announcer, writer, producer; b. Grand Rapids, Mich., Nov. 11, 1911; ed. Cornell Univ., B.A. Degree; Jean Sablan; Pepper Young's Family; Joyce Jordan, MD.; Portia Faces Life; Hour of Charm; Frank Sinatra; Mystery of the Week; Christopher Wells; Hit The Jackpot (CBS)
- STARLING, DAVID**  
KFL, Los Angeles, Cal.
- STEADMAN, FRED**  
KNAP, Fredericksburg, Tex.
- STEELE, JAMES C.**  
WIRK, W. Palm Beach, Fla.
- STEELE, JOHN**  
KOCY, Oklahoma City, Okla.
- STEFFES, ART**  
KWNO, Winona, Minn.
- STEIGER, BRAD**  
WXRA, Buffalo, N. Y.
- STEIN, IRV**  
KGGP, Coffeyville, Kans.
- STEMKAMP, JOHN**  
KWIL, Albany, Ore.
- STENNERSEN, HOMER**  
KKLO, Bozeman, Mont.
- STENGER, FRANK**  
WHUC, Hudson, N. Y.
- STENGER, PETE**  
WEPM, Martinsburg, W. Va.
- STEPHENS, GENE**  
WINR, Binghamton, N. Y.
- STEPHENS, JOE**  
WDWD, Dawson, Ga.
- STEPHENSON, BOB**  
KLEE, Houston, Tex.
- STEPHENSON, BYRON**  
KRLC, Lewiston, Ida.
- STEPHENSON, RON**  
WJAC, Johnstown, Pa.
- STEPLER, HAROLD**  
WMAL-TV, Washington, D. C.
- STERLING, LEN**  
FBI in Peace & War; Ma Perkins (CBS); Sammy Kaye's Sunday Serenade (ABC); The Brighter Day; Life Can Be Beautiful (NBC); Dutch Masters News (WOR).
- STERRETT, ROBERT**  
WTON, Staunton, Va.

## Announcers—Radio-Television

- STEVENS, ALSTON**  
WITH, Baltimore, Md.
- STEVENS, BURT**  
WWGS, Tifton, Ga.
- STEVENS, ED**  
WEOL, Elyria, O.
- STEVENS, GEORGE**  
WFAA, Dallas, Tex.
- STEVENS, LOUIS**  
KOJM, Havre, Mont.
- STEVENS, RALPH**  
WTMA, Charleston, S. C.
- STEWART, AL**  
KBRO, Bremerton, Wash.
- STEWART, DEANE**  
KQW, San Jose, Cal.
- STEWART, FRED**  
WNBW, Washington, D. C.
- STEWART, JAY**  
MC Surprise Package (ABC); It's Fun To Be Young (CBS); Take It Or Leave It (NBC).
- STEWART, MURRAY**  
KSOO, Sioux Falls, S. Dak.
- STEWART, ROBERT**  
WBBY, Waterbury, Conn.
- STEWART, TOM**  
WPAQ, Mt. Airy, N. C.
- STILL, JULIUS**  
WGGA, Gainesville, Ga.
- STILLE, ELBERT, JR.**  
WHKC, Columbus, O.
- STILLWELL, JACK**  
WLS, Chicago, Ill.
- STIR, JACK**  
WTSP, St. Petersburg, Fla.
- STOECKEL, RALPH**  
KDTH, Dubuque, Ia.
- STONE, ALAN**  
WPIL-TV, Philadelphia, Pa.
- STONE, CHARLES L.**  
KMPC, Los Angeles, Cal.
- STORM, JOHN**  
KNBH, Hollywood, Cal.
- STRAITON, DAVE**  
KTOW, Oklahoma City, Okla.
- STRAND, PHIL**  
WLPO, La Salle, Ill.
- STRIBLING, BILL**  
WORD, Spartanburg, S. C.
- STROIE, EDWARD**  
WMNC, Morgantown, N. C.
- STRONG, AL**  
KSAM, Huntsville, Tex.
- STRONG, CASEY**  
WXXL, Peoria, Ill.
- STROPE, ARNIE**  
WFHR, Wisconsin Rapids, Wis.
- STROSHINE, ROBERT A.**  
WSPR, Springfield, Mass.
- STROTAM, WILLIAM**  
KDAL, Duluth, Minn.
- STRUTHERS, JACK**  
WDNE, Elkins, W. Va.
- STUART, ALLEN**  
WMCA, New York, N. Y.
- STULLER, DON**  
WHUN, Huntington, Pa.
- STURM, DEAN**  
WHTN, Huntington, W. Va.
- SUGAR, DICK**  
WEVD, New York, N. Y.
- SULLIVAN, DENNY**  
WDOS, Oneonta, N. Y.
- SUNDY, RAY**  
KRBC, Abilene, Tex.
- SUTIN, SCOTT**  
WGGG, Gainesville, Fla.
- SVEHLA, WALT**  
WQAM, Miami, Fla.
- SWANEY, FRED**  
WRBC, Jackson, Miss.
- SWANSON, BOYD**  
KOL, Seattle, Wash.
- SWANSON, ROBERT**  
WISC, Madison, Wis.
- SWANWICK, WILLIAM**  
WALL, Middletown, N. Y.
- SWEENEY, BROOKS**  
WCAW, Charleston, W. Va.
- SWEENEY, WARREN**  
Saturday Night Serenade  
CBS
- SWENSON, WARD**  
WILS, Lansing, Mich.
- SWIHART, WALTER**  
WING, Dayton, O.
- SWOPE, RALPH**  
WDBJ, Roanoke, Va.
- SYLVESTER, DICK**  
KRPL, Moscow, Ida.
- SYMES, BILL**  
KTSL, Hollywood, Cal.
- T —
- TABER, JIM**  
WBUY, Lexington, N. C.
- TAPLER, VINCE**  
WTPR, Paris, Tenn.
- TARKINSON, CHARLES**  
WLAW, Lawrence, Mass.
- TATE, ART**  
WBSR, Pensacola, Fla.
- TATE, VERNER**  
WFBC, Greenville, S. C.
- TAYLOR, BILL**  
WNNC, Newton, N. C.
- TAYLOR, BRAD**  
WLBJ, Bowling Green, Ky.
- TAYLOR, CLAUDE**  
WJP, Jacksonville, Fla.
- TAYLOR, DONALD A.**  
WHEB, Portsmouth, N. H.
- TAYLOR, JACK**  
WNN, Louisville, Ky.
- TAYLOR, PAUL**  
KFRM, Kansas City, Mo.
- TAYLOR, PAUL**  
KMBC, Kansas City, Mo.
- TAYLOR, WILL**  
WSID, Baltimore, Md.
- TEAGUE, B. F.**  
KWHI, Brenham, Tex.
- TEAS, WALTER**  
KVOO, Tulsa, Okla.
- TELLER, DICK**  
WSIR, Winter Haven, Fla.
- TEMPLETON, JOSEPH**  
WNAE, Warren, Pa.
- TERFLER, RICHARD**  
WCKB, Dunn, N. C.
- TERRANDO, JOSEPH**  
WLPO, LaSalle, Ill.
- TERRY, AL**  
KVOL, Lafayette, La.
- TERRY, CHEM**  
WBAP-TV, Fort Worth, Tex.
- TESCH, RUD**  
WBPN-TV, Buffalo, N. Y.
- TETRAULT, ERNEST**  
WTRY, Troy, N. Y.
- THIBEAULT, JOSEPH**  
WEAN, Providence, R. I.
- THOMAS, AL**  
WAGC, Chattanooga, Tenn.
- THOMAS, CLYDE**  
WROD, Daytona Beach, Fla.
- THOMAS, EARL**  
WTDN, Orangeburg, S. C.
- THOMAS, ED**  
WOMT, Manitowoc, Neb.
- THOMAS, FRANK**  
WTNC, Thomasville, N. C.
- THOMAS, D. GLENN**  
WJEJ, Hagerstown, Md.
- THOMAS, GORDON**  
WTMJ, Milwaukee, Wis.
- THOMAS, HAL**  
KNEW, Spokane, Wash.
- THOMAS, PETER A.**  
WMC, Memphis, Tenn.
- THOMAS, RAY**  
WHAN, Charleston, S. C.
- THOMAS, ROLLIE**  
KFI, Los Angeles, Cal.
- THOMAS, MATT**  
WMAR-TV, Baltimore, Md.
- THOMAS, VERNE**  
KOLE, Port Arthur, Tex.
- THOMAS, WILLIAM R.**  
KORA, Bryan, Tex.
- THOMPSON, BOB**  
KWSL, Lake Charles, La.
- THOMPSON, ELWOOD**  
WTBO, Cumberland, Md.
- THOMPSON, GEORGE**  
WELI, New Haven, Conn.
- THOMPSON, HAL**  
KFJZ, Fort Worth, Tex.
- THOMPSON, RICHARD**  
WKRZ, Oil City, Pa.
- THOMS, EARLE**  
KXA, Seattle, Wash.
- THOMSEN, NORMAN**  
KAYL, Storm Lake, Ia.
- THORNTON, CLARKE**  
WTTG, Washington, D. C.
- THUESON, DEAN**  
KLO, Ogden, Utah
- THUROW, DEAN**  
KLFM, Minot, N. D.
- TIBBETTS, CARL V.**  
KFXN, Austin, Tex.
- TIGHE, AL**  
KMHL, Marshall, Minn.
- TIGHE, RONNIE**  
WJAG, Norfolk, Neb.
- TILLMAN, JOHN**  
WPIX, New York, N. Y.
- TITUS, FRANK**  
WENE, Endicott, N. Y.
- TOBY, MARK**  
WEVD, New York, N. Y.
- TOLBERT, JOE**  
WNOX, Knoxville, Tenn.
- TOMPKINS, BILL**  
KOGT, Orange, Tex.
- TOPMILLER, JAMES**  
WKCT, Bowling Green, Ky.
- TOPP, WARREN**  
WEW, St. Louis, Mo.
- TORRISI, TOM**  
WJSW, Altoona, Pa.
- TOWER, JOHN**  
KTAE, Taylor, Tex.
- TOWNE, GORDON**  
WSIR, Winter Haven, Fla.
- TOWNSEND, SAM**  
WCNU, Crestview, Fla.
- TRAMMEL, LAMAR**  
WAGF, Dothan, Ala.
- TRANTER, CHARLES**  
WNAE, Warren, Pa.
- TRANUM, CHUCK**  
WABD, New York, N. Y.
- TRAUTWEIN, JAMES**  
WSPD-TV, Toledo, O.
- TRAVIS, HARRY**  
WRZO, Kalamazoo, Mich.
- TRENT, RAY**  
KAMQ, Amarillo, Tex.
- TRENT, ROBERT**  
KYNO, Fresno, Cal.
- TREXLER, LARRY**  
WMPS, Memphis, Tenn.
- TRIBLEY, HANK**  
WGTC, Greenville, N. C.
- TRIGG, JACK**  
KCMC, Texarkana, Tex.
- TRIPP, ROBERT**  
WEEK, Peoria, Ill.
- TROTTER, JOHN**  
KFSA, Fort Smith, Kans.

## Announcers—Radio-Television

- TROUT, WAYNE**  
WSBA, York, Pa.
- TUBBY, CARMEN**  
WAVL, Apollo, Pa.
- TUCKER, FRANK**  
WCOV, Montgomery, Ala.
- TUCKER, LINDSAY**  
WKDK, Newberry, S. C.
- TUCKER, TED**  
KTTE, Springfield, Mo.
- TUELL, GORDIE**  
KIRO, Seattle, Wash.
- TUPPER, HOWARD**  
WGY, Schenectady, N. Y.
- TURNER, DEAN**  
KGGF, Coffeyville, Kans.
- TURNER, JIM**  
KOCT, Orange, Tex.
- TURNER, PAUL**  
WPIC, Sharon, Pa.
- TURNER, TINY**  
WPRC, Reidsville, N. C.
- TURNER, S. O.**  
WMOC, Covington, Ga.
- TUTEVILLER, CHARLIE**  
WHNC, Henderson, N. C.
- TUTTLE, ROGER, JR.**  
NBC
- TWOMEY, MORRIS**  
KWVC, Vernon, Tex.
- U —
- UBEL, V.**  
KROC, Rochester, Minn.
- ULBRICH, RAY**  
W500, Sault Ste. Marie, Mich.
- ULMER, ROACH**  
KSTP-TV, St. Paul-Minneapolis, Minn.
- UMBACH, BOB**  
WLD, Bessemer, Ala.
- UNDERBILL, LEO**  
WCKY, Cincinnati, O.
- UNDERWOOD, DON**  
WDSR, Lake City, Fla.
- UNDERWOOD, HERB**  
WCGG, Gainesville, Fla.
- URBAN, JOHN**  
WWNY, Watertown, N. Y.
- UZZLE, FREDERICK B.**  
KSOK, Arkansas City, Kans.
- V —
- VACCA, JOHN**  
RECK, Odessa, Tex.
- VAINRIB, STAN**  
WTNB, Birmingham, Ala.
- VALENTINE, JIMMY**  
KSTP, St. Paul-Minneapolis, Minn.
- VALLE, DAN**  
WFAS, White Plains, N. Y.
- VANDERLINGEN, LOU**  
KIUP, Durango, Colo.
- VAN DERWERKER, HOMER**  
KSON, San Diego, Cal.
- VAN DYKE, JOE**  
WCMA, Corinth, Miss.
- VAN ELLS, NEAL**  
WBOW, Terre Haute, Ind.
- VAN HORN, ARTHUR**  
WOR, New York, N. Y.
- VAN KLEEK, BOB**  
WOLF, Syracuse, N. Y.
- VANN, FRANK**  
WTAR, Norfolk, Va.
- VAN SLYCKE, HARRY**  
KNAT, Fredericksburg, Tex.
- VAN STEENBURGH, BILL**  
WPTB, Albany, N. Y.
- VARBLE, LES**  
WCTT, Corbin, Ky.
- VARNER, BOB**  
KFRU, Columbia, S. C.
- VAENUM, GEORGE**  
WPIT, Pittsburgh, Pa.
- VASTINE, ROY**  
WAPY, Portsmouth, O.
- VAUGHN, ED**  
WAJM, Anderson, S. C.
- VEGA, WILLIAM L.**  
KCOR, San Antonio, Tex.
- VESEL, ROBERT**  
WESA, Charleroi, Pa.
- VIGDER, FRED**  
WTAG, Green Bay, Wis.
- VINES, LEE**  
Studio One, County Fair  
CBS
- VINROOT, FRED W.**  
WGIV, Charlotte, N. C.
- VINSON, JIMMY**  
WBML, Macon, Ga.
- VOGT, KEN**  
WMLO, Milwaukee, Wis.
- VOLK, JOHN**  
WALL, Middletown, N. Y.
- VONDELL, JOHN**  
WHYN, Holyoke, Mass.
- VON ZELL, HARRY**  
Radio Master of ceremonies,  
comedian, motion picture actor;  
b. Indianapolis, Ind., July 11,  
1906; Eddie Cantor Shaw (NBC);  
Duffy's Tavern (Guest) (NBC);  
Frank Morgan Hope Chest (CBS);  
Smiths of Hollywood.
- VOSEBURGH, RICHARD**  
WENE, Endicott, N. Y.
- W —
- WADE, JESS**  
KITS, Springfield, Mo.
- WADE, TOM**  
WINX, Washington, D. C.
- WAGNER, BOB**  
KBUC, Corona, Cal.
- WAGNER, MURRAY**  
Double or Nothing  
CBS
- WALK, LEONARD**  
WHOD, Homestead, Pa.
- WALKER, BILL**  
WROL, Knoxville, Tenn.
- WALKER, CHARLIE**  
KVIC, Victoria, Tex.
- WALKER, EDDIE**  
KVLH, Pauls Valley, Okla.
- WALKER, NORMAN**  
WSSV, Petersburg, Va.
- WALLACE, NEAL**  
KPBC, Cheyenne, Wyo.
- WALLER, ART**  
WLOS, Asheville, N. C.
- WALLINGTON, JIMMY**  
The Tony Martin Show  
ABC  
CBS
- WALRATH, GLEN**  
WETR, Albany, N. Y.
- WALROD, TRUMAN**  
KIOA, Des Moines, Ia.
- WALTERS, BILL**  
WMAM, Marinette, Wis.
- WALTERS, JACK**  
WCNC, Elizabeth City, N. C.
- WATMAN, LAVELLE**  
WAVE, Louisville, Ky.
- WANDELL, JACK**  
WSNY, Schenectady, N. Y.
- WAMKE, HUGH**  
WITH, Baltimore, Md.
- WARD, BAXTER**  
WMAL-TV, Washington, D. C.
- WARD, BOB**  
WWSR, St. Albans, Vt.
- WARD, DARON**  
WGBR, Goldsboro, N. C.
- WARD, ERNEST**  
WKNY, Kingston, N. Y.
- WARD, GORDON**  
WNBK, Cleveland, O.
- WARD, JAMES**  
WBAX, Wilkes-Barre, Pa.
- WARE, JACK**  
KCRG, Cedar Rapids, Ia.
- WARNER, CARL**  
WJJD, Chicago, Ill.
- WARNER, FORD**  
KDON, Monterey, Cal.
- WARREN, BASIL B.**  
KVOA, Tucson, Ariz.
- WARREN, BAILY**  
KGB, San Diego, Cal.
- WARREN, BOB**  
NBC
- WARREN, CARLTON**  
WOR, New York, N. Y.
- WARREN, JOE**  
WEEB, Southern Pines, N. C.
- WASHBAUGH, RAY**  
WOKZ, Alton, Ill.
- WASHINGTON, JOHN**  
WGBB, Freeport, N. Y.
- WATKINS, DICK**  
KSM, Sikeston, Mo.
- WATSON, AL**  
WSIC, Statesville, N. C.
- WATSON, ED**  
KEX, Portland, Ore.
- WATTS, CLAY**  
WEEC, North Wilkesboro,  
N. C.
- WATTS, SAM**  
KWBR, Oakland, Cal.
- WAYNE, BERT**  
WNEW, New York, N. Y.
- WEAVER, BEN**  
KIMA, Yakima, Wash.
- WEAVER, JACKSON**  
WMAL, Washington, D. C.
- WEAVER, TED**  
WFAU, Augusta, Me.
- WEBB, BOB**  
WRD, Daytona Beach, Fla.
- WEBB, DEWEY**  
WBHP, Huntsville, Ala.
- WEBB, DON**  
WSAI, Cincinnati, O.
- WEBBER, FRED**  
WFIL, Philadelphia, Pa.
- WEBER, JOHN P.**  
WIP, Philadelphia, Pa.
- WEBSTER, DAVIES**  
WJNO, West Palm Beach, Fla.
- WEBSTER, JOSEPH**  
WVPO, Stroudsburg, Pa.
- WEDGWOOD, ORRIN**  
KIEV, Glendale, Cal.
- WEEKS, EDDIE L.**  
KABR, Aberdeen, S. Dak.
- WEGMET, NORM**  
KWYO, Sheridan, Wyo.
- WEGAND, JOHN**  
WFRL, Freeport, Ill.
- WEIGLE, FRANN**  
WAIT, Chicago, Ill.
- WEINTRAUB, WARREN**  
KRAM, Las Vegas, Nev.
- WEIR, DEAN**  
KOAM, Pittsburg, Kans.
- WEIR, TOM**  
KPOW, Powell, Wyo.
- WEISHAAR, LYLE**  
KSDN, Aberdeen, S. Dak.
- WEISS, FRED**  
WIBA, Madison, Wis.
- WEIST, DWIGHT**  
We the People, Grand Slam, Inner  
Sanctum, Adventures of the  
Thin Man (CBS); Aldrich Family  
(NBC).
- WELCH, VAN**  
KELK, Elko, Nev.
- WELLINGTON, JOHN**  
WLBZ, Bangor, Me.
- WELLS, BOB**  
WEBR, Buffalo, N. Y.

## Announcers—Radio-Television

- WELLS, GERRY**  
WMA5, Springfield, Mass.
- WELLS, RAY**  
WJMS, Ironwood, Mich.
- WELTE, BOB**  
KDYL, Salt Lake City, Utah
- WERMONT, IRVING**  
WMEX, Boston, Mass.
- WESLEY, JIM**  
WJPG, Green Bay, Wis.
- WESTERFIELD, JERRY**  
WBYS, Canton, Ill.
- WESTERKAMP, DICK**  
WTIC, Hartford, Conn.
- WESTON, ED**  
WCCC, Hartford, Conn.
- WHEDBEE, CHARLES**  
WGTC, Greenville, N. C.
- WHEELER, BILL**  
WJNR, Binghamton, N. Y.
- WHEELER, TONY**  
WARC, Rochester, N. Y.
- WHICHNER, JERRY**  
WBUX, Doylestown, Pa.
- WHITAKER, GENE**  
WDUK, Durham, N. C.
- WHITE, DON**  
KIT, Yakima, Wash.
- WHITE, FRANK**  
KFBC, Cheyenne, Wyo.
- WHITE, JAMES**  
WWSA, Bloomington, Ind.
- WHITE, JERRY**  
WJMJ, Philadelphia, Pa.
- WHITE, PAT**  
WCMA, Corinth, Miss.
- WHITEFIELD, BETTY**  
WINK, Fort Myers, Fla.
- WHITMAN, DON**  
KRNO, San Bernardino, Cal.
- WHITNEY, DON**  
KLCN, Blytheville, Ark.
- WHITNEY, PHIL**  
WINC, Winchester, Va.
- WHITTAKER, EDWIN**  
WNEF, Binghamton, N. Y.
- WHITTAKER, TOM**  
WKLY, Hartwell, Ga.
- WHITEN, WILFRED**  
WRDO, Augusta, Me.
- WICKERSHAM, HARRY**  
KSNAN, San Francisco, Cal.
- WICKS, JOHNNY**  
WATW, Ashland, Wis.
- WIDMARK, HERBERT**  
KENT, Shreveport, La.
- WIENERT, A. C., JR.**  
WMAR-TV, Baltimore, Md.
- WILSON, GLEN**  
WPAR, Parkersburg, W. Va.
- WILBUR, GORT**  
WJNC, Jacksonville, N. C.
- WILCOX, HARLOW**  
Baby Snooks  
CBS
- WILCOX, JOHN**  
WIP, Philadelphia, Pa.
- WILEY, BOB**  
WAKR, Akron, O.
- WILKE, HERBERT**  
WUSN, Charleston, S. C.
- WILKINS, KIRK A.**  
KCSU, Provo, Utah
- WILLARD, DICK**  
WOR, New York, N. Y.
- WILLARD, SID**  
WEAM, Arlington, Va.
- WILLFORD, CARL**  
KANA, Anaconda, Mont.
- WILLIAMS, ALUN**  
Radio Producer, Announcer, Commentator; b. Ferndale, Wales, G.B.; University of Washington, B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall, Joyce Jordan, Life of Riley (NBC); Serving Thru Science (WABC-Tele).
- WILLIAMS, BILL**  
WILK, Wilkes-Barre, Pa.
- WILLIAMS, BUS**  
KOPO, Tucson, Ariz.
- WILLIAMS, DAN H.**  
KTXN, Austin, Tex.
- WILLIAMS, FRANK**  
KFRM, Kansas City, Mo.
- WILLIAMS, FRANK**  
KMBC, Kansas City, Mo.
- WILLIAMS, GERALD**  
WKAP, Allentown, Pa.
- WILLIAMS, JACK**  
WGBS, Miami, Fla.
- WILLIAMS, LYLE**  
WJVB, Jacksonville Beach, Fla.
- WILLIAMSON, GORDON**  
WTG, Washington, D. C.
- WILLING, SEYMOUR**  
KWTC, Barstow, Cal.
- WILLIS, JOHN**  
KTMS, Santa Barbara, Cal.
- WILLS, JOE**  
KXOL, Fort Worth, Tex.
- WILLSE, BILL**  
WVNR, Bechtley, W. Va.
- WILSON, DAVID M.**  
KFH, Wichita, Kans.
- WILSON, DON**  
KIMO, Independence, Mo.
- WILSON, DON**  
The Jack Benny Show  
NBC
- WILSON, GLENN**  
WIRE, Indianapolis, Ind.
- WILSON, JIM**  
KFMJ, Tulsa, Okla.
- WILSON, KEN**  
WGST, Atlanta, Ga.
- WILSON, VAN**  
WDAE, Tampa, Fla.
- WINDROW, AL**  
KNPT, Newport, Ore.
- WINN, BERT**  
KXOB, Stockton, Cal.
- WINN, PETER**  
WDSR, Lake City, Fla.
- WINTERS, RICHARD**  
WAAF, Chicago, Ill.
- WOBUS, BILL**  
WJOB, Hammond, Ind.
- WOLF, JOHN ALLEN**  
WJLJ, Montgomery, Ala.
- WOLFE, ROGER**  
WDSU, New Orleans, La.
- WOLFIS, DICK**  
WEBZ, Muskegon, Mich.
- WOLOSON, MIKE**  
WSCR, Scranton, Pa.
- WOMACK, BURL**  
WSB-TV, Atlanta, Ga.
- WOOD, EARL**  
WJHP, Jacksonville, Fla.
- WOOD, FORREST**  
WLOS, Asheville, S. C.
- WOODS, CHARLES**  
Midnight Music Shop, Ethel & Albert  
ABC
- WOODS, JACK**  
WWXL, Peoria, Ill.
- WOODS, JIM**  
WCON, Atlanta, Ga.
- WOODWARD, HAL**  
Junior Jamboree  
WLW-T, Cincinnati, O.
- WOODWARD, RAY**  
WWNF, Fayetteville, N. C.
- WOOLERY, DICK**  
WMBM, Miami Beach, Fla.
- WOOLEY, HARRISON**  
KFRG, San Francisco, Cal.
- WOOLF, CARL**  
WMVG, Milledgeville, Ga.
- WORKHOVEN, MERRILL**  
WOW, Omaha, Neb.
- WREN, EVERETTE**  
KTLN, Denver, Colo.
- WRIGHT, DOUGLAS**  
WWJ-TV, Detroit, Mich.
- WRIGHT, HOLLY**  
WRC, Washington, D. C.
- WRIGHT, RICHARD**  
WALL, Middletown, N. Y.
- WRIGHT, WILL**  
KDYL, Salt Lake City, Utah
- WULCHIN, STEVE**  
KSYC, Yreka, Cal.
- WUNDERLICH, JOHN H.**  
WGUY, Bangor, Me.
- WYMER, JACK**  
WING, Dayton, O.
- WYNN, DICK**  
KTSL, Hollywood, Cal.
- WYNN, JAMES**  
WAIR, Winston-Salem, N. C.

### — Y —

- YACK, GEORGE**  
WMRP, Lewistown, Pa.
- YEAGER, JACK**  
KGFV, Kearney, Neb.
- YEAROUT, WILLIAM**  
WREN, Topeka, Kans.
- YEARSLEY, JULIE**  
KBRC, Mount Vernon, Wash.
- YELLAND, E. STARR**  
KOA, Denver, Colo.
- YORK, JOHN P.**  
KGKB, Tyler, Tex.

### YOUNG, CHARLES J.

(Jerry Strong); Announcer; b. Frederick, Md., Oct. 16, 1915; ed. Cassel Conservatory of Music, Jarvis School of Dramatics and Voice. MC 1 hour luncheon prog. Mon.-Sat.; MC 1 hour jazz prog. Sat.; Strong Reviews News, Mon.-Sat.; Motorola TV prog.; Special on sport broadcasts.

- YOUNG, DUANE**  
WVNH, Rochester, N. Y.
- YOUNG, FRED**  
KRAM, Las Vegas, Nev.
- YOUNG, JIM**  
WGNH, Gadsden, Ala.
- YOUNG, JIMMY**  
WHHM, Memphis, Tenn.
- YOUNG, O. C.**  
WHIS, Bluefield, W. Va.
- YOUNG, PRESTON**  
WHLP, South Boston, Va.
- YOUNG, ROBERT B.**  
KOA, Denver, Colo.
- YOUNG, STAN**  
WJBO, Baton Rouge, La.
- YOUNGISVER, JOHN**  
WNOK, Columbia, S. C.
- YOUSE, ROBERT**  
WBRK, Pittsfield, Mass.
- YOWELL, JOE**  
KXOX, Sweetwater, Tex.
- YUKMAN, FRANK**  
WADC, Akron, O.

### — Z —

- ZAK, WILLIAM J., JR.**  
KORA, Bryan, Tex.
- ZENT, MAX**  
KRSW, Roswell, N. Mex.
- ZIMMERMAN, BOB**  
WTNS, Coshocton, O.
- ZIMMERMAN, CARL**  
WFOX, Milwaukee, Wis.
- ZIMMERMAN, FRANK**  
WNDB, Daytona Beach, Fla.
- ZUCCARO, A. BERNARD**  
WCLA, Baton Rouge, La.
- ZUNDEL, DONOVAN**  
RPDQ, Portland, Ore.



# Backstage

## people in network radio-TV production— 1948

### — A —

#### ALLEN, GEORGE

Western Prog. Dir. (CBS); b. May 10, 1899, Spokane, Wash.; ed.: U. of Washington, Bush Conservatory; The Whistler, Your Stand-in, Meet the Missus, Free For All (CBS).

#### ALLISON, ROBERT

People's Platform, CBS

#### ANDERSON, ROWEY

Rocking Chair Ranch  
KDYL, Salt Lake City, Utah

#### ARRIES, LES

Bob Wolff Show  
WTFG, Washington, D. C.

#### AYERS, TED

WNBW, Washington, D. C.

### — B —

#### BAGWELL, KEN

KLEE-TV, Houston, Tex.

#### BARRY, KEN

KSTP-TV, St. Paul-Hpls., Min.

#### BARTH, BERNIE

WLW-TV, Cincinnati, O.

#### BEAUMONT, AL

Grenadiers  
WTMJ-TV, Milwaukee, Wis.

#### BERLOW, IRAN

WBZ-TV, Boston, Mass.

#### BERNARD, DON

Seren Guild Players, CBS

#### BLACKWELL, BURT

WAVE-TV, Louisville, Ky.

#### BLAIR, JAMES

WOLC, Washington, D. C.

#### BLAIR, LEONARD

Superstition, ABC

#### BOURBON, DIANA

Club 15, CBS

#### BRINKLEY, JACK

Announcer, producer; Judy and Jane, night manager and announcer, WLS, Chicago; Recordist of Breakfast in the Blue Ridge; Producer, MC, of Silver Sail poetry program.

#### BYRON, EDWARD ARMOUR

Producer, director, writer; b. Newport, Ky., Oct. 22, 1905; Ohio State Univ.; Univ. of Cincinnati; Mr. District Attorney, Christopher Wells (CBS).

### — C —

#### CAHAN, GEORGE M.

KECA, Los Angeles, Cal.

#### CARNEY, JOHN

Give and Take, Arthur Godfrey Scouts, Red Barber Club House, CBS.

#### CHANCE, AL

Mary Lee Taylor  
CBS

#### CHRISTENSEN, CHARLES

WNBW, Washington, D. C.

#### CLEARV, JACK

Get Rich Quick  
ABC

#### COTT, TED

Writer, director, producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program manager (WNEW); Producer, Rumpstilskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Round Record.

#### COTTEN, BOB

Ethel and Albert  
ABC

#### CRANDALL, BRAD

WSB-TV, Atlanta, Ga.

#### CROTHERS, GEORGE

In My Opinion  
CBS

### — D —

#### DEVINE, JERRY

Writer, producer, director; b. Boston, Mass., Nov. 11, 1908; ed. Professional Children's School; This Is Your FBI (ABC).

#### DOUGLAS, MILTON

WABD, New York, N. Y.

#### DOWTY, BYRON

WDSU-TV, New Orleans, La.

### — E —

#### ELLIS, ELMO

WSB-TV, Atlanta, Ga.

### — F —

#### FATES, GILBERT

WCBS-TV, New York, N. Y.

#### FAUST, DON

WLW-TV, Cincinnati, O.

#### FAY, PAT

WABD, New York, N. Y.

#### FEIGAV PAUL

WCBS-TV, New York, N. Y.

#### FISHER, MAGGY

Finder's Keepers (NBC)  
Piana Playhouse (ABC)

#### FLANAGAN, AL

Ballet Vignettes  
KTSI, Hollywood, Cal.

#### FORBES, DON

KLAC-TV, Hollywood, Cal.

#### FURNESS, JAMES N.

WSB-TV, Atlanta, Ga.

### — G —

#### GARDNER, PAUL

Writer for radio and magazines; b. New York, N. Y., July 13, 1907; Lou Little (Tele).

#### GARRISON, GREG

Stand By For Crime  
WENR-TV, Chicago, Ill.

#### GAUNT, JOHN E.

Starlight Time Nocturne, Designed For Women  
KNBH, Hollywood, Cal.

#### GIBNEY, JACK

Skip Farrell Show  
WENR-TV, Chicago, Ill.

#### GIFFEN, RALPH

WBZ-TV, Boston, Mass.

#### GILBERT, LIVINGSTON

WAVE-TV, Louisville, Ky.

#### GOODSON, MARK

Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasure Salute, Winner Take All, Hit the Jackpot, Time's A-Wasting.

#### GOTTLIEB, LESTER

Sing It Again  
CBS

#### GRAFF, E. JONNY

WBKB, Chicago, Ill.

#### GREEN, DAVE

WXYZ-TV, Detroit, Mich.

### — H —

#### HALL, LEE

WHNC-TV, New Haven Conn.

#### HALLMAN, DON

WXYZ-TV, Detroit, Mich.

#### HENLEY, ART S.

Writer, producer; b. New York, N. Y., Sept. 9, 1921; ed. Yale Univ., B.A.; CCNY; Pratt Univ., M.E.; Lecturer: NYU, Radio Writers Guild Seminar, Gagwriters Institute; Honeymoon in N.Y. (NBC); 13 by Henley; Kate Smith Show; Lady Dick; The Welcome Wagon.

#### HENRY, FRED

KLAC-TV, Hollywood, Cal.

#### HIESTAND, ROBERT

KFLI-TV, Los Angeles, Cal.

#### HIGGINS, KEN

KFLI-TV, Los Angeles, Cal.

#### HOLLOWCHAK, E.

WWJ-TV, Detroit, Mich.

#### HORTAN, HERBERT

WFIL-TV, Philadelphia, Pa.

**Production—Radio-Television**

— J —

**JACOBER, WARREN**  
WBEN-TV, Buffalo, N. Y.

**JENNINGS, BOB**  
Go For The House, Mr. President  
ABC

**JONES, CLARK**  
Floor Show  
WPIX, New York, N. Y.

— K —

**KAIGLER DAVE**  
WCAU-TV, Philadelphia, Pa.

**KALLAY, ED**  
WAVE-TV, Louisville, Ky.

**KELLER, FRED**  
WBEN-TV, Buffalo, N. Y.

**KENT, RIKEL**  
WLW-TV, Cincinnati, O.

**KILIAN, FRED**  
ABC-TV Players  
WENR-TV, Chicago, Ill.

**KOSTE, WALTER**  
WWJ-TV, Detroit, Mich.

— L —

**LEAMAN, JAMES**  
KFI-TV, Los Angeles, Cal.

**LEWIS COLBY**  
What's New  
WTMJ-TV, Milwaukee, Wis.

**LOREN, JAMES**  
WAGA-TV, Atlanta, Ga.

**LOVETON, JOHN**  
Mr. and Mrs. North  
CBS

**LOUGHRANE, BASIL**  
Light of the World (NBC); Sherlock Holmes (MBS).

**LYMAN, JACK**  
Prevue, Game Room  
KNBH, Hollywood, Cal.

— Mc —

**MaekGREGOR, JOCK**  
WOR, New York, N. Y.

**McKINNIE, BYRON**  
WABD, New York, N. Y.

**McNAMARA, JIM**  
KLAC-TV, Hollywood, Cal.

— M —

**MACK, DICK**  
Joan Davis Show  
CBS

**MARCEAU, BILL**  
WABD, New York, N. Y.

**MARQUIS, ARNOLD**  
The Key, ABC, Palm Springs  
Fashion Roundup, March of Dimes, Suspense.

**MARTINI, ROLAND**  
Saturday Night Serenade  
CBS

**MEREDITH, ROY A.**  
WCAU-TV, Philadelphia, Pa.

— O —

**O'BRIEN, JEAN**  
WNHC-TV, New Haven, Conn.

**O'MEARA, CARROLL**  
Views of Youth, Sunday at Home  
KNBH, Hollywood, Cal.

— P —

**PHELPS, STUART**  
KTTV, Los Angeles, Cal.

**POWERS, CITARLES**  
Our Job Is Manhattan  
ABC

**PIERCE, SAM**  
Dick Haymes Show  
CBS

— R —

**RANALLO, CHARLES**  
WNBK, Cleveland, O.

**RANGER DANNY**  
Television Workshop  
KDYL, Salt Lake City, Utah

**RAYEL, JACK**  
WABD, New York, N. Y.

**RITTER, ROBERT**  
WWJ-TV, Detroit, Mich.

**RITTS, PAUL**  
KTTV, Los Angeles, Cal.

**ROBERTS, CLEDGE**  
The Drawing Game  
WPIX, New York, N. Y.

**ROLAND, WILL**  
Arthur Godfrey Show  
CBS

**ROPER, DON**  
Meet Mrs. Markel, Hayloft Conservatory  
WTTG, Washington, D. C.

**ROSE, DICK**  
The Gloria Swanson Hour  
WPIX, New York, N. Y.

**ROSS, BERNARD**  
WBEN-TV, Buffalo, N. Y.

**RUBIN, JACK**

Radio writer, director; b. Warsaw, Poland; NYU; Junior Miss; The O'Neills, Break the Bank; Try and Find Me; By Popular Demand; Pick & Pat Show.

**RUFEL, AL**  
TV Ranch, Holiday for Strings, Barbershop Quartet  
WSPD-TV, Toledo, O.

— S —

**SAWYER, THOMAS**  
WBZ-TV, Boston, Mass.

**SIMMONS, STANLEY**

Produced and directed 13-27 min. TV films, *It's a Woman's World*; Produced and directed 27 min. Musical TV series, *Album of Songs*; Produced and directed TV spots.

**SPENCER, ROBERT J.**  
WNBK, Cleveland, O.

**STRAND, PETER**  
WXYZ-TV, Detroit, Mich.

**SUMMERHAYS, AL**  
Cafe Parisienne  
KDYL, Salt Lake City, Utah

— T —

**THOMAS SAUNDERS J.**  
WNBK, Cleveland, O.

**THOMPSON, TOMMY**  
WBAP-TV, Fort Worth, Tex.

**TODMAN, WILLIAM SELDEN**

Radio writer, producer, director; b. New York, N. Y., July 31, 1916; Johns Hopkins Univ., B.S.; NYU, A.B.; Winner Take All (CBS); Treasury Salute, Quiz of Two Cities.

**TOMALIN, LES**  
WABD, New York, N. Y.

**TORME BOB**  
Buddy Wood Show  
ABC

— U —

**ULLRICH, JOHN**  
WFIL-TV, Philadelphia, Pa.

— V —

**VALENTA, LEONARD**  
WCAU-TV, Philadelphia, Pa.

**VINSON, ROBERT C.**  
Last Affair, Meet the Morans, The First DP's The Hard Way, Smile Time, MBS; One World or None, NBC.

— W —

**WAHL, ROBERT**  
WFIL-TV, Philadelphia, Pa.

**WALBER, ELBERT**  
What's The Name Of That Song  
KTSL, Hollywood, Cal.

**WEST GEORGE**  
Paul Whiteman Record Club, Chamber Music Hour  
ABC

**WILLIAMS, ALUN**

Radio producer, announcer, commentator; b. Ferndale, Wales, Great Britain; Univ. of Wash., B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall (NBC); Joyce Jordan (NBC); Life of Riley (NBC); Tele: Serving Thru Science (WABD).

**WILLIAMSON, GORDON**  
Arnold Fine Show, Moppet Show, Kiddie Kapers  
WTTG, Washington, D. C.

**WINCKLER, CARLTON**  
Don Lee Music Hall  
KTSL, Hollywood, Calif.

**WOOD BARRY**  
WCBS-TV, New York, N. Y.

**WOODRUFF, FRANK**  
KTTV, Los Angeles, Calif.

— Y —

**YOUNG, SCOTT**  
Sports Roundup  
WMJ-TV, Milwaukee, Wis.

# Radio-TV Directors

—and their work during 1948

## — A —

**ADAMS, TED**  
CBS

We the People

**ALLEN, GEORGE W.**

Westrn. Prog. Dir. CBS; b: Spokane, Wash. May 10, 1899; ed: Univ. of Wash. Bush Conservatory; The Whistler, Your Stand-In, Meet The Missus, Free For All (CBS).

**ANDREWS, CLARK**

The Fat Man. Famous Jury Trials  
ABC

**ANDREWS MARTIN**

My True Story. We Care. Serenade For Strings  
ABC

**ASHLEY, IRA**

Grand Central Station  
CBS

**ATWELL, MARTHA**

David Harum. Young Widder Brown  
CBS, NBC

**AVERY, IRA**

Armstrong's Theater of Today  
CBS

## — B —

**BARNES, HOWARD**

Joe Powers of Oakville  
CBS

**BASTOW, ANN**

Theater of Today  
CBS

**BENSON MITCH**

Stop Me If You've Heard This One  
MBS

**BERNS, LARRY**

CBS, Jack Carson Show

**BLAIR, LEONARD**

Theater U. S. A. American Town Meeting of the Air  
ABC

**BLISS, TED**

Adventures of Ozzie and Harriet  
CBS

**BOWER, ROGER**

MBS  
Broadway Talks Back

**BRENNAN, WILLIAM**

Jan August Show. Jack Smith Show  
MBS, CBS

**BROWN HIMAN**

Adventures of the Thin Man. Inner Sanctum  
CBS

**BRYAN, EDWARD A.**

Christopher Wells  
CBS

**BULOTTI, CHARLES, JR.**

California Melodies  
MBS

**BUNKER, WALTER**

Baby Snooks Show  
CBS

**BURCH, BILL**

Gene Autry Show  
CBS

**BURNETT, MURRAY**

Truo Detective  
MBS

**BURROWS, ABE**

Abc Burrows Show  
CBS

**BURTON JAMES**

MBS  
Scarlet Queen

**BURTON, KENNETH**

Prudential Family Theater  
CBS

**BYRNE, JACK**

Better Half  
MBS

**BYRON, EDWARD**

Mr. District Attorney. Christopher Wells  
NBC, CBS

## — C —

**CALLAHAN, JACK**

Quiz Kids  
MBS

**CARLTON, LEONARD**

County Fair  
CBS

**CARNEY, JACK**

Arthur Godfrey's Talent Scouts. Give and Take  
CBS

**CARSON, MILTON**

Voice of Prophecy  
MBS

**CASHMAN, EDMUND L.**

Tony Martin Show  
CBS

**CHARLES, DICK**

What Makes You Tick. Remember the Year. Concert of American Jazz  
ABC

**CHRISTENBERRY, CHARLES, W., JR.**

**CLEARY, JOHN**

Kay Kyser Show  
ABC

**COLE JOHN**

Shadow, Charlie Chan  
MBS

**COLLINS, TED**

Kate Smith Speaks  
MBS

**CONDON, MAURICE**

Victor H. Lindlahr  
MBS

**COOPER, WYLLIS**

Quiet Please  
MBS

**CORDAY, TED**

A Brighter Tomorrow. MBS  
Better Crocker. ABC

## — D —

**DANIEL, OLIVER**

Weekend With Murr  
CBS

**DAVIS, LUCIAN**

Abe Burrows Show  
CBS

**DE ANGELO CARLO**

Scotland Year  
MBS

**DICK, HENRY**

Gems For Thought. What Makes You Tick. Anna & Eleanor Roosevelt  
ABC

**DIETZ, JOHN**

Cabin 13  
CBS

**DODGE, FRANK**

Arthur Godfrey, Winner Take All  
CBS

**DORN, LARRY**

Emily Post. Quiz  
MBS

**DRUCE, OLGA**

Hour of Mystery  
MBS

**DUCONVY, ALLEN**

Melody Theater  
MBS

## — E —

**EASTMAN, CARL**

Mystery of The Week  
CBS

**EHRENREICH, DAN**

Juvenile Jury  
MBS

**EMERY, BOB**

Rainbow House (MBS); DuMont Television.

## — F —

**FASSET, JAMES**

Philharmonic Symphony and News  
CBS

## Radio-Television Directors

**FIMBERG HAL**  
Spotlight Review  
CBS

**FRAMER, WALT**  
Strike It Rich. CBS

**FULLER, SAM**  
Jack Carson Show  
CBS

### — G —

**GOLENPAUL, DAN**  
Information Please  
MBS

### **GOODSON, MARK**

Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasury Solute, Winner Take All.

**GORMAN, WALTER**  
Young Dr. Malone  
CBS

**GRAHAME, JOSEPH**  
Candid Microphone  
ABC

**GRANT, DAVE**  
Heart's Desire  
MBS

**GRAYSON, MITCHELL**  
Superman  
MBS

**GROSS, STEVE**  
Lorenzo Jones, Our Gal Sunday  
NBC, CBS

**GUEDEL, JOHN**  
Truth or Consequences, House Party  
NBC, CBS

### — H —

**HAFNER, LES**

**HAMILTON, WILLIAM**  
Ted Malone, This Changing World  
ABC

**HANCOCK, ORRIE**  
CBS World News Roundup  
CBS

**HANNA, ARTHUR**  
Front Page Farrell, Joyce Jordan, NBC  
Perry Mason, CBS

**HARDING, ARRY**  
Bob Reid and Orchestra, Strike It Rich  
CBS

**HARPER, LENIE**  
CBS, County Fair

**HARRIS, LESLIE**  
Rosemary  
CBS

**HARRISON, JEANNE**  
ABC, Boston Blackie

**RAWKES KIRBY**  
Captain Midnight  
MBS

**HAYS, LOYAL**  
What's The Name Of That Song?  
MBS

**HERBERT, CHARLES**  
Sound Off With Mark Warner  
now  
CBS

**HIGHES, GORDON**  
Guiding Light  
CBS

**HIGHT, JEAN**  
Frontiers of Science  
CBS

**HOLINER, MANN**  
Old Gold Show  
CBS

**HOWARD, CY**  
My Friend Erma, Life With Luigi  
CBS

**HULL, HENRY, JR.**  
Here's To You  
CBS

**HUMMERT FRANK**  
American Melody Hour  
CBS

**HUSTON, TED**  
Big Sister  
CBS

### — J —

**JOHNSTONE, JACK**  
Man Called X  
CBS

### — K —

**KLOSE, WOODY**  
Red Hook 31  
MBS

**KOGAN, DAVID**  
Mysterious Traveler  
MBS

**KOPLIN, MERT**  
Your Ballad Man  
MBS

**KUHL, CARL**  
Club 16  
CBS

### — L —

**LAFFERTY, PERRY**  
Block Party  
MBS

**LA FRANDRE, JACK**  
Chicago Theatre Of The Air  
MBS

**LAWRENCE, BILL**  
Screen Guild Players  
CBS

**LEADER, TONY**  
Suspense  
CBS

**LEONARD, RICHARD**  
Rose of My Dreams; Mr. Keene, Tracer of Lost Persons  
CBS

**LEVINE, LEON**  
People's Platform  
CBS

**LEWIS, AL**  
Our Miss Breaks  
CBS

**LEWIS, J. C.**  
Johnson Family  
MBS

**LEWIS, PAUL**  
Paul That Refreshes On The Air  
CBS

**LEWIS, RICHARD**  
Quick As A Flash  
MBS

**LOEB, MARX**  
Reader's Digest.  
CBS

### **LOUGHRANE, BASIL**

Sherlock Holmes (MBS); Light Of The World (NBC).

**LOVETON, JOHN**  
Mr. & Mrs. North  
CBS

### — M —

**McDERMOTT, TOM**  
Wendy Warren & News  
CBS

**McGILL, EARLE**  
ABC, MBS

**MacGREGOR, JOCK**  
Nick Carter, Did Justice Triumph? For Your Approval  
MBS

**MacKEY, Fred**  
Lux Radio Theater  
CBS

**McKNIGHT, TOM**  
New Adventures of Sherlock  
ABC

**MACK, DICK**  
Joan Davis Show  
CBS

**MACK, HELEN**  
Let's Pretend, Bill Goodwin Show  
CBS

**MACK, NILA**  
Let's Pretend  
CBS

**MADEVILLE, BETTY**  
FBI In Peace and War

**MANSFIELD, IRVING**  
Talent Scouts, Morey Amsterdam Show  
CBS

**MARKLE, FLETCHER**  
Studio One, Ford Theater  
CBS

**MAKSHALL, WILLIAM**  
Story For Today, Metropolitan Opera.  
ABC

**MARTIN, DON C.**

**MARTINI, ROLAND**  
Saturday Night Serenade  
CBS

**MAXWELL, JESSICA**  
Hop Harrigan, Adventure Parade  
MBS

**MILLER, HAL**  
Music For You  
CBS

**MONROE, BOB**  
High Adventure  
MBS

## Radio-Television Directors

### MORGAN, JAMES

Queen For A Day  
MBS

**MORTON, MAURICE**  
Meet Me At Parky's  
MBS

### MOSS, HERB

Hildegarde, Vox Pop.

## — O —

### OCHS, ACE

Club 16  
CBS

### O'DONNELL, GEORGENE

Hint Hunt  
CBS

### O'KEEFE, LESTER

Electric Theater  
CBS

### OPPENHEIMER, JESS

My Favorite Husband  
CBS

### OWEN, FOREST

Lum 'n' Abner  
CBS

## — P —

### PEMBERTON, MURDOCK

Maggi McNellis Show  
ABC

### PHILLIPS, CARL

Borden Program  
CBS

### PHILLIPS, PAUL

Borden Family  
CBS

### PIERCE, PAUL

Stars Over Hollywood  
CBS

### PIERCE, SAM

Dick Haynes Show  
CBS

### POLESIE, HERB

It Pays To Be Ignorant  
CBS

### POWERS, CHARLES

Our Job Is Manhattan. Famous  
Jury Trials. Henry Morgan  
Show  
ABC

### FRAGER, BERT

Meet Corlies Archer  
CBS

## — R —

### REAGAN, NEIL

Dr. Christian  
CBS

### REDFORD, BILL

Hospitality Club  
MBS

### RICCA, ERNEST

Romance of Helen Trent.  
Strange Romance of Evelyn  
Winters  
CBS

### RICE, HERBERT

Lanny Ross Show  
MBS

### RIPLEY, JOSEPH

Hour Of Charm  
CBS

### RITTER, RICHARD

Edwin C. Hill  
ABC

### ROBSON WILLIAM N.

Doorway To Life. Hawk Lara-  
bee, Escape  
CBS

### ROGERS, BEN

What The Veteran Wants To  
Know  
MBS

### ROUNTREE, MARTHA

Meet The Press  
MBS

### RUDICH, NAT

Sport Court. NBC

## — S —

### SACK, VICTOR

Grand Slam  
CBS

### SANVILLE, RICHARD

Escape  
CBS

### SCANLAN, WALTER

Headline Edition  
ABC

### SEACREST CECIL

Tell Your Neighbor  
MBS

### SEYDEL, VIC

Fishing And Hunting Club Of  
The Air  
MBS

### SHAYON, LEWIS ROBERT

You Are There  
CBS

### SHELDON, JAMES

We, The People  
CBS

### SIMMONS, STANLEY

Producer, Director; It's a Wo-  
man's World, Album of Songs,  
Spot TV Commercials.

### SINCLAIRE, JOAN

Leave It To The Girls  
MBS

### SMITH, BEVERLY

Second Mrs. Burton  
CBS

### SOMERVILLE, WARREN

Betty Crocker, Woman of To-  
morrow, Galen Drake  
ABC

### SOUVAINE, HENRY

A. L. Alexander's Mediation  
Board  
MBS

### SPEARS, HARRY

Double or Nothing  
CBS

### SPIER, WILLIAM

Adventures of Sam Spade.  
Suspense, Philip Morris Play-  
house  
CBS

### STAHL, MYRTLE

Northwestern Reviewing Stand  
MBS

### STEL, BILL

Aunt Jenny  
CBS

### STEEN, ROBERT

On Trial  
ABC

### SULDS, IRVIN P.

American Forum Of The Air  
MBS

## — T —

### TAYLOR GLENHALL

Fabulous Dr. Tweedy; Sher-  
lock Holmes

### TITOL, ROCCO

Sing It Again  
CBS

### TODMAN, BILL

Winner Take All, Hit The Jack-  
pot, Time's A-Wasting (CBS).

### TORMEY, ROBERT

Headline Edition, Maggi Mc-  
Nellis  
ABC

### TRACY, STERLING

Sweeney & March  
CBS

### TYLER, JACK

Ed Murrow and the News  
CBS

## — V —

### VAIL, LESTER

NBC. Aldrich Family

## — W —

### WARBURTON, CHARLES

My True Story  
ABC

### WARD, AL

Theater of Romance  
CBS

### WARWICK WILLIAM

Kay Kyser, Metropolitan Audi-  
tions of the Air  
ABC

### WELLINGTON, JOHN

Song Of The Stranger  
MBS

### WIEST, GEORGE

Second Honeymoon. Music by  
Glenn Osser  
ABC

### WOLFE, EDWIN

Ma Perkins  
CBS

### WRIGHT, WYNN

Official Detective. Stephen  
Graham Family Doctor  
MBS

## — Y —

### YOUNG, DAVE

Family Theater  
MBS

# Woman Commentators

## HOME ECONOMISTS

### of Radio Stations in the United States

#### Alabama

Adams, Carol ..... WCOV, Montgomery  
 Aly, Joanna ..... WHMA, Anniston  
 Bigbee, Nelle ..... WMFT, Florence  
 Brown, Camille ..... WSPA, Montgomery  
 Cousins, Sarah ..... WMGY, Montgomery  
 Hall, Martha ..... WJJI, Montgomery  
 Hawkins, Nancy ..... WAUD, Auburn  
 Hudgins, Jewell ..... WERC, Birmingham  
 Jetton, Joan ..... WJLD, Bessemer  
 Johnson, Dorothy ..... WBHP, Huntsville  
 Littlepage, Evelyn R. .... WMPT, Florence  
 Mahoney, Esther ..... WSPA, Montgomery  
 Parrish, Agnes ..... WSGN, Birmingham  
 Perry, Dovey, W. .... WBBS, Huntsville  
 Steadham, Jimmy ..... WBEJ, Brewton  
 Stont, Janette ..... WTBP, Troy  
 Wolf, Alva Craig ..... WAPX, Montgomery

#### Arizona

Benoni, Virginia ..... KOPO, Tucson  
 Bentley, Elaine ..... KTAR, Phoenix  
 Brown, Pauline Bates ..... KOY, Phoenix  
 Day, Norma ..... KCMC, Texarkana, Tex.  
 Evans, "Johnnie" ..... KCZY, Coolidge  
 Hall, Lorraine ..... KOOL, Phoenix  
 May, Edna ..... KAWT, Douglas  
 Pulliam, Luella ..... KWRZ, Flagstaff  
 Riches, Jan ..... KVOA, Tucson  
 Weise, Edith ..... KYUM, Yuma  
 Weighl, Jeanne ..... KOY, Phoenix

#### Arkansas

Asbell, Maeda ..... KELD, El Dorado  
 Gibb, Linda ..... KSOK, Arkansas City  
 Cordell, Ann ..... KELD, El Dorado  
 Crabaugh, Marjorie ..... KXKJ, Russellville  
 Plooy, Dorothy ..... KWFC, Hot Springs  
 Forster, Bobbie ..... KXLR, No. Little Rock  
 Houston, Ruby ..... No. Little Rock  
 Prickett, Maxine ..... KCLA, Pine Bluff  
 Spann, June ..... KWAK, Stuttgart  
 Vanatta, Ann ..... KFFA, Helena

#### California

Alex, Susan ..... KSAN, San Francisco  
 Alegra, Taylor ..... KCOK, Tulare  
 Allen, Lucy ..... KSRO, Santa Rosa  
 Antone, Lilyan ..... KSAN, San Francisco  
 Bobbitt, Fashionists ..... KTSL, Hollywood  
 Barton, Emily ..... KPFC, San Francisco  
 Bye, Bess ..... KFRC, San Francisco  
 Casey, Mary Ann ..... KIST, Santa Barbara  
 Davis, Skip ..... KRNO, San Bernardino  
 Dewsnupp, Evelyn ..... KWBR, Oakland  
 Dunlop, Ruth ..... KFBC, Sacramento  
 Findley, Margaret ..... KRNO, San Bernardino  
 Gardner, Dorothy ..... KTLA, Los Angeles  
 Graham, Marion ..... KHUM, Eureka  
 Gray, Jeanne ..... KMPC, Los Angeles  
 Guy, Corris ..... KTLA, Los Angeles  
 Hall, Dorothy N. .... KPAS, Banning  
 Hart, Trula ..... KEEN, San Jose  
 Heedeick, Peg ..... KBUC, Corona  
 Hepple, Barbara ..... KRON, Monterey  
 Hogan, Lee ..... KNDH, Hollywood  
 Holden, Ann ..... KGO, San Francisco  
 Jaden, Audrey ..... KWKW, Pasadena  
 Jannion, Jean ..... KFXM, San Bernardino  
 Jewel, Isella ..... JCBQ, San Diego  
 Johnson, Dottie ..... KSON, San Diego

Kerry, Katherine ..... KQW, San Jose  
 Kitchen, Katherine ..... KFDB, Sacramento, RMJ.  
 Pre-no. KWG, Stockton

Lea, Lois ..... KCSB, San Bernardino  
 Lesly, Gale ..... KTMS, Santa Barbara  
 Lyn, Carole ..... KFMB, San Diego  
 McCloskey, Katherine ..... KDB, Santa Barbara  
 Mindelle, Grace ..... KYNO, Fresno  
 Morse, Molly ..... KGB, San Diego  
 Pauge, Francis ..... KCRA, Sacramento  
 Penny, Prudence ..... KTSL, Hollywood  
 Quinn, Frances ..... KFRE, Fresno  
 Schaer, Wanda ..... KWBR, Oakland  
 Scott, Betty ..... KTIP, Porterville  
 Sharron, Ann ..... KSBW, Salinas  
 Shapiro, Marjorie ..... KRCO, San Bernardino  
 Simmons, S. E. .... KRUZ, Santa Cruz  
 Smith, Jane ..... KVVC, Ventura  
 Stearns, Kit ..... KFXM, San Bernardino  
 Stevenson, Edna ..... KERN, Bakersfield  
 Stewart, Georgia ..... KSUE, Susanville  
 Stuart, Mary Lou ..... KIEM, Eureka  
 Thompson, Ruth ..... KYA, San Francisco  
 Tracy, Virginia ..... KAFY, Bakersfield  
 Tunison, Alice ..... KERN, Bakersfield

#### Colorado

Carson, Sue ..... KLZ, Denver  
 Cimino, Lena ..... KSFT, Trinidad  
 Collopy, Mary ..... KCOL, Fort Collins  
 Elliott, Nancy ..... KIUP, Durango  
 Hammesley, Evadna B. .... KOA, Denver  
 Hay, Henrietta ..... KFNJ, Grand Junction  
 Homan, Lois ..... KBOL, Boulder  
 Martin, Kay ..... KFEL, Denver  
 Mason, Alice Lee ..... KCSJ, Pueblo  
 Smith, Barbara ..... KVOI, Colorado Springs  
 Strange, Eda ..... KPCH, Walsenburg  
 Sylvester, Libby ..... KRDO, Colorado Springs

#### Connecticut

Bergin, Kay ..... WBRV, Waterbury  
 Cobb, Jane C. .... WNLC, New London  
 Colbert, Jean ..... WVIC, Hartford  
 Dolin, Irene ..... WCCB, Hartford  
 Gibson, Clara ..... WONS, Hartford  
 Godwin, Elizabeth ..... WTHI, Hartford  
 Gordon, Beverly ..... WAVZ, New Haven  
 Graham, Margaret ..... WTOR, Torrington  
 Hall, Lee ..... WNHC, New Haven  
 Harburt, Mignon ..... WATR, Waterbury  
 Jackson, Audrey ..... WKNB, New Britain  
 Jufimich, Patricia ..... WAVZ, New Haven  
 Maloney, Ellen ..... WWCO, Waterbury  
 Naughton, Russ ..... WDRG, Hartford  
 O'Brien, Jean ..... WNHC, New Haven  
 Parkes, Connie ..... WLIZ, Bridgeport  
 Patten, Betty ..... WTHI, Hartford  
 Porter, Jeanne ..... WELI, New Haven  
 Worlan, Lorraine ..... WCCC, Hartford

#### Delaware

Day, Douen ..... WAMS, Wilmington

#### District of Columbia

Allen, Betty ..... WINX, Washington  
 Crane, Ruth ..... WMAL, WMAL-TV, Washington  
 Foreman, Marie ..... WQQW, Washington  
 Market, Hazel ..... WTTG, Washington  
 Osgood, Nancy ..... WNBW, WBC, Washington

... Woman Commentators-Home Economists—Radio-TV ...

Florida

Barber, Eve.....WORZ Orlando  
 Butler, June.....WGBS, Miami  
 Byron, Eva.....WALT, Tampa  
 Carter, Mary Lucille.....WMBM, Miami Beach  
 Christopher, Marjorie.....WQAM, Miami  
 Cloward, Patricia L.....WNNB, Daytona Beach  
 Cody, Yvonne.....WGGG, Gainesville  
 Colwell, Virginia.....WLDS, Jacksonville  
 Daly, Anne.....WPDQ, Jacksonville  
 Dowst, Kay.....WDAE, Tampa  
 Estes, Peggy.....WTAN, Clearwater  
 Fleming, Rosemary.....WBSH, Pensacola  
 Hamilton, Berta.....WGGG, Gainesville  
 Hildreth, Margery M.....WNNB, Daytona Beach  
 Jackson, Elizabeth.....WBSR, Pensacola  
 Low, Kay.....WJNO, West Palm Beach  
 Martio, Ann.....WEAR, Pensacola  
 Martin, Edie.....WJVB, Jacksonville Beach  
 Mend, Dottie.....WSPB, Sarasota  
 Moody, Emily Winston.....WFLA, Tampa  
 Mosak, Ruth.....WLEA, Clearwater  
 Newton, Ruth.....WKWF, Key West  
 O'Day, Billy.....WIOD, Miami  
 O'Quinn, Peggy.....WRUF, Gainesville  
 Parks, Jane.....WDBO, Orlando  
 Pierce, Jackie.....WVCG, Coral Gables  
 Ragsdale, Virginia.....WRUF, Gainesville  
 Rawls, Carolina.....WQBS, Jacksonville  
 Stanley, Kay.....WMBK, Jacksonville  
 Swaggerty, Mary.....WDHL, Bradenton  
 Tellegen, Eve.....WQAM, Miami  
 Whitfield, Betty.....WINK, Fort Myers

Georgia

Alford, Kitty.....WRGA, Rome  
 Gauley, Virginia.....WKLY, Hartwell  
 Bell, Alice.....WERD, Atlanta  
 Connolly, Mary.....WAGA, Atlanta  
 Davis, Maggie.....WCON, Atlanta  
 DuPre, Horriense.....WVGS, Tifton  
 Farmer, Helen.....WMAZ, Macon  
 Flournoy, Rose B.....WRBL, Columbus  
 Fuller, Geneva Smart.....WFRP, Savannah  
 Glass, Dorine H.....WTOG, Savannah  
 Hardin, Louise C.....WBHF, Cartersville  
 Heiman, Annemie.....WGGG, Gainesville  
 Hixon, Lucille.....WBHF, Cartersville  
 Houston, Evelyn B.....WRDW, Augusta  
 Howden, Joy.....WDAE, Savannah  
 Hughes, Elizabeth.....WALB, Albany  
 Huie, Mildred.....WGPC, Albany  
 Law, Grace Taylor.....WERD, Atlanta  
 McLean, Donn.....WSAG, Columbus  
 Porter, Jocelyn.....WDAK, Columbus  
 Porter, Juanita.....WKTC, Thomasville  
 Rossiter, Julie.....WDAE, Savannah  
 Ward, Del.....WNEX, Macon  
 Waslen, Alice.....WBML, Macon

Idaho

Arnold, Kay.....KLIJ, Twin Falls  
 Berlow, Joyce.....WVMV, Twin Falls  
 Cornell, Barbara.....KIDO, Boise  
 Favaro, Virginia.....KRLL, Lewiston  
 McAllister, Ruth.....KRPL, Moscow  
 McMittan, Valerie.....KIEI, Idaho Falls  
 Mitchell, Pat.....KGEM, Boise  
 Morris, Carolyn.....KTPI, Twin Falls  
 Schultz, Florene.....KTPI, Twin Falls  
 Spencer, Betty.....KWAL, Wallace  
 Yates, Margaret.....KSEL, Pocatello

Illinois

Ames, Barriell.....WTAX, Springfield  
 Buettner, Howard, Mrs.....WOKZ, Alton  
 Campbell, Jean.....WEEK, Peoria  
 Chilton, Ruth.....WJMJ, Chicago  
 Christine (Bibou).....WNMP, Evanston  
 Crane, Martha.....WLS, Chicago  
 Gleason, Patricia.....WCFL, Chicago

Grey, Ethel.....WQUA, Moline  
 Harper, Mary E.....WEBQ, Harrisburg  
 Harris, Virginia.....WLBH, Maitton  
 Hart, Elizabeth.....WMAQ, Chicago  
 Hopper, Edna.....WTMV, East St. Louis  
 Horner, Margaret.....WSIV, Pekin  
 Jency, Sylvia.....WKAN, Kankakee  
 Joyce, Helen.....WLS, Chicago  
 Karney, Beulah.....WENR, Chicago  
 Lauder, Ellen.....WWXL, Peoria  
 Logan, Jane.....WSOY, Decatur  
 Logan, Judy.....WAAF, Chicago  
 Moutz, Wanda.....WTAX, Springfield  
 Moore, Barbara.....WMBD, Peoria  
 Oberto, Betty.....WLPO, La Salle  
 White, Stella.....WALT, Chicago  
 Wynn, June.....WCVS, Springfield

Indiana

Black, Virginia.....WJPS, Evansville  
 Daniels, Catherine.....WISH, Indianapolis  
 Davis, Eileen.....WJVA, South Bend  
 Farrell, Rose Lee.....WFBM, Indianapolis  
 Flood, Opal.....WFTW, Fort Wayne  
 Jones, Bette.....WKJG, Fort Wayne  
 McDonald, Mary.....WGL, Fort Wayne  
 Maddox, Mary Lou.....WIKY, Evansville  
 Osborn, Marion.....WSUA, Bloomington  
 Pritchett, Ruth.....WIMS, Michigan City  
 Reynolds, Ruth.....WIRE, Indianapolis  
 Schafer, Becca.....WANE, Fort Wayne  
 Tucker, Sue.....WKBY, Richmond

Iowa

Adams, Kay.....WMT, Cedar Rapids  
 Barron, Alice Wallace.....KXCI, Fort Madison  
 Craemer, Pamela.....KCRG, Cedar Rapids  
 Currier, Bernice.....KMA, Shenandoah  
 DuMond, Irene.....KXEL, Waterloo  
 Herbst, Edna A.....KCRG, Cedar Rapids  
 Jergenson, Johnette.....KICM, Mason City  
 Kuen, Mary Ann.....WKHB, Dubuque  
 Kier, Leota.....KIOA, Des Moines  
 Marshall, Mary Louise.....WOC, Davenport  
 Muller, Clare.....KBIZ, Ottumwa  
 Runkin, Mary.....KVPD, Fort Dodge  
 Reckless, Sybil.....KXIC, Iowa City  
 Schindler, Lorraine.....KTBL, Sioux City  
 Shoemaker, Adella.....KMA, Shenandoah  
 Shorten, Martha.....KDTH, Dubuque  
 Strauss, Reda.....KSO, Des Moines  
 Webber, Edith Doolan.....KWDM, Des Moines  
 Wells, Betty.....KRNT, Des Moines

Kansas

Banner, Beverly.....KWBW, Hutchinson  
 Clinier, Catherine.....KANS, Wichita  
 Conner, Dorothy.....KSEK, Piusburg  
 Davis, Helen.....KGNO, Dodge City  
 Ewins, Dorothy.....KFBI, Wichita  
 Newkirk, Grace Lee.....KXXX, Colby  
 Stevenson, Esther.....KWHK, Hutchinson  
 Wiley, Myrtle.....KGGF, Coffeyville  
 Zedde, Ethel Jane.....KFH, Wichita

Kentucky

Boyd, Dorothy.....WNGO, Mayfield  
 Haan, Ruth.....WMTC, Vancelev  
 Hensley, Sara T.....WVLK, Versailles  
 Hubert, Ann.....WAVE, WAVE-TV, Louisville  
 Jackson, Audrey.....WKCT, Bowling Green  
 Kuekey, Bonnie E.....WHOP, Hopkinsville  
 Kecheval, Mary Elizabeth.....WCMY, Ashland  
 Lockwood, Jessie E.....WKAY, Glasgow  
 Robertson, Dorothy.....WSON, Henderson  
 Rutledge, Mary Lou.....WVJS, Owensboro  
 Seay, Blanche.....WCMY, Ashland  
 Shelton, Mary.....WKTM, Mayfield  
 Weiler, Louise.....WJNN, Louisville  
 Wood, Dorothy.....WPTM, Maysville

... Woman Commentators-Home Economists—Radio-TV ...

**Louisiana**

Boyd, Daisy Lee.....WLCS, Baton Rouge  
 Cressend, Lorraine.....WJWB, New Orleans  
 Flettrick, Leonard, Mrs.....WDSU-TV, New Orleans  
 Holmes, Helen.....WDSU-TV, New Orleans  
 Jewell, Mary.....WNOE, New Orleans  
 Koltun, Ruth.....WJBO, Baton Rouge  
 Muse, Orene.....WJBO, Baton Rouge  
 Rosenfield, Rose.....KYSL, Alexandria  
 Salassi, Elizabeth.....KTBS, Shreveport  
 Stacey, Eta.....KSYL, Alexandria

**Maine**

Butler, Cecilia.....WLAM, Lewiston  
 Carter, Charlotte.....WABI, Bangor  
 Deane, Beth.....WGUY, Bangor  
 Fuller, Dorothy.....WGOR, Portland  
 McIntosh, Betty.....WLAM, Lewiston  
 Murray, Mary Jane.....WRDO, Augusta  
 Rice, Catherine.....WPAU, Augusta  
 Standish, Martha.....WPOR, Portland  
 Staples, Marguerite L.....WTVL, Waterville  
 Wadman, Dorothy.....WGAN, Portland

**Maryland**

Canaday, Marion Beatty.....KIRX, Kirksville  
 Carroll, Jeon.....WMAE-TV, Baltimore  
 Cotton, Dorothy.....WSID, Baltimore  
 Dierken, Katherine.....WAAM, Baltimore  
 Dorsey, Polly.....WBMD, Baltimore  
 Landis, Marry.....WBAL-TV, Baltimore  
 Lewis, Marie.....WBOC, Salisbury  
 Martin, Molly.....WBAL-TV, Baltimore  
 Miller, Pat.....WJEF, Hagerstown  
 Temple, Martha Ross.....WFBR, Baltimore  
 Whitcraft, Marie.....WJEJ, Hagerstown

**Massachusetts**

Bailey, Mildred.....WCOP, Boston  
 Barton, Betty.....WNBH, New Bedford  
 Bolles, Janet.....WBET, Brockton  
 Bradford, Ann.....WLLH, Lowell, Mass.  
 Broeg, Heloise Parker (Mom Parker).....WEEI, Boston  
 Brown, Mae.....WMAS, Springfield  
 Cabot, Caroline.....WEEI, Boston  
 Carlson, Mildred.....WBZ, WBZA, Boston-Springfield  
 Cavanaugh, Audrey F.....WHA1, Greenfield  
 Chase, Julie.....WTAG, Worcester  
 Connelly, Jeanne.....WNEB, Worcester  
 Finch, Bette.....WKOX, Framingham  
 Flanders, Lyda.....WTAG, Worcester  
 Fortescue, Priscilla.....WEEI, Boston  
 Huse, Bertha.....WLaw, Lawrence  
 King, Dorothea.....WSPR, Springfield  
 Light, Lois.....WRMS, Ware  
 Merrill, Joyce.....WMNB, North Adams  
 Mills, Marjorie.....WBZ-WBZA, Boston, Springfield  
 Putnam, Ruth.....WESX, Salem  
 Smith, Jane.....WVARK, Hagerstown  
 Sweeney, Marion Lane.....WBKA, Brockton  
 Taylor, Phyllis.....WVOM, Boston  
 Varnum, Elizabeth.....WCCM, Lawrence  
 Victory, Evelyn.....WBMS, Boston  
 Whitney, Florence.....WBRK, Pittsfield  
 Winne, Fran.....WTAG, Worcester

**Michigan**

Allen, Virginia.....WHFB, Benton Harbor  
 Callery, Lillian.....WTTH, Port Huron  
 Clark, Agnes.....WJR, Detroit  
 Cox, Florence.....WJLB, Detroit  
 Dillingham, Peg.....WOAP, Owassa  
 Gibbs, Agnes.....WCSH, Portland  
 Harris, Fran.....WWJ, WWJ-TV, Detroit  
 Hill, Jean.....WHTC, Holland  
 Lane, Joy.....WHAM, Saginaw  
 McBride, Jean.....WWJ-TV, Detroit  
 McDowell, Peggy.....WHFB, Benton Harbor  
 Melrose, Edythe Fern.....WXYZ, Detroit  
 Milane, Frank.....WFUR, Grand Rapids

Miller, Nadine.....WGRD, Grand Rapids  
 Milton, Peggy.....WHFB, Benton Harbor  
 Page, Mrs.....WJR, Detroit  
 Sills, Betty.....WLAV, Grand Rapids  
 Silvers, Shirley.....WOOD, Grand Rapids  
 Standish, Joanna.....WKZO, Kalamazoo, Mich.  
 Stephenson, Ann.....WBBC, Flint  
 Van Sickle, Ann.....WGFG, Kalamazoo

**Minnesota**

Atkinson, Judith.....KSTP-TV, St. Paul-Minneapolis  
 Ballis, Mera.....KDHL, Fairbault, Minn.  
 Binstian, Evelyn.....KROX, Crookston  
 Carter, Sheelah.....WTCN, Minneapolis-St. Paul  
 Coleman, Mary.....WDGY, Minneapolis  
 Daniels, Elizabeth.....KDAL, Duluth  
 Haerberle, Arlie.....WTCN, Minneapolis-St. Paul  
 Herrala, Marion E.....Woman's World, WXLT, Ely  
 Jo, Peggy.....KGDE, Fergus Falls  
 Marshall, June.....KMHL, Marshall  
 Mitchell, Marjorie.....KWNO, Winona  
 Stafford Betty.....KDHL, Fairbault  
 Wilson, Rae.....KFAM, St. Cloud

**Mississippi**

Covert, Ann.....WMOX, Meridian  
 Dawley, Dorothy.....WSLI, Jackson  
 Dunn, Margaret.....WELO, Tupelo  
 Gollotte, Gwen.....WLOX, Biloxi  
 Harris, Dorothy.....WLOX, Biloxi  
 Lee, Margery.....WRBC, Jackson  
 Pilkington, Constance.....WCB1, Columbus  
 Steen, Rea.....WVIM, Vicksburg  
 Vance, Sue.....WFOR, Hattiesburg  
 Woodman, Genevieve.....WVIM, Vicksburg

**Missouri**

Barrow, Hallie.....KFEQ, St. Joseph  
 Dean, Diana.....KTTS, Springfield  
 Donze, Aileen.....KSGM, Ste. Genevieve  
 Ellis, Caroline.....KFRM, KMBC, Kansas City  
 Harvey, Helen.....KFRM, Kansas City  
 Hayes, Tony.....KCMO, Kansas City  
 Lea, Sandra.....WHB, Kansas City  
 Lightfoot, Jean.....KWTO, Springfield  
 Logan, Martha.....WHB, Kansas City  
 Montalto, Mary Kay.....KTTR, Rolla  
 Munsch, Louise.....WEW, St. Louis  
 Parker, Betty.....KMBC, Kansas City  
 Sims, Opal.....KWPM, West Plains  
 Small, Annie Lee.....KFRU, Columbia

**Montana**

Day, Erin.....KGVO, Missoula  
 Gordon, Lynda.....KAVR, Havre  
 Halvorson, Fay.....KGCX, Sidney  
 Lee, Joan.....KANA, Anaconda  
 Morris, Margaret.....KXLF, Butte  
 Reardon, Helen.....KBOW, Butte  
 Stewart, Maily.....KMON, Great Falls  
 Timmons, Pauline.....KOJM, Havre

**Nebraska**

Anderson, Florence L.....KJSK, Columbus  
 Bohlsen, Martha.....KOWH, Omaha  
 Epp, Louise.....KODY, North Platte  
 Lucas, Dorothy.....KOLN, Lincoln  
 Moore, Mary.....WJAG, Norfolk  
 Nekuda, Lydia.....KFOR, Lincoln  
 Neuhaus, Ruth D.....Talking It Over, KFAB, Omaha  
 Strohecker, Mary.....KOLT, Scottsbluff  
 Sullivan, Jean.....KOWH, Omaha  
 West, Belle.....KOIL, Omaha

**Nevada**

Goff, Gerri G.....KENO, Las Vegas  
 Kitchen, Katherine.....KOH, Reno  
 Lane, Lucille.....KOLO, Reno  
 Maestretti, Madlen.....KWRN, Reno



# • • • Woman Commentators—Home Economists—Radio-TV • • •

Sando Florence.....WCAE, Pittsburgh  
 Tomlinson, Sara.....WPIT, Pittsburgh  
 Ulmer, Margie.....WLAN, Lancaster  
 Weaver, Dori.....WPGH, Pittsburgh  
 Welles Ruth.....KYW, Philadelphia

## Rhode Island

Gunning, Betty.....WCFI, Pawtucket  
 Somerby, Hope.....WWOW, Woonsocket  
 Wallace, Carolyn.....Providence

## South Carolina

Baum Pearl.....WCSC, Charleston  
 Dalton, Jane.....WSFA, Spartanburg  
 Daniels, Alberta.....WLAT Conway  
 Jeffries, Mary Anne.....WORD, Spartanburg  
 Jervey, Belle.....WFSC, Greenville  
 Rhame, Anne.....WKIX, Columbia  
 Sherrard Mahle.....WAIM, Anderson  
 Wyman, Alice.....WFRC, Greenville

## South Dakota

Baxter, Bee.....KSOO, Sioux Falls  
 Cook, Martha.....Pink Parasol, KOTA, Rapid City  
 Funk, Elinor Brown.....KSOO, Sioux Falls  
 Gundersen, Barbara.....KOFA, Rapid City  
 Horlen, Marie.....KELO, Sioux Falls  
 Hostess Helen.....KISD, Sioux Falls  
 Speece, Wynn.....WNAX, Yankton

## Tennessee

Rock, Para Lee.....WNOX, Knoxville  
 Browne, Olivia.....WMC, Memphis  
 Carter, Patsy.....KGRV, Greenville  
 Cooney Marjorie.....WSM, Nashville  
 McEen, Mary Frances.....WKRM, Columbia  
 Rentfro, Lucille.....WBAC, Cleveland  
 Richardson Helen.....WAGO, Chattanooga  
 Ross, Martha.....WMMT, McMinnville  
 Russell, Ann.....WSM, Nashville  
 Russell, Maxine.....WGRV, Greenville  
 Smith, Druce.....WDOD, Chattanooga  
 Taylor, Vivian.....WLAR, Athens

## Texas

Bencil, Julie.....WFAA, Dallas  
 Cifer, Jean.....KEPO, El Paso  
 Dees, Mildred Lyon.....KXYZ, Houston  
 Eastland, Ann.....KRIC, Beaumont  
 Erbanks, Patsy.....KOCA, Kilzore  
 Ewing LaVerne.....KIOX, Bay City  
 Faye, Alita.....WRR, Dallas  
 Fowler, Alena.....KFDX, Wichita Falls  
 George, Juana.....KLIF, Dallas  
 Graymont, Marilise.....KURV, Edinburg  
 Hancock, Jin.....WXOL, Fort Worth  
 Holliday Mary.....WAOO, Waco  
 Houston, Kath.....KTHE, Houston  
 Kobel, Beverly.....KLEE, Houston  
 Laurence, Thelma.....KSEL, Lubbock  
 Mac, Bernice.....KPAC, Port Arthur  
 Mcbanks, Lous.....KPFM, Beaumont  
 Min Sue.....KAMQ, Amarillo  
 Pinez, Rosanna.....KCOB, San Antonio  
 Re, Georgianne.....KRIC, Beaumont  
 St. Virginia.....KTRM, Beaumont  
 St. Ann, Eula.....KPLT, Paris  
 St. Ann, June.....KDDD, Dumas  
 St. Ann, Tommy.....REBE, Jacksonville  
 St. Ann, Mary Anne.....KOLE, Port Arthur  
 St. Ann, Shirley.....KATL, Houston  
 St. Ann, Katie.....KOLE, Port Arthur  
 St. Ann, Ann.....KRBO, Abilene  
 St. Ann, Sherry.....KPLT, Paris  
 St. Ann, Auvaric.....KVWC, Vernon  
 St. Ann, Agda M.....KVIC, Victoria  
 Turner, Eve.....KFJZ, Fort Worth  
 Wilkinson, Lillian.....KPEX, Beaumont

## Utah

Allard, Hazel.....KDYL, Salt Lake City

Anderson, Alice.....KBUH, Brigham City  
 Baker, Mildred.....KUTA, Salt Lake City  
 Gibson, Bonnie M.....KOPP, Ogden  
 Hardy, Dorris.....KDYL, Salt Lake City  
 Mower, June.....Provo  
 Perry, Phyllis.....KALL, Salt Lake City  
 Smith, Rose.....KSL, Salt Lake City  
 Tabbot, Beth.....KSOB, Cedar City  
 York Rita.....KJAM, Vernal

## Vermont

Anderson, Kay.....WWSR, St. Albans  
 Casey, Winifred.....WJOY, Burlington  
 Dodd, Virginia.....WDEB, Waterbury  
 Nowlin Eleanor.....WCAX, Burlington

## Virginia

Alexander, Mildred.....WCAV, Norfolk  
 Bell, Muriel.....WBOB, Galax  
 Carpenter, Mary.....WHLF, South Boston  
 Cleland, Elnora Robinson.....WLVA, Lynchburg  
 Evans, Muriel.....WEAM, Arlington  
 Gray, Carolyn.....WEAM, Arlington  
 Griffin, Nellie Drake.....WGH, Newport News  
 Grizz, Becky.....WDVA, Danville  
 Huffman Helen M.....WAYB, Waynesboro  
 Inboden, Eleanore.....WPUV, Pulaski  
 King, Harriet.....WLSL, Roanoke  
 Nunnally, Katherine M.....WSSV, Petersburg  
 Packard, Louise.....WLOW, Norfolk  
 Roberts, Lyn.....WWOD, Lynchburg  
 White, Alice Brewer.....WTAR, Norfolk  
 Zimmerman, Barbara.....WMVA, Martinsville

## Washington

Axworthy, Helen.....KNEW, Spokane  
 Baker Helen.....KPRW, Pasco  
 Bradford, Marjorie.....KWLK, Longview  
 Hansen, Ruth.....KIMA, Yakima  
 Hayes Fern.....KVAN, Vancouver  
 Kimball, Helen.....KIRO, Seattle  
 King, Carolyn.....KING, Seattle  
 MacIntyre, Jan.....KRSC-TV, Seattle  
 McIntyre, Jan.....KRSC, Seattle  
 Muck, Betty Jean.....KYAK, Yakima  
 Rand, Ruby.....KFIO, Spokane  
 Rucker, Gwendolyn.....KBRC, Mount Vernon  
 Smith, Margaret.....KHQ, Spokane  
 Taylor, Thuy.....KWOA, Worthington  
 Wise, Katherine.....KOMO, Seattle

## West Virginia

Allen, Jane.....WCAW, Charleston  
 DeJon, Lathie Orme.....WRON, Ronceverte  
 Garner, Charlotte.....WSAZ, Huntington  
 Kirby, Jean.....WMON, Montgomery  
 King, Joe.....WCOM, Parkersburg  
 Parsons, Joanne.....WAJR, Morgantown  
 Parsons, Virginia Ruth.....WBTK, Clarksburg  
 Ruess, Jane.....WCHS, Charleston

## Wisconsin

Casby, Mary.....WJPG, Green Bay  
 Croncy, Loraine.....WEXT, Milwaukee  
 Decker, Virginia.....WFHR, Wisconsin Rapids  
 Felker, Florence.....WMAW, Milwaukee  
 Ferguson, Albee.....WISC, Madison  
 Gray, Nancy.....WTMJ, WTMJ-TV, Milwaukee  
 Gross, Otoma.....WEMP, Milwaukee  
 LaMay, Ann.....WISN, Milwaukee  
 Leslie, Ann.....WISN, Milwaukee  
 Marward, Joanne.....WISC, Madison  
 May, Helen.....WMLO, Milwaukee  
 Obey, Betty.....WTAG, Green Bay  
 Schwicu, Marian.....WDUZ, Green Bay

## Wyoming

Bennett, Beth.....KVOG, Casper  
 Michael Terry.....KRAL, Rawlins  
 Randolph, Jamie.....KFBC, Cheyenne  
 Spracklin, Nova.....KWYO, Sheridan

• • • Woman Commentators-Home Economists—Radio-TV • • •

Puccinelli, Margaret.....KELK, Elko  
Smith, Roz.....ROLO, Reno

**New Hampshire**

Casseboom, Adeline.....WFEE, Manchester  
Hetu, Ruth.....WOTW, Nashua  
Mallory, Mariha.....WWNH, Rochester  
Noyes, Marjorie.....WKNE, Keene  
Towle, Dorothy S.....WHEB, Portsmouth

**New Jersey**

Bowne, Dorothy.....WCAP, Asbury Park  
Carroll, Mildred.....WCAM, Camden  
Corner, Jane.....WSNJ, Bridgeton  
Conboy, Anita.....WWBZ, Vineland  
Hunt, Adele.....WPAT, Paterson  
Lazergren, Isabel.....WFPQ, Atlantic City  
Lippman, Harriet.....WMID, Atlantic City  
Lupo, Nan.....WNJR, Newark  
Vallance, Joan.....WMTR, Morristown

**New Mexico**

Forcum, Beth.....KTRC, Santa Fe  
Hill, Lil'um.....KTNM, Tucumcari

**New York**

Adams, Charlotte.....WOR, New York  
Barratt, Maxine.....WABD, New York  
Becker, Pat.....WWRL, New York  
Blanchard, Bousie.....WGAT, Utica  
Burrows, Alice.....WABD, New York  
Campbell, Betty.....WOKO, Albany  
Carroll, Barbara.....WMSA, Massena  
Couchman, Marilyn.....WRUN, Utica  
Craig, Nancy.....WJZ, New York  
Crocker, Betty.....ABC, New York  
Deane, Martha.....WOR, New York  
Doan, Dorothy.....WCBS-TV, New York  
Drooz, Elaine.....WABY, Albany  
Frederick, Pauline.....ABC, New York  
Gust, Peter.....WKBW, Buffalo  
Hawley, Adelaide.....WABD, New York  
Hubck, Helen.....WJLL, Niagara Falls  
Hull, Margaret.....WCBS, New York  
Humphrey, Helen.....WHCU, Ithaca  
Kresge, Jean.....WEAV, Plattsburg  
Lucas, Dione.....WCBS-TV, New York  
Mason, Ella.....WMGM, New York  
Neville, Helen.....WKBW, Buffalo  
Norris, Kathi.....WABD, New York  
Parr, Dorothy.....WATN, Watertown  
Patrick, Cletkie.....WXRA, Buffalo  
Ranney, Mary Alice.....WROW, Albany  
Sampson, Mary.....WJOC, Jamestown  
Shoemaker, Muriel.....WENY, Elmira  
Siers, Betty.....WALL, Middletown  
Sternberger, Estelle.....WKHW, Buffalo  
Sternberger, Estelle M.....WLIE, New York  
Swanson, Gloria.....WPIX, New York  
Welles, Barbara.....WOR, New York

**North Carolina**

Burns, Emily Lou.....WCBC, Rocky Mount  
Burnside, Me-Me.....WQTV, Charlotte  
Carter, Jane.....WLOS, Asheville  
Eakes, Mary.....WGTC, Greenville  
Eason, Polly.....WCKB, Dunn  
Harris, Edith.....WJNC, Jacksonville  
Hawkins, Mary Love.....WDIG, Greensboro  
Hunt, Carol.....WSOO, Charlotte  
Janssen, Dorothea.....WBT, Charlotte  
Koonce, Zan.....WGTM, Wilson  
Landon, Dorothy.....WBRR, Burlington  
Moore, Maureen.....WWNF, Fayetteville  
Padgett, Carol.....WNAO, Raleigh  
Pressly, Harriet.....WPTF, Raleigh  
Sedberry, Mildred.....WBBO, Forest City  
Tavasso, Rachel.....WGTC, Greenville  
Winstead, Mary.....WRFB, Washington  
Wisecup, Trippie.....WAYS, Charlotte  
Wogan, Patsy.....WSKY, Asheville

**North Dakota**

Graham, Peg.....KDIX, Dickinson  
Wick, Hildar Marie.....KLR, Devils Lake

**Ohio**

Adams, Carol.....WHBC, Canton  
Alexander, Marian.....WADC, Akron  
Bennett, Virginia.....WWSO, Springfield  
Brady, Betty.....WLW, Cincinnati  
Cooper, Madge.....WWRN, Marion  
Davis, Millicent.....WFIN, Findlay  
Dennis, Lorell.....WTRF, Bellair  
Funnell, Mildred.....WTAM, Cleveland  
Gallespie, Virginia.....WLOK, Lima  
Goodwin, Gretchen.....WHKK, Akron  
Hackett, Rita.....WLWT, Cincinnati  
Koeh, Catherine.....WLWT, Cincinnati  
Lawrence, Lynn.....WAKR, Akron  
Lyons, Ruth.....WLW, Cincinnati  
Mullin, Ester.....WGAR, Cleveland  
Kenner, Frankie.....WADC, Akron  
Sharp, Fern.....WBNS, Columbus  
Stevens, Jane.....WJW, Cleveland  
Wells, Marjorie.....WTOL, Toledo

**Oklahoma**

Blanan, Estelle.....KVOO, Tulsa  
Burns, Lucille.....KAKC, Tulsa  
Croft, Vera.....KTUL, Tulsa  
Fontaine, Ann.....KOME, Tulsa  
Gillespie, Milly.....KTUL, Tulsa  
Lever, Martha.....KBYE, Oklahoma City  
Morgan, Helen.....KTOW, Oklahoma City  
Ryzel, Joan.....KNUS, Muskogee  
Smith, Ann.....KSWO, Lawton  
Stapp, Peggy.....KBYE, Oklahoma City  
Thomas, Katherine.....KOMA, Oklahoma City  
Thompson, Lois.....KTUL, Tulsa

**Oregon**

Becker, Sylvia.....KNPT, Newport  
Brunton, Beverly.....KUGN, Eugene  
Carlson, Fay.....KORE, Eugene  
Daniels, Clara.....KWIN, Ashland  
Forsman, Doris.....KWRC, Pendleton  
Frederickson, Roxie.....KPOJ, Portland  
Lee, Vivian.....KWJI, Portland  
Mitchell, Ruth.....KORE, Eugene  
Nulver, Laura.....KASH, Eugene  
Pierce, Marjorie.....KLRN, La Grande  
Pound, Blanche.....KWIL, Albany  
West, Kay.....KEX, Portland

**Pennsylvania**

Dall, Jane Ellen.....WJAS, Pittsburgh  
Beardsmore, Marian.....WMCK, McKeesport  
Brifton, Nane.....WARD, Johnstown  
Cannon, Dorsey.....WDAD, Indiana  
Clark, Cleda.....WPIT, Pittsburgh  
Cramer, Alina.....WARD, Johnstown  
Crane, Kit.....WIP, Philadelphia  
Culkin, Anne.....WSCR, Scranton  
Ford, Jean.....WLAN, Lancaster  
Gardiner, Evelyn.....KDKA, Pittsburgh  
Gephart, Cecil.....WRAC, Williamsport  
Gibson, Jane.....KQV, Pittsburgh  
Gustafson, Bernice.....WCHA, Chambersburg  
Hanna, Edna K.....WLAN, Lancaster  
Heagy, Betsy.....WHGB, Harrisburg  
Huey, Lois M.....WJSW, Altoona  
Ives, Anice.....WFIL, Philadelphia  
Lewis, Mary.....WNOW, York  
Lynn, Lewis.....WSCR, Scranton  
McCoy, Rita.....WMBF, Lewistown  
McGuire, France.....WPIL-TV, Philadelphia  
Mackill, Rita.....WSIL, Shamokin  
Marlow, Fran.....WDUX, Doylestown  
Michaels, Millie.....WFGB, Altoona  
Oromancer, Annette.....WHAT, Philadelphia  
Pulker, Gail.....WBRF, Wilkes-Barre  
Peg, Harol.....WRTA, Altoona  
Petto, Margaret.....WWSW, Pittsburgh

# Managers and Agents

Address and Telephone Numbers of Talent Representatives  
in New York, Los Angeles and Chicago



## ★ NEW YORK ★

Argueta, Nicholas  
9 Rockefeller Plaza ..... Columbus 5-0232

Alberti, Jules  
299 Madison Ave. .... Murray Hill 7-9054

Alexander, Willard, Inc.  
30 Rockefeller Plaza ..... Circle 6-4224

Appel, James S.  
400 Madison Ave. .... Plaza 3-7840

Ashley, Ted  
30 Rockefeller Plaza ..... Circle 7-5066

Bachelor Enterprises, Inc.  
30 Rockefeller Plaza ..... Circle 6-4224

Becker, V. S. Advertising Service  
562 Fifth Ave. .... Bryant 9-7577

Bentham, M. S.  
48 West 48th St. .... Plaza 7-1855

Betry, Harry  
1776 Broadway ..... Circle 6-7094

Briscoe & Goldsmith, Inc.  
522 Fifth Ave. .... Murray Hill 2-6214

Brooks, Ted  
134 East 57th St. .... Plaza 9-1444

Brown, Chamberlain  
145 West 45th St. .... Bryant 9-8480

Century Artists, Ltd.  
38 East 57th St. .... Plaza 3-1030

Chapman, Bruce  
145 West 41st St. .... Wisconsin 7-9244

Chase, Cleveland B. Co., Inc.  
424 Madison Ave. .... Eldorado 5-1520

Coc, Robert Associates  
366 Madison Ave. .... Vanderbilt 6-3417

Collins, Ted  
1819 Broadway ..... Circle 7-0094

Columbia Artists Management, Inc.  
113 West 57th St. .... Circle 7-6900

Consolidated Radio Artists, Inc.  
30 Rockefeller Plaza ..... Columbus 5-3580

Cooper, Frank Associates  
521 Fifth Ave. .... Vanderbilt 6-5661

DeGroot, Roy Consultants, Inc.  
551 Fifth Ave. .... Murray Hill 7-9135

Downey, Wallace, Inc.  
1819 Broadway ..... Circle 6-6646

Dube, Harry S.  
1270 Sixth Ave. .... Columbus 5-7035

Ebbins, Mill  
1270 Sixth Ave. .... Circle 7-2160

Evans, George B.  
1775 Broadway ..... Circle 6-2765

Evans & Salter  
113 West 57th St. .... Circle 7-6900

Fadiman Associates, Ltd.  
1501 Broadway ..... Lackawanna 4-3544

Famous Artists Corp. of N. Y.  
810 Fifth Ave. .... Circle 7-6200

Fanchon & Mareo, Inc.  
1501 Broadway ..... Hickering 4-3956

Fenton, Mildred  
40 East 40th St. .... Plaza 9-8266

Fields, Freddie  
1270 Sixth Ave. .... Circle 7-3025

Frederick Bros. Agency, Inc.  
1270 Sixth Ave. .... Circle 6-2144

Gale, Inc.  
48 West 48th St. .... Plaza 7-7100

General Artists Corp.  
1270 Sixth Ave. .... Circle 7-7643

Getts, Clark H.  
430 Park Ave. .... Plaza 8-0910

Gibbs, John E., & Co.  
9 Rockefeller Plaza ..... Columbus 5-4888

Glaser, Joe, Inc.  
745 Fifth Ave. .... Plaza 6-5572

Goodman, Martin  
38 East 57th St. .... Plaza 3-1030

Groslier, Abner J.  
1270 Sixth Ave. .... Circle 7-3025

Grossman, Al  
1270 Sixth Ave. .... Circle 5-8422

Haensel & Jones  
113 West 57th St. .... Circle 7-6900

Hahlo, Sylvia  
711 Fifth Ave. .... Plaza 9-6000

Hanna, Mark  
654 Madison Ave. .... Templeton 3-8730

Hayward, Leland, Inc.  
444 Madison Ave. .... Eldorado 5-4100

Hesse & McCaffrey  
501 Madison Ave. .... Eldorado 5-1076

Hurok Attractions, Inc.  
711 Fifth Ave. .... Plaza 9-6000

International Artists Corp.  
420 Madison Ave. .... Plaza 9-7490

Karo, Estella H.  
49 West 45th St. .... Vanderbilt 6-3860

Kerr, Bob  
1270 Sixth Ave. .... Columbus 5-8051

Leddy, Mark J.  
48 West 48th St. .... Plaza 7-3760

Leigel, William C. Literary Associates  
67 West 44th St. .... Murray Hill 2-3606

Lipset, Benjamin B.  
1350 Broadway ..... Hickering 4-2466

Lipzig, Syd  
730 Fifth Ave. .... Circle 5-7980

Lyons, A. & S., Inc.  
515 Madison Ave. .... Plaza 3-5181

Management Corp. of America  
745 Fifth Ave. .... Plaza 5-8900

Metro Artist Bureau  
730 Fifth Ave. .... Circle 6-8470

Michael, Arthur T.  
1619 Broadway ..... Circle 7-2900

Mindling, Louis A.  
113 West 57th St. .... Circle 5-3370

Morris, William Agency, Inc.  
1270 Sixth Ave. .... Circle 7-2160

Moses, John H.  
730 Fifth Ave. .... Circle 6-2677

Music Corp. of America  
745 Fifth Ave. .... Plaza 5-8900

National Concert & Artists Corp.  
711 Fifth Ave. .... Plaza 9-6000

National Radio & Theatrical Bureau  
1650 Broadway ..... Columbus 5-71

North, Meyer B.  
1564 Broadway ..... Plaza 7-3-

O'Connor, John  
1697 Broadway ..... Circle 5-4-

Okun, Lillian  
2 West 67th St. .... Trafalgar 7-86

Peters, Dell  
521 Fifth Ave. .... Vanderbilt 6-1-

Fruitt, Ben  
322 East 50th St. .... Plaza 8-0-

Richard, Max  
1776 Broadway ..... Plaza 7-6-

Roth, Allen  
48 West 48th St. .... Plaza 7-1162

Shank, Mary L.  
9 Rockefeller Plaza ..... Columbus 5-1332

Shurr, Louis  
1501 Broadway ..... Hickering 4-8240

## Managers and Agents

Small, Franklin H.  
149 West 61st St. . . . . Circle 6-9400

Souvaline, Henry, Inc.  
30 Rockefeller Plaza . . . . . Circle 7-5600

Special Attractions, Inc.  
48 West 48th St. . . . . Plaza 7-3380

Stanley, Aileen  
1619 Broadway . . . . . Columbus 6-9025

Stark, Wilbur  
561 Fifth Ave. . . . . Murray Hill 7-6320

Storer Douglas F.  
1270 Sixth Ave. . . . . Circle 7-6325

Vallon, Mike  
1270 Sixth Ave. . . . . Circle 7-0162

Waible, Fred  
270 Park Ave. . . . . Plaza 8-0344

Weber, Edwin  
156 West 44th St. . . . . Luxembourg 2-5188

Wilson, Roy  
444 Madison Ave. . . . . Plaza 9-4961

Wolf Associates, Inc.  
420 Madison Ave. . . . . Plaza 5-7620

Yost, Ben Enterprises  
1050 Broadway . . . . . Circle 6-8533

### ☆ LOS ANGELES ☆

Allen, Larry, Inc.  
6381 Hollywood Blvd. . . . . Hempstead 0421

American Federation of Radio Artists  
6331 Hollywood Blvd. . . . . Hillside 5126

Berg, Phil.—Allenberg, Berl, Inc.  
121 S. Beverly Dr. (B. H.) . . . . . Crestview 6-3131

Bergerman, Stanley, & Co.  
9629 Brighton Way (B. H.) . . . . . Crestview 6-3196

Bernie, Herman  
206 S. Beverly Dr. (B. H.) . . . . . Crestview 5-6685

Bloom, Phil  
8506 Sunset Blvd. . . . . Crestview 4-8064

Blam, Ralph, Corp.  
9441 Wilshire Blvd. (B. H.) . . . . . Crestview 4-5411

Century Artists, Ltd.  
6331 Hollywood Blvd. . . . . Hudson 2-1288

Cinema Authors & Artists Agency  
9130 Sunset Blvd. . . . . Crestview 6-6241

Columbia Artists Management  
6630 Hollywood Blvd. . . . . Hempstead 5316

Conley, Hallam, Agency  
9111 Sunset Blvd. . . . . Crestview 5-8161

Cremer, Jack  
1680 N. Vine St. . . . . Cladstone 9683

Crosby, Everett N.  
9628 Sunset Blvd. . . . . Crestview 1-1171

Dolan, Ken, & Co.  
1550 N. Wilcox Ave. . . . . Hollywood 3558

Famous Artists Corp.  
9441 Wilshire Blvd. (B. H.) . . . . . Crestview 4-5222

Features Agency, Inc.  
8920 1/2 Sunset Blvd. . . . . Crestview 6-5096

Frederick Bros. Artists Corp.  
214 N. Canon Dr. (B. H.) . . . . . Crestview 1-6244

General Artists Corp.  
9028 Sunset Blvd. . . . . Crestview 1-8101

Gertz, Mitchell, Inc.  
8533 Sunset Blvd. . . . . Crestview 4-5491

Genr. Bruce, Agency  
247 S. Beverly Dr. (B. H.) . . . . . Crestview 6-1660

Goldstone Agency  
9121 Sunset Blvd. . . . . Crestview 6-1071

Hanulburg, Mitchell J., Agency  
8776 Sunset Blvd. . . . . Crestview 5-4171

Hyde, Donald, Agency, Inc.  
218 N. Canon Dr. (B. H.) . . . . . Crestview 4-5261

Jaffe, Sam, Agency  
8553 Sunset Blvd. . . . . Crestview 6-8121

Irwin, Lou  
9134 Sunset Blvd. . . . . Crestview 1-7131

Lazar, Irving Paul  
328 S. Beverly Dr. (B. H.) . . . . . Crestview 5-8153

Levee-Short Agency  
9126 Sunset Blvd. . . . . Crestview 5-0020

Levee-Stark, Inc.  
119 S. Beverly Dr. (B. H.) . . . . . Crestview 1-5781

Linsk, Lester  
9470 Santa Monica (B. H.) . . . . . Crestview 6-4396

Lions, A. & S., Inc.  
356 N. Camden Dr. (B. H.) . . . . . Crestview 1-8131

Marshall, Reg. D., Agency  
6071 Sunset Blvd. . . . . Hollywood 8236

MCA Artists Ltd.  
9370 Santa Monica (B. H.) . . . . . Crestview 6-2001

Minter, Ethel, Agency  
205 S. Beverly Dr. (B. H.) . . . . . Crestview 5-2776

Monter, Richard A.-Gray, Edw. M., Inc.  
8738 Sunset Blvd. . . . . Crestview 1-1191

Morris, William, Agency  
202 N. Canon Dr. (B. H.) . . . . . Crestview 1-8101

National Concert & Artists Corp.  
9059 Sunset Blvd. . . . . Crestview 1-7121

Radio Registry  
1519 Crossroads of the World . . . . . Hillside 8321

Polan & Rosenberg Agency  
451 N. La Cienega Blvd. . . . . Crestview 1-8121

Radio Artists Corp.  
366 N. Camden Dr. (B. H.) . . . . . Crestview 5-4308

Rush, Art, Inc.  
California Bk. Bldg., Selma & Vine, Hillside 5161

Salkow Agency, The  
9119 Sunset Blvd. . . . . Crestview 1-9134

Saphier, James L., Agency  
9537 Brighton Way (B. H.) . . . . . Crestview 1-7231

Schwartz Agency  
9155 Sunset Blvd. . . . . Crestview 4-6301

Shurr, Louis, Agency  
327 N. Rodeo Dr. (B. H.) . . . . . Crestview 1-1116

Sherman, Edward, Agency  
5580 Sunset Blvd. . . . . Crestview 5-0186

Stempel-Olenick Agency  
717 N. La Cienega Blvd. . . . . Crestview 1-7141

Volek, A. George, Inc.  
9441 Wilshire Blvd. (B. H.) . . . . . Crestview 6-3121

Winkler, D. M., Agency  
9470 Santa Monica (B. H.) . . . . . Crestview 1-7244

Wendling, Chas., Agency  
9156 Sunset Blvd. . . . . Crestview 6-2348

### ☆ CHICAGO ☆

Norman Alexandroff Artists' Bureau  
410 S. Michigan Ave. . . . . Wabash 2-6701

Ben Theatrelic Agency  
64 West Randolph St. . . . . Dearborn 2-6850

Colored Radio Artists Assn., Inc.  
3458 S. State St. . . . . Wentworth 6-5434

Consolidated Radio Artists of Ill.  
32 W. Randolph St. . . . . Franklin 2-8300

Ellsworth, W. M.  
75 E. Wacker Drive. . . . . Central 2-0942

Frederick Bros. Artists Corp.  
75 E. Wacker Drive. . . . . State 2-0063

General Artists Corp.  
360 N. Michigan Ave. . . . . State 2-6288

Gumbiner Management Co.  
120 S. LaSalle St. . . . . State 2-6288

Jack & Jih Players Radio Artists Co.  
180 E. Delaware St. . . . . Delaware 7-7394

Levin, W. Biggle  
612 N. Michigan Ave. . . . . Superior 7-0506

Lutz, Estelle, Artists Bureau  
25 E. Jackson . . . . . Harrison 7-3436

Morris, William, Agency  
303 N. Wabash Ave. . . . . State 2-3632

Morse, Sidney P.  
64 E. Lake St. . . . . An dover 3-2878

Music Corporation of America  
430 N. Michigan Ave. . . . . Delaware 7-1100

National Concert & Artists Corp.  
222 W. No. Bank Dr. . . . . Superior 7-4042

Parks, James & Co.  
333 N. Michigan Ave. . . . . Central 6-7980

Schuster, Milton  
127 North Dearborn St. . . . . Dearborn 2-8033

WLS Artists Bureau  
120 W. Washington Blvd. . . . . Monroe 6-9700

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# PROGRAMS

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*Commercially Sponsored*

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*Title*

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*Advertiser and Product*

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*Network*

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*Advertising Agency*

# Complete Listing of Major Networks — Commercial Programs of 1948 —

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1948. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast.

## A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
James Abbe Observes	Fisher Flouring Mills Biscket Mix, Flour	ABC—PC	Pacific National Adv. Agency
ABC Election Report	Kaiser-Frazer Sales Corp Autos	ABC	Morris F. Swaney, Inc.
Adventure with Christopher Wells	Chrysler Corp. De Soto-Plymouth Dealers De Soto-Plymouth Cars	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventurers' Club	W. A. Sheaffer Pen Co. Pens, Pencils, Skrip, Leads	CBS	Russel M. Seeds Co., Inc.
Adventures of Archie Andrews	Swift & Co. Meat Products	NBC	J. Walter Thompson Co.
Adventures of Charlie Chan	Pharmaco, Inc. Chocoz	MBS	Ruthrauff & Ryan, Inc. New York
Adventures of Ozzie & Harriet	International Silver Co Sterling & 1847 Rogers Brothers Silver	CBS	Young & Rubicam, Inc.
Adventures of Ozzie & Harriet	International Silver Co. Sterling Silver, Silver Plate	NBC—PC	Young & Rubicam, Inc.
Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventures of the Thin Man	Kaiser-Frazer Corp. Industries & Automobiles	MBS	Wm. H. Weintraub & Co. New York
Adventures of the Thin Man	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Afternoon Final	Fisher Flouring Mills Biscket Mix Flour	ABC—PC	Pacific National Adv. Agency

The Aldrich Family	General Foods Corp. Jello Puddings, Jello Cornstarch, Tapioca Pudding	NBC	Young & Rubicam, Inc.
All-American Soap Box Derby	General Motors Corp. Chevrolet Motor Div Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
All-Star Baseball Game	Gillette Safety Razor Co. Razor Blades, Shaving Cream	MBS	Maxon Inc.
All-Star Football Game	Wilson Sporting Goods Co. Sports Equipment	MBS	Ewell & Thurber Associates Chicago
The Fred Allen Show	Ford Motor Co. Ford Dealers	NBC	J. Walter Thompson Co.
Mel Allen	U. S. Army Recruiting Service Recruiting	ABC	Gardner Advertising Co. St. Louis
The Amazing Mr. Malone	Wine Growers Guild Guild Wines	NBC	Honig Cooper Co.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin	NBC	Dancer, Fitzgerald & Sample, Inc.
American Forum of the Air	Pilot Radio Corp. FM Radio Speaker Device	MBS	Grey Advertising, Inc. New York
American Forum of the Air	Universal Carloading & Distributing Co Institutional	MBS	Raymond Spector, Inc. New York
American Melody Hour	Sterling Drug Inc. Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
Amos 'n' Andy	Lever Bros. Company Rinso	CBS	Ruthrauff & Ryan, Inc.
Amos 'n' Andy	Lever Bros. Co. Rinso	NBC—PC	Ruthrauff & Ryan, Inc.
American Radio Warblers	American Bird Products, Inc. Bird Food	MBS	Weston-Burnett, Inc.
Anacin Hollywood Star Theater	American Home Products Corp. Anacin, Kolydos	NBC—PC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Armstrong Theater of Today	Armstrong Cork Co. Armstrong Quaker Rugs, Linoleum Products Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Army-Navy Football	Gillette Safety Razor Co. Razor Blades, Shaving Cream	MBS	Maxon Inc.
Jan August Show	Revere Camera Co. Cameras & Projectors	MBS	Roche, Williams & Cleary, Inc. Chicago
Gene Autry Show	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Jenny	Lever Bros. Company Spry	CBS	Ruthrauff & Ryan, Inc.
Aunt Mary	Safeway Stores, Inc. Kitchen Craft Flour	NBC—PC	J. Walter Thompson Co.
Aunt Mary	Albers Milling Co. Cereal & Feeds, Friskies, Carnation Corn Flakes, Pancake Mix	NBC—PC	Erwin, Wasey & Co., Ltd.
<b>B</b>			
Baby Snooks Show with Fanny Brice	General Foods Corp. Jell-O Jello Puddings	CBS	Young & Rubicam, Inc.
Back to God	Christian Reform Church Religion	MBS	Evans Associates Chicago
Backstage Wife	Sterling Drug, Inc. Dr. Lyon's Tooth Paste, Double Danderine, Emulsified Coconut Oil Shampoo, Energine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.
Jim Backus Show	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, Inc. New York
Fred Beck, Commentary	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS—PC	Wade Adv. Agy.
Behind the Front Page	Mutual Benefit Health & Accident Assoc. of Omaha Insurance	MBS	Ruthrauff & Ryan, Inc. New York
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Storage	CBS—PC	Brooks Adv. Agency
Belmont Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Jack Benny	American Tobacco Co. Lucky Strike Cigarettes	NBC—PC	Foote, Cone & Belding, Inc. Batten, Barton, Durstine & Osborn, Inc.
The Jack Berch Show	Prudential Insurance Co. Insurance	NBC	Benton & Bowles, Inc.
Milton Berle Show	Texas Co. Gas, Oil	ABC	Kudner Agency, Inc.
The Milton Berle Show	Philip Morris & Co., Ltd. Cigarettes	NBC	Biow Co.
The Better Half	Volupte, Inc. Compacts & Cigarette Cases	MBS	Hirshon-Garfield, Inc. New York
Beulah	Procter & Gamble Co. Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.



Big Sister	Procter & Gamble, Inc. Drene, Ivory Soap	CBS	Compton Advertising, Inc.
The Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC	Foote, Cone & Belding, Inc. Sullivan, Stauffer, Colwell & Bayles, Inc.
Big Town	Sterling Drug Inc. Ironized Yeast, Phillips Milk of Magnesia	CBS	Pedlar & Ryan, Inc.
Big Town	Lever Brothers Co. Life Buoy	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Martin Block Show	R. B. Semler, Inc. Krem! Hair Tonic & Shampoo	MBS	Erwin, Wasey & Co. New York
Blondie	Colgate-Palmolive-Peet Co. Palmolive Soap, Super Suds	CBS	Wm. Esty & Co., Inc.
Blondie	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Super Suds	NBC—PC	William Esty & Co., Inc.
Blue Book of Sports	U. S. Sixth Army Command Recruiting	ABC—PC	Russell Harris & Wood Adv. Agency
Borden Program	Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Boys Town Choir	Stanley Home Products Kitchen Equipment	ABC	Direct
Break the Bank	Bristol-Myers Co. Mum, Vitalis	ABC	Doherty, Clifford & Shenfield, Inc.
Breakfast Club	Toni Inc. Toni Home Permanent Wave, Toni Shampoo	ABC	Foote, Cone & Belding
Breakfast Club	Philco Corp. Refrigerators, Radios, Television Receivers	ABC	Hutchins Adv. Co., Inc.
Breakfast Club	General Mills, Inc. Kix, Wheaties, Ginger Cake Mixes	ABC	Tatham-Laird, Inc.
Breakfast Club	Swift & Co. Meat, Meat Products, Shortening, Cooking Oils	ABC	J. Walter Thompson Co.
Breakfast in Hollywood	Kellogg Co. Pep, Rice Krispies	ABC	Kenyon & Eckhardt, Inc.
Breakfast in Hollywood	Procter & Gamble Co. Ivory Flakes	ABC	Compton Adv., Inc.
Bride & Groom	Sterling Drug, Inc. Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Multisified Shampoo	ABC	Dancer, Fitzgerald & Sample, Inc.
The Brighter Day	Procter & Gamble Co. Dreft	NBC	Dancer-Fitzgerald-Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Boxing	P. Ballantine & Sons Beer & Ale	MBS	J. Walter Thompson Co. New York
Abe Burrows Show	Lambert Co. Listerine Tooth Powder, Listerine Toonipaste	CBS	Lambert & Feasley, Inc.
California Caravan	Calif. Medical Assoc. Insurance Hospitalization & Physician's Service	ABC—PC	Lockwood, Shackleford Adv. Agency
Call For Music	Philip Morris & Co., Ltd. Cigarettes	NBC—PC	Biow Co., Inc.
Call For Music With Dinah Shore & Harry James' Orchestra	Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Call of the Cross	Mississippi Tabernacle Religion	MBS	Markes & Neese, Inc. Jackson, Miss.
Call the Police	Lever Bros. Co. Rinso	NBC	Ruthrauff & Ryan, Inc.
Ned Calmer and the News	Luden's, Inc. Coughdrops	CBS	J. M. Mathes, Inc.
Can You Top This?	Colgate-Palmolive-Peet Co. Shave Cream, Dental Cream	NBC	Ted Bates, Inc. Sherman & Marquette, Inc.
Erwin D. Calham—Christian Science Monitor	Christian Science Publishing Co. Christian Science Monitor Newspaper	ABC	H. B. Humphrey Co.
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo, Supersuds	NBC—PC	Sherman & Marquette, Inc.
The Eddie Cantor Show	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC—PC	Warwick & Legler
Al Capp	The Frank H. Lee Co. Halls	ABC	William H. Weintraub & Co., Inc.
Captain Midnight	Wander Co. Ovalline		Hill Blackett & Co. Chicago
Carle Comes Calling	Electrical Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Carmen Cavallaro's Orchestra	Lewis-Howe Co. Tums	NBC	Roche, Williams & Cleary, Inc.
Carnation Contented Hour	Carnation Co. Carnation Milk	NBC, NBC—PC	Erwin Wasey & Co., Ltd.
Carnegie Hall	American Oil Co. Amoro Gas, Oil, Tires	ABC	Joseph Katz & Co.

Jack Carson Show	General Foods Corp Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Casey, Crime Photographer	Anchor Hocking Glass Corp. Anchorglass, Fire King, Ovenless Products	CBS	Wm. H. Weintraub & Co., Inc.
Cavalcade of America	E. I. DuPont de Nemours & Co., Inc. Institutional	NBC, NBC—PC ABC	Batten, Barton, Dursfaine & Osborn, Inc. Sherman & Marquette, Inc.
Challenge of the Yukon	Quaker Oats Co. Quaker Puffed Wheat, Sparkies, Quakers Puffed Rice Sparkies	ABC	MacManus, John & Adams, Inc.
Champion Roll Call	Champion Spark Plug Co. Spark Plugs	NBC—PC	J. Walter Thompson Co.
The Charley McCarthy Show	Standard Brands, Inc. Chase & Sanborn Coffee, Royal Pudding, Tenderleaf Tea, Instant Tea	MBS	Gardner Advertising Agency St. Louis Brown & Bowers, Inc. Nashville
Checkerboard Jamboree	Ralston-Purina Co. Chow Products	NBC—PC	Newell-Emmett Co.
Chesterfield Supper Club	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Newell-Emmett Co.
Chesterfield Supper Club with Sammy Kaye	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS—PC	Makelim Assoc. Adv.
Chuckwagon Tales	H. Moffat Co. Meat Products	NBC	Bruce B. Brewer & Co.
The Circle Arrow Show	Western Auto Supply Co. Automobile Accessories & Household Appliances	NBC	Ellington & Co.
Cities Service Band of America	Cities Service Co. Gas and Oil	NBC	Ellington & Co.
Cities Service Highways in Melody	Cities Service Co. Gas and Oil	CBS	Ward Wheelock Co.
"Club 15" with Bob Crosby	Campbell Soup Co. Campbell Soups	ABC	Leo Burnett Co., Inc.
Club Time	Club Aluminum Products Co. Aluminum Household Utensils	CBS—PC	Brooks Advertising Agency
Charles Collingwood, News	Bekins Van & Storage Co. Storage	CBS—PC	LeVally, Inc.
Charles Collingwood, News	Household Finance Corp. Personal Loans	CBS—PC	Alvin Wilder
Charles Collingwood, News	Sealy Mattress Co. All Products		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Corliss Archer	Lever Brothers Co. Toothpaste & Toothpowder	NBC—PC	Foote, Cone & Belding, Inc.
Cotton Bowl Football Game	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	William Esty & Co. New York
Counter Spy	Schutter Candy Co. (Div. of Universal Match Co.) Schutter Candy, Bit-O-Honey, Old Nick Candy	ABC	Schwimmer & Scott, Inc.
County Fair	The Borden Co. Instant Coffee	CBS	Kenyon & Eckhardt, Inc.
Craftsman's Guild Annual Scholarship Awards	Fisher Body Div. of General Motors Institutional	ABC	Kudner Agency
Crime Photographer	The Toni Co. Toni Home Permanent Wave, Toni Cream Shampoo	CBS	Foote, Cone & Belding
Betty Crocker	General Mills, Inc. Softasilk Cake Flour	NBC	Knox Reeves Advertising, Inc.
Betty Crocker Magazine of the Air	General Mills, Inc. Gold Medal Flour, Bisquick, Cake Flour, etc.	ABC	Dancer-Fitzgerald-Sample, Inc.
Bing Crosby	Philco Corp. Refrigerators, Radios, Television Receivers	ABC	Hutchins Adv. Co., Inc.
Curtain Time	Mars Inc. Candy	NBC	Grant Adv. Inc.
<b>D</b>			
The D & H Miners	Hudson Coal Co. Coal	NBC	The Clements Co., Inc.
A Date With Judy	Lewis Howe Co. Tums	NBC—PC	Roche, Williams & Cleary, Inc.
A Day in the Life of Dennis Day	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Lustrre Cream, Palmolive Soap	NBC—PC	Ted Bates Inc.
Day of Restoration	National Council of Protestant & Episcopal Churches Religion	MBS	H. B. Humphrey Co. Boston
Dizzy Dean	S. C. Johnson & Sons, Inc. Carnu	NBC	Needham, Louis & Brorby, Inc.
Dr. Christian With Jean Hersholt	Chesebrough Mfg. Co. Consolidated Vaseline Hair Tonic, Petroleum Jelly, Lip Ice	CBS	McCann-Erickson, Inc.
Dr. I. Q.	Mars, Inc. Candy	NBC	Grant Adv. Inc.
Dr. I. Q., Jr.	Mars, Inc. Candy	NBC	Grant Adv. Inc.

<b>Dr. Paul</b>	Safeway Stores, Inc. Sunny Bank Margarine	NBC—PC	J. Walter Thompson Co.
<b>Don't You Believe It</b>	<b>Forty-Two Products, Ltd.</b> "42" Oil Shampoo, "42" Hair Oil Tonic	ABC—PC	Brisacher, Van Norden & Staff, Inc.
<b>Double or Nothing</b>	<b>Campbell Soup Co.</b> Campbell's Soups, Pork & Beans	CBS	Ward Wheelock Co.
<b>Double or Nothing</b>	<b>Campbell Soup Co.</b> Soups, Franco-American Spaghetti, Beef Gravy, Pork & Beans	NBC—PC	Ward Wheelock Co.
<b>Galen Drake</b>	<b>Pillsbury Mills, Inc.</b> Family Flour, Pancake Mix, Cake Flour, Wheat Bran	ABC	Leo Burnett Co., Inc.
<b>Galen Drake</b>	<b>Kellogg Co.</b> Kellogg's Pep, Krumbles, Rice Krispies	ABC	Kenyon & Eckhardt, Inc.
<b>Alex Dreier</b>	<b>Skelly Oil Co.</b> Petroleum Products	NBC	Henri, Hurst & McDonald, Inc.
<b>Duffy's Tavern</b>	<b>Bristol-Myers Co.</b> Ipana, Trushay, Vitalis	NBC—PC	Young & Rubicam
<b>Jimmy Durante Show</b>	<b>Rexall Drug Co.</b> Rexall Drugs	NBC—PC	N. W. Ayer & Son, Inc.
<b>Jimmy Durante Show</b>	<b>R. J. Reynolds Tobacco Co.</b> Camel Cigarettes	NBC—PC	William Esty Co., Inc.

## F

<b>Eight O'Clock News</b>	<b>Peter Paul, Inc.</b> Candy & Gum	MBS	Platt-Forbes, Inc. New York
<b>Electric Hour With Phil Spitalny's Orch.</b>	<b>Electric Companies Advertising Program</b> Institutional	CBS	N. W. Ayer & Son, Inc.
<b>Electric Theater With Helen Hayes</b>	<b>Electric Companies Advertising Program</b> Institutional	CBS	N. W. Ayer & Son, Inc.
<b>Elgin Two Hours of Stars</b>	<b>Elgin National Watch Co.</b> Watches	NBC—PC	J. Walter Thompson
<b>Bob Elson on the Century</b>	<b>Consolidated Royal Chemical Co.</b> Krank's Shave Cream	ABC—PC	Arthur Meyerhoff & Co.
<b>Everybody Wins, With Phil Baker</b>	<b>Philip Morris &amp; Co., Ltd., Inc.</b> Philip Morris Cigarettes	CBS	The Biow Co., Inc.

## F

<b>Famous Jury Trials</b>	<b>General Mills, Inc.</b> Kix, Cheerios	ABC	Knox Reeves Adv., Inc.
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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Fat Man	Norwich Pharmacal Co. Pepio-Bismol, Ungentine	ABC	Lawrence C. Gumbinner Adv. Agency
Faultless Starch Time	Faultless Starch Co. Starch	NBC	Bruce B. Brewer & Co.
FBI in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Biow Co., Inc.
Festival of Song	Longines-Wittnauer Watch Co., Inc. Longines-Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.
Festival of Music	Longines-Wittnauer Watch Co., Inc. Longines-Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.
Fibber McGee and Molly	S. C. Johnson & Sons, Inc. Johnson's Wax & Allied Products, Carna	NBC—PC	Needham, Louis & Brorby, Inc.
Jimmie Fidler	Carter Products Arrid	MBS	Sullivan, Stauffer, Colwell, Bayles, Inc. New York
Jimmie Fidler Show	Carter Products Arrid, Carter's Little Liver Pills	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
First Nighter	Campana Sales Co. All Products	CBS	Wallace-Ferry-Hanly Co.
George Fisher in Hollywood	L. B. Laboratories, Inc. L. B. Hair Oil	CBS—PC	Irwin-McHugh Adv.
George Fisher in Hollywood	Bendix Home Appliances, Inc. Washing Machines	CBS—PC	Tatham-Laird Adv. Agcy.
Fishing and Hunting Club of the Air	Mail Pouch Tobacco Co. Tobacco	MBS	Walker & Downing Pittsburgh
Fitch Bandwagon	F. W. Fitch Co. Fitch Shampoo	NBC	L. W. Ramsey Co.
First Church of Christ Scientist	First Church of Christ Scientist Religion	MBS	H. B. Humphrey Co. New York
The Ford Theater	Ford Motor Co. Ford Motor Cars	CBS	Kenyon & Eckhardt, Inc.
The Ford Theater	Ford Motor Co. Automobiles, Institutional	NBC	Kenyon & Eckhardt, Inc.
Free for All	Lewis Food Co. Dog & Cat Food Products	CBS	Lenner & Mitchell, Inc.
Front Page Farrell	Whitehall Pharmacal Co. Kolyms, Hill's Cold Tablets	NBC	Dancer, Fitzgerald & Sample, Inc. Duane Jones Co., Inc.
Front Page Features With Knox Manning	Manhattan Soap Co. All Products	CBS—PC	Duane Jones Co., Inc.

Front Page Features With Knox Manning	Soil-Off Mfg. Co. All Products—Cleaning Fluids	CBS—PC	McCann-Erickson, Inc.
Front Page Features With Knox Manning	Washington State Apple Adv. Comm. Washington State Apples	CBS—PC	J. Walter Thompson Co.
Dorothy Fuldheim	Brotherhood of Railroad Trainmen Institutional	ABC	William Von Zehle & Co.
Arthur Gaeth	United Electrical Radio & Machine Workers of America Institutional	MBS	Mack & Arnold Co. New York
Arthur Gaeth	United Elec. Radio & Machine Workers Institutional	ABC	Weinstein & Co.
Game of the Week	U. S. Army Air Force Recruiting Service ; Recruiting	ABC	Gardner Adv. Co.
Gang Busters	Procter & Gamble Co. Tide, Soaps, Cleaners	ABC	Benton & Bowles
Gang Busters	L. E. Waterman & Co. Pens, Pencils, Ink	ABC	Charles Dallas Reach
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Bob Garred, News	Studebaker Corp. Studebaker Cars	CBS—PC	Roche, Williams & Cleary, Inc.
Bob Garred, News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred, News	"42" Products, Inc. Hair Oil & Other Products	CBS	Brisacher, Van Norden & Staff
G. E. Houseparty	General Electric Co. Appliances & Merchandise Division	CBS	Young & Rubicam, Inc.
Gillette Fights	Gillette Safety Razor Co. Probak, Valet Auto Strop, Safety Razors & Blades	ABC	Maxon, Inc.
Give & Take	The Toni Co. Toni Home Permanent Wave, Toni Cream Shampoo	CBS	Foote, Cone & Belding
Arthur Godfrey's Talent Scouts	Lever Brothers Company Lipton's Tea, Lipton's Soup Mixes	CBS	Young & Rubicam
Arthur Godfrey	National Biscuit Co. All Products	CBS	McCann-Erickson, Inc.
Arthur Godfrey	Liggett & Myers Tobacco Company, Inc. Chesterfield Cigarettes	CBS	Newell-Emmett Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Arthur Godfrey	Gold Seal Co. Gold Seal Wax Cleaning Products	CBS	Campbell-Mithun, Inc.
Grand Central Station	Pillsbury Mills, Inc. Sno Sheen Cake Flour and other Pillsbury products	CBS	McCann-Erickson, Inc.
Grand Ole Opry	R. J. Reynolds Co. Prince Albert Tobacco	NBC	William Esty & Co., Inc.
Grand Slam With Irene Beasley	Continental Baking Co., Inc. Wonder Bread, Hostess Cake	CBS	Ted Bates, Inc.
The Great Gildersleeve	Kraft Foods Co. Parkay Kraft Dinner	NBC—PC	Needham, Louis & Brorby, Inc.
Great Scenes from Great Plays	Nat. Council of Protestant & Episcopal Churches Religion	MBS	H. B. Humphrey Co. Boston
Greatest Story Ever Told	Goodyear Tire & Rubber Co. Institutional	ABC	Arthur Kudner Agency, Inc.
Green Hornet	General Mills, Inc. Betty Crocker Cereal Tray, Cheerios, Cake Flours	ABC	Dancer-Fitzgerald-Sample, Inc.
The Jack Gregson Show	Washington Cooperative Farmers Assoc. Poultry Products	NBC—PC	Pacific National Adv. Agency
Guiding Light	Procter & Gamble Co. Duz, Drene	CBS	Compton Advertising, Inc.

## H

Hallmark Playhouse	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding
Harkness of Washington	Pure Oil Co. Pure Oil & Petroleum Products	NBC	Leo Burnett Co., Inc.
Phil Harris—Alice Faye Show	Rexall Drug Co. Rexall Drugs	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Davis Harum	B. T. Babbitt, Inc. Bab-O	CBS	Duane Jones Co., Inc.
Harvest of Stars With James Melton	International Harvester Co. All Products	CBS	McCann-Erickson, Inc.
Harvest of Stars	International Harvester Co. Institutional	NBC	McCann-Erickson, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.



Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC	Wm. Esty & Co., Inc.
Sam Hayes	Mennen Co. Shaving Cream, Skin Bracer, Talcum Powder, Cream Hair Oil	NBC—PC	Duane Jones Co., Inc.
Sam Hayes	General Mills, Inc. Sperry Pancake, Waffle Flour, Wheaties	NBC—PC	Knox-Reeves Adv., Inc.
Dick Haymes Show	Electric Auto-Life Co. Spark Plugs, Batteries, Ignition Systems, etc.	CBS	Ruthrauff & Ryan, Inc.
Healing Ministry of Christian Science	First Church of Christ Scientist Religion	MBS	H. B. Humphrey Co. New York
Heart's Desire	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Gabriel Heatter	Carter Products, Inc. Carter's Little Liver Pills	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc. New York
Gabriel Heatter	Noxzema Chemical Co. Noxzema Products	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc. New York
Gabriel Heatter	R. B. Semler, Inc. Krem! Hair Tonic & Shampoo	MBS	Erwin, Wasey & Co. New York
Gabriel Heatter	Serutan Co. Serutan—Nutrex & RDX	MBS	Roy S. Durstine, Inc. New York
Alvin Helfer	Appalachian Coal Co. Coal	MBS	Haehnle Adv. Cincinnati
Bill Henry, News	Johns-Manville Corp. Insulating Materials, Roofing, Brake Lining	CBS	J. Walter Thompson Co.
Bill Henry and the News	Johns-Manville Corp. Industrial Products	MBS	J. Walter Thompson Co.
Here's To You	Charles E. Hires Co. Root Beer	CBS	N. W. Ayer & Son, Inc.
Hilltop House	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Hint Hunt	Armour & Co. Armour's Meats, Chiffon Flakes, Armour's Chili	CBS	Foote, Cone & Belding
Hit the Jackpot	Chrysler Corp. De Soto-Plymouth Dealers De Soto-Plymouth Cars	CBS	Batten, Barton, Durstine & Osborn, Inc.
Holiday Shows for Thanksgiving and Christmas	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Hollywood Headlines	Seaman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Hollywood Star Preview	American Home Products Corp. Anacin	NBC-PC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Hop Harrigan	Lever Brothers Co. Pepsodent Dentifrice	MBS	Foote, Cone & Belding Chicago
Bob Hope	Lever Brothers Co. Tooth Paste & Tooth Powder, Swan Soap	NBC-PC	Foote, Cone & Belding, Inc. Young & Rubicam, Inc. Kudner Agency, Inc.
The Hope of Peace	Arabian-American Oil Co. Institutional	ABC	
Hormel Girls Corp.	George H. Hormel & Co. Spam	MBS	Batten, Barton, Durstine & Osborn, Inc. Minneapolis
House of Mystery	General Foods Sales Corp. Post Corn Toasties	MBS	Benton & Bowles, Inc. New York
How to Get More Out of Life, with Jane Jordan	Wm. H. Wise & Co. Books	CBS	Huber Hoge & Sons
How to Get More Out of Life With Jane Jordan	William H. Wise & Co. Books on Sewing, Cooking, Knitting, etc.	ABC	Huber Hoge & Sons
The Human Side of the News	Kelvinator Div. of Nash-Kelvinator Corp. Refrigerators, Electric Ranges, Home Freezers	ABC	Geyer, Newell & Ganger, Inc.
Ice Follies of 1949	Shipstad & Johnson Ice Follies	MBS	Smith, Bull & McCreery, Inc. Hollywood
Indianapolis Speedway Race	Perfect Circle Co. Piston Rings	MBS	Henri, Hurst & McDonald, Inc. Chicago
Inner Sanctum	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Inside of Sports	Bayuk Cigars, Inc. Phillies Cigars	MBS	Neal D. Ivey Co. Philadelphia
Burl Ives	Philco Corp. Radios	MBS	Hutchins Advertising Co., Inc. New York
Jack Armstrong	General Mills, Inc. Wheaties, Cheerios, Kix	ABC	Knox Reeves Adv., Inc.
Jergens Summer Journal	Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap	ABC	Robert W. Orr & Assoc., Inc.

Jersey Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors, Blades	CBS	Maxon, Inc.
Joyce Jordan, M.D.	Procter & Gamble Co Dreft	NBC	Dancer-Fitzgerald & Sample, Inc.
Junior Miss	Lever Bros. Company Pepsodent Tooth Powder, Rinso, Pepsodent Toothpaste, Lifebuoy	CBS	Needham, Louis & Brorby, Inc.
Dick Jurgens Orchestra	Coca-Cola Co Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Just Plain Bill	Whitehall Pharmaceutical Co. Anacin	NBC	Dancer, Fitzgerald & Sample, Inc.
Juvenile Jury	General Foods Sales Corp. Gaines Dog Food	MBS	Beaton & Bowles, Inc. New York

**K**

Kaltenborn Edits the News	Pure Oil Co. Pure Oil, Petroleum Products	NBC	Leo Burnett Co.
Katie's Daughter	Mahattan Soap Co Sweetheart Soap	NBC	Duane Jones Co., Inc.
Kentucky Derby	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter, Derby line of Canned Meats	ABC	Needham, Louis & Brorby, Inc.
Kay Kyser's College of Fun & Knowledge	Pillsbury Mills, Inc. Family Flour, Pancake Mix, Cake Flour, Wheat Bran	ABC	McCann-Erickson, Inc.
Kay Kyser's College of Music & Knowledge	Colgate-Palmolive-Peet Co. Palmolive Soap & Shave Cream	NBC—PC	Ted Bates, Inc.
King Cole Trio Time	Wildroot Co., Inc. Hair Tonic & Cream Oil	NBC	Batten, Barton, Durstine & Osborn, Inc.
Kraft Music Hall	Kraft Foods Co Velveeta, Cream Cheese, Mayonnaise, Cheese Spreads, Miracle Whip	NBC—PC	J. Walter Thompson Co.

**L**

Ladies Be Seated	Toni, Inc. Toni Home Permanent Wave, Toni Shampoo	ABC	Foote, Cone & Belding
Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancake Flour, Buckwheat Flour, Ken L-Ration	ABC	C. J. LaRoche & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Land of the Lost	Bosco Co. Bosco Milk Amplifier	ABC	McCann-Erickson, Inc.
Lassie	John Morrell & Co. Red Heart Dog Food	ABC	Henri, Hurst & McDonald, Inc.
Lassie	John Morrell & Co. Red Heart Dog Food	NBC—PC	Henri, Hurst & McDonald, Inc.
Leave It to the Girls	Continental Pharmaceutical Corp. Kyron	MBS	Arthur Meyerhoff & Co. Chicago
Ernie Lee's Omega Show	H. C. Cole Milling Co. Omega Flour	MBS	Gardner Advertising Co. St. Louis
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Durstine & Osborn, Inc.
Let's Talk Hollywood	American Tobacco Co. Lucky Strikes	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
The Life of Riley	Procter & Gamble Co. Prel	NBC—PC	Benton & Bowles, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Spic & Span, Ivory Flakes	NBC	Dancer-Fitzgerald & Sample, Inc. Blow Co., Inc.
Light of the World	General Mills, Inc. Softasilk, Cake Mix, Cheerios, Pyequick, Soup, Gold Medal Flour	NBC	Dancer-Fitzgerald-Sample, Inc.
Victor H. Lindlahr	Serutan Co. Serutan—Nutrex & RDX	MBS	Roy S. Durstine, Inc. New York
The Listening Post	Curtis Circulation Co. Saturday Evening Post	ABC	B. B. D. & O.
Guy Lombardo & Orchestra	Kaiser-Fraiser Corp. Automobiles & Industries	MBS	Wm. H. Weintraub & Co. New York
The Guy Lombardo Show	First National Stores, Inc. Food Products, Institutional Adv.	ABC	John C. Dowd, Inc.
Lone Ranger	General Mills, Inc. Cheerios, Kix, Pyequick	ABC	Dancer-Fitzgerald-Sample, Inc.
Longines Symphonette	Longines-Wittnauer Watch Co. Wittnauer Watches	MBS	Victor A. Bennett Co., Inc.
Lora Lawton	B. T. Babbitt, Inc. Bab-o	NBC	Duane Jones & Co.
Lorenzo Jones	Sterling Drug, Inc. Phillips Creams & Milk of Magnesia, Bayer Aspirin, Emergine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.

Lum 'n' Abner	General Motors Corp. Frigidaire Division	CBS	Foote, Cone & Belding
Lum 'n' Abner	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Lutheran Hour	Lutheran Laymen's League Religion	MBS	Gotham Advertising Co., Inc. New York
Lux Radio Theater	Lever Bros. Company Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.

## M

Ma Perkins	Procter & Gamble Co. Ivory Soap, Oxydol, Spic & Span	CBS	Compton Adv., Inc.
Ma Perkins	Procter & Gamble Co. Oxydol	NBC	Dancer, Fitzgerald & Sample, Inc.
Ted Malone	Westinghouse Electric Corp. Ranges, Laundromats, Refrigerators	ABC	McCann-Erickson, Inc.
Man Called X	General Motors Corp. Frigidaire Division	CBS	Foote, Cone & Belding
Manhattan Merry-Go-Round	Sterling Drug, Inc. Dr. Lyon's Tooth Powder, Tooth Paste	NBC	Dancer, Fitzgerald & Sample, Inc.
Zeke Manners	Whitehall Pharmacal Co. Anacin, Kolyros, Bisadol	ABC-PC	Dancer, Fitzgerald & Sample, Inc.
Knox Manning, News	Los Angeles Soap Co. All Products	CBS-PC	Raymond R. Morgan Co.
Knox Manning, News	S.O.S. Company All Products, (Soaps)	CBS-PC	McCann-Erickson, Inc.
Manor House Party	W. F. McLaughlin & Co. Manor House Coffee	NBC	Sherman & Marquette, Inc.
Groucho Marx Show	Elgin-American Div. of Ill. Watch Co. Compacts, Cigarette Cases	ABC	Weiss & Geller, Inc.
Perry Mason	Procter & Gamble Co. Camay, Crisco, Chipso, Ivory Flakes, Oxydol, Spic & Span, Tide Flakes	CBS	Pedlar & Ryan, Inc.
Mass. Handicap Horse Race	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.
Maxwell House Coffee Time	General Foods Corp. Maxwell House Coffee	NBC-PC	Benton & Bowles, Inc.
Mayor of the Town	Noxzema Chemical Co. Noxzema, Noxzema Shave Cream	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Smilin' Ed McConnell	Mantle Lamp Co. of America Electric & Kerosene Lamps, Kerosene Lanterns	ABC	William Hart Adler, Inc.
Smilin' Ed McConnell & His Buster Brown Gang	Brown Shoe Co. Buster Brown Shoes	NBC—PC	Leo Burnett Co., Inc.
Meet the Boss (Guy Lombardo)	Kaiser-Frazer Automobiles & Industries	MBS	William Weintraub Co.
Meet Corliss Archer	Campbell Soup Co. Campbell Soups	CBS	Ward Wheelock Co.
Meet the Meeks	Swift & Co.	NBC	J. Walter Thompson Co.
Meet the Missus	Alsweet Margarine Chemicals, Inc.	CBS—PC	Garfield & Guild
Meet the Missus	Vano Household Chemical	CBS—PC	Capka & Kennedy
Meet the Misses	Evans Pen Corp. Evanette Ball Point Pens	CBS—PC	Campbell-Mithum, Inc.
Meet the Missus	Gold Seal Co. Gold Seal Wax	CBS—PC	Morgan Adv. Agency C. B. Juneau, Inc.
Meet the Missus	Interstate Laboratories, Inc. Oculine Eye Pacts	CBS—PC	Dan B. Miner Co., Inc.
Meet the Missus	Luer Packing Co. Fresh Meats	CBS—PC	W. Earl Bothwell, Inc.
Meet the Missus	Modglin Company, Inc. Perma Brooms	CBS—PC	McCann-Erickson, Inc.
Meet the Missus	Pillsbury Mills, Inc. All Products	CBS—PC	Ruthrauff & Ryan, Inc.
Meet the Missus	Sunnyvale Packing Co. Rancho Soups	CBS—PC	Morse International, Inc.
Meet the Missus	Vick Chemical Co. All Products	CBS—PC	Buchanan & Co., Inc.
Meet the Missus	Welch Grape Juice Co. Fruit Preserves	CBS—PC	Batten, Barton, Durstine & Osborn, Inc.
Meet the Missus	Wildroot Co., Inc. Wildroot Cream Oil	ABC	Mackenzie Adv.
Meet the Stars	Beauty Facteurs Instarcul	ABC	Buchanan & Co., Inc.
Metropolitan Opera	Texas Co. Gas, Oil	ABC	Warwick & Legler, Inc.
Metropolitan Opera Auditions of the Air	Farnsworth Television & Radio Corp. Farnsworth Twenty-Two TV Receivers	ABC	

Our Miss Brooks with Eve Arden	Colgate-Palmolive-Peet Co. Lustre Creme Shampoo; Palmolive Soap	CBS	Wm. Esty & Co., Inc.
The Mollie Mystery Theatre	Centaur Co. Molle Shave Cream & Double Danderine	NBC	Young & Rubicam
Monday Morning Headlines	Seaman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
The Henry Morgan Show	Standard Laboratories, Inc. Rayve Creme Shampoo, Hedy Wave Home Permanent	ABC	Roche, Williams & Cleary, Inc.
Mr. Ace and Jane	General Food Corp. Jell-O, Jell-O Puddings	CBS	Young & Rubicam, Inc.
Mr. Chameleon	Sterling Drug Inc. Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. District Attorney	Bristol-Myers Co. Sal Hepatica, Vitalls, Ipana	NBC	Doherty, Clifford & Shenfield, Inc.
Mr. Information	S.O.S. Company All Products, (Soaps)	CBS	McCann-Erickson, Inc.
Mr. Keen, Tracer of Lost Persons	American Home Products Corp. Anacin, Kolynos	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. & Mrs. North	Colgate-Palmolive-Peet Co. Cashmere Bouquet Soap, Halo Shampoo, Palmolive Shave Cream	CBS	Sherman & Marquette
Edward R. Murrow	Campbell Soup Co. Franco-American Products, Pork & Beans	CBS	Ward Wheelock
Music from the Heart of America	Falstaff Brewing Corp. Beer	NBC	Dancer-Fitzgerald-Sample, Inc.
Music Hour from Hollywood	Bekins Van & Storage Co. Moving & Storage	NBC—PC	Brooks Advertising Agency
Musical Program	Dem. National Comm. Political	ABC	Warwick & Legler, Inc.
My Friend Irma	Lever Bros. Company Pepsodent Toothpaste, Swan Soap	CBS	Foote, Cone & Belding
My True Story	Libby, McNeill & Libby Canned & Frozen Juices, Meats, Fish, Fruit	ABC	J. Walter Thompson Co.
Mystery Theater	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia & Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.

# N

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins Advertising Co.
Nat'l Professional Football Championship Game	General Mills, Inc. Wheaties Wilson Sporting Goods Co.	ABC	Knox Reeves Adv., Inc. Ewell & Thurber Assoc.
Navy-Notre Dame Game	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	
New Faces	General Food Corp. Instant Maxwell House Coffee, Jell-O, Log Cabin Syrup	NBC	Maxon, Inc. Benton & Bowles, Inc.
New York Philharmonic Symphony	Standard Oil Company (New Jersey) Institutional	CBS	Marschalk & Pratt Co.
News	W. F. Fuller & Co. Paints	CBS-PC	McCann-Erickson, Inc.
News of the World	Miles Laboratory Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
Newscope	Kaiser-Frazer Corp. Automobile & Industries	MBS	Swaney, Drake & Bement, Inc. Chicago
Newsweek Looks Ahead	Forty-Two Products, Ltd. "42" Oil Shampoo, "42" Hair Oil Tonic	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Newsweek Looks Ahead	Butler Packing Co. Dennison's Food Products	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Newsweek Looks Ahead	Clary Multiplier Corp. Flo-Ball Writing Instruments	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc. Chicago
Noah Webster Says	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC-PC	Fitzgerald Adv. Agency
Northfield 1000 Voice Choir	Stanley Home Products Kitchen Equipment	ABC	Direct
Official Detective	Pharmaco, Inc. Chooz	MBS	Ruthrauff & Ryan, Inc. New York



Old Gold Show with Frances Langford, Henry Morgan One Man's Family	P. Lorillard & Co. Old Gold Cigarettes Standard Brands, Inc. Fleishman's Yeast, Shefford Cheese, Tenderleaf Tea, Chase & Sanborn Coffee, Blue Bonnet Margarine	CBS NBC—PC	Lennen & Mitchell, Inc. J. Walter Thompson Co.
Orange Bowl Football Game	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Original Amateur Hour	P. Lorillard & Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Our Gal Sunday	American Home Products Corp. Anacin	CBS	Dancer-Fitzgerald-Sample, Inc.

## P

The Padded Cell	Schutter Candy Co. Bit-O-Honey, Old Nick Candy Bars	CBS—PC	Russell M. Seeds Co., Inc.
Louella Parsons Show	Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap	ABC	Robert W. Orr & Assoc., Inc.
Pause That Refreshes On the Air	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Drew Pearson	The Frank H. Lee Co. Hats	ABC	William H. Weintraub & Co., Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC—PC	Russell M. Seeds Co.
Pepper Young's Family	Procter & Gamble Co. Camay Soap	NBC	Pedlar & Ryan, Inc.
Elmer Peterson	Planters Nuts & Chocolate Co. Planters Peanuts, Peanut Oil	NBC—PC	Raymond R. Morgan Co.
Elmer Peterson	White King Soap Co. Soap Products	NBC—PC	Raymond R. Morgan Co.
Pet Milk Show	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
Sam Pettengill	America's Future, Inc. Book—"Constitution of U. S." by James Norton	ABC	Andrew Gahagan Assoc., Inc.
Pilgrim Hour	Fuller Foundation Religion	MBS	R. H. Alber Co. Los Angeles
Point Sublime	John Hancock Mutual Life Insurance Co. Life Insurance	ABC	McCann-Erickson, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Portia Faces Life	General Foods Corp. Instant Postum, Post's 40 Per Cent Bran Flakes, Post's Raisin Bran, Philip Morris & Co., Ltd. Cigarettes, Tobacco	NBC	Benton & Bowles
Philip Morris Night	Philip Morris & Co., Ltd.	NBC	Biow Co., Inc.
Philip Morris Playhouse	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Preakness Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Professor Quiz	American Oil Co. Gasoline & Oil, Amoco, Self-Polishing Wax	ABC	Joseph Katz & Co.
Prudential Family Hour	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.
Prudential Family Hour of Stars	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.

**Q**

Queen for a Day	Armour & Co. Star Shortening	MBS	Foote, Cone & Belding Chicago
Queen for a Day	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Queen for a Day	International Milling Co. Robin Hood Flour	MBS	Crook Advertising Agency Dallas
Queen for a Day	Miles Laboratories, Inc. Alka-Seltzer	MBS	Wade Advertising Agency Chicago
Quick As a Flash	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co., Inc. New York
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency

**R**

Radio Bible Class	Radio Bible Class, Inc. Religious Talks	MBS	Stanley G. Boynton Co. Detroit
The RCA-Victor Show	Radio Corp. of America Institutional	NBC	J. Walter Thompson Co.
The Railroad Hour	Assoc. of American Railroads Institutional	ABC	Benton & Bowles, Inc.
Readers Digest-Radio Edition	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding

<b>Renfro Valley Folks</b>	<b>Ballard &amp; Ballard Co.</b> Ballard's Obelisk Flour and other milling products				
<b>Revere All-Star Review</b>	<b>Revere Camera Co.</b> Cameras & Projectors				
<b>The Rexall Summer Theatre</b>	<b>Rexall Drug Co.</b> Rexall Drugs				
<b>Richfield Reporter</b>	<b>Richfield Oil Corp.</b> Gasoline & Oil				
<b>Richfield Reporter</b>	<b>Richfield Oil Corp.</b> Petroleum Products				
<b>The Right to Happiness</b>	<b>Procter &amp; Gamble Co.</b> Ivory Soap				
<b>Road of Life</b>	<b>Procter &amp; Gamble Co.</b> Duz				
<b>Romance of the Highways</b>	<b>Pacific Greyhound Lines</b> Bus Transportation				
<b>Romance of Helen Trent</b>	<b>American Home Products Corp.</b> Aero Wax, Air-Spray, Black Flag, Kolynos Dental, Wizard Glass Wax				
<b>Roy Rogers Show</b>	<b>Quaker Oats Co.</b> Oatmeal				
<b>Rose of My Dreams</b>	<b>Manhattan Soap Co., Inc.</b> Sweetheart Soap, Blu-White Flakes				
<b>Billy Rose</b>	<b>Barbasol Co.</b> Shaving Cream				
<b>Billy Rose, Pitching Horseshoes</b>	<b>Musterole Co.</b> Musterole				
<b>Billy Rose, Pitching Horseshoes</b>	<b>R. B. Semler, Inc.</b> Kreml Hair Tonic & Shampoo				
<b>Rosemary</b>	<b>Procter &amp; Gamble Co.</b> Ivory Snow				
<b>The Saint</b>	<b>Lever Bros. Company</b> Trim Hair Tonic				
<b>Saturday Night Serenade</b>	<b>Pet Milk Sales Co.</b> -400-D Pet Milk				
<b>Renfro Valley Folks</b>		<b>CBS</b>	<b>Henri, Hurst &amp; McDonald, Inc.</b>		
<b>Revere All-Star Review</b>		<b>MBS</b>	<b>Roche, Williams &amp; Cleary, Inc.</b> Chicago		
<b>The Rexall Summer Theatre</b>		<b>NBC—PC</b>	<b>N. W. Ayer &amp; Sons, Inc.</b> Batten, Barton, Durstine & Osborn, Inc.		
<b>Richfield Reporter</b>		<b>NBC—PC</b>	<b>Hixson, O'Donnell Adv., Inc.</b>		
<b>Richfield Reporter</b>		<b>ABC—PC</b>	<b>Hixson, O'Donnell Adv., Inc.</b>		
<b>The Right to Happiness</b>		<b>NBC</b>	<b>Compton Adv., Inc.</b>		
<b>Road of Life</b>		<b>NBC</b>	<b>Compton Adv., Inc.</b>		
<b>Romance of the Highways</b>		<b>ABC—PC</b>	<b>Beaumont &amp; Hohman, Inc.</b>		
<b>Romance of Helen Trent</b>		<b>CBS</b>	<b>Dancer-Fitzgerald-Sample, Inc.</b>		
<b>Roy Rogers Show</b>		<b>MBS</b>	<b>Ruthrauff &amp; Ryan, Inc.</b> Sherman & Marquette, Inc. Chicago		
<b>Rose of My Dreams</b>		<b>CBS</b>	<b>Duane Jones Co., Inc.</b>		
<b>Billy Rose</b>		<b>MBS</b>	<b>Erwin, Wasey &amp; Co.</b>		
<b>Billy Rose, Pitching Horseshoes</b>		<b>MBS</b>	<b>Erwin, Wasey &amp; Co.</b> New York		
<b>Billy Rose, Pitching Horseshoes</b>		<b>MBS</b>	<b>Erwin, Wasey &amp; Co.</b> New York		
<b>Rosemary</b>		<b>CBS</b>	<b>Benton &amp; Bowles, Inc.</b>		
<b>The Saint</b>		<b>CBS—PC</b>	<b>Foote, Cone &amp; Belding</b>		
<b>Saturday Night Serenade</b>		<b>CBS</b>	<b>Gardner Adv., Co.</b>		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Screen Guild Players	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC—PC	William Esty & Co., Inc.
The (New) Sealtest Village Store With Jack Carson	Sealtest, Inc. Milk and Ice Cream	NBC—PC	McKee & Albright, Inc.
The (New) Sealtest Village Store With Ray Noble	Sealtest, Inc. Milk and Ice Cream	NBC—PC	McKee & Albright, Inc.
Sealtest Variety Theatre Starring Dorothy Lamour	Sealtest, Inc. Milk and Ice Cream	NBC—PC	N. W. Ayer & Son, Inc.
Second Mrs. Burton	General Foods Corp. Bakers Chocolate, Certo, Instant Swans Down, LaFrance, Satina, Minute Tapioca, Regular Swans Down	CBS	Young & Rubicam, Inc.
Eric Sevareid, News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam, Inc.
The Shadow	Delaware, Lackawanna & Western Coal Co. Blue Coal	MBS	Ruthrauff & Ryan, Inc.
The Robert Shaw Corale	Standard Brands, Inc. Chase & Sanborn Coffee, Royai Pudding, Tenderleaf Tea	NBC	J. Walter Thompson
Sheaffer Parade	W. A. Sheaffer Pen Co. Pens, Pencil, Skrip	NBC	Russel M. Seeds Co., Inc.
Sherlock Holmes	Trimount Clothing Co., Inc. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
The Sheriff	Pacific Coast Borax Co. Twenty Mule Team Borax, Boraxo	ABC	McCann-Erickson, Inc.
William L. Shirer	Piedmont Shirt Co. Wing Shirts	MBS	William H. Weintraub & Co., Inc. New York
Dinah Shore, Harry James Show	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Herb Shriner Time	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Silver Summer View	International Silver Co. Sterling and 1847 Rogers Bros. Silver	CBS	Young & Rubicam, Inc.
Red Skelton Program	Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	NBC—PC	Russel M. Seeds Co., Inc.

The Red Skelton Show	Procter & Gamble Co. Tide	NBC—PC	Benton & Bowles, Inc.
Jack Smith Show	Procter & Gamble Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Kate Smith Songs	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Solitaire Time	Campana Sales Co. Solitaire Make-up	NBC	The Clements Co., Inc.
Song of the Stranger	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, Inc. New York
Songs By Morton Downey	Coca Cola Co. Coca Cola	NBC, MBS	D'Arcy Advertising Co.
Speak Up America	Tucker Corp. Autos	ABC	Roy S. Durstine, Inc.
Spotlight: Review	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Sports	Gillette Safety Razor Co. Blades & Razors	MBS	Maxon, Inc.
Sports Newsreel of the Air	Colgate-Palmolive-Peet Co. Palmolive Shave Cream	NBC	Sherman & Marquette, Inc.
The Jo Stafford Show	Revere Camera Co. Movie Cameras, Projectors, Accessories	ABC	Roche, Williams & Cleary, Inc.
The Standard Hour	Standard Oil Co. of Calif. Petroleum Products	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Standard School Broadcast	Standard Oil Co. of Calif. Petroleum Products	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Star Theater	Texas Company Texas Products	CBS	Kudner Agency, Inc.
Stars Over Hollywood	Bowey's, Inc. Darl-Rich Products	CBS	Sorensen & Co.
Stars Over Hollywood	Armour & Co. Dash Dog Food	CBS	Foote, Cone & Belding
Startime with Dorothy Kilgallen	Drackett Co. Drano, Windex	ABC	Young & Rubicam, Inc.
Stella Dallas	Sterling Drug, Inc. Phillips Milk of Magnesia & Tablets. Energine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Dr. Wallace Sterling. News	Day & Night Mfg. Co. Water Heaters & Eqpt.	CBS—PC	Hixson-O'Donnell Adv., Inc.
Dr. Wallace Sterling	Payne Furnace Co. Heating Appliances	CBS—PC	Knollin Adv. Agcy.
Stop the Music	Swerl Products Div., Allied Chemical & Dye Corp. Sweet	ABC	Maxon, Inc.
Stop the Music	Spiedel Co. Wristwatch Bands	ABC	Cecil & Presbrey, Inc.
Stop the Music	Smith Bros. Smith Bros. Cough Drops	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Stop the Music	P. Lorillard & Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Stop the Music	Eversharp, Inc. Razors, Razor Blades, Pens, Pencils	ABC	Biow Co., Inc.
The Story of Holly Sloan	General Mills, Inc. Pyequick, Bean Soup	NBC—PC	Knox-Reeves Advertising, Inc.
Storyteller	Clear Weave Stores Stockings, Gloves, Purses	ABC	Doherty Adv. Co., Inc.
Strange Romance of Evelyn Winters	Manhattan Soap Co., Inc. Sweetheart Soap, Blue Barrel Soap	CBS	Duane Jones Co., Inc.
The David Street Show	Cardinet Candy Co. Candy Bars	NBC—PC	Elliott-Daly Co.
Strike It Rich	Luden's Inc. 5th Avenue Candy Bar	CBS	J. M. Mathes, Inc.
Sugar Bowl Game	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.
Sunday Evening Hour	Reckhold Chemical, Inc. Musical Digest Magazine, Vox Records	ABC	Kenyon & Eckhardt, Inc.
Sunoco Three Star Extra	Sun Oil Co. Gas & Oil Fuel Oil	NBC	Roche, Williams & Cleary, Inc.
Superman	E. J. Brach & Sons, Inc. Confections	MBS	George H. Hartman Co. Chicago
Surprise Package	McKesson & Robbins Tartan Surtan Oil	ABC—PC	Benton & Bowles
Surprise Package	Shontex Co. Shontex Hair Conditioner, Shampoo	ABC—PC	Fritz-Carlson-Cash, Inc.
Surprise Package (Participations in)	Mode O'Day Corp. Mode O'Day Wash Dresses	ABC—PC	Glasser, Gailey, Inc.

Surprise Theater with Knox Manning	Calif., Prune & Apricot Growers Assn. Sunsweet Tenderized Fruit	CBS	Long Adv. Service
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems and Other Auto Accessories	CBS	Newell-Emmett Co.
Sweeney & March	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Warren Sweeney, News	Curtiss Candy Co. Candy	CBS	C. L. Miller Co.
Take a Number	U. S. Tobacco Co. Model, Tween Dills Best	MBS	Kudner Agency New York
Take It or Leave It	Eversharp Inc. Pens & Pencils	NBC—PC	Blow Co., Inc.
Mary Lee Taylor	Pet Milk Sales Co. 400-D Pet Milk	CBS	Gardner Adv. Co.
The Tales of Willie Piper	General Electric Co. Electric Lamps	ABC	B. B. D. & O.
Henry J. Taylor	General Motors Corp. Cars, Services	ABC	Kudner Agency, Inc.
Mary Lee Taylor Show	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
Teen Timers Club	Teen Timers, Inc. Teen Timers Dresses	MBS	Buchanan & Co. New York
The Telephone Hour	Bell Telephone System Institutional	NBC	N. W. Ayer & Son, Inc.
Terry & The Pirates	Quaker Oats Co. Puffed Wheat, Rice Sparkies	ABC	Sherman & Marquette, Inc.
Tex & Jinx	Bristol-Myers Co. Ipana & Vitalis	NBC	Young & Rubicam, Inc.
Texaco Star Theater	Texas Co. Gas, Oil	ABC	Kudner Agency, Inc.
Theatre Guild on the Air	U. S. Steel Corp. Institutional	ABC	B. B. D. & O.
This Changing World	Fruehauf Trailer Co. Trailers, Institutional Ad	ABC	Zimmer-Keller, Inc.
This Farming Business	Skelly Oil Co. Petroleum Products	NBC	Henri Hurts & McDonald, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
This Is Nora Drake	The Toni Co. Toni Home Permanent Wave, Toni Creme Shampoo	CBS	Foote, Cone & Belding
This Is Nora Drake	Toni Co. Home Permanent Wave	NBC	Foote, Cone & Belding, Inc.
This Is Your FBI	Equit. Life Assur. Soc. of U. S. Insurance	ABC	Warwick & Legler, Inc.
This Woman's Secret	General Mills, Inc. Sperry Flour Cereals & Wheates, Wheat Hearts	NBC—PC	Knox Reeves Adv., Inc.
Danny Thomas Show	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv. Inc.
Those Websters	Quaker Oats Co. Oatmeal	MBS	Ruthrauff & Ryan, Inc. Sherman & Marquette, Inc. Chicago
Todays Children	General Mills, Inc. Wheates, Bean Soup, Bisquick	NBC—PC	Knox-Reeves, Inc.
Tom Mix & His Ralston Straight Shooters	Ralston-Purina Co. Ralston, Shredded Ralston, Instant Ralston	MBS	Gardner Advertising Agency St. Louis
Tomorrow's Headlines	Seeman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.
Mel Torme Show	Philip Morris & Co., Ltd. Cigarettes	NBC—PC	Biow Co., Inc.
Bob Trout and the News	Pillsbury Mills, Inc. Pie Crust Mix	NBC	Leo Burnett Co., Inc.
True Detective Mysteries	Williamson Candy Co. O'Henry Candy	MBS	Aubrey, Moore & Wallace, Inc.
True or False	Shotwell Mfg. Co. Confections	MBS	C. Wendel Muench & Co. Wade Advertising Chicago
Truth or Consequences	Procter & Gamble Duz	NBC—PC	Compton Adv., Inc.



Twenty Questions	Ronson Art Metal Works Ronson Lighters	MBS	Cecil Presbrey, Inc. New York
Dave Vaille, News	Metropolitan Life Insurance Co. Institutional	CBS—PC	Young & Rubicam, Inc.
The Voice of Firestone	Firestone Tire & Rubber Co. Tires & Tubes, Institutional	NBC	Sweeney & James Co.

## V

Voice of Prophecy	Voice of Prophecy, Inc. Religious Talks	NBC	Western Advertising, Inc. Los Angeles
Vox Pop	American Express Co. Travelers Checks, Money Orders, Travel Service Field Warehousing Service	ABC	J. M. Mathes, Inc.

## W

Bennie Walker's Tillamook Kitchen	Tillamook County Creamery Assoc. Cheese	NBC—PC	Botsford, Constantine & Gardner
Sydney Walton	William H. Wise & Co. "The Handyman" (publication)	ABC	Huber Hoge & Sons
Waltz Time	Sterling Drug Co. Phillips Milk of Magnesia	NBC	Dancer-Fitzgerald-Sample, Inc.
Fred Waring Program	American Meat Institute Meat & Allied Products	NBC	Leo Burnett Co., Inc.
Fred Waring Program	General Electric Co. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Fred Waring Program	Minnesota Valley Canning Co. Canned Vegetables	NBC	Leo Burnett Co., Inc.
Fred Waring Program	S. C. Johnson & Sons, Inc. Johnson's Wax, Allied Products	NBC	Needham, Louis & Brorby, Inc.
Wendy Warren & News	General Foods Corp. Maxwell House Coffee, Instant Maxwell House Coffee	CBS	Benton & Bowles, Inc.
George Washington—Country Squire	Grand Lodge of Free & Accepted Masons N. Y. Institutional	MBS	Direct

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
We Love and Learn	Manhattan Soap Co. Sweetheart Soap	NBC	Duane Jones Co., Inc.
We, The People	Gulf Oil Corp. Gulf Oil Products	CBS	Young & Rubicam, Inc.
Buddy Weed Trio	Seeman Bros., Inc. White Rose Food Products	ABC	J. D. Tarcher & Co., Inc.
Welcome Travelers	Procter & Gamble Co. Ivory Snow	ABC	Compton Adv. Agency
What Makes You Tick?	Procter & Gamble Co. Ivory Flakes	ABC	Compton Adv. Agency
What Makes You Tick?	Procter & Gamble Co. Ivory Flakes	CBS	Compton Adv. Agency
What Makes You Tick?	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co., Inc. New York
What's My Name	General Electric Co. Electric Lamps	ABC	B. B. D. & O.
When a Girl Marries	General Foods Corp. Calumet, Swansdown, Birds Eye	NBC	Benton & Bowles, Inc. Young & Rubicam, Inc.
The Whistler	Signal Oil Co. Gas, Oil	CBS—PC	Barton A. Stebbins Adv. Agency
The Whistler	Household Finance Corp. Personal Loans	CBS	LeVally, Inc.
The Paul Whiteman Record Club	Wesson Oil & Snowdrift Co. Wesson Oil, Snowdrift Shortening	ABC	Kenyon & Eckhardt
The Paul Whiteman Record Club	R. J. Reynolds Tobacco Co. Cigarettes, Pipe Tobacco	ABC	William Esty & Co.
The Paul Whiteman Record Club	Nestle's Co. Nescafe	ABC	Compton Adv. Agency, Inc.
The Paul Whiteman Record Club	National Biscuit Co. Crackers, Cereals, Cakes, Cookies, Bread	ABC	McCann-Erickson, Inc.
Whiz Quiz	Paul F. Beich & Co. Whiz & Pecan Pete Candy Bar	ABC	Olian Adv. Agency
Williams-Flores Lightweight Championship Fight	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.

Meredith Willson	General Foods Corp. Jell-O	ABC	Young & Rubicam, Inc.
Walter Winchell	Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap	ABC	Robert W. Orr & Assoc., Inc.
Winter Olympics	United States Rubber Co. U. S. Tires	MBS	Campbell-Ewald Co. New York
Woman in White	General Mills, Inc. Bisquick	NBC—PC	Knox-Reeves Advertising, Inc.
World Front	Bunte Brothers Candy	NBC	Presba, Fellers & Presba, Inc.
World Series	Gillette Safety Razor Co. Razor Blades, Shaving Cream	MBS	Maxon, Inc.
<b>Y</b>			
Young Dr. Malone	Procter & Gamble Co. Crisco	CBS	Compton Adv. Agency
Young Widder Brown	Sterling Drug, Inc. Haley's M-Q, Phillips Toothpaste, Phillips Creams	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC—PC	Foote, Cone & Belding, Inc. Batten, Barton, Durstine & Osborn, Inc.
Your Home Beautiful	Benjamin Moore & Co. Paints	ABC	St. Georges & Keyes, Inc.
Your Land & Mine	General Motors Corp. Institutional	MBS	Kudner Agency, Inc.
Your Lucky Strike Program	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Your Song & Mine	Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Yours for a Song	Conti Products Shampoo	MBS	Bermingham, Castleman & Pierce
Young People's Church of the Air	Young People's Church of the Air, Inc. Religious Talks	MBS	Erwin, Wasey & Co. New York Alpha Advertising Agency Philadelphia

*First it was ...* **WABD** NEW YORK'S WINDOW ON THE WORLD

---

*NEXT it was ...* **WTTG** WASHINGTON'S WINDOW ON THE WORLD

---

**AND NOW** *it's ...*

---

**WDTV**

**PITTSBURGH'S WINDOW ON THE WORLD**

*Pioneer station linking the East Coast and Mid-West networks!*

*All Owned and Operated by*

THE  
**DU MONT**  
TELEVISION NETWORK

... first in television to  
offer all-day pro-  
gramming in the New  
York area ... WABD,  
Channel 5.



*P R E S E N T S*

THE 1949  
YEAR BOOK  
OF  
TELEVISION

*Edited by*  
*JACK ALICOATE*

Copyright, 1949, by Radio Daily Corp.  
1501 Broadway, New York 18, N. Y. Wisconsin 7-6336



They're great, new, commercial shows—featuring big-name stars—designed to produce maximum viewer impact. They're processed, exclusively, for cost-conscious, result-minded advertisers. Get the facts on these ZIV Television Programs now!

- SPORTS ALBUM** ..... 5-minute series of shows on: Baseball, Football, Wrestling, Boxing.
- YESTERDAY'S NEWSREEL**... 15-minute shows, highlighting headline events of yesteryear.
- FEATURES** ..... 1-hour, full-length movies.
- WESTERNS** ..... 1-hour, full-length movies.

*Write, wire or phone today!*



**ZIV** Television Programs INC.

1529 MADISON ROAD • CINCINNATI 6, OHIO  
 NEW YORK CHICAGO HOLLYWOOD

# TELEVISION

## —1949 PREVIEW

**A**s this is written 57 television stations are operating in key center cities throughout the country, 66 CP's have been granted and 317 applications for stations are pending before the FCC. These figures spell unprecedented progress in the new media of sight and sound.

**C**oupled with the station expansion, TV now boasts of networks which link the Atlantic seaboard and the midwest and carry programs as far west as the Mississippi River. In another year stations on the Pacific coast will be linked by coaxial cable. In 1950 transcontinental network television will become a reality.

**T**he Year Book of Television is a progress report on these developments. In the pages that follow the whole story of the rapid growth of the new communications art unfolds. Here you find accurate information on the kind and quality of programming; statistics on the TV audience which in 1948 acquired 1,000,000 sets and a complete who's who of TV station management.

**W**e are indebted to many for the editorial and statistical content of this 1949 Year Book of Television.

This is your volume—a progress report on the nation's fastest growing industry.

JACK ALICOATE  
Editor.



**BEST NEWS coverage on TV? ...  
Telepix!... with ten cameramen  
covering the Eastern Seaboard... two  
camera planes for fastest possible  
picture-reporting!... And more scoops  
to its credit than any TV news service!  
... Every night at 7:30 ... Sunday  
Roundup, same time... late news  
just before signoff.**

## **Takes all kinds . . . .**

For any advertiser who wants to attract a major audience and keep it coming back for more...make conversation and comment among customers...promote prestige, build business and better sales . . . WPIX presents the widest possible variety of remote pick-ups and studio productions...Children's shows, sports events, pertinent programs for the homemaker . . . comprehensive news coverage, public service presentations . . . comedy, drama, movies . . . all offer the advertiser an unusual opportunity to reach more prospects in a new major market with a new major medium—big enough now to rate room on any advertising schedule . . . and coming up fast in New York!

For full facts, production costs, and time rates on WPIX programs currently available for sponsorship or syndication . . . just write, wire or phone . . .

**WPIX** • THE NEWS Television Station  
220 E. 42nd St., N. Y. C. . . . M Urray Hill 2-1234  
*Represented outside New York City by*  
FREE & PETERS, 444 Madison Ave., New York 22





# TEN YEARS OF TELEVISION

By WILL BALTIN, *Secretary-Treasurer, Television Broadcasters Association, Inc.*



Will Baltin

TEN years ago when television was struggling to wrest itself from the shackles that chained it to the laboratory, enthusiasts for the new art were few and far between. Those who sang the praises of television were, more often than not, characterized as wishful thinkers and dreamers.

Now that the flames of enthusiasm for TV are eating their way across the nation in the most startling conflagration of interest since the gold rush of '49, it may be well to pause momentarily and turn one's sights back on the decade that is to be rounded out on April 30, 1949—the 10th anniversary of electronic television broadcasting in the United States.

In the past 10 years there have been two champions in their own right who recognized another "champ" in embryo and did more than any others to accord him his just due. The "champ" of course is television and the supporters are Brig. Gen. David Sarnoff of RCA and Dr. Allen B. Du Mont, genius of the cathode ray tube and founder of a company by the same name. Both men gave the industry the initial drive that sent it on its way.

But behind the scenes were many other willing and hopeful figures who pitched in and contributed their share to the march of television progress. Back in the experimental days of television broadcasting (1936-1939), Thomas H. Hutchinson was the "Zanuck" of the lot. As top producer at W2XBS (now WNBT) Hutchinson dug his teeth into variety, drama, sports, news, etc.

It was only a short time after the opening of the World's Fair and the start of regularly telecasting by W2XBS that CBS' experimental station, W2XCW, (now WCBS-TV) took to the air with Gilbert Seldes at the production helm and Adrian Murphy and Leonard H. Hole in supervisory posts.

Du Mont's station, W2XWV (now WABD) entered the video sweepstakes in mid-1940. I had been pounding out a steady tat-tat-too of television verbiage charged with enthusiasm as a newspaperman from 1934 to 1940 when the arm of Dr. Du Mont reached out and collared me for the post of program manager of his station, W2XWV, on June 1, 1940.

Television expansion ran head-on into the war in 1942 and programming was limited to transmissions for national defense. Only other stations to reach the air prior to and during the early days of the war included WRGB in Schenectady, WPTZ in Philadelphia, WBKB in Chicago, KTLA and W6XAO in Los Angeles. And only about 8,500 receivers had been built and circulated before the war intervened.

In the period 1939 to 1941, television passed through several crises. The F.C.C. granted a "green" light to commercial telecasting, then took it away pending standardization of frames, lines, etc. Television in that period passed from 343 lines to 441 lines to 525 lines.

The National Television Standards Committee gave way to the Radio Technical Planning Board and television channels shrank from 26 to 18 to 13 to 12. The reason: new services born out of wartime development also required space.

Television having survived the whitening process was grabbed again in 1946 and sent through another governmental wringer—this one composed of rainbow hues. It wound up a bit washed out but still in its black and white garb.

The television "gold rush" started in mid-1947 when broadcasters suddenly discovered that in some centers television was really growing up. Television station applications jumped from about 60 to over 300 and channels that had gone begging for years were being fought over by competitive interests.

At the year's end the F.C.C. had virtually thrown up its hands in despair at the shortage of channels and "froze" the situation. It was just another impasse in a series of obstacles that confronted the forward-moving television industry through its 10-year cycle of national and international upheaval.

# clear



st

**16% Clearer  
on  
WNBT**

*The face on the living-room screen is 16 % clearer on WNBT than on the next best New York station . . . and WNBT is setting the standard of technical reception for all the other stations of the NBC Television Network. Technical superiority multiplies viewers . . . and the audience to NBC.*

## **three to one**

Images clearer on NBC, programs more popular, audiences larger . . . in fact, in answer to the question "Which one television station do you view the most?" viewers in the New York area state a *three to one* preference for NBC over the second ranking station.\*

With a lead like this, it's no wonder that *four times* as many network advertisers are on NBC Television as on any other network.

*\*Complete details on request*

# ***NBC Television***

**THE NATIONAL BROADCASTING COMPANY**

*A service of Radio Corporation of America*



**WBAL and**

**WBAL-TV**

**Mean**

**Business**

**in Baltimore!**

**NBC AFFILIATE**

**Nationally Represented By Edward Petry Co.**

# VIDEO HIGHLIGHTS

**N**UMBER of television stations climbed from 16 in 1947 to 49 by the end of 1948, with expectations that this figure will be more than doubled in '49.

The FCC ordered a freeze on hearings and action on all applications for stations pending a study of present allocations and possible opening of the UHF band to commercial video.

Network television became a reality for about one-third of the United States on Jan. 11, 1949, when AT&T opened the coaxial cable linking 14 cities from Boston to St. Louis.

RMA announced production of 866,832 receivers during 1948, bringing the post-war total to 1,160,000. Industry estimates place the expected output for 1949 around the two million mark.

Eighteen stations reaching nine major markets covered the major political convention in Philadelphia at a cost estimated in the neighborhood of \$500,000.

Coverage of the Presidential election provided TV with its biggest news story in history. The four webs were on the air a total of 52 hours, seven minutes. Longest stint was turned in by CBS, 14:45, beating NBC by seven minutes. Latter, however, was on the air without interruption from 9 p.m. to 11:38 a.m.

Another first was the fact that the election coverage was sponsored. Life magazine was the bankroller on NBC; Kaiser-Frazer, on ABC; Nash Motors on CBS. DuMont returns were aired in cooperation with Newsweek.

First large screen television demonstration was held by the Paramount Theater in New York, using an intermediate film projection system. Program was a 20-minute boxing exhibition picked up by WPIX.

By the end of the year, number of TV advertisers had grown to over 700, who spent a total of \$307,185 for time during one week (Jan. 2-8). Largest single group of bankrollers was retail accounts who spent \$88,888 during the sample week. 33 network sponsors spent \$68,954, and 234 selective advertisers spent \$143,343.

# PROGRAM PATTERN FOR 1949

By IRWIN ROSTEN, Staff Writer, TELEVISION DAILY



Irwin Rosten

**I**N reviewing the television programming of the past year, two points come immediately to mind. One is tangible—the tremendous progress made in the production of studio shows. The other—an intangible—is the general awareness that became apparent towards the end of the year of the inadequacies of this same programming despite its remarkable improve-

ment. Let's take the two points in order.

At the beginning of 1948, there were very few studio productions on the air and those that were carried were, for the most part, sustaining. Even in New York, which was and still is, far in advance of any other city from a program standpoint, a good part of the stations' air time was devoted to mediocre boxing bouts and phoney wrestling matches, with a sprinkling of other sports and special events. By early Spring, when the "Amateur Hour," sponsored by Kaiser-Frazer, was the top show in the first TV survey by Hooper, a few brave pioneering sponsors began to buy time. American Tobacco placed "Tonight on Broadway" on CBS, and Admiral sponsored Henry Morgan on ABC. Both were short-lived.

Toward the beginning of Summer, when set sales were spurred by the impending political conventions, the most successful commercial program to date made its startling debut. An up-to-date version of vaudeville, the "Texaco Star Theater," inspired the term "vaudeo"; brought its emcee, Milton Berle, to new heights of popularity; put countless imitators before the cameras, and opened the flood gates of commercial television.

In the Fall, the high-budgeted dramatic shows made their appearance, led by the "Philco Playhouse," an hour-long production that gave new meaning to the word entertainment. Plays such as "Counsellor-at-Law" and "Cyrano de Bergerac," presented with excellent casts and Fred Coe's inspired direction softened even the most vehement videophobes. Soon afterward,

"Ford Theater" and "Studio One" came along to make equally important contributions to TV drama.

As the list of sponsors grew, so did the variety of programs. Some were good, some were fair and others were downright awful, but the medium was learning, and as the new year began the second point offered at the beginning of this article became increasingly apparent.

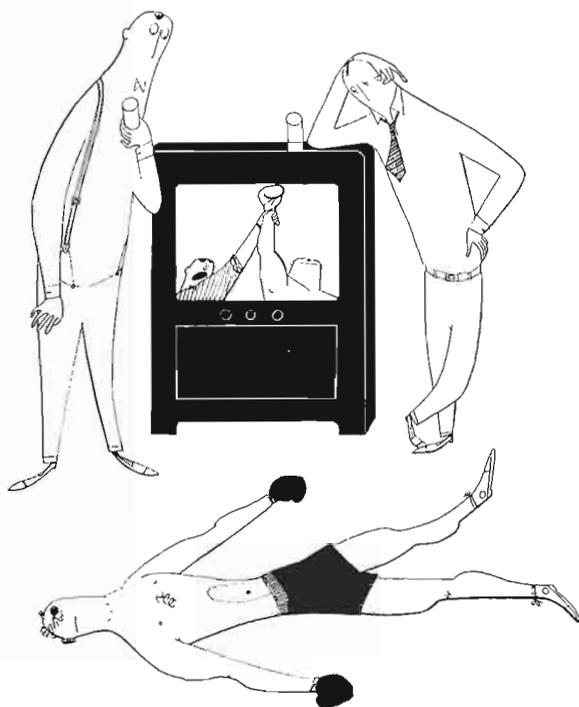
The industry had already learned that radio programs do not necessarily make good viewing. Now it is beginning to realize that the structure of the radio schedule—performances by the same artist or group of artists once a day or once a week—probably will not apply much longer to television. The impact of sight and sound is so great that watching the same faces week after week can become trying for the viewer. Fresh material and new talent is needed to satiate the voracious orthicons.

Despite the great improvements of the past year future progress therefore will have to be made along different lines. A pattern will have to be developed to allow the advertiser to reach his audience with regularity, but this same regularity must be flexible enough to assure continued interest in the programs.

Another new phase of programming that became increasingly important towards the end of the year was daytime shows. DuMont's flagship WABD startled the industry last fall by instituting a 7 a.m. to 11 p.m. schedule. Trade circles said it couldn't be done, but by keeping production expenses to the barest minimum, the station was able to break even when the first sales rolled in. Other stations around the country began expanding their schedules and, by and large, daytime programming proved successful.

As competition for the smaller daytime audience increases and brings with it intensified competition for the advertising dollar, several rather drastic changes in the established sales set-up may be expected. Program sales may disappear entirely, to be replaced by participations and announcements. Current standard spot length may be revised to include shorter announcements—perhaps as brief as five seconds—at low rates to attract low-budgeted local retail accounts.

*For Complete List of Television Programs See Page 1081*



Sure, Television's amazing

**-and it's practical, too!**

(TO SEE HOW PRACTICAL, SEE NEXT PAGE)

WCBS-TV programs carry a terrific sock for New York television audiences. For WCBS-TV consistently delivers the largest audiences of all New York television stations, quarter-hour by quarter-hour, seven nights a week. More people tune more often to WCBS-TV than to any other station—which is why it is the most practical advertising buy in Television today.

**CBS-TV**





# TV PROGRAM FORMATS

By MYRON P. KIRK, Radio and TV Exec., Kudner Agency, Inc.



Myron P. Kirk

A COMMERCIAL television or radio program is comprised of two broad elements—the “crowd-gathering,” or entertainment segment of the show, and the “sell,” or commercial. The function of the first is to gather a listening and viewing audience. It is comparable to the barker of a circus, or to the circulation staff of a periodical. The function

of the second is to put across the sponsor's message and products.

Certainly the formula is no trade secret. Doubtless, it goes back to the very beginning of civilization. Probably even before things got civilized, the prehistoric folks had a variety of mumbo-jumbo to rally all within earshot for some sort of sales talk. I rather doubt, however, that the came-man with the loudest voice or the biggest drum always did the best selling job. I think then, as now, it was all in how he did it.

Selling on radio hasn't been easy for any of us. To get the ears of a listening audience, we have employed all sorts of devices and techniques, both in the “crowd-gathering” and in the “sell.” After 25 years of radio, there still is no pat formula, insofar as I know, for what is consistently most effective in radio entertainment and commercials. In television where the ears and eyes of the audience must be captured, the “crowd-gathering” and “sell” become even more complex. Both in radio and television, the entertainment and the commercial must be tailored for the basic aims of what a program is designed to accomplish. That is why I say there are no pat formulas for radio or for television—or for that matter anything that has to do with showbusiness.

Abandoning generalities, I can tell you what we have endeavored to do in the Texaco Star Theatre and the Admiral Broadway Revue, television shows which currently are attracting top audience ratings and at the same time are doing a highly satisfactory job for the clients.

To assure the most effective “crowd-gathering,” entertainment on the Texaco and Admiral shows has been consistently

well-balanced and of the highest calibre of acts and personalities. The agency has aimed for programs that: Appeal to the family, appeal to people in all income brackets, appeal to children and adults, appeal to all sorts of folks—whether they view the shows in a Park Avenue drawing room, a Brooklyn bar, or in a Y.M.C.A. recreation room.

Week after week, the siren signature of the Texaco Star Theatre and the “Top of the Evening to You” theme song of the Admiral Broadway Revue have been signals for the greatest possible number of people to crowd about the greatest possible number of available television sets.

Beyond Milton Berle on the Texaco program and Sid Caesar, Mary McCarty, Imogene Coca and Marge and Gower Champion on the Admiral program, are other elements of showmanship which have contributed importantly to the overall success of the shows. These include:

1. The building each week of a well-balanced program of top acts.
2. The blending of these acts into an hour of *integrated* entertainment and showmanship.
3. Strict adherence to good state and decorum.
4. The omission of introducing celebrities in the studio audience, thereby assuring the viewing audience, of a well-paced, *full-hour of planned and carefully rehearsed entertainment.*
5. The best possible supervision and direction.
6. Consistent attention to production details, including stage settings, music, lighting, camera technique and costumes.

In both the Texaco and Admiral shows, we have contrived to make the “sell” an integral part of the “crowd-gathering.” After many months of weekly appearances, Sid Stone, as the Texaco pitchman, has a wide following of television fans. On the Admiral program, Roy Atwell with his double-talk “malaprops” is off to a good start along the same pattern.

Kudner Agency takes pride in feeling that both the Texaco and Admiral commercials are fulfilling three important aims. The commercials:

1. Are an integral part of the show
2. Are acceptable and entertaining in form and content and
3. They contain specific and effective “sell” of the client's product and services.

## The Philadelphia Inquirer Stations

**WFIL WFIL-FM**

**WFIL Facsimile**

**WFIL-TV**

**First in the Nation  
with all four**



WFIL-TV—like Independence Hall—is Philadelphia's "own." The real Philadelphia is reflected in the personality of WFIL-TV. It is this quality which builds viewer loyalty among city-proud Philadelphians.

The advertiser has found that this personality makes viewers respond eagerly to his sales message.

# **WFIL-TV**

## **CHANNEL SIX**

**Represented Nationally  
by The Katz Agency**



# TV STATION ROLL-CALL 1948-1949

*The YEAR BOOK OF TELEVISION herewith presents a brief history and activity report of television stations in the United States, in operation as of January 20, 1949, embracing their progress from experimental stage to full time commercial operation:*



ROBERT L. COE  
*Gen. Mgr.*

is Robert L. Coe. The 40-hour weekly schedule is shared by a list of 64 sponsors, including both program and spot announcements.

## WPIX, New York, N. Y.

WPIX began operating on June 15, 1948, with nearly 40 hours of programs per week. The first of the post-war, high-frequency stations, WPIX was the fourth video outlet in New York City. As the only independent, newspaper-owned station in the city, the station has concentrated on the varied activities of the metropolitan area. The station's daily, nationally syndicated TelePIX newsreel and rapid news picture telecasting revolutionized the approach to television news coverage.

WPIX is a wholly-owned subsidiary of The News Syndicate, Inc. President is F. M. Flynn; station manager

## WOIC, Washington, D. C.

WOIC first commenced telecast operation on January 16, 1949, operating on channel 9 (186-192 mc) with an effective radiated power of 27,300 watts video and 14,400 watts audio. The station's antenna rises 710 ft. above sea level and equipment includes six image orthicon cameras, two iconoscope cameras, two 16 mm, two slide 2x2, one balopticon-lap dissolve, transparencin and opaques. Mobile units consist of one portable sipc generators and two switching units.

The nation's capital is listed as having some 24,500 TV sets installed in homes as of December 1, 1948, this figure pertaining only to sets within the city proper, and not the area serviced by D.C. TV stations. In connection with this, it is estimated that the TV audience (as applied to the 24,500 figure) runs something like 3.5 persons per set.



EUGENE S. THOMAS  
*Gen. Mgr.*

FOR THE WORLD'S BEST VIDEO  
YOU WANT

# WORLD VIDEO

---

ON THREE MAJOR NETWORKS!

## ACTORS' STUDIO

—ABC, Sunday, 8:30-9:00 P.M. (Live).

## RIDDLE ME THIS

—CBS, Sunday, 8:30-9:00 P.M. (Live).

Sponsored by GENERAL ELECTRIC

## FLOOR SHOW

—NBC, Saturday, 8:30-9:00 P.M. (Live).

Starring EDDIE CONDON and GUEST ARTISTS

---

# WORLD VIDEO, INC.

718 MADISON AVE.

NEW YORK 21, N. Y.

REGENT 4-6615

## WNBT, New York, N. Y.

On July 1, 1941, WNBT received the first commercial television license, and began operating on an all-electronic system as the world's first commercial television station. The schedule called for a minimum of 15 hours a week of programming. The first commercial was the Bulova time signal at 2:29.50 P. M. on the above date.

During the war, the station devoted its activities almost entirely to programs in cooperation with civic and government agencies. In cooperation with the New York Police Department, 80 television receivers were installed in station precinct classrooms, and 2½ hour programs were carried every Monday night as a training course for Air Raid Wardens.



THOMAS B. MCFADDEN  
Manager



HARRY BANNISTER  
Gen. Mgr.

## WWJ-TV, Detroit, Mich.

WWJ-TV went on the air with test pattern on March 4, 1947. Commercial operation started on June 3, 1947, on Channel 4, 66-72 mc. Station operates a 5,000 watt DuMont transmitter beaming out programs from two studios, the stage auditorium and any one of a dozen remote points around town. One studio contains a three-camera DuMont iconoscope chain and the other a two-camera DuMont image-orthicon chain. In addition, inside equipments include a two-camera DuMont film and slide projector chain. Film projector is a 16 mm. model.

At present station has 36 advertisers using their facilities and estimates that there are over 25,000 sets installed in the Detroit area, giving a potential audience of 175,000-200,000 viewers. Station is on the air with an average of 35 program hours a week.

## KSTP-TV, St. Paul, Minn.

In June, 1939, KSTP-TV purchased one of the first television cameras in the U. S., and began experimenting with television. In March 1948, the station became the first affiliate of NBC, and in the following month started full-scale commercial operations from a building specifically designed for television production. The sending signals are receivable within a radius of 60 miles, bridging the St. Paul-Minneapolis line. With the opening of the coaxial cable and the micro-wave relay stations, KSTP-TV began featuring NBC tele-programs.

The promotional department of the station sends a letter of welcome to all purchasers of receiving sets, offering free program service.



STANLEY E. HUBBARD  
Pres. & Gen. Mgr.

# WGN-TV'S FARE FOR THE FAMILY

BRICKHOUSE

NEWSREEL

KORDA FILMS

CLUB  
TELEVISION

GOLDEN GLOVES

COMEDY

CHILDREN'S  
PROGRAMS

EDUCATION

CROSS  
QUESTION

**WGN-TV**  
CHANNEL 9  
Chicago

## The EYES of CHICAGO'S FAMILIES are on **WGN-TV!**



Yes . . . the people of Chicago keep their eyes on WGN-TV for the best in entertainment for *all* members of the family. They know WGN-TV's *fare for the family* includes something for everyone - no one is slighted.

Variety is the key word in WGN-TV's programming—there's no overbalanced programming for the benefit of a few. And . . . more eyes are focused on WGN-TV since January 11, 1949. The coaxial linking of Chicago to the east now offers WGN-TV's friends even greater program enjoyment . . . Because WGN-TV is the exclusive Chicago outlet for CBS-TV, Dumont Television Network and WPIX, the New York News Station.

Yes . . . the eyes have it . . . and all eyes are on



## WSPD-TV, Toledo, Ohio

WSPD-TV, seen over Channel 13 in Toledo, was the 28th television station in the country and first in the Fort Industry chain. Since going on the air in July 21, 1948, WSPD-TV broadcasts with 30 hours of programming weekly, 61 per cent of which is commercially sponsored.

Granted an FCC permit in December of 1945, WSPD-TV has a radiated power of 27,400 watts and can be seen within a 70-mile air line radius; a new studio will soon be erected to house the station which is now located with the parent station, WSPD-AM & FM, in the Broadcast Bldg. Governed by a slogan, "The World In Your Home," WSPD-TV has brought enjoyment to many in its six months of operation and the things to come promise an even brighter future for all.



E. Y. FLANIGAN  
Gen. Mgr.



LEONARD HOLE  
Manager

## WABD, New York, N. Y.

WABD began operations on the 42nd floor of 515 Madison Avenue in 1941. The studio occupied less than 600 square feet. It served as a workshop for people who "wanted to get in on the ground floor" of television. Many new TV commercial techniques were developed here. During World War II, WABD was one of the few stations that remained on the air throughout the whole war. Time was made available to all branches of the armed forces. Extensive recruiting, many bond drives and lectures on civilian defense were offered. In May, 1944, the station received its commercial license and W2XWV became WABD.

WABD was the first television station to present regular daytime programming. Under the new schedule it telecasts 16 hours a day.

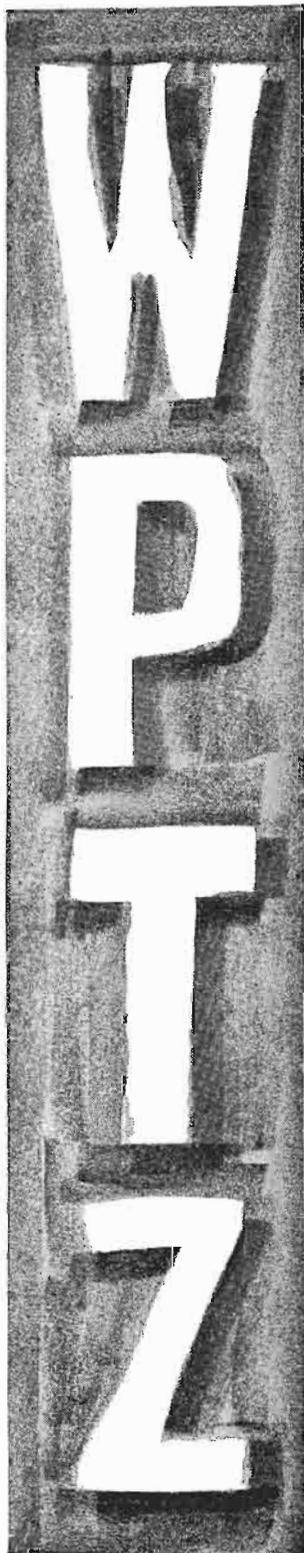
## WLW-T, Cincinnati, Ohio

Station WLW-T began commercial air operations in February 1948. It has 34 KW visual and 17 KW aural power. Effective radiated power is 50,000 watts. Channel 4, on which WLWT operates, is set at 66 to 72 megacycles. Equipment includes two large studios, 30 x 40 x 100 feet and 30 x 60 x 12 feet with a fully-operating kitchen in Studio 2, two studio cameras, three remote cameras, a self-contained "studio on wheels" mobile unit, two 16 mm and two 35 mm film projectors.

There are 12,500 receiving sets in the area, and the total television audience is estimated at 161,000. The station programs an average 35 hour week; of which five hours are film, the rest is live or remote. As of December 1948. The total number of sponsors was 28.



M. N. TERRY  
V-P Chg. TV



FIRST IN TELEVISION IN  
**PHILADELPHIA**

**PHILCO**

TELEVISION BROADCASTING  
CORPORATION



1800 Architects Building  
Philadelphia 3, Pennsylvania



## WCAU-TV, Philadelphia, Pa.



G. BENNETT LARSON  
Vice-Pres.

WCAU-TV officially went on the air May 23, 1948. Its facilities include two specially designed studios with complete lighting and camera equipment, and a 250 seat auditorium. For film-casting the station maintains a projection studio with two 16 mm sound projectors, two automatic slide projectors (2x2) and a balopticon for opaques and 3x3 slides. Complete facilities for remote and field pickups, including a specially designed and fully equipped mobile unit, are also available. The station programs an average of 42 hours per week. Including the time devoted to music, news and weather, and test patterns, the total time is 85 hours.

Sets in the coverage area are installed at the rate of 6,000 per month.

Sets in the coverage area are installed at the rate of 6,000 per month.

## KTTV, Los Angeles, Calif.

KTTV went on the air January 1, 1949, with 10½-hour schedule, including the Rose Bowl football classic. On its opening day 90.2 per cent of the station's schedule was commercial. It operates with a current 15-hour-a-week schedule which runs Fridays through Thursdays, and plans to go on a seven-day operating basis as rapidly as programs are developed. By the end of 1949 the station will operate on an approximate 28-hour-a-week basis.

The television station operates on an effective radiated power of 31.5 kw. video, and 16 5 kw. audio. Their equipment includes a TT-5A RCA transmitter, a television mobile truck unit, seven RCA cameras, two film cameras and 35 and 16mm slide projectors.



HARRY WITT  
Gen. Mgr.

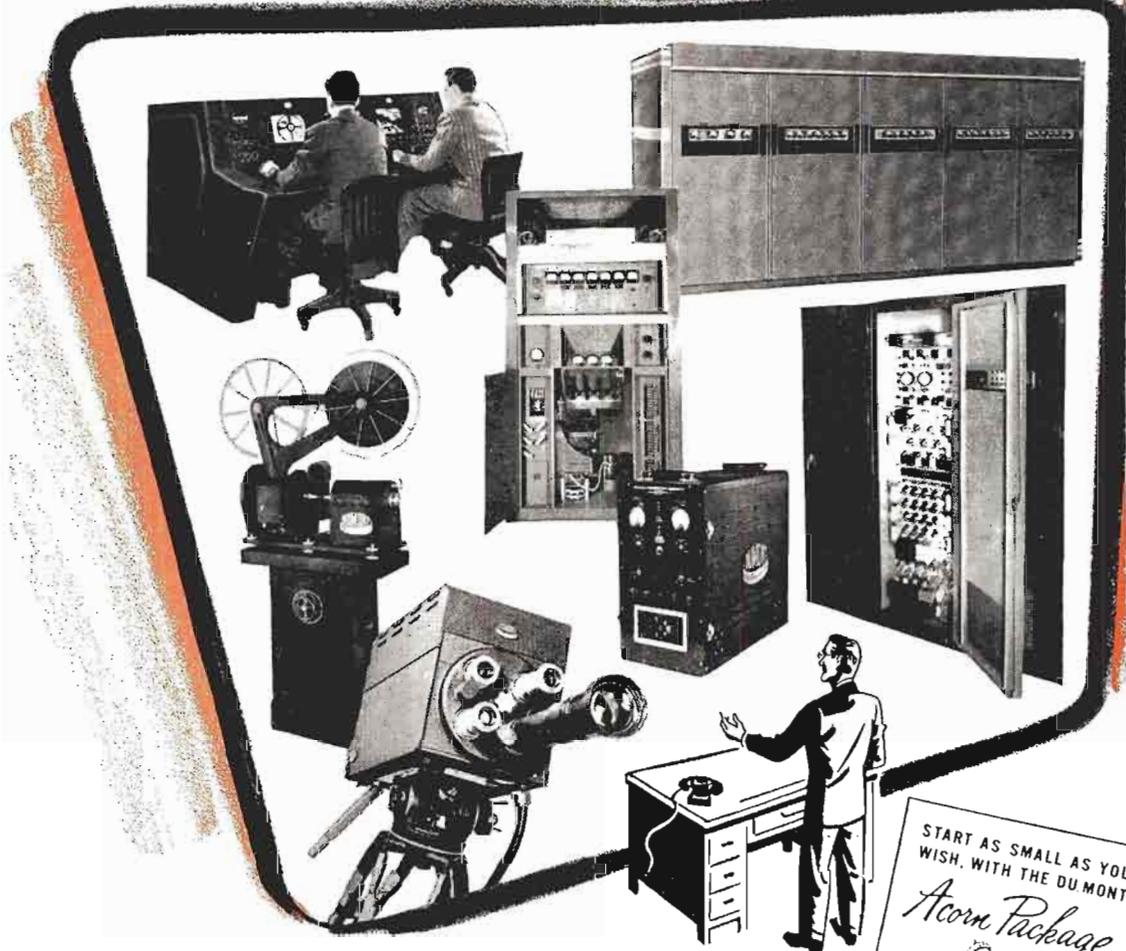
## WNBK, Cleveland, Ohio



JOHN McCORMICK  
Gen. Mgr.

WNBK began commercial operation October 31, 1948. Its first public service test was successfully met last Election Day, when it fed election returns to seven midwest tele stations, featuring elaborate tabulation charts and running analysis by NBC news commentators from Washington, D. C.; Cleveland, Chicago, St. Louis, Detroit and Buffalo. On Thanksgiving Day it telecast a two-hour variety show.

On January 11, 1949, WNBK became the connecting link between the NBC eastern and mid-western networks. In addition to its own local commercial and public events shows, it now carries the NBC network shows originating from the 14 cities of the network.



**Because telecasting craftsmanship calls for fine television tools, more and more telecasters are choosing . . .**

● Why Du Mont? Perfectly obvious. Out of a rich pioneering experience in television broadcasting, Du Mont engineering emerges with tried-tested-proven equipment backed by telecasting "know-how" second to none.

More than that, Du Mont telecasting started small yet has grown to network proportions. Du Mont knows precisely the requirements at every step in commercialized television.

Thus the Du Mont Acorn Package sees the telecaster through from modest start to proud leadership. Such basic equipment builds up as the station grows. It provides for a progressive, sound, profitable investment, with a minimum of obsolescence and a maximum of telecasting service geared to telecasting economics from start to ultimate goal. Which explains why telecasters — large and small alike — are choosing Du Mont telecasting equipment.

- Of course Du Mont telecasting "know-how" is available to you. Let us collaborate with you in working out your telecasting plans.

**DU MONT**

*First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, 515 MADISON AVE., NEW YORK, N. Y.



HARRY R. LUBCKE  
*Director*

### KTSL, Hollywood, Calif.

The Don Lee television station went on the air December 23, 1931, and has been continuously on the air ever since. At present the station operates on a seven-night-a-week schedule, with 25 hours of live shows in addition to film presentations. The building atop the 1,700-ft. Mt. Lee is designed exclusively for television. At the present time a new transmitter is under construction on Mt. Wilson.

KTSL (W6XAO) transmits on a visual frequency of 55.25 mc's and an aural frequency of 59, 75 mc's. Facilities include a mobile unit complete with two image orthicon cameras, remote transmitter and relay equipment. Up to the end of last year the Don Lee station televised over 14,000,000 feet of film.

### WXYZ-TV, Detroit, Mich.

Station WXYZ-TV began commercial operations on October 9, 1948, with a 10-hour, fully commercial inaugural, featuring the World Series and the Notre Dame-Michigan football game via the Midwest coaxial network; the Detroit Lions night football game from Briggs Stadium, and an hour long variety show, featuring Paul Whiteman and his orchestra, Frances Langford, "Sugar Chile" Robinson and a galaxy of radio, stage and screen stars.

WXYZ-TV is located in the Maccabees Building; it is equipped with a 485-ft. tower; also operates a remote truck with three cameras for sports and special events pick-ups. The schedule calls for 34½ hours of programming per week, with five additional hours co-axed from New York.



JAMES G. RIDDELL  
*Gen. Mgr.*



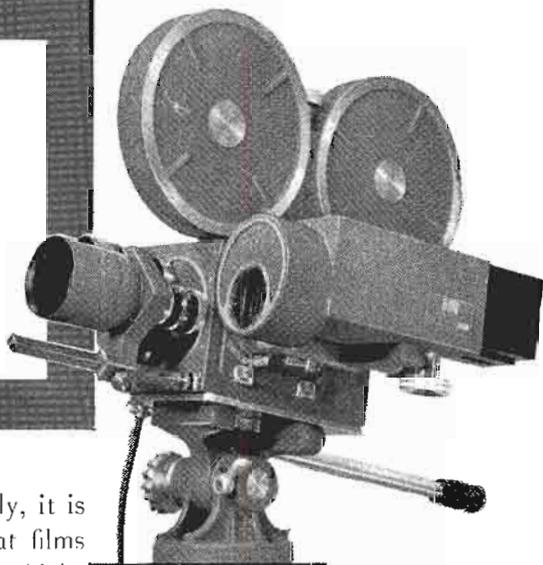
FREDERICK ALLMAN  
*Exec. V.P.*

### WAAM, Baltimore, Md.

WAAM took to the air commercially November 1, 1948, with a daily schedule of operation commencing at 4 p.m. to approximately 10 p.m. nightly. Personnel for the station was brought in from all parts of the country, most of whom, before joining the station, had previous background in television operation.

The home of WAAM is built on one of the highest points in the city and houses all its departments and transmitting facilities under one roof, making it an extremely efficient operation. Its major studio, one of the largest in the country, is 65 x 65 x 25 ft. and has facilities to drive actual vehicles into it for live television presentation. The major studio is supplemented by two others, 20 x 30 x 10 ft. and 14 x 12 x 10 ft.

*Television*  
**IS READY FOR**  
*really good*  
*films*

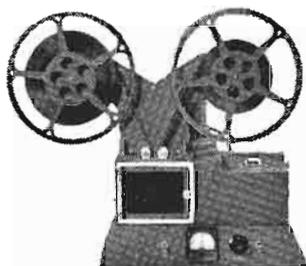


With television maturing so rapidly, it is becoming generally recognized that films cannot just be "adapted," but should be made specifically for television release—and of the finest quality consistent with allowable costs.

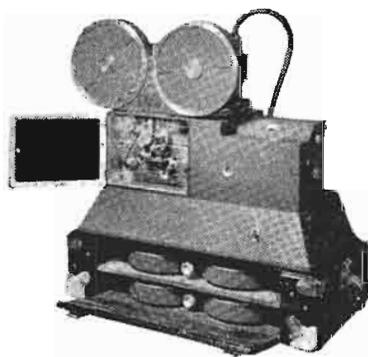
The producer, with a restricted budget, can meet both requirements most easily with Maurer equipment.

A copy of the new catalogue of Maurer post-war equipment will be mailed on request.

**Maurer 16-mm Professional Motion Picture Camera—**unapproached in the 16-mm field for accuracy—for versatility.



**Maurer 16-mm Film Phonograph—**a high-fidelity reproducer for re-recording, that provides a flat characteristic  $\pm 1$  db to 10,000 cps.



**Maurer 16-mm Recorder** provides sound tracks of the highest quality and fidelity, covering the full frequency range that standard projectors and television receivers are equipped to reproduce. A flat frequency range of 30 to 10,000 cycles is available.

**16mm**  
**maurer**

**J. A. MAURER, INC.**

37-01 31st Street, Long Island City 1, N. Y.

Professional Motion Picture Cameras and Recording Equipment for the Production of Industrial, Educational and Training Films

## WRGB, Schenectady, N. Y.

First public demonstration of television was made in the home of Dr. E. F. W. Alexanderson, G-E engineer in Schenectady. Event occurred in Jan., 1928. In May, 1928, WGY, G-E radio station in this city, became the pioneer TV station broadcasting on a regular schedule of three afternoons a week. Power transmitted by WGY on their shortwave transmitter at regular power—equipment of Dr. Alexanderson's—used a 24-line rotating disk with flying spot scanner and photoelectric cells.

There are approximately 10,600 television receivers in the area, and the estimated TV audience numbers some 258,000 families. WRGB is on the air approximately 31 hours a week, including pickup from NBC. Live shows average about six hours a week.



G. E. MARKHAM  
Station Mgr.



JOHN M. OUTLER, JR.  
Gen. Mgr.

## WSB-TV, Atlanta, Ga.

WSB-TV first went on the air as a regular commercial television station Sept. 29, 1948 with a total of 64 hours and 53 minutes of live programming and 70 hours and 13 minutes of film programs. For outside telecasts, station is equipped with a complete mobile unit, with two image orthicon cameras, microwave transmitter and receivers. For studio telecasts, equipment consists of two orthicon cameras (dolly mounted), complete sound equipment. For film and slides, an inconoscope camera, two 16 mm. sound strobo-light projectors and for silent movie production, a Bell & Howell camera complete with lens equipment and a Huston speed developer is used.

As of Sept. 29, 1948, when station first went on the air commercially, a total of twenty sponsors were telecasting via WSB-TV facilities.

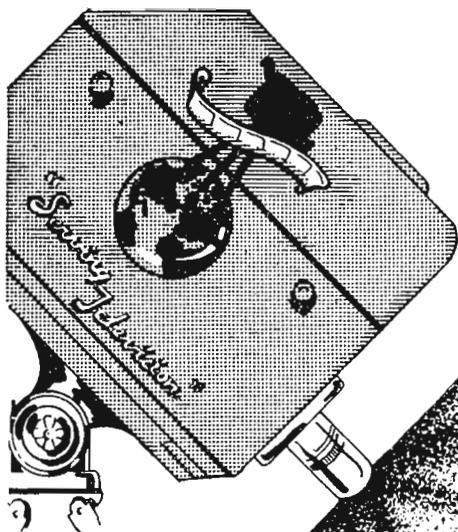
## WBAP-TV, Fort Worth, Tex.

WBAP-TV made its debut September 29, 1948, as the first television station in the Southwest. Construction of a new Radio-Television center was begun in February of that year, and will contain 74,500 square feet of floor space. Facilities are planned for nine studios and an auditorium with a capacity of 400. The television unit, with a specially designed "video lane" is now complete.

The transmitter, an RCA super-turnstile, is located within the city, reaching 502 feet above ground, 1,138 feet above sea level. The effective radiating power is 17.6 KW visual, and 8.8 aural. WBAP-TV covers all parts of Dallas. The Fort Worth-Dallas area is the South's No. 1 market, ranking above Houston and New Orleans.



GEORGE CRANSTON  
Station Mgr.



# for you..

## TELEVISION PROGRAMING

Film Equities Now serves 95% of all TV stations with daily film programs.

Our sponsors include: General Foods, Leaf Mint Gum, Fischer Baking Co., Philco Dealers, and the R.C.A. Victor Distributors and many others.

With two years experience in TV film programing Film Equities serves you with the largest library of TV films in the industry.

IRVIN SHAPIRO, *President*    JAY WILLIAMS, *TV Director*

# Film Equities Corp.

1600 BROADWAY, NEW YORK 19, N. Y.

Tel. Circle 7-5850 - 1-2-3-4





ROY McLAUGHLIN  
Station Mgr.

## WENR-TV, Chicago, Ill.

The acquisition of the Chicago Civic Theater by WENR-TV marks perhaps the first use of a legitimate theater for a permanent television studio in the nation. The stage of this theater is used for the most elaborate type of television sending. Two other studios located on the 44th floor of the Civic Opera Building are used for small dramatic productions, soloists and interview work. The station started commercial operation on September 17, 1948.

A completely equipped mobile unit is also used in the station's operation. It is equipped with three tele cameras, and carries its own microwave transmitter for beaming programs to the master control booth. The mobile unit is equipped with its own power generators, and is, in effect, a complete tele station, mounted on wheels.

## WTVR, Richmond, Va.

Construction permit was granted May 16, 1946, making WTVR, "The South's First Television Station," and one of the first seven grants in the U. S. Commercial operation started April 15, 1948 with station joining the NBC-TV network on June 1, 1948, making it the first connected tele affiliate of NBC. Station's antenna is 642 feet above sea level and equipment consists of two image orthicon cameras for studio use; two 16 mm projectors, two 35 mm projectors on hand but not installed, 2x2 slide projectors and baloptican and RCA lateral recording equipment.

Estimated sets in the area as of December 1, 1948 were 4,624. Station's signal will reach an estimated population of 375,325 within an area of 2,923 square miles.



WILBUR M. HAVENS  
Owner & Gen. Mgr.

## WBZ-TV, Boston, Mass.



W. C. SWARTLEY  
Station Mgr.

Television's debut in New England came at 5:42 P. M., Saturday, May 29, 1948, when the full power of WBZ-TV's newly installed transmitter was turned on for test pattern purposes. Within minutes, phone calls were received at the WBZ Radio and Television Center from distant points. On June 9, WBZ-TV's regular program schedule was inaugurated. "T-Day" found 3,500 sets already in service; by Christmas of 1948, Bostonians had purchased close to 40,000 sets.

From a 649-foot tower—tallest structure in New England—the Channel 4 station covers more than a 45-mile radius, having 3,500,000 population with its 15.61 KW effective visual radiating power and a 7.07 aural.

*We Repeat* ... THERE'S "KNOW"-BUSINESS IN SHOW BUSINESS!

**DUMONT TELEVISION RADIO STAGE**



TED MACK

The **Original AMATEUR HOUR\***

An American Institution

**-ON RADIO FOR OLD GOLD-**

**WED. - 8 to 9 p. m.  
over WJZ**

AND 173 STATIONS OF THE  
**AMERICAN BROADCASTING CO.**

**-ON TELEVISION FOR OLD GOLD-**

**SUN. - 7 to 8 p. m.  
over WABD and**

**THE DUMONT TELEVISION NETWORK  
THE FIRST COAST-TO-COAST  
TELEVISION HOOK-UP**

Produced by the  
MAJOR BOWES  
STAFF

REEMACK ENTERPRISES, INC.  
SUITE 902-RKO BLDG.-RADIO CITY  
NEW YORK CITY

\*TRADE MARK

**VARIETY** Wednesday, December 1, 1948

**Nielsen's Latest Top 20**

Cor. Rank	Prev. Rank	Program	Cor. Rating	Points Change
1	1	Lux Radio Theatre	30.3	+2.5
2	2	Godfrey's Talent Scouts	25.6	+5.0
3	3	Fibber & Molly	21.6	-0.7
4	17	Mystery Theatre	21.6	+3.1
5	2	Bob Hope	21.4	-3.2
6	11	Walter Winchell	20.2	-4.9
7	14	Mr. Keen	20.2	—
8	—	Mr. District Attorney	19.9	-2.2
9	4	Duffy's Tavern	19.9	—
10	—	Inner Sanctum	19.8	-2.1
11	5	Phil Harris-Allice Faye	19.7	+0.6
12	9	My Friend Irma	19.5	+1.9
13	19	Bill in Peace and War	19.4	-0.6
14	6	Jack Benny	19.2	+1.4
15	15	Charlie McCarthy	19.0	+1.6
16	20	Mr. and Mrs. North	18.6	+1.2
17	18	Fred Allen	17.8	-1.4
18	9	Suspense	17.8	—
19	38	Original Amateur Hour	17.8	+3.1
20	—	Amos 'n' Andy	17.6	—

**VARIETY** Wednesday, December 8, 1948

**Pulse's Top 10 TV Ratings**

Vaudre took the top two spots in the Pulse tele-ratings for the Hooperatings released last week. Milton Berle's "Texaco Star Theatre" topped the No. 1 spot, followed by Ed Sullivan's "Toast of the Town". Unlike the Hooper listings, which showed not a single failed to make the top 10 in both ratings, although "Philo" tele-ratings directly opposite, dropped slightly, indicating the Philco show may be starting to snare its audience. Following are the Pulse listings:

Program	Station	Nov.	Oct.
Texaco Star Theatre	WNBT, Tuesday	30.3	30.7
Toast of the Town	WCBS-TV, Sunday	36	36.7
Original Amateur Hour	WABD, Sunday	32.7	32.7

Rating	Program	Station	Nov.	Oct.
1	WNBT, Monday	31.3	—	
2	WCBS-TV, Wednesday	31.3	46.7	
3	WCBS-TV, Tuesday	30	—	
4	WABD, Monday-Friday	28	28.7	
5	WCBS-TV, Wednesday	27.4	29.3	
6	WNBT, Tuesday	26	—	
7	WCBS-TV, Thursday	24.7	—	
8	WNBT, Monday	24	—	
9	WCBS-TV, Thursday	24	37.3	

**WESTERN UNION** (In)

REEMACK ENTERPRISES, INC.  
RADIO CITY, NEW YORK, N. Y.

THE ORIGINAL AMATEUR HOUR WINNERS OPENED AT THE HIPPODROME THEATRE THURS. DEC. 16 TO THE BIGGEST BUSINESS WE HAVE DONE IN 8 MONTHS - AUDIENCE RESPONSE THUNDEROUS - RECEPTION OF UNIT BIGGER THAN ANYTHING SINCE YOUR ORIGINAL SHOWS STARTED IN 1935 - YOU'VE GOT SOMETHING!

I. M. RAPPAPORT



## WNBQ, Chicago, Ill.

WNBQ first began experimental operation on October 8, 1948, and regular commercial operation on January 7, 1949. It operates on Channel 5 with an effective radiating power of 21.8 kw. Studios for the NBC station are located in the Merchandise Mart with transmitter facilities in the Civic Opera Building. Along with other NBC midwestern stations, it was joined in regular service with the NBC eastern station on January 12.

During its experimental operation, the station aired such television highlights as the 1948 World Series games from Cleveland, proceedings at the International Live-stock Exposition and the Horse Show in Chicago and the Harvest Moon Festival, giant variety show in the Chicago Stadium.



JULES HERBUVEAUX  
TV Mgr. NBC  
Cent. Div.



RICHARD E. JONES  
General Mgr.

## WJBK-TV, Detroit, Mich.

Inaugural program went out from WJBK-TV on October 24, 1948. Its effective radiated power is 16.5 KW visual and 8.3 KW aural. In the studio there are two studio cameras, two film cameras, two 16 mm movie projectors, and a Bausch & Lomb deluxe slide projector. The mobile unit consists of an RCA two-camera field chain and a microwave transmitter.

The transmitter building employs the use of a 5 KW GE transmitter, type TT6-A, a combination TV-FM antenna system located atop a Blaw-Knox supporting tower; overall height is 488 ft. The system consists of a three bay TV antenna above a four bay FM circular antenna. There are 25,000 television receivers in Metropolitan Detroit, reaching on the average of six viewers per set. WJBK-TV is on the air about four hours every evening, one hour of which is live, the remainder is film entertainment.

## WPTZ, Philadelphia, Pa.

Philco TV station WPTZ has been in commercial operation since Sept. 12, 1941. Prior to that date Philco's experimental station W3XE had been in operation since Jan., 1932, and was one of the first electronic TV systems in the U. S. WPTZ was the first affiliated station of NBC to carry its programs outside of New York.

As of Nov. 24, 1948, WPTZ with a total of 70 had more commercial sponsors than any TV station in the U. S. 43 of them are sponsors for local programs, with the remaining on the NBC network. As of Dec. 1, 1948 the number of tele receivers in area served was 75,000. Local TV audience is estimated at 3 to 5 per receiver, with Philadelphia second to New York City in number of TV homes.



ERNEST B. LOVEMAN  
Vice-Pres.

**EASTMAN FILMS**  
**The World's Standard**  
**for**  
**All Television Purposes**  
**As They Have Been**  
**for over**  
**Forty Years**  
**in**  
**Motion Pictures**

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HOLLYWOOD 38, CALIF.  
Hillside 6131



E. K. JETT  
Vice-Pres. & Dir.

## WMAR, Baltimore, Md.

WMAR went on the air October 27, 1947 with 17.1 KW power. The antenna is 591 feet high. Station facilities include one main, and one small auxiliary studio with two studio-type image orthicon cameras. The main studio has an audience capacity of 50. The projection room uses two 16 mm projectors, two film camera chains, a balopticon projector, two Kodak slide projectors and one 35 mm strip film projector, and various developing and processing equipment. The station operates one mobile unit with a three-camera and one with a two-camera chain.

There were 30,000 receiving sets in the area as of December 1, 1948. The listening audience is estimated at 180,000, but the potential is thought to be well above that number.

## WJZ-TV, New York, N. Y.

WJZ-TV began operations as the key television station of the American Broadcasting Company on August 10, 1948. The inaugural telecast originated from the stage of the Palace Theatre, with the top stars of stage, screen and radio participating. On July 19, 1948 ABC announced plans for television studios occupying an entire block between 66th and 67th Sts., off Central Park West. Reconstruction on this site began immediately. Before the end of the year one TV studio was made available.

Regular ABC network programming began to originate from WJZ-TV immediately after the August 10th opening. A notable first was WJZ-TV's telecast of the Metropolitan Opera premiere on November 29, direct from the Opera House.



CHARLES C. BARRY  
V.P., Chg. TV, ABC



JOHN BALABAN  
Director

## WBKB, Chicago, Ill.

WBKB is the motion picture industry's pioneer in the television field and has been televising since the winter of 1940. During the war, nearly all its television facilities were donated to the U. S. Navy, making it the center of the largest naval radar training operation in the country. Since the war, WBKB has chalked up nearly all of the firsts of midwestern television and has lead the way consistently in an independent all-Chicago operation with an accent on the best in Chicago sports.

Indicative of the station's accent on showmanship is the fact that WBKB fed the Notre Dame grid games to the coaxial network last Fall and is currently feeding Kukla, Fran and Ollie, one of video's better programs, to the eastern NBC net.

Stephen Slesinger

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Ray Gotto's - OZARK IKE\*

A.A. Milne's - WINNIE-THE-POOH\*

\*REGISTERED TRADE MARK U. S. PATENT OFFICE

## **WEWS, Cleveland, Ohio**

WEWS began operations from their three studios in downtown Cleveland on December 17, 1947. At the present time their projection equipment consists of two 16 mm film projectors, one 35 mm film strip projector, one 35 mm slide projector and one balopticon. The station also has three dual image orthicon chains and one iconoscope projection chain, and complete facilities for remote pick-ups.

Five 16 mm cameramen, one film lab technician, six silent 16 mm cameras, one Houston 16 mm processing machine with one Bell & Howell 16 mm printer on hand to take care of the 5½ hours of film casting for the station. This, plus 10½ hours of local live entertainment, 19 hours of network telecasting, and 5 hours of remote pickups makes up an average 40 hours of programming per week.



**JAMES C. HANRAHAN**  
*V.P. & Gen. Mgr.*



**HAROLD J. BOCK**  
*Mgr., Wstn. Div.*

## **KNBH, Hollywood, Calif.**

Hollywood's NBC television station went on the air on January 16, 1949. The broadcast originated from Studio F of NBC's Hollywood Radio City, which has been converted into a 50 x 100 foot television studio.

In the NBC owned building at the corner of Selma and Vine Streets 10,000 square feet of space has been remodeled for the use of production facilities department and the various field units. The TT-5A type RCA antenna is located on Mt. Wilson at 5,700 feet above sea level. Equipment includes 3 RCA orthicon cameras, two 35 mm and two 16 mm sound projectors, one balopticon unit and one complete mobile unit equipped with generator and three image orthicon cameras. All equipment is RCA.

## **WNBW, Washington, D. C.**

WNBW is owned and operated by NBC. It first went on the air June 27, 1947, with studio and transmitter at the Wardman Park Hotel in Washington, D. C. The station was the 11th on the air nationally and the seventh to receive a commercial license—the first post-war commercial license issued by the FCC. The transmitter is an RCA TT5-A, the first post-war transmitter built and installed by RCA. The tower is 350 feet above sea level. The station operates with an effective radiated power of 20.7 KW. WNBW has the most modern television studios operating in the Capital. The equipment includes five image orthicon camera chains, and a mobile unit utilizing two image orthicon chains.



**W. R. McANDREW**  
*Operating Dir.*

# RALPH B. AUSTRIAN

Television Consultant

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THE MOTION PICTURE PRODUCER

THE MOTION PICTURE EXHIBITOR

THE STATION OPERATOR



RKO BUILDING  
1270 Avenue of The Americas  
NEW YORK 20, N. Y.  
Tel. CO. 5-6848

## WDSU-TV, New Orleans, La.



EDGAR B. STERN, JR.  
*President*

WDSU-TV, began regular commercial operation December 18 with a two hour preem at Municipal Auditorium. In excess of 3,300 sets with service contracts have been installed an aligned according to a survey made by the New Orleans Public Service Co., Inc.

Station is almost completely RCA equipped and is located in the Hibernia Bank Bldg., highest vantage point in the Deep South. A five bay superturnstile batwing antenna multiplies the gain of its 5000 watt transmitter over six times, giving the station a signal strength of 31,000 watts. Reception is regularly good over a radius of ninety miles with frequent reception over much greater areas. Included in the equipment is a five ton Lynn mobile unit equipped with two image orthicon field cameras which it uses for remotes.

## KECA-TV, Hollywood, Calif.

In December 1946 ABC received a construction permit for KECA-TV. In October of 1948, ABC purchased the Warner Brothers Vitagraph movie 20 acre lot, the lot where talking pictures were born. The site, renamed "TV Center," includes two large sound stages, one of which is still the largest in the movie industry. Later in the year the 6000 foot antenna was erected on Mt. Wilson. This is the highest point on the mountain, and is shared with six other Hollywood stations.



RICHARD GOGGIN  
*Proc. Mgr. ABC-TV  
Wstn. Div.*

In December 1948 test patterns were put on the air first with a temporary antenna and the following day with the permanent antenna. On January 10, 1949, the first "closed circuit" broadcast was sent from remote spots.

## WBAL-TV, Baltimore, Md.



HAROLD C. BURKE  
*Manager*

WBAL-TV went on the air March 11, 1948. The station's effective radiated power is 32.6 KW aural, and 17.2 visual. The equipment is RCA. The breakdown of the weekly telecasting of a minimum of 60 hours is: 40% network, 39% live, 8% film and 13% slides. In addition to the regular programming hours the station also runs 13 hours of test patterns. As of December 1, 1948 the receiving sets in the Baltimore area totaled 30,000 which represents an increase of 4,000 from November 1, 1948.

This figure was obtained from a monthly survey of distributors in the Baltimore area. Station has a total of 50 local and national sponsors, in addition to those on the NBC network.

# YOUR CHOICE

You may select people with little television know-how to assist you in planning and organizing your television project. Each error may cost you thousands or even millions of dollars.

Or you may select a firm of demonstrated ability, thoroughly familiar with the problems involved and able to show you how to make money in television.

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**RICHARD W. HUBBELL and ASSOCIATES**  
*TELEVISION MANAGEMENT CONSULTANTS*

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Murray Hill 3-0028



## **KSD-TV, St. Louis, Mo.**

KSD-TV has been operating commercially since February 8, 1947. According to the local electric company there are over 15,000 receiving sets within the coverage area. The station's effective radiated power is 20 KW video and 10 KW audio, using an RCA transmitter and a three-bay super turnstile antenna, the top of which is 546 feet above street level. The equipment includes four RCA image orthicon cameras interchangeable for studio and field use, one RCA film camera, one RCA 16 mm film projector, one opaque projector and two automatic changing slide projectors.

KSD-TV is currently on the air 30 hours per week, 21 of which is filled with live programming, and nine hours with films.



GEORGE M. BURBACH  
*Gen. Mgr.*



S. S. Fox  
*Pres. & Gen. Mgr.*

## **KDYL-TV, Salt Lake City, Utah**

KDYL-TV is situated in an area surrounded by mountains, therefore its coverage is limited to about a 35-mile area. The station went on the air experimentally April 19, 1948 on 1 KW power. The equipment consists of three iconoscope cameras, two orthicon cameras, one balopticon, one slide projector (2x2 slides), two large studios, and a complete RCA mobile unit including two image orthicon cameras and microwave equipment. Within the coverage area, at the present time, receiving sets are installed at the rate of 100 per week.

The transmitter is located on the top of the Walker Bank Building in the heart of Salt Lake City, and the executive offices in the Tribune-Telegram Building.

## **KRSC-TV, Seattle, Wash.**

The television station in Seattle, Wash., went on the air November 25, 1948. Its effective radiated power is 18.95 KW video and 9.79 KW audio. The total number of television sets in the area is estimated at 2,000, and after one month of operation the audience is approximated at 10,000. KRSC-TV is on the air from Wednesday through Sunday, averaging 33 hours per week. This breaks down to about 25% live programming, 55% tele-transcriptions, and 20% films.

The transmitter is an RCA TT58. The equipment includes a 16 mm tube projector film chain, a balopticon film chain, and a complete mobile remote unit equipped with two camera chains. As of December 20, 1948 the number of sponsors, using KRSC-TV was 24. Most of these are local advertisers.



ROBERT E. PRIEBE  
*Gen. Mgr.*

# EXPERIENCE

IS THE BEST TEACHER . . .

**W**ith the knowledge that television is becoming one of the top industries of our time, we have formed this corporation with men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

**H**aving carefully watched all television programming for the past three years, we have come to the conclusion that television is only as good as its programs and, for this reason, the television industry will have to stop using old, dated films and old-time vaudeville. In order for television to grow, many new ideas, both in films and live shows, will have to be carefully planned and produced by men with the know-how.

**T**elevision is going through its growing pains the same as we had in the early stages of motion pictures, legit theatre and vaudeville, and for this reason, we feel that our organization is best suited to fill the very real television need.

**I**f you have a programming problem, we invite you to take advantage of our years of experience.

EARLE W. HAMMONS  
*President*

JULES LEVEY  
*Vice-President*

NEIL F. AGNEW  
*Vice-President*

CHARLES L. CASANAVE  
*Treasurer*

ROBERT M. SAVINI  
*Vice-President*

PAUL WHITE  
*Vice-President*

T. NEWMAN LAWLER  
*Secretary*

## LION TELEVISION PICTURES CORPORATION

1600 BROADWAY, NEW YORK 19, N. Y. • SUITE 909 • Circle 6-1647-8-9

(TEMPORARY ADDRESS)

## WNHC-TV, New Haven, Conn.



JAMES T. MILNE  
*Gen. Mgr.*

It is estimated that there are about 14,000-15,000 receivers already installed in the service area of WNHC-TV. It is difficult to establish the number of viewers, but national figures put it at about seven viewers per set. The station carries all of the DuMont network programs, from 11 to 12 in the morning and from 5 to 11 in the evening. WNHC-TV also carries several shows from NBC, and anticipates carrying commercial programs from CBS in the near future.

At the end of 1948 the station was on the air about 48 to 50 hour per week, with a list of 20 commercial sponsors. All technical operations are under the supervision of Vincent De Laurentis, and traffic and program under the direction of James T. Milne.

## WCBS-TV, New York, N. Y.

The CBS television affiliate in New York is now on the air a total of 43 hours per week. It operates with an effective radiated power of 13.7 Kw visual and 10 Kw aural. The antenna reaches 910 feet above the average terrain. Its equipment includes a mobile unit, plus a panel truck and a station wagon. It has 15 field type cameras and 3 UHF relay link transmitters and receivers which operate on 7,000 mc's. The relay link were used on 100 different remotes during 1948.

WCBS-TV and CBS-TV programs originate at Studio 51 and Playhouse 3 in New York, with others from the new TV studios now under construction at 15 Vanderbilt Ave. The number of receiving sets in the coverage area is placed at 400,000 as of January 1, with an estimated 3.8 viewers per set.



J. VAN VOLKENBURG  
*V. P. Dir. Op.*

## WTCN-TV, Minneapolis-St. Paul, Minn.



F. VAN KONYENBURG  
*V.P. & Gen. Mgr.*

WTCN-TV's construction permit was granted on October 3, 1946. The transmitter was installed on the 28th floor of the Foshay Tower, and the antenna installed atop the same building, sharing sites with the FM antenna. On receipt of the RCA equipment, including studio cameras and remote units, in September 1948, test patterns were devised. The patterns went on the air in November in a series of preliminary checks.

Reception reports have been received from points as far distant as 100 miles in all directions from the Twin Cities. Area covered represents a population of 1,700,000.





**DON FEDDERSON**  
*Vice President*

## **KLAC-TV, Hollywood, Calif.**

KLAC-TV broke ground on Mt. Wilson, 35 miles from home studio and about 5700 feet above sea level, on June 14, 1948. Installation of two 200 foot towers, to be topped by 48 foot antenna commenced almost immediately. The building which now houses the generators, controls, and two complete apartments for operating staff members, was also started at that time.

On September 7th, of that year, KLAC-TV broadcast its first program, the USC-Utah football game. At present, the station is broadcasting from its recently completed 30 x 40 foot studio, and utilizing, for stand-by, an AM studio with a 25 x 25 foot working space. The equipment both at the studios and the transmitter is RCA.

## **WNAC-TV, Boston, Mass.**

WNAC-TV went on the air with an informal video program schedule late in June 1948 with the Republican Convention highlights, and officially on October 10, 1948. Its transmitter is located in Medford, Mass. As of December 31, 1948 the number of sponsors using the station was 13. The program schedule, 10 hour per week, breaks down to 4½ hours of film, and 5½ hours of live entertainment. There are approximately 35,000 television receivers in the area.

The studio equipment includes three image orthicon studio cameras mounted on one-man dollies, two 35mm and two 16mm film projectors, one slide projector and two film camera chains. The station also operates a complete mobile unit for remote pick-ups.



**LINUS TRAVERS**  
*Exec. V.P. & G. Mgr.*



**WALTER J. DAMM**  
*V.P. & Gen. Mgr.*

## **WTMJ-TV, Milwaukee, Wis.**

WTMJ-TV grew out of many years of television research and experiments by the Journal Co., starting in 1930 when a license was received for experimental station W9XD. As WTMJ-TV, it began commercial operations on December 3, 1947 as the only television station in Wisconsin. The station serves an area with a population of nearly a million. At the end of the first year of operation on December 1, 1948, there were 11,295 sets in the Milwaukee area. This figure nearly tripled in the last four months of the year. Station is programming seven days a week and an average of 33

hours per week.

Sixty-nine advertisers used the station during the first year. The station is affiliated with the NBC, ABC and CBS television networks.



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- ★ T.A. Camera Hi-Hats

**Television Associates** INC.

225 N. Michigan Ave. • Chicago 1, Illinois



**PHILIP G. LASKY**  
*Gen. Mgr.*

## **KPIX, San Francisco, Calif.**

KPIX transmitted its initial test pattern on December 13, 1948. Five days later it released the first regular program, with an effective radiated power of 30 kw. Construction permit was granted October 17, 1946, but actual construction was begun two years later, when the erection of the antenna was started, followed immediately by the installation of other equipment.

The transmitter is located on the top floor of the Mark Hopkins Hotel. The five-bay antenna stands 100 feet above the top of the hotel's tower roof. Specially constructed studios for KPIX are combined with the KFSO studio and office building, erected within the past five years, adjoining the Mark Hopkins Hotel. KPIX's studio is 27 x 40 ft., double height ceiling and control rooms located on the second floor for perfect visibility.

## **WFIL-TV, Philadelphia, Pa.**

WFIL-TV went on the air commercially September 13, 1947, three months after the first shipment of equipment for the station had been delivered. On February 1, 1948, the station moved from its temporary quarters into its new studios constructed expressly for the accommodation of a complete television station. WFIL-TV's television newsreel, among the first daily motion picture newsreels in the industry, was awarded the only National Headliner's Club medal ever given to a television news program on March 19, 1948.

On January 1, 1949, it was announced that the station's transmitter would be moved some time this year from its present Widener Building location to a new site on the outskirts of Philadelphia.



**ROGER W. CLIPP**  
*Gen. Mgr.*

## **WTTG, Washington, D. C.**



**WALTER COMPTON**  
*Gen. Mgr.*

WTTG, owned and operated by Allen B. DuMont Labs., Inc. first went into operation on Channel five as W3XWT under an experimental license on June 25, 1945. STA for commercial operation was granted on November 29, 1946. WTTG is key station in Washington for the DuMont Television Network and is on the air 67 hours per week (50 hours programming, 17 hours Test Pattern).

Facilities for studio (20 x 40 ft.) in the Harrington Hotel include two image orthicon turret cameras and two 16mm film projectors with associated iconoscope pickup cameras. Remote facilities include four image orthicon cameras and associated equipment.

"Nation's First Full-Scale Video Production Training Program"—Dr. Allen B. DuMont

# TWIN CITY TELEVISION LAB

(Division of Beck Studios, Inc., Minneapolis, Minn.)

Training TV Program Directors, Camera Operators, Writers, Actors and Announcers

## ARE YOU IN THE TV PICTURE?



Twin City Television Lab's training studio (40 x 60 ft. with 20 ft. ceiling). This view, taken from TCTL's control room (26 x 27 ft.) demonstrates the various job categories required for normal program operation of an average commercial television station.

### KEY:

1. Program Director
2. Writer
3. Technical Director
4. Video Operator
5. Audio Operator
6. Film Projectionist
7. Lighting Technician
8. Camera Operator
9. Mike Boom Operator
10. Performers
11. Floor Manager
12. Property Manager
13. Scene Designer
14. Stage Carpenter
15. Musicians
16. Music Librarian
17. Title and Display Artist
18. Announcer

## WHY TCTL'S TRAINING PROGRAM IS TOPS!

- ✓ All-around, practical studio experience (over 1000 hours for program directors).
- ✓ Instruction by full time staff of commercially experienced TV personnel (NBC-TV, CBS-TV, WABD).
- ✓ Complete standard TV studio equipment and facilities in our own modern quarters (11,000 sq. ft. on 2nd, 3rd, and 4th floors of Lyceum Theatre, Mpls., upper midwest's leading legit playhouse—to which TCTL has prior television rights).
- ✓ Centrally located in U. S.
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- ✓ Established background of successful training and placement in the radio broadcasting field since 1937 by TCTL's affiliated BECK SCHOOL FOR RADIO.

# TWIN CITY TELEVISION LAB

Lyceum Theatre, Minneapolis 3, Minn.

Joseph H. Beck, *Executive Director*

Ernest S. "Bill" Colling, *Director of Training*

Send for Informative Picture-Story Folder Illustrating TCTL's Unprecedented Facilities and Training Methods.





**NATHAN LORD**  
*Gen. Mgr.*

## **WAVE-TV, Louisville, Ky.**

WAVE-TV started regular commercial broadcasting on November 24, 1948. It operates on a five-day-a-week schedule averaging about 20 hours per week. Equipment and facilities include a 570-ft. tower located atop the main studios, a completely equipped mobile operation bus, two 16mm projectors and cameras, two studio cameras, two remote cameras and a monoscope. The main studio fluorescent lighting is adjustable and is augmented by a series of movable spots; the basic scenery, which has self-supporting walls, includes working doors, fireplace, French windows, frame window, 40-ft. landscape and a

street scene.

As of January 1, 1949, the number of television receivers in the Louisville area is estimated at 3,000, 212 of which are in public places.

## **WMAL-TV, Washington, D. C.**

WMAL-TV, channel 7, the Evening Star Broadcasting Co.'s television station and ABC outlet in Washington, was the first television station to advertise and maintain a seven-nights-a-week schedule of television programs. The station went the air October 3, 1947, and established a record for 27 days' time between delivery of transmitter and going on the air. Station is the most powerful in the city with video of 27.7 kw and aural of 13.9 kw. Antenna is 517 feet above the average terrain.

Firsts for the station include obtaining permission for the first White House telecast; the first Senate and House Committee telecasts while in session; the first showing of the constellation by attaching cameras to the large telescope at the Naval Observatory.



**K. H. BERKELEY**  
*V.P. & Gen. Mgr.*



**WILLIAM B. RYAN**  
*Gen. Mgr.*

## **KFI-TV, Los Angeles, Calif.**

KFI-TV went on the air with test pattern transmission on June 21, 1948. A period of experimental programming began on August 25, followed six weeks later by a regular schedule of commercial operation, telecasting about 15 hours per week with studio and remote programming. The station transmits from its Mt. Wilson transmitter with an effective radiated power of 29.7 kw. video, 15 kw audio.

KFI-TV's audience response to "Television Talent Test" on New Year's night brought over 9,000 individual telephone calls in a three-hour period recording more than 17,000 vote preferences for talent contestants on the air.

# THE **WORLD TODAY** Inc.

FILM AND TELEVISION PRODUCERS

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NEW YORK 19, N. Y.  
CIRCLE 5-5067

## WBEN-TV, Buffalo, N. Y.

After three years of planning and three months of test programming WBEN-TV went on the air May 14, 1948. The station is part of the Eastern-Midwest link of the NBC-TV network. On May 13, 1948, the day before the official inaugural, WBEN-TV telecast the complete ceremonies of the consecration of the Rt. Rev. Lauriston L. Scaife as Episcopal Bishop of Western New York from Buffalo's St. Paul Cathedral.



C. ROBERT THOMPSON  
*Station Mgr.*

The station has had notable list of remote telecasts since—first TV show from Niagara Falls, Cole Brothers Circus, complete plays from Erlanger Theater and nearby summer straw-hats, harness racing, midget auto races and all outstanding local college football games, etc. WBEN-TV telecasts with effective radiated power of 18.5 kw video and 11.1 kw audio.



DONALD A. STEWART  
*Manager*

## WDTV, Pittsburgh, Pa.

The DuMont owned, and the only television station in Pittsburgh began commercial operations January 11, 1949. By utilizing the choice commercials of ABC, CBS and NBC-TV networks, as well as that of DuMont, the station can keep operating expenses at a minimum. After a little more than a month's operation it reported that 80% of its air-time is commercial.

WDTV is in the position to receive the choice network programs, for it is the connecting link between the east and mid-west networks. The present programming arrangements are temporary, but because of the freeze on application, it may be expected to continue for one or two years more. As of March 1, 16 national and 22 local advertising accounts are carried by the station.

## WGN-TV, Chicago, Ill.

WGN-TV commenced operations April 5, 1948. From that date, throughout the summer months the station aired a weekly average of 45 hours of programs, including live music, on regular schedule. In sports, it carried 155 major league baseball games, eight Big Nine football contests, and weekly wrestling and boxing matches. Program emphasis has been on live studio shows and sports remotes, both of which comprise nearly 80 per cent of air time. The station also telecasts 12 hours of weekly dramatic, musical, educational and children's programs.



VERNON R. BROOKS  
*Dir. of Operations*

Early in December of last year WGN-TV commenced afternoon programming six days a week, providing two hours of film shows daily.

# Greetings---

From The Television Film Producers Association of Hollywood.

The Following Member-Companies Are Ready to Fulfill Every Requirement For Quality Motion Pictures On Television:

EDDIE ALBERT PRODUCTIONS 1133 N. Highland Ave. Hollywood	FEDERATED TELEVISION FILMS, INC. Hal Roach Studios Culver City	MOTION PICTURE ENTERPRISE 367 W. Spozier Burbank
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ARMOR PRODUCTIONS 8822 W. Washington Blvd. Culver City	FILMS UNLIMITED c-o Coulter & Gray 9538 Brighton Way Beverly Hills	PAUL PARRY PRODUCTIONS 7557 Sunset Blvd. Hollywood
ASCOTT PRODUCTIONS, INC. 321 S. Beverly Dr. Beverly Hills	FIVE STAR PRODUCTIONS 6526 Sunset Blvd. Hollywood	PICTORIAL PRODUCTIONS 1357 N. Gordon St. Los Angeles
ATTWOOD PRODUCTIONS 8852 Sunset Blvd. Los Angeles	FRANKLIN PRODUCTIONS 10511 Tennessee Ave. West Los Angeles	POLARIS PICTURES, INC. 5859 Santa Monica Blvd. Los Angeles
BAVANO FILMS 8754 Arlene Terrace Los Angeles	GIBRALTAR PICTURES, INC. 1041 N. Formosa Ave. Hollywood	RADIO TELEVISION ARTS CO. 3819 Wilshire Blvd. Los Angeles
BELL INTERNATIONAL PRODS. 5717 Sunset Blvd. Hollywood	OGDEN GOELET 9421 Wilshire Blvd. Los Angeles	ROLAND REED PRODUCTIONS 275 S. Beverly Dr. Beverly Hills
BENNETT FILMS 5617 Horcourt Ave. Los Angeles	GRAPHIC FILMS CORP. 1108 Lillian Way Hollywood	ROCKETT PICTURES, INC. 6063 Sunset Blvd. Los Angeles
SAMUEL BRONSTON PRODS. 9885 Charleville Blvd. Beverly Hills	GREY-RICHARDS PRODS., INC. 6525 Sunset Blvd. Hollywood	DANNY ROUZER 2402 Chermoyo Hollywood
ALLEN BURG STUDIO 819 N. La Cienega Los Angeles	HERMAN HACK PRODUCTIONS 535 N. Laurel Ave. Hollywood	SENTINEL PRODUCTIONS 5746 Sunset Blvd. Hollywood
ALLYN BUTTERFIELD 6823 Santa Monica Blvd. Hollywood	LESLIE HELHENA 932 N. La Brea Hollywood	LEON SIGLER PICTURES 2620 Corinth Ave. Los Angeles
CAIN-SCHUMANN MUSIC SERVICE 1040 N. Las Palmas Hollywood	HI-WAYS & BI-WAYS PRODS. 242 S. Orange Dr. Los Angeles	SIMMEL-MESERVEY, INC. 321 S. Beverly Dr. Beverly Hills
CASCADE PICTURES 8822 West Washington Blvd. Culver City	PAUL HOEFLER PRODUCTIONS 612 1/2 S. Ridgeley Dr. Los Angeles	SAM SLAYIK 1640 W. 25th St. Los Angeles
CAVALCADE PICTURES, INC. 959 Seward St. Hollywood	HARRY O. HOYT PRODS. 2543 Kelton Ave. Los Angeles	JOHN SUTHERLAND PRODUCTIONS, INC. 206 N. Occidental Los Angeles
CHRISTIAN FILMS 625 N. Mansfield Hollywood	HOLLYWOOD SCREEN SERVICE 3721 Patomac Los Angeles	TARSHIS-HERBERT PRODS. 5916 David Ave. Los Angeles
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CROSBY & FOGLE 6365 Selma Ave. Hollywood	MEET THE AMERICAS PRODS. 8820 Sunset Blvd. Hollywood	VARIETY PRODUCTIONS 1345 N. Hayworth Ave. Hollywood
DUDLEY PICTURES CORP. 9908 Santa Monica Blvd. Beverly Hills	MENZIES-FINNEY PRODS. 361 So. Canon Drive Beverly Hills	LOUIS WEISS & CO. 4336 Sunset Blvd. Hollywood
ECLIPSE PRODUCTIONS 834 N. Highland Los Angeles	MINI-FILMS, INC. 819 N. La Cienega Los Angeles	WILDING PICTURES 5981 Venice Blvd. Los Angeles
STEVE ELLIS PRODUCTIONS 2623 Laurel Canyon Blvd. Hollywood	VICTORIA MIX, INC. 357 S. Roxbury Beverly Hills	RAPHAEL G. WOLFF STUDIOS 1714 N. Wilton Pl. Hollywood
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## TELEVISION FILM PRODUCERS ASSOCIATION



GEORGE B. STORER, JR.  
*Manager*

## WAGA-TV, Atlanta, Ga.

WAGA-TV, Atlanta's second television station began operation on March 8, 1949. Test patterns were started February 19, and reports of good reception came from distant points in Georgia, Alabama and Tennessee. Dedication services for the station's opening started at 7 P.M. and featured previews of both WAGA-TV's local shows and network features. Regular programming is on a seven day a week schedule for a total of 21 hours.

The station's main studio is located at 1032 West Peachtree St., and arrangements have been made for a remote studio located in the Tower Theater Building. Mobile equipment consists of a special events truck with two field cameras. The station is equipped with two 16mm projectors.

## WATV, Newark, N. J.

WATV, one of the seven stations allocated to the North-East New Jersey area became the 26th television station in America to go on the air when it began operations on May 15, 1948.

Although located in New Jersey, its signal strength is such that it provides entertainment for some 13 million residents of the great metropolitan area. Situated in Newark at the station-owned Television Center, a seven-story building housing a ballroom which accommodates 1500 and a theater seating 3500, WATV's facilities also include, in addition to two smaller studios, a main studio (82 x 84 feet) equipped with elaborate lighting and sets, together with galleries for both sponsors and audience.



IRVING R. ROSENHOUSE  
*Pres. & Gen. Mgr.*



KLAUS LANDSBERG  
*Gen. Mgr.*

## KTLA, Hollywood, Calif.

KTLA, has been on the air in Los Angeles almost continuously since Sept. 1942. First licensed experimentally as W6XYZ, it carried on extensive technical research and modest programming through the war years.

Studios are adjacent to the Paramount Pictures Studio. They consist of two sound stages. One 22' x 36' is equipped with three studio orthicon cameras, dolly mounted, microphone boom and fixed microphones as required, internal reflector lighting units and spotlights. The other studio, 36' x 46', is equipped with three studio orthicon cameras, dolly mounted, adjustable lighting units individually controlled. Film studios are equipped to handle both 16 and 35 mm sound or silent pictures.



*Ed Herlihy*

Kraft Television Theatre . . . NBT

Children's Hour . . . WNBT

The Hartmans . . . NBT

Act It Out . . . WNBT

Here's Herlihy . . . WNBT

**TOPS** in entertainment value  
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STANLEY SIMMONS  
*Executive Producer*

CHARLES OBERMEYER  
*Producer*

Producers of **IT'S A WOMAN'S WORLD**  
and the best in television film programming

Why is **AP** the best?

*Because*—it is controlled by those  
who have an especial interest in  
news — all its members.

Available through membership.





# A. B. C. TELEVISION NETWORK



MARK WOODS  
President

As president of ABC, Mark Woods has established himself as a top radio-TV executive, having been in the broadcasting business more than half of his lifetime. His connection with radio came about through a subsidiary setup by A. T. & T., with whom he was connected, when they created the Broadcasting Co. of America, to operate WEAJ. By Nov. 1, 1926, when NBC took over the broadcasting operations of A. T. & T., Woods was acting in the triple capacity of financial officer, assistant secretary and office manager and by 1934 had become assistant executive vice-president and administrative officer of NBC, being made vice-president and treasurer two years later. With the formation of the Blue Network Co., Inc., in Jan., 1942, Woods became its president, remaining as president of ABC, when the network was renamed.



A veteran of broadcasting, Charles C. Barry, vice-president in charge of television of ABC, has been one of the principal program officers of the network since its organization. From 1942 to 1945 he was national program director of the net. In 1947 he was elected a vice-president of ABC and placed in charge of radio and television programming. He was named to his present post in Dec., 1948. A former presidential announcer, Barry has introduced many radio innovations which are now accepted broadcasting procedure. Among these was the development of high fidelity transcription recording; the sale of time for presentation of opposing viewpoints on controversial questions; and the development of programs such as "The Paul Whiteman Club" and "Stop The Music."



CHARLES C. BARRY  
V.P. Chg. TV

"Stop The Music."



ALEX. STRONACH, JR.  
Mgr. TV Pgms.

A former free lance writer for magazines and motion pictures and possessing an extensive and varied background of radio, television and motion picture experience, Alexander (Sandy) Stronach, Jr., ABC manager of television programs, joined the network in Sept., 1948. From Hollywood, Stronach joined Young and Rubicam, Inc., in 1938 as a writer on the "We, The People" radio program. Subsequently he produced and directed this program as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Y & R. In 1947, he joined the William Morris Agency as an executive in the radio and television department, leaving that post to come to ABC.

*For Complete Listing of ABC-TV Network Personnel See Page 262*

WHY A.B.T. MEANS . . .  
AMERICA'S BEST TELEVISION

Producers of the Famous TV Series  
"ALBUM OF SONGS"

Complete production facilities for television motion picture production and TV package live shows. We specialize in spots, documentaries, featurettes, etc.

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IRA H. SIMMONS, *Vice-President and General Manager*

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from script to finished print*

The most needed element in television film production is the responsibility of the producer.

Video Varieties emphasizes responsibility with adequate experience, enough trained manpower, sufficient capital, and modern facilities.

That's why we have directors, script writers, set designers and constructors,

cameramen, sound and studio technicians, and editors on our own payroll.

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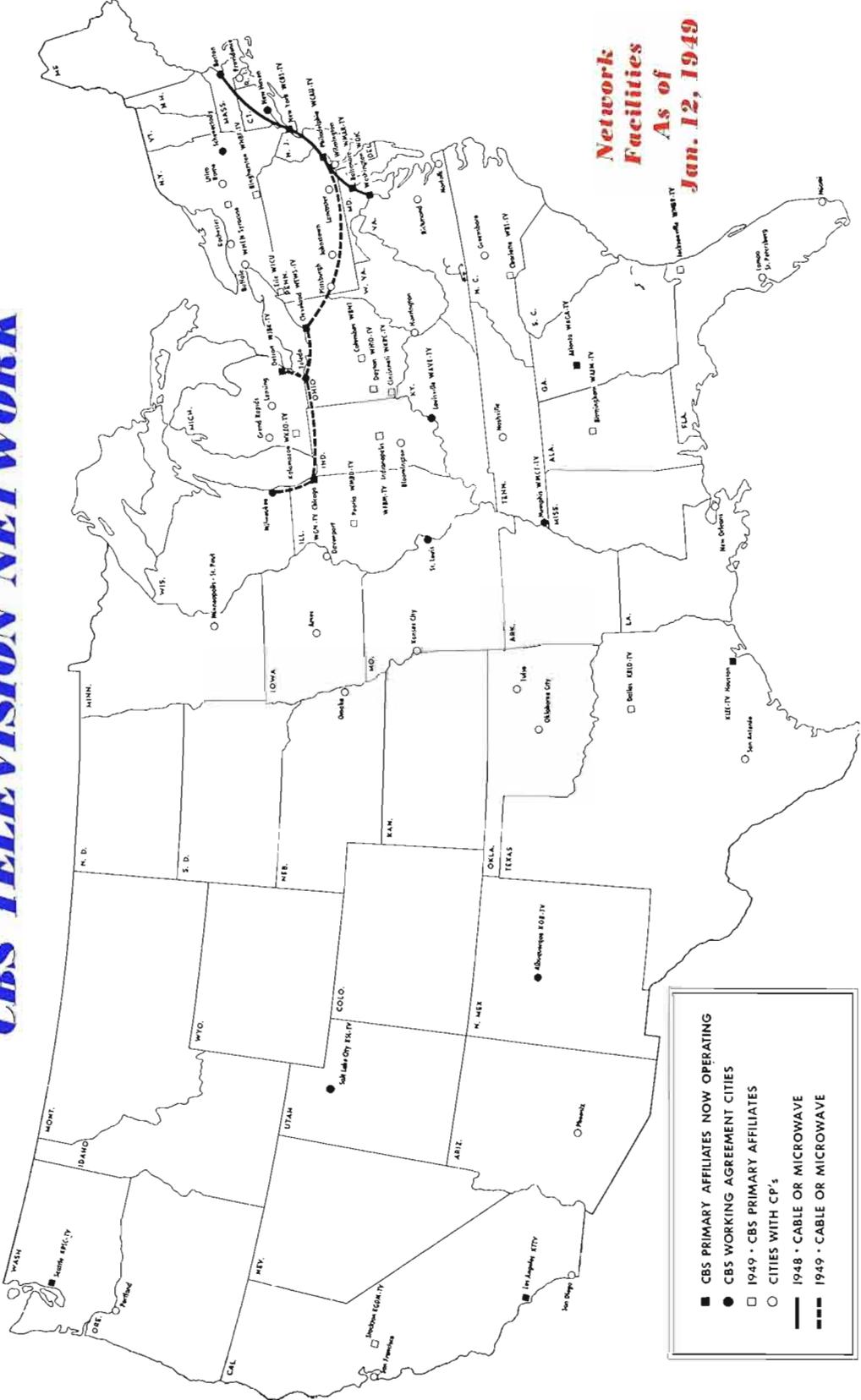
Western Electric Licensee



RCA Licensee

# CBS TELEVISION NETWORK

**Network  
Facilities  
As of  
Jan. 12, 1949**



- CBS AFFILIATES NOW OPERATING
- CBS WORKING AGREEMENT CITIES
- 1949 - CBS PRIMARY AFFILIATES
- CITIES WITH CP'S
- 1948 - CABLE OR MICROWAVE
- - - 1949 - CABLE OR MICROWAVE

# C. B. S. TELEVISION NETWORK



FRANK STANTON  
*President*

of War Information. He was born in Muskegon, Mich., on March 20, 1908.



In Dec., 1928, when CBS was in the process of formation, Lawrence W. Lowman, vice-president and general executive, first joined the network, beginning as assistant treasurer and assistant secretary. In 1932 he was appointed vice-president and secretary and in 1938 became vice-president in charge of network operations. He left that post in June, 1942, to accept a commission in the Signal Corps and later was assigned to the Office of Strategic Services as chief of the Communications Branch. He resumed civil status on July 1, 1945, returning to CBS to take charge of its television operations, and in May, 1948, was named vice-president and general executive. Col. Lowman holds the U. S. Legion of Merit and was named an Honorary Commander of the Military Division of the Most Excellent Order of the British Empire.



L. W. LOWMAN  
*V.P. & Gen. Exec.*



J. L. VAN VOLKENBURG  
*V.P., Dir. TV Apr.*

Born in Sioux City, Iowa, December 6, 1903, J. L. Van Volkenburg, CBS vice-president and director of television operations, is a veteran in the radio field, with 16 years of CBS management experience. In 1928, he joined the advertising agency of Batten, Barton, Durstine & Osborn, Inc., where he remained until 1932 when he became general manager of KMOX, CBS-owned station in St. Louis. In 1936, he was appointed assistant to CBS vice-pres. Leslie H. Atlass, who is in charge of the network's Western Division office in Chicago and, on November 9, 1945, was named general sales manager of Radio Sales with headquarters in New York. On January 7, 1948, he assumed supervision of the Columbia-owned stations as director of station administration and in May, 1948, was named vice-president and director of TV Operations.

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*For Complete Listing of CBS TV Network Personnel See Page 268*

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## LIP-SYNC SHOOTING

1750 sq. ft. stage area, lighting equipment, stock sets,  
flats and props, dressing rooms..... **\$150 per day**

Control Room, 16mm Maurer Recording Channels &  
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ALL SHOOTING ACCESSORIES

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Sec.-Treasurer

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AL CIRILLO

## AL CIRILLO

*Bowling Commentator*

Writer for Sports Programs  
Sports Master of Ceremonies

*featured on*

### "Bowling Headliners"

ABC'S Eastern TV Network

\* \* \*

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Source of News—

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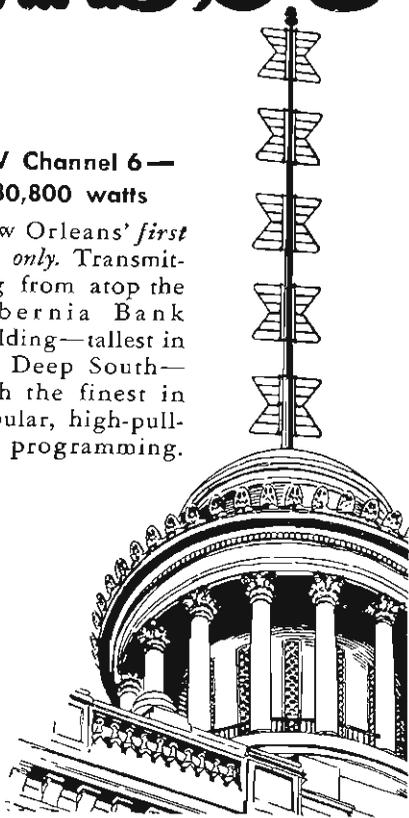
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and *only*. Transmit-  
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Building—tallest in  
the Deep South—  
with the finest in  
popular, high-pull-  
ing programming.



AM 1280 kc—5000 watts

Covering New Orleans, South Louisiana  
and the Gulf Coast.

FM 287 kc—15,000 watts  
(licensed 155,000 watts)

WDSU's dominant Hooperatings, pio-  
neering service and high listener loyalty  
is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

# WDSU

Represented by the John Blair Company





# DuMONT TELEVISION NETWORK



DR. A. B. DuMONT  
*President*

Probably chiefly known for the development of the cathode-ray tube, which provides today's set owners with clear, bright, reliable pictures, Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc., heads the only company in the U. S. that is actively engaged in all phases of television. He was the first president of the Television Broadcasters Association and continues to serve that organization as a member of its board of directors. The Veteran Wireless Operators Association presented Dr. DuMont with the coveted Marconi Memorial Award of Achievement for pioneering work in the field of communications. The key station of his network in New York, WABD, was the first television station in the country to televise on a full daytime schedule. Dr. DuMont is a graduate of Rensselaer Polytechnic Institute.



The growth of the DuMont network and the owning company, the Allen B. DuMont Laboratories, Inc., has been spark-plugged by Mortimer W. Loewi, director of the DuMont Television Network, since the firm's incorporation in 1935. Under Commander Loewi's leadership, the network pioneered daytime television and Teletranscriptions, a system of transcribing programs from the face of a cathode-ray tube. He has actively participated in all DuMont policy for the last fourteen years and is widely known in New York banking and investment circles, owning a seat on the N. Y. Stock Exchange. Commander Loewi was born in Urbana, Ohio, and then moved to Piqua, Ohio, where he attended grade school and high school. He studied art at the Pratt Institute and at the Art Students League in New York and in Paris at the Julian Academy.



M. W. LOEWI  
*Director*



LEONARD F. CRAMER  
*Vice-President*

Joining the Allen B. DuMont Laboratories in 1936, as their 16th employee, Leonard F. Cramer, vice-president, played a major role in DuMont's growth, and was responsible in large measure for their place of leadership in the field of television. Cramer was responsible to a great extent for acquainting engineers with the purposes and functions of oscillographs with the result that these instruments, almost unknown a few years ago, are now in general use. Working with all divisions of the Allen B. DuMont Laboratories, it was under his leadership that the network was formed. Cramer was born in Alden, N. Y., near Buffalo and has always been a sports enthusiast, excelling at polo, golf and skeet shooting.

TURN BLANK TIME INTO  
AUDIENCE TIME!

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Quality in Film Entertainment  
**STERLING TELEVISION**  
61 West 56 Street, New York 19

## **HIRAM D. RICKERT CO.**

**RADIO AND TELEVISION  
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HAL ROACH STUDIOS  
CULVER CITY, CALIF.

"What Morris Gest was to legit, what  
De Mille is to films, what Bill Bacher  
was to radio is what Raymond E.  
Nelson is to television today."

BILLBOARD, Oct. 7, 1944

**AND, OVER THREE HUN-  
DRED SHOWS LATER, STILL  
TOPS IN TELEVISION**

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CONSULTATION —  
FREE LANCE PRODUCTION-DIRECTION**

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A COMPLETE VIDEO  
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## Films for Television

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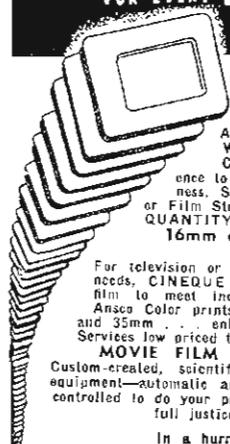
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For television or general merchandising  
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Services low priced to your ad-budget size.

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controlled to do your precious film-footage  
full justice.

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special RUSH  
SERVICE is  
available where  
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## LOPEZ SPEAKING

NBC-TV

*The Admiral Show*

**Du MONT Television**

*The Vincent Lopez Show*



# M. B. S. TELEVISION NETWORK



T. C. STREIBERT  
*Chmn. of Bd.*

As a former assistant dean of the Harvard Business School and for many years an executive in the motion picture field, Theodore C. Streibert, Chairman of the Board of MBS, joined the station in 1933 as assistant to Alfred J. McCosker, who was then the station's president. Not only has Streibert been instrumental in the development of WOR for over a decade, but he actively participated in founding MBS, of which WOR is the N. Y. key station. Two years after joining WOR, Streibert was elected a member of the station's board of directors and one year later was appointed executive vice-president and general manager, a post he held until January 1, 1945, when he succeeded to the presidency.

He has been active in supervising the TV activities of the Bamberger Broadcasting Service, Inc.; WOIC, Washington, D. C. and WOR-TV, N. Y. C.



One of the most energetic executives in the business, "Jimmy," James, veepee in charge of advertising, promotion and research, joined the network in 1945. James, born in London, England, came to the U. S. in 1926, and a year later joined the National Broadcasting Company. There he developed and organized the network's sales promotion department. In 1935 he was among the first network men to engage in the preliminary planning for television activities of NBC. At Mutual, "Jimmy" James handled a number of special management assignments in addition to the overall supervision of Mutual's advertising, promotion and research activities. He is also coordinator of television activities of the network. At the 1948 Annual meeting of the TBA, he served as chairman of the planning and entertainment committee.



E. P. H. JAMES  
*Vice-President*

chairman of the



EARL M. JOHNSON  
*V.P. Chg. Sta. Rel.*

Vice-president in charge of station relations and engineering for the network, Earl M. Johnson joined the organization in 1946 as chief plans and allocations engineer. In that capacity he developed Mutual's "listenability" a new engineering coverage measurement, designed to guide network expansion. He is in daily consultation with Mutual affiliates on AM, FM and TV matters. Prior to joining the Mutual network, Johnson was a member of the executive engineering committee of the NAB for 3 years and is still associated with the committee. After graduating from the University of Cincinnati in 1940 he became an engineer on the staff of WLW, Cincinnati. His war service includes activity on the Operations Research Staff of the War Department.

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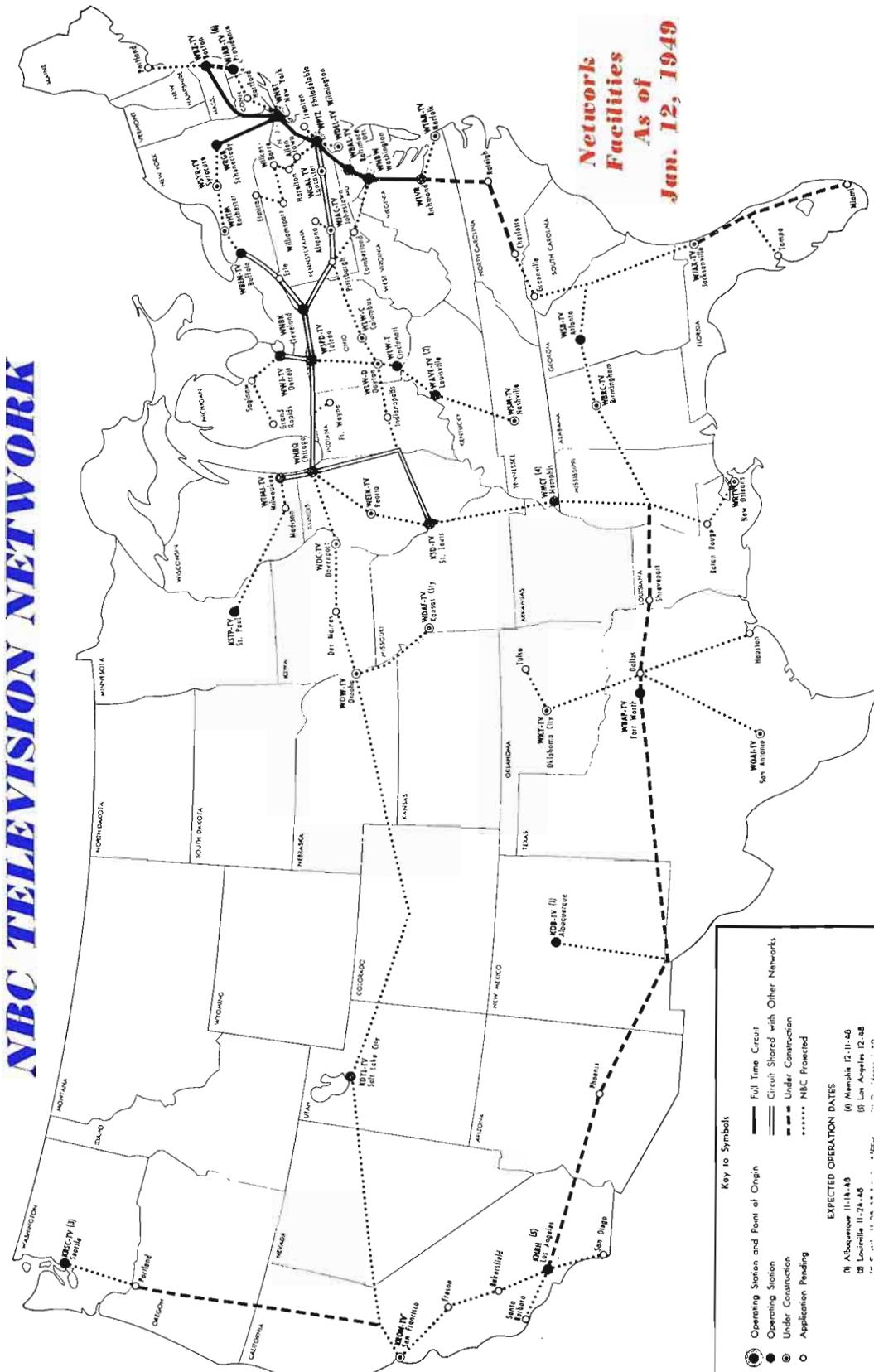
*For Complete Listing of MBS TV Network Personnel See Page 274*

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# NBC TELEVISION NETWORK

## Network Facilities

As of  
Jan. 12, 1949



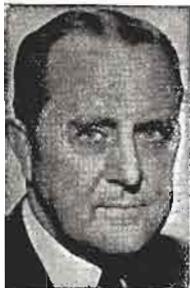
**Key to Symbols**

- Operating Station and Point of Origin
- Operating Station
- ⊙ Under Construction
- Application Pending
- Full Time Circuit
- Circuit Shared with Other Networks
- - - Under Construction
- ..... NBC Proposed

**EXPECTED OPERATION DATES**

- (1) Albuquerque 11-14-48
- (2) Memphis 12-11-48
- (3) Louisville 11-24-48
- (4) Los Angeles 12-28

# N. B. C. TELEVISION NETWORK



**NILES TRAMMELL**  
*President*

others developed.

One of the pioneers of network broadcasting, Niles Trammell joined NBC as a salesman in the network's central division in March, 1928. Two months later he was appointed its manager. Operating from two offices and one studio in Chicago, he turned in \$1,000,000 business in the first eight months. While in Chicago, he pioneered the daytime serial program trend. It was under his guidance that the Chicago Symphony orchestra first broadcast a concert from a tin roofed studio during a hail storm. He also realized the importance of public service programs in network radio. Under his direction programs like the University of Chicago Round Table, Farm and Home Hour, Medicine in the News and many others developed. He assumed presidency of NBC July 12, 1940.



Admitted to the practice of law in 1936 in Washington, D. C., Charles R. Denny, executive vice-president of NBC was an attorney with the Department of Justice from 1938-1941, appointed assistant general counsel of the FCC in 1942 and on Oct. 6, 1942, was named general counsel of the FCC. On March 30, 1945, Denny was appointed a commissioner. In February, 1946, as assistant chairman he was appointed chairman of the FCC by President Truman on December 4, 1946, being the youngest man to ever hold that position. In October, 1947, he joined NBC as vice-president and general counsel, and was named executive vice-president of the network July 1, 1948. Denny was born in Baltimore, Md., April 11, 1912. In 1933 he was graduated from Amherst College with an A. B. degree and from Harvard Law School in 1936 with an LL.B. degree.



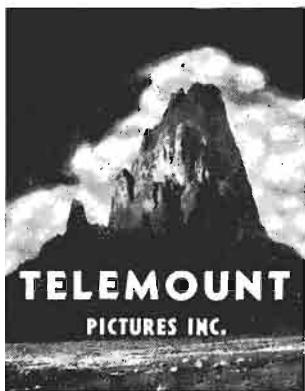
**CHARLES R. DENNY**  
*Exec. V.P.*



**CARLETON D. SMITH**  
*Dir. TV Opr.*

Starting in radio in 1929 as an announcer of WDBJ, Roanoke, Va., while continuing as executive secretary of the American Automobile Association, Carleton D. Smith, director of TV operations of NBC, first came to NBC Washington as an announcer in 1931. When NBC leased WMAL in Washington in 1933, Smith was appointed assistant manager of the Blue Network station. He was NBC's presidential announcer for the entire twelve years of President Roosevelt's administration and supervised the early development of NBC Television in the nation's capital and the opening and subsequent operation of WNBW. Born in Winterset, Iowa, he spent his early youth in the mid-west, coming East to attend George Washington University in Washington, D. C.

*For Complete Listing of NBC TV Network Personnel See Page 280*



## PRODUCERS OF TV FILMS

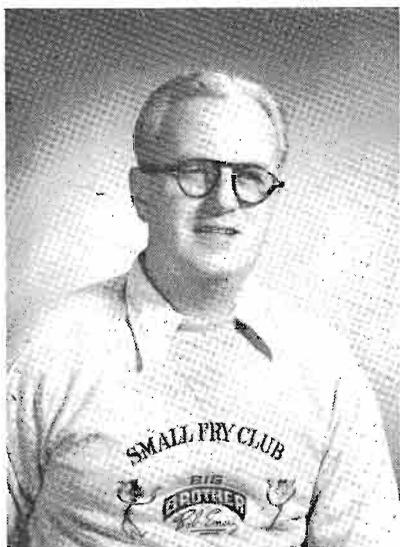
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5255 Clinton St., Los Angeles 4, Calif.

"We, the California state radio members of THE ASSOCIATED PRESS, reaffirm our recognition of the principle of mutual exchange of news, and pledge our fullest cooperation in carrying out our obligations of membership."—From the Minutes of the California AP Radio Association, February 19, 1949.



**BOB EMERY**

DUMONT TELEVISION NETWORK

AD AGENCIES! TV STATIONS!

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Now available to one station  
in each TV city!

**IT'S NEW! IT'S DIFFERENT!  
IT'S EXCITING! IT SELLS!**

MAIL-O-VISION is a unique live participating television program that really sells and gets direct results for advertisers. The Mail-O-Vision program is a painless way to sell via TV. Climb on the MAIL-O-VISION Bandwagon NOW! This program has been tested in New York City.

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## LEW KASHUK & SON

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# *Television Organizations*

## *... personnel—functions*

### *Television Broadcasters Assn., Inc.*

500 FIFTH AVE., NEW YORK 18, N. Y.  
Lackawanna 4-4788

#### **OFFICERS**

President.....Jack R. Poppele      Secretary-Treasurer .....Will Baltin  
Vice-President..G. Emerson Markham      Asst. Sec.-Treasurer...Paul Raibourn

#### **DIRECTORS**

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; Noran E. Kersta, William H. Weintraub & Co.; Jack R. Poppele, WOR; Robert Kintner, ABC; Paul Raibourn, Television Productions, Inc.; Lawrence W. Lowman, CBS; G. Emerson Markham, General Electric Company.

#### **FUNCTIONS**

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

### *American Television Society, Inc.*

17 EAST 45th STREET, NEW YORK 17, N. Y.  
Murray Hill 7-9250

#### **OFFICERS**

President.....Charles J. Durban      Secretary .....Emerson Yorke  
Vice-President.....Halsey V. Barrett      Asst. Secretary .....Dian Dincin  
Treasurer.....Archibald U. Braunfeld

#### **DIRECTORS**

Charles A. Alicoate, Warren Caro, Don McClure, George Moscovics, Paul Mowrey, George Shupert, Edward Sobol.

#### **FUNCTIONS**

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

**Academy of Television  
Arts and Sciences**

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Hempstead 8942

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2nd Vice-President . . .	Don McNamara	Secy. to Treas. . . . .	Lenore Kingston
Treasurer . . . . .	Russell L. Furse	Recording Secy. . . . .	Syd Cassyd

**DIRECTORS**

Edgar Bergen, Rudy Vallee, Hal Block.

**FUNCTIONS**

To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through television, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to television. To encourage research and accomplishment by presentation of awards. To cooperate with organizations having similar aims.

**Independent Television  
Producers Assn., Inc.**

234 WEST 44th STREET, NEW YORK 18, N. Y.

CHickering 4-1583

**OFFICERS**

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Vice-President . . . . .	Irvin Paul Sulds	Treasurer . . . . .	Henry S. White

**DIRECTORS**

Charles Basch, Judy Dupuy, Arthur Erlich, Jack Levine, Oland Killingsworth, Oliver Nicoll.

**COUNSEL**

James L. Fly

**FUNCTIONS**

The Independent Television Broadcasters Association (ITPA) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded television programs. Membership in ITPA is open to all such independent producers or production firms provided they are not part of, or associated with, an advertising agency, television network, or local television station.

**Television Producers  
Association**

7063 SUNSET BLVD., HOLLYWOOD 28, CALIF.  
Granite 6930

**OFFICERS**

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Secretary . . . . . Gladys Rubens      Treasurer . . . . . Maleese Black

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Gladys Rubens, Stratford Corbett, Syd Cassyd, Maleese Cassyd.

Legal Counsel . . . . . Max M. Gilford

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Program . . . . . Frank Woodruff      Research . . . . . Maleese Black  
Station Relations . . . . . Robert Colenson      Finance . . . . . Morton Wright  
and Bernie Ebert

**Television Film Producers  
Association**

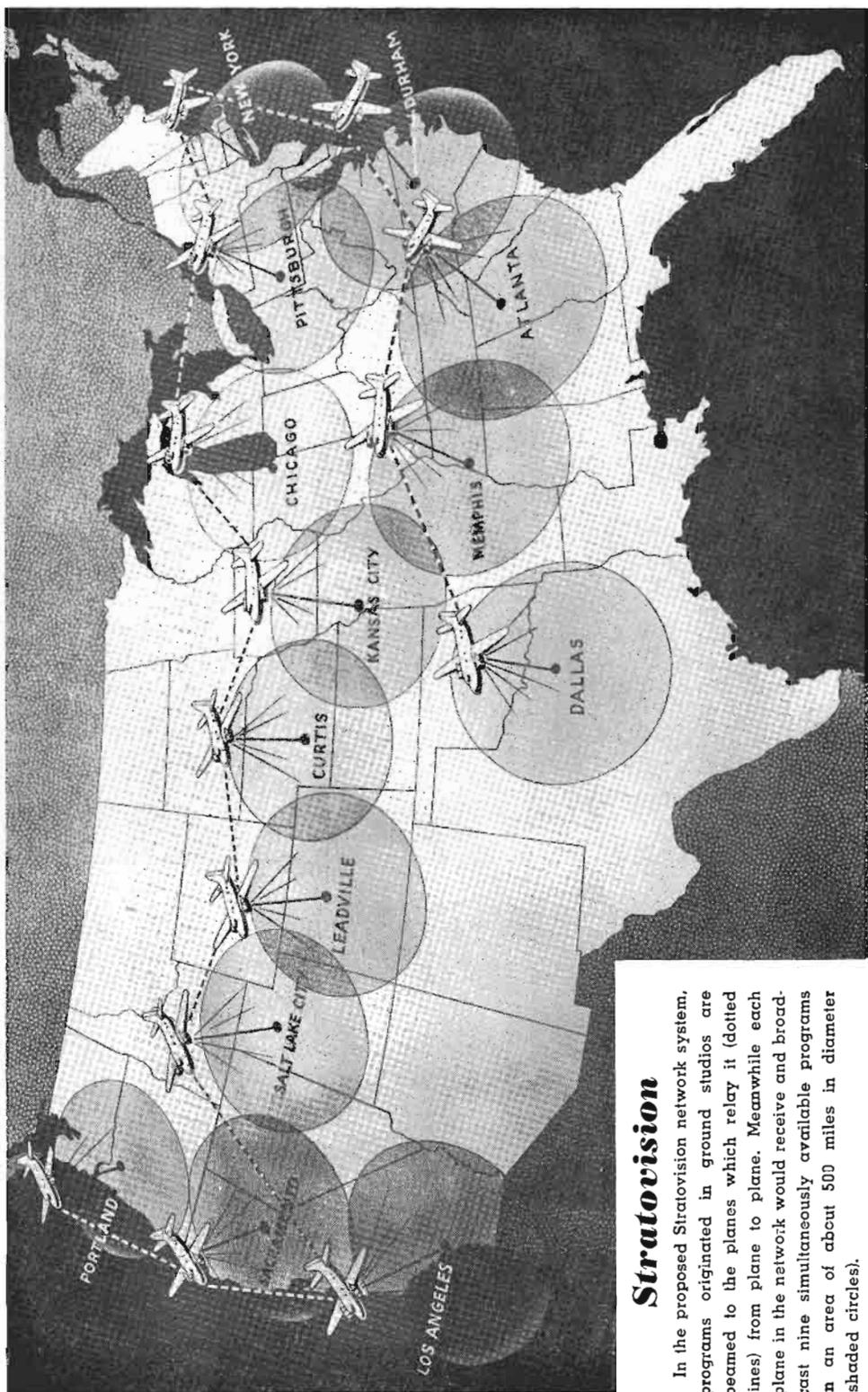
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Texas 0-4525

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Vice-President . . . . . Carl Dudley      Treasurer . . . . . Roland Reed

**BOARD MEMBERS**

Ross Sutherland, Herbert Strock, Wallace Worsley, William Cameron Menzies,  
Bernard J. Carr.



## Stratovision

In the proposed Stratovision network system, programs originated in ground studios are beamed to the planes which relay it (dotted lines) from plane to plane. Meanwhile each plane in the network would receive and broadcast nine simultaneously available programs in an area of about 500 miles in diameter (shaded circles).

# PROGRESS ON STRATOVISION

By C. E. NOBLES, *Stratovision Engineer, Westinghouse Corp.*



C. E. Nobles

STRATOVISION, the airborne system of broadcasting television and frequency modulation programs under development by the Westinghouse Electric Corporation and The Glenn L. Martin Company, proved itself a technical reality during 1948.

Early in the year a B-29 was converted as the second experimental Stratovision airplane, and the first television signals were transmitted from the plane on April 30. This was the first of a series of weekly test flights which culminated in the first public demonstration of Stratovision on June 23.

On that night Stratovision was presented formally to newspaper and magazine representatives at Zanesville, Ohio. The Stratovision plane, flying at 25,000 feet in the vicinity of Pittsburgh, picked up the Republican Convention telecast from WMAR-TV in Baltimore, 200 miles away, and rebroadcast it to Zanesville, located 110 miles from the closest ground television station.

Since the first test flights early this spring, picture quality has been improved by eliminating noise from the plane's engines through increased bonding, and by introducing noise limiters in critical circuits.

However, in demonstrations and tests, picture quality has been affected more seriously by the nature of the signal picked-up at the plane for transmission than by any other factor. Although the Stratovision plane has successfully picked-up commercial programs and rebroadcast them, these demonstrations were of an experimental nature, and interference encountered will not be met in commercial operation of the system, since a high frequency relay will send the programs direct to the plane circling above the ground station.

Stratovision broadcasts have been authorized through an experimental license granted by the FCC. Call letters for the station are W10XWB operating on television Channel No. 6.

Although the major technical problems in the Stratovision broadcasting system have been solved, the problem of application of the system must await the standardization of practices in allocating television channels for ground and airborne stations. During the year Westinghouse Radio Stations, Inc., applied to the FCC for authorization of a Stratovision channel allocation in the general video reallocation hearings and subsequently for authorization of a Stratovision station at Pittsburgh, but both applications were rejected.

There are no limitations in the Stratovision system which would restrict its use in the high frequency bands, and currently Westinghouse Radio Stations, Inc. has presented this information to the FCC in hearings conducted by that body to determine the advisability of allocating channels for television broadcasting in these frequencies.

The increased coverage offered by a Stratovision station compared to a ground television station is summed up in engineering studies which assume operation of an airborne station at Pittsburgh. The Stratovision station would provide television service to 8,253,000 people in the 58,200 square miles encompassed by the station's 5,000 microvolt contour line. If protection were granted for the station's 500 microvolt contour line, a total of at least 12,039,000 people in an area of 127,000 square miles would receive service. Although proposed allocations in the area of 200 miles radius to be covered by Stratovision would allow for the operation of 54 ground television stations in 32 cities, approximately 5,868,000 people would not have protected television service.

In summary, engineering developments of the Stratovision system during 1948, have confirmed calculated estimates of the effectiveness of airborne broadcasting of television and frequency modulation programs. Thousands of reports from viewers emphasize the need for expanded coverage for these services. The major technical problems have been solved, and the minor problems can be solved. Solution of the economic and social implications inherent in the application of Stratovision is the problem for the future.

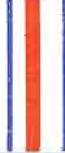
## *Historic Television Pictures*



*Placing his camera before an RCA television receiver at NBC headquarters in N. Y., Jack Zwillinger, staff photographer, took the above picture of President Harry S. Truman taking the oath of office on the Capitol building steps in Washington.*



*President Harry S. Truman waves to the crowds from his car in the inaugural parade (Jan. 20, 1949) in Washington.*



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# TELEVISION STATIONS

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*Alphabetically Listed  
by Cities — Call Letters*

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*Personnel*

•

*Facilities*

•

*Other Detailed Information*

# TELEVISION STATIONS

## in THE UNITED STATES

### Albuquerque

## KOB—TV

1948

CHANNEL 4

Frequency: 66-72 mc. . . . . Power: Aural, 5 Kw.;  
Visual, 5 Kw.  
Owned-Oper. By . . . . . Albuquerque Bcstg. Co.  
Business-Studio Address . . . . . 234 S. 5th St.  
Phone Number . . . . . 4411  
Transmitter Location . . . . . 905 So. Buena Vista Ave.  
Air Time . . . . . 15 hrs. weekly  
Owner, General Manager . . . . . T. M. Pepperday  
Sta. Mgr., Technical Dir. . . . . George S. Johnson

### Atlanta

## WAGA—TV

1948

CBS-DuMONT  
CHANNEL 5

Frequency: 76-82 mc. . . . . Power: Aural,  
Pending; Visual, Pending  
Owned-Operated By . . . . . Liberty Bcstg. Corp.  
Bus.-Studio-Transmitter Address . . . . . 1018-32 W.  
Peachtree  
Phone Number . . . . . Main 5900  
Air Time . . . . . Not yet on air  
Representative . . . . . Katz  
Pres., Station Mgr. . . . . George B. Storer, Jr.  
General Manager . . . . . James E. Bailey  
Commercial Manager . . . . . Claude H. Frazier  
Prom.-Pub. Director . . . . . William R. Terry  
Dir. of News & Spec. Events . . . . . Dale Clark  
Production Manager . . . . . James Loren  
Film Director . . . . . Horace Cook  
Director of Remotes . . . . . Roy Dodson  
Technical Director . . . . . Paul B. Crom

## WSB—TV

1948

NBC-ABC  
CHANNEL 8

Frequency: 180-186 mc. . . . . Power: Aural, 12.5  
Kw.; Visual, 23.8 Kw.  
Owned-Oper. By . . . . . Atlanta Journal Co.  
Bus. Address . . . . . Billmore Hotel  
Phone Number . . . . . HEMlock 1045

Studio-Transmitter Location . . . . . 1601 W. Peach-  
tree St.  
Air Time . . . . . Average 35 hrs. weekly  
News Service . . . . . AP  
Transcription Service . . . . . Associated, Standard  
Representative . . . . . Petry  
Membership . . . . . TBA  
Managing Dir. . . . . J. Leonard Reinsch  
General Manager . . . . . John M. Outler, Jr.  
Commercial Manager . . . . . Frank Gaither  
Program Director . . . . . Marcus Bartlett  
Promotion Director . . . . . Vincent C. Piano  
Dir. of News & Spec. Events . . . . . Walter Poschall  
Production Manager . . . . . Mark Toalson  
Publicity Director . . . . . Wayne L. Anderson  
Film Director . . . . . Jean Hendrix  
Dir. of Remotes . . . . . Oliver Heely  
Technical Director . . . . . W. H. White

### Baltimore

## WAAM

1948

ABC-DuMONT  
CHANNEL 13

Frequency: 210-216 mc. . . . . Power: Aural, 13.8  
Kw.; Visual, 26.1 Kw.  
Owned-Oper. By . . . . . Radio-Television of Balti-  
more, Inc.  
Bus.-Studio-Transmitter Address . . . . . 3725 Malden  
Ave.  
Phone Number . . . . . Mohawk 7600  
Air Time . . . . . 5:30 p.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Free & Peters  
Exec. V.P. . . . . Frederick L. Allman  
General Manager . . . . . Norman Kal  
Commercial Manager . . . . . Armand Grant  
Prog. Dir., Prod. Mgr., Dir. of  
Remotes . . . . . Ted Estabrook  
Sales Prom. & Merch. . . . . Clark Reynolds  
Publicity Director . . . . . Armand Grant  
Operation, Film Dir. . . . . Herb Cahon  
Technical Director . . . . . Warren Braun

## WBAL—TV

1948

NBC  
CHANNEL 11

Frequency: 198-204 mc. . . . . Power: Aural, 17.2  
Kw.; Visual, 32.6 Kw.



# . . . U. S. TELEVISION STATIONS . . .

Owned-Operated By.....Hearst Radio, Inc.  
 Bus.Studio Address.....2610 No. Charles St.  
 Phone Number.....Hopkins 3000  
 Transmitter Location...Violet & Collage Ave.  
 Air Time.....60 hrs. weekly  
 News Service.....AP, INS, UP  
 Transcription Service.....Thesaurus  
 Representative.....Edward Petry  
 Membership.....TBA, NAB  
 President.....Charles B. McCabe  
 General-Station Mgr.....Harold C. Burke  
 Commercial Manager.....Kenneth Carter  
 Program Director.....John Dickman  
 Technical Director.....Harold See

## WMAR—TV

1947

CBS

CHANNEL 2

Frequency: 54-60 mc.....Power: Aural, 9.1 Kw.; Visual, 17.1 Kw.

Owned-Oper. By.....The A. S. Abell Co.  
 Business Address.....Baltimore Sunpapers  
 Phone Number.....Lexington 7700  
 Studio Address.....The Sun Bldg., Baltimore & Charles Sts.

Transmitter Location.....O'Sullivan Bldg., Baltimore & Light Sts.

Air Time.....9:30 a.m.-11 p.m., 7 days weekly  
 News Service.....AP

Transcription Service.....Associated, Lang-Worth  
 Representative.....Katz

Membership.....TBA  
 President.....Paul Patterson

Director of Radio.....E. K. Jett  
 Commercial Manager.....Ernest A. Lang

Program Director.....Robert B. Cochrane  
 Film Director.....Philip H. Heisler  
 Chief Engineer.....Carlton G. Nopper

## Boston

## WBZ—TV

1948

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 7.13 Kw.; Visual, 14.3 Kw.

Owned-Oper. By.....Westinghouse Radio Stations, Inc.

Bus.Studio-Transmitter Address...1170 Soldiers Field Rd.

Phone Number.....ALgonquin 4-5670  
 Air Time.....(Mon.-Fri.) 6:30-10:30 p.m.; (Sat.) 1:30-10:45 p.m.; (Sun.) 5-10 p.m.

News Service.....AP, INS  
 Transcription Service.....Associated, Thesaurus  
 Representative.....Spot Sales

President.....Walter Evans

General Manager.....J. B. Conley  
 Station Manager.....W. C. Swartley  
 Soles Manager.....C. Herbert Masse  
 Program Manager.....W. Gordon Swan  
 Soles Prom. Manager.....Lynn Morrow  
 Dir. of News.....F. E. Whitmarsh  
 Program Supervisor.....Lucian Self  
 Production Manager.....Iram Berlow  
 Publicity Manager.....W. A. Davis  
 Film Director.....Norah Adamson  
 Dir. of Remotes.....Ralph Giffen  
 Technical Supervisor.....Sidney Stadig  
 Chief Engineer.....W. H. Hauser

## WNAC—TV

1948

ABC-CBS-DuMONT-YANKEE

CHANNEL 7

Frequency: 174-180 mc.....Power: Aural, 26.6 Kw.; Visual, 13.3 Kw.

Owned By.....General Tire & Rubber Co.  
 Bus.Studio Address.....21 Brookline Ave.

Phone Number.....CCommonwealth 6-0800  
 Transmitter Location.....Medford

Air Time.....Varies  
 News Service.....Telenews

Transcription Service.....Associated  
 Representative.....Edward Petry

President.....William O'Neil  
 Exec. V.P., Gen.-Comm. Mgr.....Linus Travers

V.P., Sta. Mgr., Prog. Dir.....George Steffy  
 V.P.....Thomas O'Neil

Program Director.....David F. Shurtleff  
 Dir. of News & Special Events.....Leland C. Bickford

Publicity Director.....Phyllis Doherty  
 Film Director.....James Pike

Dir. of Remotes.....Clarence Stone  
 Technical Director.....Irving E. Robinson

## WBN—TV

1948

NBC-ABC-DuMONT-CBS

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 12 Kw.; Visual, 20.1 Kw.

Owned-Operated By.....WBN, Inc.  
 Business Address.....Buffalo

Phone Number.....Cleveland 6400  
 Studio Transmitter Location.....Hotel Statler

Air Time.....approx. 25-30 hrs. weekly  
 News Service.....AP, INS, UP

Transcription Service.....Standard, Lang-Worth  
 Representative.....Edward Petry

President.....Edward H. Butler  
 V.P., General Mgr.....A. H. Kirchhofer

Station Manager.....C. Robert Thompson  
 Commercial Manager.....Frank W. Kelly

Program Director.....George Torge  
 Promotion Director.....Joe Haeffner

Special Events.....John Hutchinson  
 Exec. Producer.....Joe Jenkins

# U. S. TELEVISION STATIONS

Film Director.....Quinten P. Renner  
Asst. Technical Dir. Charge of  
Television.....Glenn Beerbower

Dir. of Remotes.....Bill Hollenbeck  
Chief Engineer.....E. C. Horstman

## Chicago

### WBKB

1940

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 7 Kw.;  
Visual, 13.1 Kw.

Owned-Oper. By.....Balaban & Katz Corp.  
Business-Studio Address.....190 N. State St.  
Phone Number.....RAndolph 6-8210  
Transmitter Location.....33 N. LaSalle St.  
Air Time.....5:15 p.m.-approx. 10:30 p.m.  
News Service.....AP, UP  
Representative.....Weed  
Membership.....TBA  
Dir. of Telev.....John Balaban  
General Manager.....John H. Mitchell  
Program Director.....E. Jonny Graff  
Dir. of News.....Ulmer Turner  
Production Manager.....William Ryan  
Publicity Director.....Sterling C. Quintan  
Film Director.....Richard Locke  
Dir. of Remotes.....Richard Liesendahl  
Tech. Dirs.....Lorraine Larson, Lewis Gomavitz,  
Joseph Simon, Richard Rider, Joseph Byrne  
Asst. Dirs.....James Taylor, John Alexander  
Chief Engineer.....William P. Kusack

### WENR-TV

1948

ABC-MIDWEST  
CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,  
15 Kw.; Visual, 30 Kw.

Owned-Operated By.....American Bcstg. Co.  
Bus.-Studio-Transmitter Address.....20 No.  
Wacker Dr.  
Phone Number.....CEntral 6-5070  
Air Time.....Various  
News Service.....AP, INS, UP  
Transcription Service.....Standard  
Membership.....NAB  
President (ABC).....Mark Woods  
V.P. Chg. ABC Central Div...John H. Norton, Jr.  
General Manager.....James Stilton  
Sta.-Comm. Mgr.....Roy McLaughlin  
Program Manager.....Harold Stokes  
Dir. of TV Programming.....Fred Kilian  
Promotion Director.....Karl R. Sutphin  
Exec. Producer.....Jack Gibney  
Dir. of News & Spec. Events.....Con O'Dea  
Production Manager.....Monte Fassnacht  
Publicity Director.....Ell Henry  
Co-Ordinator of TV Sales.....Gerald Vernon  
Film Director.....John Berg

### WGN-TV

1948

CHANNEL 9

Frequency: 186-192 mc.....Power: Aural,  
30 Kw.; Visual, 15 Kw.

Owned-Operated By.....WGN, Inc.  
Business Address.....441 N. Michigan Ave.  
Phone Number.....SU 7-0100  
Studio Addresses.....400 W. Madison St.;  
441 N. Michigan Ave.  
Transmitter Location.....400 W. Madison St.  
Air Time.....35 hrs. weekly  
Transcription Service.....Standard  
President.....Robert R. McCormick  
Manager.....Frank P. Schreiber  
Operations Director.....Vernon R. Brooks  
Commercial Manager...William A. McGuineas  
Sales Manager.....George Harvey  
Program Director.....Jay Faraghan  
Dir. of News & Spec. Events.....Spencer Allen  
Technical Director.....Carl J. Meyers

### WNBQ

1948

NBC  
CHANNEL 5

Frequency: 76-82 mc.....Power: Aural,  
21.8 Kw.; Visual, 21.8 Kw.

Owned-Oper. By.....National Bcstg. Co., Inc.  
Bus.-Studio Address.....Merchandise Mart  
Phone Number.....SUperior 7-8300  
Transmitter Location.....Civic Opera Bldg.  
Air Time.....Varies  
News Service.....AP, INS, UP  
Transcription Service.....Thesaurus  
Representative.....Spot Sales  
V.P. in Chg. of Central Div...I. E. Showerman  
General Manager.....Jules Herbiveaux  
Commercial Manager.....Oliver Morton  
Program Manager.....Ted Mills  
Promotion Director.....Harold A. Smith  
Dir. of News & Spec. Events.....W. B. Ray  
Production Manager....Richard Von Albrecht  
Publicity Director.....Jack Ryan  
Operations Supvr.....Charles L. Townsend  
Supvr. of Field Oper...Reinold Werrenrath, Jr.  
Station Engineer.....Walter F. Lanterman

## Cincinnati

### WLW-TV

1948

NBC  
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural,  
19.5 Kw.; Visual, 23.5 Kw.

# U. S. TELEVISION STATIONS

Owned-Operated By.....Crosley Bcstg. Corp.  
Business Address.....140 W. Ninth St.  
Phone Number.....Cherry 1822  
Studio-Transmitter Location...2222 Chickasaw St.

Air Time..afternoon & evening, 7 days weekly  
News Service.....INS, UP  
Transcription Service.....Thesaurus, SESAC  
President.....James D. Shouse  
V.P., General Mgr.....R. E. Dunville  
V.P. in Chg. of Telev.....M. N. Terry  
Sales Manager.....M. F. Allison  
Program Director.....Chester Herman  
Dir. of Sales Prom.....David E. Partridge  
Dir. of News.....Howard Chamberlain  
Sales Service Mgr.....James Hill  
Dir. of Pub. Relations &

Publicity.....James J. Cassidy  
Dir. of Film Procurement.....Russ Landers  
Dir. of Sports.....Red Thornburgh  
V.P. in Chg. of Engineering.....R. J. Rockwell

Air Time.....Varies  
News Service.....AP, UP  
Transcription Service...Thesaurus, Standard, Associated

Representative.....Spot Sales  
Membership.....TBA  
President (NBC).....Niles Trammell  
General Manager.....John McCormick  
Station Manager.....Charles C. Bevis, Jr.  
Sales Manager.....Harold L. Gallagher  
Promotion Director.....Howard Barton  
Dir. of News & Special

Events.....Edward R. Wallace  
Production Manager.....Robert J. Spencer  
Film Director.....Albert Odeal  
Dir. of Remotes.....Charles Ranallo  
Technical Operations  
Supervisor.....Andrew L. Hammerschmidt

## Cleveland

### WEWS

1947

CBS-ABC-DuMONT  
CHANNEL 5

Frequency: 76-82 mc.....Power: Aural,  
8.15 Kw.; Visual, 16.3 Kw.

Owned-Oper. By...Scripps-Howard Radio, Inc.  
Bus.-Studio Address.....The WEWS Bldg.,  
1816 E. 13th St.

Phone Number.....Superior 6111  
Transmitter Location...7080 State Rd., Parma  
Air Time.....45 hrs. weekly  
News Service.....UP  
Representative.....Branham  
President.....Jack R. Howard  
(230 Park Ave., New York 17, N. Y.)

V.P., General Mgr.....James C. Hanrahan  
Station Dir.....J. Harrison Hartley  
Program Mgr.....Patrick H. Crafton  
Dir. News, Prom., Spec. Events, Film

Oper. & Pub.....Floyd E. Weidman  
Film Supervisor.....Edward T. Noll  
Dir. of Remotes.....Ernest E. Sindelar  
Technical Director.....Joseph B. Epperson

### WNBK

1948

NBC  
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 2.5 Kw.;  
Visual, 5 Kw.

Owned-Oper. By.....National Bcstg. Co., Inc.  
Business-Studio Address...815 Superior Ave.  
Phone Number.....Cherry 0942  
Transmitter Location...Brecksville

## Detroit

### WJBK-TV

1948

CBS-DuMONT  
CHANNEL 2

Frequency: 54-60 mc.....Power: Aural,  
7.51 Kw.; Visual, 14.26 Kw.

Owned-Oper. By.....The Fort Industry Co.  
Business-Studio Address...500 Temple  
Phone Number.....Temple 3-7900  
Transmitter Location...8009 Lyndon  
Air Time.....approx. 6:30 p.m.-10 p.m.  
News Service.....INS

Transcription Service...Lang-Worth  
Representative.....Katz  
President.....George B. Storer  
General Manager.....Richard E. Jones  
Commercial Manager...George M. Millar  
Actg. Program Dir.....Helen Anderson  
Promtion Mgr.....Joyce M. Chapman  
Prod. Mgr., Film Dir.....Helen Anderson  
Publicity Director.....Joyce Chapman  
Chief Engineer.....Paul Frincke

### WXYZ-TV

1948

ABC  
CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,  
16.7 Kw.; Visual, 32.1 Kw.

Owned-Operated By.....WXYZ, Inc.  
Business Address.....1700 Stroh Bldg.  
Phone Number.....Cherry 8321  
Studio Address.....Maccabees Bldg.  
Air Time.....18 hrs. weekly  
General Manager.....James G. Riddell  
Sta. Mgr., Prog. Dir.....John Pival  
Commercial Manager...Len Kamins  
Promotion Director.....William J. Hendricks

**U. S. TELEVISION STATIONS**

Special Events.....Ted Johnson  
Production Manager.....Lanny Pike  
Film Director.....Rosalind Roulston  
Dir. of Remotes.....Don Hallman  
Technical Director.....Charles Kotcher

Film Director.....Lynn Trammel  
Dir. of Remotes.....Larry DuPont  
Dir. of Engineering.....R. C. Stinson

**WWJ-TV**

1947

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural.  
8.75 Kw.; Visual, 17.5 Kk.

Owned-Oper. By.....Evening News Assn.  
Bus.-Studio Address.....622 W. Lafayette Ave.  
Phone Number.....WOODWARD 2-2000  
Transmitter Location.....Penobscot Bldg.  
Air Time . . . 4 p.m.-6 p.m.; 7 p.m.-10 p.m. or later  
News Service.....AP, UP  
Transcription Service.....Standard, Lang-Worth  
Representative.....Hollingbery  
Membership.....TBA, NAB  
President.....W. E. Scripps  
General Manager.....Harry Bannister  
Asst. General Mgr.....Edwin K. Wheeler  
Gen. Sales Mgr.....Harry W. Betteridge  
Gen. Program Mgr.....Melvin C. Wissman  
Promotion Manager.....Jake Albert  
Special Events Dir.....James Eberle  
Production Manager.....Tom Riley  
Publicity Manager.....Dick Spencer  
Film Director.....William C. Lane  
Gen. Engineering Mgr.....E. J. Love

**Hollywood**

**KNBH**

1949

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural.  
13.7 Kw.; Visual, 27.5 Kw.

Owned-Oper. By.....The National Bcstg. Co., Inc.  
Bus.-Studio Address.....Sunset & Vine  
Phone Number.....HOLLYWOOD 9-6161  
Transmitter Location.....On the grounds of the  
Mt. Wilson Hotel Co.  
Air Time.....Sundays-Thursdays, approx. 3½  
hrs. per day  
News Service.....AP, INS, UP  
Transcription Service.....Thesaurus  
Representative.....Spot Sales  
Admn. V.P. Chg. TV (NBC).....Sidney N. Strotz  
Mgr. TV Western Div. (NBC),  
Station Mgr.....Harold J. Bock  
Dir. of Sales.....Frank A. Berend  
Program Mgr.....Robert V. Brown  
Adv.-Prom. Mgr.....Helen Murray Hall  
Dir. News & Spec. Events.....Roger Sprague  
Prod. Supvr.....Edward H. Sobol  
Publicity Mgr.....Leslie Raddatz  
Film Handler.....Robert Guggenheim, Jr.  
Producer-Dir. (Field).....A. V. Cole  
Video Control Supvr.....W. L. States  
Operations Supvr.....Robert W. Clark

**Fort Worth**

**WBAP-TV**

1948

ABC-NBC

CHANNEL 5

Frequency: 77.25-81.75 mc.....Power: Aural.  
8.8 Kw.; Visual, 17.6 Kw.

Owned-Oper. By.....Carter Publications, Inc.  
Bus.-Studio-Transmitter Address.....3900 Barnett  
St.  
Phone Number.....56-1981  
Air Time . . . 6 p.m.-10 p.m. nightly, 6 days wkly.  
News Service.....AP  
Transcription Service.....Lang-Worth, Cole.  
Associated  
Representative.....Free & Peters  
President.....Amon Carter  
Director.....Harold Hough  
Station Manager.....George Cranston  
Commercial Manager.....Roy Bacus  
Program Director.....Seymour Andrews  
Dir. of News & Spec. Events.....James A. Byron  
Production Manager.....Bob Gould  
Publicity Director.....Jack Rogers

**KTSL**

1931

MBS-DuMONT-DON LEE

CHANNEL 2

Frequency: 54-60 mc.....Power: Aural, 7.5 Kw.;  
Visual, 15 Kw.

Owned By.....Thomas S. Lee Enterprises, Inc.  
Operated By.....Don Lee Bcstg. System  
Business Address.....1313 N. Vine St.  
Phone Number.....HUDSON 2-2133  
Studio Addresses.....1313 N. Vine St.,  
3800 Mount Lee Dr.  
Transmitter Location.....3800 Mount Lee Dr. &  
Mount Wilson  
Air Time . . . 3 p.m.-4:30 p.m.; 6:15 p.m.-10:15 p.m.  
weekly  
News Service.....AP, INS  
Membership.....NAB  
President.....Lewis Allen Weiss  
General Manager.....Willet H. Brown  
Director of Telev.....Harry R. Lubcke  
Commercial Manager.....Bob Hoag  
Program Director.....Carlton Winckler

Promotion Director.....Bob Stock  
 Dir. News & Spec. Events..... Ira Walsh  
 Production Manager.....Elbert Walker  
 Publicity Director.....Mark Finley  
 Film Director.....Don Hine  
 Dir. of Remotes.....Gilbert Wyland  
 Technical Director.....Harold W. Jury

**Houston**

**KLEE-TV**

1948

CBS

CHANNEL 2

Frequency: 50-60 mc. Power: Aural. 8.5 Kw.;  
 Visual, 16 Kw.  
 Owned-Operated By..... W. A. Lee  
 Business Address.....Milby Hotel  
 Phone Number.....P-1161  
 Studio-Transmitter Location.....Post Oak Rd.  
 Air Time.....Evening hrs.  
 Representative.....Adam J. Young, Jr.  
 President.....W. Albert Lee  
 Station-Commercial Mgr.....Sidney Balkin  
 Program Director.....Ken Bagwell  
 Film Director.....Bud Johnson  
 Chief Engineer.....Paul Huhndorff

**Los Angeles**

**KECA-TV**

1949

ABC

CHANNEL 7

Frequency: 174-180 mc. Power: Aural.  
 14.8 Kw.; Visual, 29.8 Kw.  
 Owned-Oper. By.....American Bcstg. Co.  
 Business Address.....6363 Sunset Blvd.  
 Phone Number.....Hudson 2-3141  
 Studio Address. Television Center, Prospect &  
 Talmadge  
 Transmitter Location.....Mt. Wilson  
 Air Time.....Not yet on air  
 Representative.....ABC Spot Sales  
 President (ABC).....Mark Woods  
 Station Manager.....Clyde Scott  
 Commercial Manager.....Amos Baron  
 Dir. of TV Prog., Western  
 Div.....Richard J. Goggin  
 Promotion Director.....Jack O'Mara  
 Dir. of News.....Frank LaTourette  
 Publicity Director.....Bob Hall  
 Dir. of Remotes.....James T. Vandiveer  
 Mgr. Tech. Oper., Western  
 Div.....James T. Caldwell

**KFI-TV**

1948

CHANNEL 9

Frequency: 186-192 mc. Power: Aural.  
 18 Kw.; Visual, 34 Kw.  
 Owned-Oper. By.....Earle C. Anthony, Inc.  
 Bus. Studio Address.....141 N. Vermont Ave.  
 Phone Number.....FAirfax 2121  
 Transmitter Location.....Mt. Wilson  
 Air Time.....15 hrs. weekly  
 News Service.....AP, UP  
 Transcription Service.....Capitol, Associated,  
 World  
 Representative.....Edward Petry  
 Membership.....TBA, NAB  
 President.....Earle C. Anthony  
 General Manager.....W. B. Ryan  
 Station Manager.....Haan J. Tyler  
 Sales-Prom. Mgr.....Kevin B. Sweeney  
 Program Director.....Ron Oxford  
 Dir. News & Spec. Events.....Pat Bishop  
 Film Director.....James Love  
 Dir. of Remotes.....Robert Livingston  
 Technical Director.....Seymour Johnston

**KLAC-TV**

1948

CHANNEL 13

Frequency: 210-216 mc. Power: Aural.  
 16.2 Kw.; Visual, 30.8 Kw.  
 Owned-Oper. By.....KMTR Radio Corp.  
 Bus. Studio Address.....1000 Cahuenga Blvd.  
 Phone Number.....Hillside 1161  
 Transmitter Location.....Atop Mt. Wilson  
 News Service.....AP, UP  
 Transcription Service.....Capitol  
 Representative.....Adam J. Young, Jr.  
 President.....Dorothy S. Thackrey  
 Exec. V.P., Gen.-Sta. Mgr.....Don J. Fedderson  
 Commercial Manager.....David E. Lundy  
 Program Director.....Fred Henry  
 Promotion Director.....Jack Miller  
 Dir. News & Spec. Events.....Jim McNamara  
 Production Manager.....Don Forbes  
 Publicity Director.....Red Doff  
 Dir. of Remotes.....Fred Henry

**KTLA**

1947

CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 15 Kw.;  
 Visual, 30 Kw.  
 Owned-Oper. By.....Paramount Television  
 Productions, Inc.  
 Bus. Studio Address.....5451 Marathon St.  
 Phone Number.....Hollywood 2411  
 Transmitter Location.....Mt. Wilson  
 Air Time.....7 days weekly, afternoon & evening  
 News Service.....JP  
 Transcription Service.....World, Paramount  
 Video, Weed

**. . . U. S. TELEVISION STATIONS . . .**

Membership ..... TBA  
 President ..... Paul Raibourn  
 General-Station Mgr. .... Klaus Landsberg  
 Sales Manager ..... Harry Maynard  
 Program Director ..... Philip Booth  
 Dir. News & Spec. Events, Publicity  
 Director ..... Jonathan Rice  
 Production Manager ..... J. Gordon Wright  
 Film Director ..... Leland Muller  
 Technical Director ..... Raymond M. Moore

Production Manager ..... John Boyle  
 Film Director ..... Fred Mullen  
 Dir. of Remotes ..... Walter Witherbee  
 Technical Dir. .... Wilbur E. Hudson

**KTTV**

1948

CBS  
 CHANNEL 11

Frequency: 198-204 mc. .... Power: Aural,  
 16.5 Kw.; Visual, 31.5 Kw.  
 Owned-Oper. By ..... KTTV, Inc.  
 Bus.-Studio Address. .... 1025 N. Highland Ave.  
 Phone Number ..... HUDson 2-1301  
 Transmitter Location ..... Mt. Wilson  
 News Service ..... AP  
 Representative ..... Radio Sales  
 President ..... Norman Chandler  
 General Manager ..... Harry W. Witt  
 Commercial Manager ..... Frank King  
 Program Director ..... Hal Hudson  
 Promotion Director ..... Peter Roebeck  
 Dir. News & Spec. Events ..... Stuart Phelps  
 Production Manager ..... David Crandell  
 Film Director ..... Robert Breckner  
 Dir. of Remotes ..... Joe Conn  
 Chief Engineer ..... Raymond Monfort

**Memphis**

**WMCT**

1948

NBC-CBS-DuMONT  
 CHANNEL 4

Frequency: 68-72 mc. .... Power: Aural, 7.12 Kw.;  
 Visual, 13.6 Kw.  
 Owned-Oper. By ..... Memphis Publishing Co.  
 Bus.-Studio Address. .... Goodwyn Institute Bldg.  
 Phone Number ..... 8-7464  
 Transmitter Location ..... Memphis  
 Air Time ..... Not yet on air  
 Transcription Service. .... Thesaurus, Lang-Worth,  
 SESAC  
 Representative ..... Branham  
 General Manager ..... H. W. Slavick  
 Commercial Mgr. .... J. C. Eggleston  
 Program Director ..... Wilson Mount  
 Publicity Director ..... Walter E. Frase  
 Dir. of News ..... Bob Pigue  
 Production Manager ..... Eugart Yerian  
 Film Director ..... Marvin F. Carter  
 Chief Engineer ..... E. C. Frase, Jr.

**Louisville**

**WAVE-TV**

1948

NBC-ABC-CBS  
 CHANNEL 5

Frequency: 76-82 mc. .... Power: Aural, 4 Kw.;  
 Visual, 7 Kw.  
 Owned-Operated By ..... WAVE, Inc.  
 Bus.-Studio-Transmitter Address. .... 334 E.  
 Broadway  
 Phone Number ..... Wabash 2201  
 Air Time ..... approx. 6:30-10:30 nightly  
 News Service ..... AP  
 Transcription Service. .... Thesaurus, Lang-Worth  
 Representative ..... Free & Peters  
 Membership ..... NAB  
 President ..... George W. Norton, Jr.  
 General Manager ..... Nathan Lord  
 Commercial Manager ..... Ralph Jackson  
 Program Director ..... George C. Patterson  
 Prom.-Pub. Director. .... Eugene W. Leake, Jr.  
 Dir. News & Spec. Events ..... James Caldwell

**Milwaukee**

**WTMJ-TV**

1947

NBC-ABC-CBS  
 CHANNEL 3

Frequency: 60-66 mc. .... Power: Aural, 10.2 Kw.;  
 Visual, 16.1 Kw.  
 Owned-Operated By ..... The Journal Co.  
 Business Address ..... 333 W. State St.  
 Phone Number ..... MARquette 8-6000  
 Studio-Transmitter Location ..... Radio City,  
 720 E. Capitol Dr.  
 Air Time ..... Average 33 hrs. weekly  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Edward Petry  
 V.P., Gen. Mgr. .... Walter J. Damm  
 Asst. General Mgr. .... L. W. Herzog  
 Station-Comm. Manager. .... R. G. Winnie  
 Prog. Mgr., Dir. of Remotes. .... Jim Robertson  
 Prom.-Pub. Dir. .... Bruce Wallace  
 Dir. of News ..... Jack E. Krueger  
 Comm. Prod. Mgr. .... Frank Hart  
 Chief Engineer ..... Phil Laeser

**Minneapolis-St. Paul**

**KSTP-TV**

1948

NBC

CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 17.3 Kw.; Visual, 24.7 Kw.

Owned-Operated By.....KSTP, Inc.  
Bus. Studio-Transmitter Address.....3415 University Ave., St. Paul; 3415 University Ave. S.E., Minneapolis

Phone Number.....Prior 2717  
Air Time.....5½ hrs, daily  
Representative.....Edward Petry  
President, General Mgr., Stanley E. Hubbard  
V.P., Asst. Mgr., K. M. Hance  
Commercial Mgr., Miller C. Robertson  
Program Director.....Del Franklin  
Prom.-Pub. Director.....Joe Cook  
Dir. News & Spec. Events.....Walt Raschick  
Film Director.....Richard Kepler  
Technical Director.....John McMahon

**WTCN-TV**

1948

ABC

CHANNEL 4

Frequency: 66-72 mc. Power: Aural, 9.2 Kw.; Visual, 17.9 Kw.

Owned-Oper. By.....Minnesota Bcstg. Corp.  
Business Address.....Wesley Temple Bldg.  
Phone Number.....Main 6562  
Studio Address.....Radio City  
Transmitter Location.....Foshay Tower  
Air Time.....Not yet on air  
Representative.....Free & Peters  
President.....W. J. McNally  
General-Station Mgr., F. Van Konynenburg  
Commercial Manager.....R. N. Ekstrum  
Program Director.....J. Bryson  
Promotion Director.....Clifford J. Rian  
Production Manager.....Max Karl  
Technical Director.....John Sherman

**New Haven**

**WNHC-TV**

1948

DuMONT-NBC

CHANNEL 6

Frequency: 82-88 mc. Power: Aural, 25 Kw.; Visual, 50 Kw.

Owned-Oper. By.....The Elm City Bcstg. Co.  
Business-Studio Address.....1110 Chapel St.  
Phone Number.....8-0196

Transmitter Location.....Gaylord Mt., Hamden  
Air Time.....10 a.m.-12 noon, 5 p.m.-11 p.m.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Rambeau  
President.....Patrick J. Goode  
General Manager.....Aldo De Dominici  
Sta. Mgr., Prog. Dir., James T. Milne  
Commercial Manager.....Vincent Callanan  
Prom.-Pub. Director.....Lewis Doolittle  
Dir. News & Spec. Events.....Tom Romano  
Production Manager.....Ed Lesnick  
Film Dir., Emery Schmittgall, Selig Tanner  
Dir. of Remotes.....Irving Small  
Technical Director.....Vincent DeLaurentis

**New Orleans**

**WDSU-TV**

1948

ABC-NBC-DuMONT-LA.

CHANNEL 6

Frequency: 82-88 mc. Power: Aural, 15 Kw.; Visual, 31 Kw.

Owned-Oper. By.....WDSU Bcstg. Service Co., Inc.

Business Address.....Moneleone Hotel  
Phone Number.....Ra. 7135  
Studio-Transmitter Location.....Hibernia Bank Bldg., 313 Carondelet St.

Air Time.....6:15 p.m.-10 p.m., 6 days weekly  
News Service.....AP, UP  
Transcription Service.....Associated  
Representative.....John Blair  
Membership.....FMA, NAB  
President.....Edgar B. Stern, Jr.  
Exec. V. P., Robert D. Swezey  
Commercial Manager.....Charles Price  
Program Director.....Stanley Holiday  
Dir. News & Spec. Events.....Weddy Leifer  
Production Manager.....Byron Dowty  
Publicity Director.....Ray Liuzza  
Film Director.....Rose Wetzel  
Dir. of Remotes.....John Muller  
Technical Director.....Carlos Dodd  
Chief Engineer.....Lindsey Riddle

**New York**

**WABD**

1941

DuMONT

CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 9.45 Kw.; Visual, 14.25 Kw.

Owned-Oper. By.....Allen B. DuMont Laboratories, Inc.

**U. S. TELEVISION STATIONS**

Business Address.....515 Madison Ave.  
 Phone Number.....MUrray Hill 8-2600  
 Studio Addresses.....515 Madison Ave.,  
 9th & Broadway  
 Transmitter Location...42nd Fl. 515 Madison  
 Ave.  
 Air Time..... Monday-Friday, 7 a.m.-11 p.m.;  
 Sunday, 6 p.m.-9 p.m.  
 News Service.....INS  
 Membership.....TBA, NAB  
 President.....Allen B. DuMont  
 Dir. of Network.....Mortimer W. Loewi  
 Dir. of Oper. DuMont Net.....Leonard Hole  
 Asst. Dir. Opr. DuMont Net...Julian Armstrong  
 Network Asst.....Humboldt Greig  
 Dir. of Sales.....Tom Gallery  
 Program Dir. (Net.).....James Caddigan;  
 (WABD) Tony Kraber  
 Promtion Dir.....Wade Thompson  
 Daytime Pgm. Dir.....Jack Rayel  
 Publicity Dir.....Don Giesy  
 Film Dir.....John Novak  
 Dir. Mobile Opr.....Harry Coyle  
 Dir. Eng. DuMont Network.....Rodney Chipp  
 Chief Engr. WABD.....Sol Patremio  
 Dir. of Research.....Tom Goldsmith

**WCBS-TV**

1931

CBS

CHANNEL 2

Frequency: 54-60 mc....Power: Aural, 10 Kw.;  
 Visual, 13.7 Kw.  
 Owned-Oper. By....Columbia Bcstg. System,  
 Inc.  
 Business Address.....51 E. 42nd St.  
 Phone Number.....PLaza 5-2000  
 Studio Addresses.....15 Vanderbilt Ave.,  
 Studio Theatre: 109 W. 39th St.  
 Transmitter Location.....Chrysler Tower  
 Air Time.....7 days weekly  
 News Service.....AP  
 Representative.....Radio Sales  
 Membership.....TBA  
 V.P., Dir. TV Oper.....J. L. Van Volkenburg  
 Program Director.....Charles M. Underhill  
 News, Spec. Events & Sports  
 Director.....Edmund Chester  
 Sales Director.....David V. Sutton  
 Mgr. Prog. Devel.....Worthington C. Miner  
 Mgr. Sales Devel.....George L. Moskovics  
 Operations Mgr., Studio.....Merritt Coleman  
 Oper. Mgr., Technical.....Paul Wittlig  
 Mgr. Film Procure. Div.....Stanton M. Osgood  
 Mgr. Film Syndication Div.....H. Grant Theis

**WJZ-TV**

1948

ABC

CHANNEL 7

Frequency: 174-180 mc....Power: Aural,  
 14.8 Kw.; Visual, 29.5 Kw.

Owned-Oper. By....American Bcstg. Co., Inc.  
 Bus.-Studio Address.....30 Rockefeller Plaza  
 Phone Number.....Circle 7-5700  
 Transmitter Location.....Hotel Pierre  
 Air Time...7 p.m.-11 p.m., Sat. & Sun. 2-11 p.m.  
 News Service.....AP, INS, UP  
 Transcription Service.....Video  
 Representative.....ABC  
 Membership.....TBA  
 President (ABC).....Mark Woods  
 Station Manager.....Murray Grabhorn  
 Commercial Manager.....C. L. Doty  
 Program Director.....Alexander Stronach  
 Promotion Director.....Gene Russell  
 Dir. News & Spec. Events.....Thomas Velotta  
 Production Manager.....Charles Holden  
 Publicity Director.....Earl Mullin  
 Film Director.....Nat Fowler  
 Dirs. of Remotes.....Robert Doyle,  
 Marshall Diskin  
 Technical Director.....George Milne

**WNBT**

1941

NBC

CHANNEL 4

Frequency: 66-72 mc....Power: Aural, 7 Kw.;  
 Visual, 7 Kw.  
 Owned-Oper. By....National Bcstg. Co.  
 Business Address.....Rockefeller Plaza  
 Phone Number.....Circle 7-8300  
 Studio Addresses...30 Rockefeller Plaza, 106th  
 St. & Park Ave.  
 Transmitter Location.....Empire State Bldg.  
 Air Time.....35 hrs. 15 min. weekly  
 News Service.....AP, INS, UP  
 Membership.....TBA  
 President (NBC).....Niles Trammell  
 Manager.....Thomas B. McFadden  
 Sales Manager.....John C. Warren  
 Adv. Prom. Director.....Murry Harris  
 Program Manager.....John H. Reber  
 Mgr. News & Spec. Events...Fred S. Heywood  
 Publicity Director.....Schuyler G. Chapin  
 Chief Engineer.....O. B. Hanson

**WPIX**

1948

CHANNEL 11

Frequency: 198-204 mc....Power: Aural,  
 9.25 Kw.; Visual, 18.5 Kw.  
 Owned-Operated By.....WPIX, Inc.  
 Bus.-Studio-Transmitter Address...220 E. 42nd  
 St.  
 Phone Number.....MUrray Hill 2-1234  
 Air Time.....39 hrs. weekly  
 News Service.....AP  
 Transcription Service.....Associated, SESAC  
 Representative.....Free & Peters



**. . . U. S. TELEVISION STATIONS . . .**

Membership ..... TBA  
President..... F. M. Flynn  
Station Manager..... Robert L. Coe  
Commercial Manager..... B. O. Sullivan  
Program Manager..... James S. Pollak  
Mgr. News & Spec. Events..... Carl Warren  
Pub. Relations Mgr..... Frank Young  
Mgr. Research & Devel..... C. E. Denton  
Chief Engineer..... Tom Howard

**WATV**

1948

CHANNEL 13

Frequency: 210-216 mc..... Power: Aural,  
25 Kw.; Visual, 50 Kw.  
Owned-Operated By..... Bremer Bcstg. Corp.  
Bus.-Studio Address..... Television Center  
Phone Number..... (N. Y.) BRclay 7-8216;  
(N. J.) Mltcheli 2-6400  
Transmitter Location..... First Mt. W. Orange  
Air Time..... Wednesday-Sunday, 3 p.m.-9:30 p.m.  
News Service..... AP  
Transcription Service..... World, Associated  
Representative..... Weed  
Membership..... TBA  
President, General Mgr..... Irving R. Rosenhaus  
V.P., Engineering..... Frank V. Bremer  
V.P., National Sales..... Edmund S. Lennon  
Program Director..... George Green  
Promotion Director..... James Sondheim  
Pub. Relations Dir..... Roland Trenchard  
Film Director..... Robert M. Paskow

**Philadelphia**

**WCAU—TV**

1946

CBS

CHANNEL 10

Frequency: 192-198 mc..... Power: Aural,  
14.7 Kw.; Visual, 25 Kw.  
Owned-Oper. By..... WCAU, Inc.  
Bus.-Studio Address..... 1622 Chestnut St.  
Phone Number..... LOcusi 7-7700  
Transmitter Location..... 12 S. 12th St.  
Air Time..... Unlimited  
News Service..... AP, UP  
Representative..... Radio Sales  
Asst. General Mgr..... Dr. Leon Levy  
V.P., Ass. Gen. Mgr..... Joseph L. Tinney  
V.P., TV Dir..... G. Bennett Larson  
Program Director..... John McClay  
Promotion Director..... Robert N. Pryor  
Dir. of News..... Alfred T. Ringler  
Production Manager..... Roy A. Meredith

Publicity Director..... John J. Kelly  
Film Director..... Helen Buck  
Technical Director..... John G. Leitch

**WFIL—TV**

1947

ABC-DuMONT

CHANNEL 6

Frequency: 82-88 mc... Power: Aural, 13.5 Kw.;  
Visual, 27 Kw.  
Owned-Oper. By..... Triangle Publications, Inc.,  
Phila. Inquirer Div.  
Bus.-Studio Address..... 45th & Marke! Sts.  
Phone Number..... EVERgreen 6-8090  
Transmitter Location..... Widener Bldg.  
Air Time..... Varies  
News Service..... AP  
Transcription Service..... Associated  
Representative..... Katz  
General Manager..... Roger W. Clipp  
Adm. Asst. to Gen. Mgr..... Donald S. Kellet  
Commercial Mgr..... John E. Surrick  
TV Sales Manager..... Kenneth W. Stowman  
Promotion Director..... Fred Hayward  
Mgr. of Operations..... Felix Meyer  
Production Manager..... Jack Steck  
Publicity Director..... Richard C. Koster  
Film Director..... Walter Tillman  
Chief Engineer..... Louis E. Littlejohn  
Asst. Chief Engr. for TV..... Henry Rhea

**WPTZ**

1941

NBC

CHANNEL 3

Frequency: 60-66 mc... Power: Aural, 8.9 Kw.;  
Visual, 17.8 Kw.  
Owned-Oper. By..... Philco Television Bcstg.  
Corp.  
Business Address..... 1800 Architects Bldg.  
Phone Number..... LOcusi 4-2244  
Studio Address..... 1619 Walnut St.  
Transmitter Location..... 1300 E. Mermaid Lane,  
Wyndmoor  
Air Time..... Approx. 5-11 p.m. daily  
News Service..... INS  
Transcription Service..... Thesaurus  
Representative..... NBC Spot Sales  
Membership..... TBA  
V.P., General Mgr..... E. B. Loveman  
Asst. General Manager..... Rolland V. Tooke  
Comm. Mgr..... Alexander W. Dannenbaum, Jr.  
Program Director..... Ernest Walling  
Prom.-Pub. Dir..... Charles Hoban  
Dir. News, Spec. Events..... Clarence W. Thoman  
Film Director..... Albert J. Mann  
Chief Engineer..... Raymond J. Bowley

**Pittsburgh**

**WDTV**

1948

DuMONT  
CHANNEL 3

Frequency: 60-66 mc. Power: Aural, 2.5 Kw.;  
Visual, 5 Kw.  
Owned-Oper. By . . . . . Allen B. DuMont Labora-  
tories, Inc.  
Temporary Offices . . . . . Nixon Theatre Bldg.  
Phone Number . . . . . Express 1071  
Transmitter Location . . . . . Perrysville, at Montana  
& Grizella Sts.  
Air Time . . . . . 6 p.m.-M., daily except Saturday  
Membership . . . . . TBA  
President . . . . . Dr. Allen B. DuMont  
General-Station Mgr. . . . . Donald A. Stewart  
Prog.-Pub. Director . . . . . Larry Israel  
Chief Engineer . . . . . Ray Rodgers

**Richmond**

**WTVR**

1947

NBC  
CHANNEL 5

Frequency: 82-88 mc. Power: Aural, 6.4 Kw.;  
Visual, 12.16 Kw.  
Owned-Oper. By . . . . . Havens & Martin, Inc.  
Bus.-Studio Address . . . . . 3301 W. Broad St.,  
P. O. Box 5229  
Phone Number . . . . . 5-8611  
Transmitter Location . . . . . Staples Mill Rd. off  
W. Broad St.  
Air Time . . . . . Sun.-Fri. 2-4 p.m.; 6:15-11 p.m.  
News Service . . . . . Transradio  
Transcription Service . . . . . Thesaurus, Lang-Worth  
Representative . . . . . Blair, NBC Spot Sales  
Membership . . . . . TBA  
Pres., Gen.-Sta. Mgr. . . . . Wilbur M. Havens  
Comm. Mgr., Prom. Dir. . . . . Walter A. Bowry, Jr.  
Prog. Dir., Dir. News & Spec. Events.  
Publicly Director . . . . . Allan Phaup, Jr.  
Prod. Mgr., Film Dir. . . . . Conrad Rianhard, Jr.  
Technical Director . . . . . Wilfred H. Wood

**St. Louis**

**KSD-TV**

1947

NBC  
CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 10 Kw.;  
Visual, 20 Kw.

Owned-Oper. By . . . . . Pulitzer Publ. Co.  
Bus.-Studio-Transmitter Address . . . . . 1111 Olive St.  
Air Time . . . . . Approx. 30 hrs. weekly  
Phone Number . . . . . MAin 1111  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus, World  
Representative . . . . . Free & Peters  
Membership . . . . . TBA  
President . . . . . Joseph Pulitzer  
General Manager . . . . . George M. Burbach  
Sales Manager . . . . . Guy E. Yeldell  
Chief Engineer . . . . . J. E. Risk

**Salt Lake City**

**KDYL**

1948

NBC-UTAH-IDAHO  
CHANNEL 4

Frequency: 66-72 mc. Power: Aural, 4 Kw.;  
Visual, 2 Kw.  
Owned-Oper. By . . . . . Intermountain Bcstg. &  
Telev. Corp.  
Business Address . . . . . Tribune Bldg.  
Phone Number . . . . . 5-2991  
Studio Address . . . . . Television Playhouse,  
68 Regent St.  
Transmitter Location . . . . . Walker Bank Bldg.  
Air Time . . . . . 20 hrs. weekly  
Representative . . . . . John Blair  
Membership . . . . . NAB  
Pres., Gen.-Sta. Mgr. . . . . S. S. Fox  
V.P., Tech. Dir. . . . . John M. Baldwin  
Dir. of Telev. . . . . Harry Golub  
Program Director . . . . . Danny Ranger  
Dir. News & Spec. Events . . . . . Emerson Smith  
Production Manager . . . . . Byron Openshaw  
Publicity Director . . . . . Del Leeson  
Film Director . . . . . Hal Kaufman  
Dir. of Remotes . . . . . Wally Lambourne  
TV Engineer . . . . . Allan Gunderson

**San Francisco**

**KPIX**

1948

CHANNEL 5

Frequency: 76-82 mc. Power: Aural,  
15.43 Kw.; Visual, 29.93 Kw.  
Owned-Oper. By . . . . . The Associated Bcstrs., Inc.  
Bus.-Studio Address . . . . . Mark Hopkins Hotel  
Phone Number . . . . . EXbrook 2-4567  
Transmitter Location . . . . . Roof, Mark Hopkins  
Hotel Tower  
Air Time . . . . . 14-28 hrs. weekly  
News Service . . . . . INS, UP

**U. S. TELEVISION STATIONS**

Transcription Service.....Standard, Associated  
Representative.....Bolling  
Membership.....TBA, NAB  
President.....Wesley I. Dumm  
V.P., Station Mgr.....Philip G. Lasky  
Commercial Mgr.....John G. Campbell  
Program Director.....Keith Kerby  
Promotion Director.....Richard Kelly  
Dir. News & Spec. Events.....Bob Hansen  
Technical Director.....A. E. Towne

Phone Number.....Eliot 2480  
Studio-Transmitter Location.....3rd North &  
Gaylor  
Air Time.....5 p.m.-11 p.m.  
News Service.....AP, INS  
Transcription Service..Associated, Lang-Worth  
Representative.....Adam J. Young, Jr.  
President.....Palmer K. Leberman  
General-Station Mgr.....Robert E. Priebe  
Comm. Manager.....Al Hunter  
Prog.-Pub. Dir., Prod. Mgr.....Lee Schulman  
Technical Director.....George Freeman

**Schenectady**

**WRGB**

1939  
NBC  
CHANNEL 4

Frequency: 66-72 mc....Power: Aural, 20 Kw.;  
Visual, 40 Kw.  
Owned-Oper. By.....General Electric Co.  
Business Address.....1 River Rd.  
Phone Number.....4-2211, Ext. 4926  
Studio Address.....60 Washington Ave.  
Transmitter Location.....New Scotland  
Air Time.....approx. 33 hrs. weekly  
News Service.....AP, INS  
Transcription Service..Thesaurus, Lang-Worth  
Representative.....NBC Spot Sales  
Membership.....TBA, NAB  
V.P., Mgr. of Bcstg.....R. S. Peare  
Asst. Mgr. of Bcstg.....B. J. Rowan  
Station Manager.....G. E. Markham  
Asst. Station Mgr.....R. W. Welpott  
Supvr. of Sales.....A. G. MacDonald  
Supvr. of Programs.....A. G. Zink  
Actg. Supvr. of Prom. & Pub....R. W. O'Brian  
Act. Supvr. of Prod.....P. H. Krauss  
Supvr. of Scripts.....T. B. Beebe  
Supvr. of News.....W. T. Meenam  
Supvr. of Music.....A. O. Coggeshall  
Chief Engineer.....W. J. Purcell  
Asst. to Engineer.....B. W. Cruger

**Seattle**

**KRSC-TV**

1948  
CBS-NBC  
CHANNEL 5

Frequency: 72-78 mc.....Power: Aural,  
11.25 Kw.; Visual, 22.5 Kw.  
Owned-Operated By.....Radio Sales Corp.  
Business Address.....2939 Fourth Ave. So.

**Syracuse**

**WHEN**

1948  
CHANNEL 8

Frequency: 180-186 mc.....Power: Aural,  
13.4 Kw.; Visual, 26.7 Kw.  
Owned By.....Meredith Engineering Co.  
Oper. By.....Meredith Syracuse Telev. Corp.  
Bus.-Studio-Transmitter Address..101 Court St.  
Phone Number.....3-1126  
Air Time.....Approx. 4 hrs. per day  
News Service.....UP  
Transcription Service.....Associated  
Representative.....Katz  
President.....E. T. Meredith, Jr.  
General-Station Mgr.....Paul Adanti  
Comm. Mgr., Prom.-Pub. Dir...William H. Bell  
Prog. Dir., Prod. Mgr.....William Bohem  
Film Director.....Jean Slade  
Chief Engineer.....H. Eugene Crow

**Toledo**

**WSPD-TV**

1948  
NBC  
CHANNEL 13

Frequency: 210-216 mc.....Power: Aural,  
27 Kw.; Visual, 12 Kw.  
Owned-Oper. By.....The Fort Industry Co.  
Business-Studio Address.....136 Huron St.  
Phone Number.....ADams 3175  
Transmitter Location.....Superior St.  
Air Time... Mon.-Sat. 2-4:30 p.m., 6-10:30 p.m.  
News Service.....AP, INS, UP  
Transcription Service..Lang-Worth, Standard,  
Thesaurus  
Representative.....Katz  
Membership.....NAB

President.....George B. Storer  
 General-Station Mgr.....E. Y. Flanigan  
 Comm. Mgr. (Local).....Westford Shannon  
 Program Director.....Glenn Jackson  
 Prom.-Pub. Dir.....Dick Gourley  
 Dir. News.....James Uebelhart  
 Sports Director.....Bob Evans  
 Film Director.....Elaine Phillips  
 Dir. of Remotes.....Ashley Dawes  
 Technical Director.....William Stringfellow

**Washington**

**WMAL-TV**

1947

ABC

CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,  
 13.9 Kw.; Visual, 27.7 Kw.

Owned-Oper. By...The Evening Star Bcstg. Co.  
 Business Address.....724 14th St., N.W.  
 Phone Number.....National 5400  
 Studio Address.....Commonwealth Bldg.  
 Transmitter Location...Campus, American Univ.  
 Air Time.....6:30 p.m.-11 p.m.  
 News Service.....AP, UP  
 Transcription Service...Associated, Standard  
 Representative.....ABC Spot Sales  
 Membership.....NAB  
 President.....S. H. Kaufmann  
 V.P., General Mgr.....K. H. Berkeley  
 Mgr. of Bcst. Oper. & Telev.....Fred Shawn  
 Commercial Mgr.....Ben B. Baylor, Jr.  
 Production Manager.....Arthur Weld  
 Film Director.....Charles Bloomquist  
 Chief Engineer.....Frank Harvey

**WNBW**

1947

NBC

CHANNEL 10

Frequency: 66-72 mc.....Power: Aural, 10.5  
 Kw.; Visual, 20.5 Kw.

Owned-Oper. By...National Broadcasting Co.  
 Business Address.....724 14th St., N.W.  
 Phone Number.....REpublic 4000  
 Studio-Transmitter Location...Wardman Park  
 Hotel  
 Air Time.....Appro. 5:00-11.00 p.m.  
 News Service.....UP  
 Transcription Service...Thesaurus, Standard  
 Representative.....NBC Spot Sales  
 President.....Niles Trammell, NBC  
 V.P.....E. M. Russel  
 General Manager.....Wm. R. McAndrew  
 Asst. to V.P.....Wm. R. McAndrew

Commercial Manager.....Mahlon Glascock  
 Program Director.....George Y. Wheeler  
 Promotion Director.....Thomas Geoghegan  
 Publicity Director.....Jay Roxen  
 Film Director.....George Dorsey  
 Director of Remotes.....Charles Colledge  
 Technical Director.....Howard Gronberg

**WOIC**

1949

CBS

CHANNEL 9

Frequency: 186-192 mc.....Power: Aural, 14.4  
 Kw.; Visual, 27.3 Kw.

Owned-Oper. By....Bamberger Bcstg Service  
 Business Address.....433 Barr Bldg.  
 Phone Number.....STerling 0600  
 Transmitter Location...40th & Brandywine Sts.,  
 N.W.

Air Time.....6:30-10:30 p.m., Sunday-  
 Friday

Transcription Service.....Capitol  
 Representative.....WOR Sales  
 Membership.....TBA  
 President.....Theodore Streibert  
 General Manager.....Eugene S. Thomas  
 Commercial Manager....William D. Murdock  
 Program Director.....James S. McMurry  
 Promotion-Pub. Dir.....John F. Hardesty  
 Director of News.....Ken Evans  
 Production Manager.....James Blair  
 Film Director.....Montrey Ashburn  
 Director of Remotes....Lawrence Wilkinson  
 Technical Director.....Robin D. Compton

**WTTG**

1945

DuMONT

CHANNEL 5

Frequency: 76-82 mc.....Power: Aural, 10.5  
 Kw.; Visual, 17.5 Kw.

Owned-Oper. By...Allen B. DuMont Labora-  
 tories, Inc.

Business-Studio Address...12th and E. Sts., N.W.  
 Phone Number.....STerling 5300  
 Transmitter Location...19th Rd. bet. Edison  
 & Harrison Sts., Arlington Co., Va.

Air Time.....Average 31 hrs. weekly

News Service.....Transradio  
 Transcription Service...Associated  
 Membership.....TBA  
 President.....Dr. Allen B. DuMont  
 Gen.-Station Mgr.....Walter Compton  
 Commercial Manager....Harold E. Sheffers  
 Pro. Dir.-Oper. Mgr.....Roger Coelos  
 Dir. of Special Events...Leslie Arries, Jr.  
 Publicity Director.....Don Roper  
 Mgr. of Film Dept.....Jules Huber  
 Director of Remotes....Leslie Arries, Jr.

# COMMERCIAL TELEVISION PROGRAMS — 1948

## (Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1948. The programs listed are for the 12-month period ending Dec. 31, 1948. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

### A

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Adam vs. Eve	Boston Store Department Store	Quiz Show	WTMJ	Louise Mark
Admiral Press Box	Admiral Corp.	Baseball Recap	WTTG	R. J. Enders
All-Star Football Preview	RCA-Victor Television Sets	Remote	WGN-TV	J. Walter Thompson
All-Star Warm-Up	Bell & Howell Cameras	Remote	WGN-TV	Henri, Hurst & McDonald
Americana Quiz	Firestone Tire & Rubber Co. Tires, Rubber Products	Quiz	NBC	Sweeney & James
America Speaks	Merrill Lynch-Pierce Fenner & Beane	Dr. Gallup Public Opinion Poll	KSD-TV	CBS
America Speaks	Merrill Lynch-Pierce Fenner & Beane Institutional		CBS	Newell-Emmett
America's Town Meeting of the Air	Modern Industrial Bank Banking Service		WJZ-TV	Metropolitan
Elaine Arndt Dance Recital	Admiral Radio Corp. Radio & TV Sets	Dance Recital	WWJ	Wolfe Jickling Dow & Conkey
The Arrow Show	Cluett Peabody & Co. Shirts, Neckwear		NBC	Young & Rubicam
Associated Press News	St. Louis Nat'l Buick Dealers Assn.	Illustrated News Commentary	KSD-TV	Direct
Author Meets the Critics	General Foods All Products		NBC	Benton & Bowles

ADVERTISING AGENCY

STATION

TYPE

SPONSOR-PRODUCT

TITLE

Direct

WPTZ

Remote

Hough  
Used Cars

Auto Auction

**B**

Baltimore Colts	National Brewing Co.	Football	WTTG	Owen and Chappel
Band (Eden Central School)	General Electric Supply	Studio	WBEN-TV	Bowman & Block
Barbershop Quarter	Kleinmans	Live	WBEN-TV	Bowman & Block
Baseball	Falstaff Brewing Corp.	Remote	KSD-TV	Dancer-Fitzgerald-Sample
Baseball	Ford Dealers	Remote	KSD-TV	J. Walter Thompson
Baseball	Ford Dealers, Automobiles; RCA-Victor, Radio & TV Sets	Sports	KSTP-TV	J. Walter Thompson
Baseball	Ford Motor Co.	Remote	WBKB	J. Walter Thompson
Baseball	Al Kime Appliances	Remote	WBEN-TV	Adam Eby
Baseball	Narragansett Refining Co.	Remote	WBZ	Standish Co.
Baseball	Participating (3 Sponsors)	Remote	WPTZ	Various
Baseball	Petty Motor Ford Distributor	Remote	KDYL	Gillham
Baseball	Walton Motors Lincoln Distributor	Remote	KDYL	George Baker
Baseball (Cleveland vs. Boston)	Atlantic Refining Co. Gasoline, Oil	Live	DuMont	N. W. Ayer
Baseball (Detroit Tigers)	Goebel Brewing Co. Beer	Sports	WWJ	Brooke, Smith, French & Dorrance
Baseball (Dodger Games)	Ford Motor Co.	Remote	WCBS-TV	J. Walter Thompson
Baseball (Dodger Games)	P. Lorillard Co.	Remote	WCBS-TV	Lennen & Mitchell
Baseball (Nite games, N. Y. Giants)	Chesterfield	Sports	WPIX	Newell-Emmett
Baseball (Red Sox & Braves)	Atlantic Refining Co.	Remote	WBZ	N. W. Ayer
Baseball (White Sox)	Atlas Brewing Co.	Remote	WGN-TV	Olian
Baseball (White Sox, Cubs)	P. Lorillard	Remote	WGN-TV	Lennen & Mitchell
Baseball (Yankees)	P. Ballantine & Sons Beer	Remote	WABD	J. Walter Thompson
Baseball Previews	Philco Dealers	Interviews & Commentary	KSD-TV	Marjorie Willen

Baseball Previews	Philco Distributor Radio Appliances	Film	WPTZ	Julian Pollock
Baseball Previews	Joseph Zamoiski Co. Electric Appliances	Sports Roundup	WMAL-TV	Kal, Ehrlick & Merrick
Batter Up	Philadelphia Motor Car Co.	Live—Quiz	WFIL-TV	Yardis
Basketball	Adleta Co.	Sports	WBAP-TV	Direct
Basketball	Athletic Supply Co. Sports Equipment	Sports	WSPD	Wendt
Basketball	Atlantic Refining Automotive Products	Remote	WPTZ	N. W. Ayer Sons
Basketball	Bon Marche Department Store	Sports	KRSC-TV	Direct
Basketball	Christian-Sheidler Co. Motorola Radios & TV Sets	Sports	WSPD	Direct
Basketball	Ellison Furniture Co.	Sports	WBAP-TV	Direct
Basketball	Motorola Dealers	Remote	KSD-TV	Westheimer
Basketball	Motorola-Radio-TV Sets, etc.	Sports	KSTP-TV	Gourfain & Cobb
Basketball	National Brewing Co.	Sports	WTTG	Owen & Chappell
Basketball	Stag Beer	Remote	KSD-TV	Maxon, Inc.
Basketball (College)	Coca-Cola Bottling	Sports	WXYZ	William B. Wisdom
Basketball (College)	First Wisconsin Nat'l Bank	Sports	WTMJ	Mary Lemkuhl
Basketball (College)	General Electric TV Sets	Sports	WWJ	Luckoff, Wayburn & Frankel
Basketball (College)	General Electric Supply Furniture	Remote	WBEN-TV	Bowman & Block
Basketball (College)	P. J. Nee	Sports	WNBW	Harwood Martin
Basketball (College)	Wadmas Oil Co.	Sports	WTMJ	Compton
Basketball (High School)	First Wisconsin Nat'l Bank	Sports	WTMJ	Mary Lemkuhl
Basketball (Warriors)	Norge Distributors	Remote	WFIL-TV	Campbell-Ewald
Beauty on Parade	Hornung Beer	Live	WFIL-TV	Clements
Fred Beck's Kitchen	Farmer's Market	Cooking	KTTV	Wade
Fred Beck's Kitchen	Southern Calif. Gas Co.	Cooking	KTTV	McCann-Erickson
Between the Goalposts	Lacy's Philco Products	Sports	WMAL-TV	Henry J. Kaufman
Between the Goalposts	N. Snellenburg Department Store	Remote	WPTZ	R. J. Enders

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
The Bigelow Show	Bigelow-Sanford Co. Carpets	Studio	NBC	Young & Rubicam
Black Magic	Wm. Jennings Coal	Live	WPTZ	R. D. Kitzmiller
The Bold Look	McManus & Riley Men's Clothing	Sports	WRGB	Woodard & Fris
Bowie Races (Fall)	Gunther Brewing Co. Beer	Sports	WNBW	Ruthrauff & Ryan
Bowie Races (Spring)	Gunther Brewing Co. Beer	Sports	WNBW	Booth, Vickery & Schwinn
Boxing	American Shops, Inc. Men's Suits	Remote	WABD	William N. Schoor
Boxing	Ballantine & Sons Beer & Ale	Remote	ABC	J. Walter Thompson
Boxing	Bickford Bros. Co.	Remote	WBEN-TV	Roizen
Boxing	Gillette Safety Razor Co. Safety Razors, Blades	Remote	NBC	Maxon
Boxing	Howard Clothes Men's Clothing	Remote	WABD	Redfield-Johnstone
Boxing	The Odell Co. Trol Hair Tonic	Remote	WABD	Lawrence C. Gumbinner
Boxing	Petty Motor Ford Distributor	Remote	KDYL	Gilham
Boxing	Winston Radio & Tele Corp.	Remote	WABD	Sternfield-Godley
Boxing (Amateur)	General Electric TV Sets	Sports	WWJ	Luckoff, Wayburn & Frankel
Boxing (Amateur)	Southern Wholesalers RCA	Sports	WNBW	Henry J. Kaufman
Boxing Bouts	Motorola, Inc.	Remote	WENR-TV	Gourfain-Cobb
Boxing (Charles vs. Bivins)	P. Ballantine & Sons Beer & Ale	Remote	CBS	J. Walter Thompson
Boxing (CYO)	Admiral Corp. Radios & Television Sets	Remote—Live	WBKB	Jones Frankel
Boxing (Golden Gloves)	Chicago Tribune	Remote	WGN-TV	Direct
Pro-Boxing & Wrestling	Maison Blanche Department Store	Sports	WXYZ	Fitzgerald



Pro-Boxing & Wrestling	Zerz—7 Up Bottling	Sports	WXYZ	Fitzgerald
Boxing (Ridgewood)	Kreuger Brewing Co. Beer	Sports	WPIX	Benton & Bowles
Bozo's Circus	Rancho Soup	Children's Program	KTTV	Long
Breakfast Club	Philco Corp.		ABC	Hutchins Adv. Co.
Break the Bank	Refrigerators		ABC	Doherty, Clifford & Shanfield
Buffalo Bills	Bristol-Myers Mum & Vitalis George F. Stein Brewery	Football Film	WBEN-TV	H. J. Weil
Call-A-Tune	RCA Victor Dealers	Musical Request	KSD-TV	Direct
Camel Newsreel Theater	R. J. Reynolds Tobacco Co.		NBC	William Esty
Canine Kids	Trim Dog Food	Live	WCAU-TV	Direct
Capital Citizen	Tom's Auto Service Chrysler, Plymouth	Variety	WNBW	Henry J. Kaufman
Capitol Close-Up	Occidental Restaurant	Interviews	WMAL-TV	Robert J. Enders
Cartoon-A-Quiz	L. P. Stewart, Inc. Automotive	Sports, Quiz & Cartoons	WMAL-TV	Kal, Ehrlich & Merrick
Cartoon Capers	Rich Ice Cream	Studio	WBEN-TV	Bowman & Block
Cartoon Capers	Wildroot Co.	Studio	WBEN-TV	B.B.D. & O.
Cavalcade of Hockey	Canadian General Electric	Film	WBEN-TV	Direct
Charade Quiz	United Cigar, Whelan Stores Various Products	Live	DuMont	Stanton B. Fisher
Chevrolet On Broadway	Chevrolet Dealers Automobiles		NBC	Campbell-Ewald
Chicagoland Music Festival	Motorola TV Sets	Remote	WGN-TV	Gourfain-Cobb
Child Care	Sanitary Diaper Corp. Diaper Service	Women's	WPIX	Miller
Children's Hour	Horn & Hardart	Live	WCAU-TV	Clements
Chitwood Drivers	Erie County Ford Dealers	Remote	WBEN-TV	Direct
Choir, (High School)	General Electric Co.	Studio	WBEN-TV	Bowman & Block
Civic Washington Speaks	The Hecht Co. Department Store	Variety	WNBW	Kal, Ehrlich & Merrick

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Club Television	Zenith Radio Television Sets	Live	WGN-TV	McFarland, Aveyard
CBS-TV News	Gulf Oil Co.	Live	WCBS-TV	Young & Rubicam
Comic Capers	Sun-Times	Live	WBKB	American National Video Prods.
Comics On Parade	Participating (2 Sponsors)	Children's	WPIX	Various
Walter Compton and the News	General Electric Supply Corp.	News	WTTG	Direct
Cross-Question	Patricia Stevens Model Agency	Live	WGN-TV	Meyerhoff
Daffy Derby	Special Food Co. Jay's Potato Chips	Live	WBKB	Kaufman
Allen Dale Show	Michigan Bulb Co. Tulips	Films	WGN-TV	O'Neil, Larson & McMahon
Dairy Farmer	Abbott's Dairies Dairy Products	Film	WPTZ	Richard A. Foley
Dan the Gadget Man	William H. Wells Gadgets	Live	WABD	Sureen
Date With Fat	D. H. Holmes Department Store	Disc-jockey	WXYZ	Direct
Demonstration Party	Conlon Corp.	Live	WGN-TV	C. C. Fogarty
Did You Find It	George's Radio & Television Co.	Audience Participation	WTTG	R. J. Enders
Dr. I. Q. Junior	Mars, Inc. Candy	Quiz	WWJ	Grant Adv.
Documentary Film	Auto Mfrs. Assn.	Documentary	WWJ	Direct
Documentary Film	Union Oil Co.	Documentary	WWJ	Direct
Dog Show	Wilkie-Buick Cars	Remote	WPTZ	Joseph Lowenthal
Doorway to Beauty	Young-Quinlan & Co. Department Store	Fashion Show	KSTP-TV	Direct
Doorway to Fame	Southern Music Co. Musical Instruments & Appliances	Film (musical)	WXYZ	Direct
Dugout Chatter	George's Radio & Television Co.	Sports	WTTG	R. J. Enders
Dugout Doings	Broadway House of Music TV Sets	Interview	WTMJ	Cramer-Krasselt

Dugout Doings  
 Otto L. Kuehn  
 Foods  
 Direct

Dugout Interviews  
 Cargill, Inc.  
 Nutrena Dog Food  
 Phil Bradley & Bruce B. Brewer

Dugout Interviews  
 Minneapolis Savings & Loan  
 Ford Dealers  
 J. Walter Thompson  
 Green-Brodie

Dumke, Ralph  
 Teldisco, Inc.  
 TV, Radio Sets, Equipment

**R**

Fall Fashions  
 Capitol Fur Shop  
 WTTG  
 Kal, Ehrlich & Merrick

Famous Fights  
 Walco Televue Lens  
 WTTG  
 Cayton, Inc.

Fashion Forecast  
 Carl A. Laabs Furs  
 WTMJ  
 Louise Mark

Fashion Show  
 Beck Furs  
 WRGB  
 Direct

Fashion Show  
 Furs & Furrriers' Service  
 Direct

Fashion Show  
 Cohoes Manufacturing Co.  
 Clothing  
 Direct

Fashion Show  
 Nadell's Furs  
 WWJ  
 A. R. Brasch

Fashion Story  
 David Crystal  
 WJZ-TV  
 Direct

A Fashion Story  
 The Hecht Co.  
 Dept. Store  
 Harwood Martin

Fashion Story  
 C. H. D. Robbins Co.  
 Women's Dresses  
 Direct

Fashions On Parade  
 Bergdorf Goodman Co.  
 Fashions  
 S. R. Leon

Fashions On Parade  
 Bonwitt Teller  
 Clothing  
 Manning

Fashions On Parade  
 Procter & Gamble  
 Prell & Ivory Snow  
 Benton & Bowles

Features for Women  
 Philadelphia Inquirer  
 WFIL-TV  
 Direct

15-Minute Program  
 The Apex Elec. Mfg. Co.  
 Apex Iron-A-Matic  
 Meldrum & Fewsmith

Fight for Lives  
 Union Oil Co.  
 American Shops, Inc.  
 Foote, Cone & Belding  
 B. B. D. & O.

Films  
 The Hub  
 Film

Fishing for Fun  
 Sporting Equipment  
 Live

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Fitzgeralds	Federal Mfg. & Eng. Corp. Fed-Flash Cameras		WJZ-TV	A. W. Lewin
Fitzgeralds	I. J. Fox Furs		WJZ-TV	Peck
Fitzgeralds	Old Dutch Coffee Coffee, Tea		WJZ-TV	Peck
Food Fair Cooking School	Sattlers	Remote	WBEN-TV	Roizen
Football	Participating	Remote (Participating)	KDYL	Various
Football	Pepsi-Cola Bottlers of St. Louis	Remote	KSD-TV	Jim Daugherty
Football	RCA-Victor, Radio, TV Equip; Ford Dealers, Automobiles	Sports	KSTP-TV	J. Walter Thompson
Football	American Tobacco	Remote	WBZ	N. W. Ayer
Football	American Tobacco Co. Lucky Strikes	Remote	WGN-TV	N. W. Ayer
Football	Atlantic Refining Automotive Products	Remote	WPTZ	N. W. Ayer
Football (College)	American Tobacco Co. Lucky Strike Cigarettes	Remote	DuMont	N. W. Ayer
Football (College)	Humble Oil & Refining Co.	Sports	WBAP-TV	Franke, Wilkinson, Schiwetz & Tups
Football (College)	General Electric Supply	Remote	WBEN-TV	Bowman & Block
Football (College)	Rosinski Furniture Co.	Remote	WBEN-TV	Bowman & Block
Football (College)	Camels	Sports	WPIX	William Esty
Football (College)	First Wisconsin Nat'l Bank	Sports	WTMJ	Marc Lemkuhl
Football (College)	Call Carl	Football	WTTG	Kal, Ehrlich & Merrick
Football (High School)	Roycraft Co. Philco Distributor	Sports	KSTP-TV	Melamed Hobbs
Football (High School)	Leonard's Department Store	Sports	WBAP-TV	Direct
Football (High School)	Kudla Motor Sales	Remote	WBEN-TV	Roizen
Football (High School)	Surplus Sales Co.	Remote	WBEN-TV	Greenfield-Lippman
Football (High School)	J. B. Simpson Clothes	Remote	WGN-TV	Gourfain-Cobb
Football (High School)	Edwards-Harris Motorola Distributor	Football	WSB	Direct
Football (High School)	Ennis Motors, Inc. Used Cars	Sports	WTMJ	Direct

Football (High School)	Philco Dealers of Washington	Sports	WTTG	Kal, Ehrlich & Merrick
Football (Columbia University)	Liggitt & Myers	Remote	WCBS-TV	Newell-Emmett
Football (Eagles)	Admiral Radio	Remote	WFIL-TV	Enders
Football (Georgia University)	Walthour & Hood Sporting Goods	Film	WSB	Direct
Football (Green Bay Packer)	A. Gettleman Brewing Co. Beer	Sports	WTMJ	Scott, Inc.
Football Highlights	Butwell Thompson TV Retailer	Sports	WBAP-TV	Direct
Football (L. A. Rams)	Union Oil Co. Petroleum Products	Sports	KFI-TV	Foote, Cone & Belding
Football (N. Y. Giants)	Liggitt & Myers Chesterfields	Sports	WJZ-TV	Newell-Emmett
Football (N. Y. Giants-Chicago Bears)	Liggitt & Myers Tobacco Co. Chesterfields	Sports	ABC	Newell-Emmett
Football (Notre Dame)	Admiral Corp. Radios, TV Sets, Appliances	Sports	ABC	Cruttenden & Eger
Football (Pre Game Interviews)	Cargill, Inc., Nutrena Dog Food; Minneapolis Savings & Loan	Sports	KSTP-TV	Phil Bradley & Bruce B. Brewer
Football Preview	Pontiac Cars	Studio	WPTZ	Harry Feigenbaum
Football (Redskins & Giants)	American Oil Co. AMOCO Products	Remote	WMAL-TV	Joseph Katz
Football (U. of M. Games)	Oldsmobile, Div. of G. M. Autos	Sports	WWJ	D. P. Brother
Football (Yankee Pro Games)	General Motors Chevrolet Div. Chevrolet Cars	Remote	WABD	Campbell, Ewald
Ford Theater	Ford Motor Co. Automobiles	Live	CBS	Kenyon & Eckhardt
Fort Theater	Ford Motor Co.	Film	WBKB	CBS
Fox Moviephone Newsreel	Camel's Cigarettes	Newsreel	KSD-TV	NBC
Fun & Fables	Philco Distributing TV Sets	Children's Show	WWJ	Wm. I. Denman, Inc.
Fur Fashions	Schlamps	Fashions	KSTP-TV	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
A Girl About Town	Bates Fabrics Fabrics		NBC	James P. Sawyer
Going Places	Heinel Motors Auto Products	Film	WPTZ	Welsh Advertising
Golden Gloves	Perman Stone Corp. Building Material	Sports	WTMJ	Direct
Golden Gloves Finals	Fay-San Distributors, Inc.	Boxing	WBEN-TV	Bowman & Block
Grandstand Quarterback	R. Cooper, Jr. GE Television Sets	Remote	WGN-TV	Maxon
Greatest Fights of the Century	E. L. Courmand Co. Walco TeleVue Lens	Film	CBS	Clayton
Greatest Fights of the Century	E. L. Courmand Co. Walco TeleVue Lens	Film	DuMont	Clayton
Greatest Fights of the Century	E. L. Courmand Co. Walco TeleVue Lens	Film	NBC	Clayton
Greatest Fights of the Century	Walco Tele-Vue Lens	Film	WENR-TV	Clayton
Guest Register	Philco Dealers	Rush Hughes Interviews	KSD-TV	Marjorie Wilten
<b>H</b>				
Bump Hadley Pitching Handy Man	Phillips-Jones Gimbel Bros. Department Store	Live Studio	WBZ WPTZ	Grey Direct
Harness Racing Harness Racing	Hyde Park Brewing Assn. Gunther Brewing Co. Beer	Remote Sports	KSD-TV WNBW	Gardner W. Wallace Orr
Here Comes the Circus Hockey	Sattlers General Electric Corp. TV Equipment	Remote Sports	WBEN-TV KSTP-TV	Roizen Direct
Hockey Games Hockey Hockey	General Electric Supply Co. Allen B. DuMont Labs Norge Div. of Borg Warner Appliances	Remote Hockey Sports	WBEN-TV WTTG WWJ	Bowman & Block Direct Campbell Ewald
Hockey (N. Y. Rangers)	Schaefer Brewing Co. Beer	Sports	WPIX	B. B. D. & O.

Hockey (N. Y. Rovers)	Sunset Stores, Inc. Electrical Appliances	Sports	WPIX	Direct
Hockey (Red Wings)	Household Finance Corp. Loans	Sports	WWJ	LeValley, Inc.
Hoffman Huddle	Hoffman Radio Co. Radios, Phonographs, TV Sets	Sports	KFI-TV	Dan B. Miner
Holiday Star Revue	Elgin American Compacts, Cig. Lighters, etc.		ABC	Weiss & Geller
Homemaker's Matinee	Pierce-Phelps Distributors	Live	WCAU-TV	Robert Enders
Homes of 1948	The Hecht Co. Department Store	Variety	WNBW	Harwood Martin
Homes of 1948	P. J. Nee Furniture	Variety	WNBW	Harwood Martin
Homes of 1948	Manning Modern Furniture	Variety	WNBW	Kronstadt
Homes of 1948	Mazor Masterpieces Furniture	Variety	WNBW	Kronstadt
Horse Racing (Belmont)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Horse Racing (Ky. Derby)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Horse Racing (Preakness)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Hot Stove League	Paul Schulte Motors Kaiser-Fraiser	Baseball	Commentary	Gordon Marshall Co.
House of Squibb	E. R. Squibb Dental Products	Film	WPTZ	Direct
Howdy Doody	Mason Confectionery Co.	Live	NBC	Moore & Hamm
Howdy Doody	Unique Mfg. Co.	Live	NBC	Grant
Hyde Park Baseball	Hyde Park Brewing Assn.	Remote	KSD-TV	Gardner
Ice Capades	Philco Dealers	Remote	KSD-TV	Marjorie Wilten
Ice Hockey	Harper Meggee Electrical Supply	Sports	KRSC-TV	Direct
Ice Hockey	Stag Beer	Remote	KSD-TV	Maxon
I'd Like to See	Procter & Gamble Co.		NBC	Compton

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Illustrated News	Arcade Pontiac Dealer	News	WNBW	Kal, Ehrlich & Merrick
Inquiring Photographer	Spear & Co. Furniture	Interviews	WPIX	Direct
INS Newsreel	W. Berman Co., Inc.	Film	WBEN-TV	Bowman & Block
Inside Hollywood	Academy Theaters Theaters	Hollywood News	WWJ	Luckoff, Wayburn & Frankel
Institutional	The Austin Co.	Institutional Films	KSD-TV	Fuller, Smith & Ross
It's a Hit	Wright Motor Co. & Motorola Dealers	Quiz Show	KSD-TV	Westheimer
<b>J</b>				
Junior Jamboree	RCA-Victor Dealers	Children's Variety Studio	ProgramKSD-TV	J. Walter Thompson
Junior Jamboree	W. Bergman Co., Inc.	Studio	WBEN-TV	Bowman & Block
Junior Jamboree	RCA Victor Distributing TV Sets	Children's Show	WWJ	J. Walter Thompson
Junior Jamboree	Ned's Auto Supply Appliances	Children's Show	WWJ	Gerrish Albert
<b>K</b>				
Kiddie Parade	Benson Music Co., & O'Brien Tele. Sales General Electric Products	Live	WBKB	American National Video Prods.
Kid's Baseball Caravan	RCA Victor Distributing TV Sets	Baseball	WWJ	J. Walter Thompson
Kitchen Carnival	Detroit Edison Co. Public Utility	Homemaking	WWJ	Campbell Ewald Co.
Knickerbocker Show	Martin Davis Co. Cameras	Live	WBKB	O'Neil, Larson & McMahon
Knickerbocker Show	Tulip Festival Farms Flowers	Live	WBKB	Syldavis Products, Inc.
Kirk Knight Newscast	Detroit Edison Co. Public Utility	Live Newscast	WWJ	Campbell Ewald Co.
Kirk Knight Newscast	Norge, Div. of Borg Warner Appliances	Live Newscast	WWJ	Campbell Ewald
Alexander Korda	D. H. Holmes Department Store	Drama (Film)	WXYZ	Direct
Korda Feature Film	E. B. Jones & Tower Grove Bank	Film Drama	KSD-TV	Mars



Korda Feature Film  
 Kraft Television Theater  
 Kulka, Fran & Ollie

Film

WBEN-TV  
 NBC

Bowman & Block  
 J. Walter Thompson

Laughter On Records

Walter B. Lloyd  
 Admiral Dealer

Live

KDYL

Atkins & Gilbert

The Laytons

Corning Glass Works  
 Glass Products

Live

DuMont

Direct

Leaders in Industry

Reynolds & Co.  
 Investment Brokers

Studio

WPTZ

Philip Klein

Let's Dance

Arthur Murray  
 Dance Studio

Live

KDYL

Gordon Crowe

Let's Have Fun

Lit Bros.  
 Department Store

Live

WCAU-TV

Direct

Let's Learn to Dance

George's Radio & TV Co.  
 Philco

Variety

WNBW

Robert J. Enders

Let's Look at the News

Taylor Mfg. Co.  
 Tile

News

WTMJ

Direct

Little Otto

Pure Oil Co.  
 Teldisco, Inc.

Live

WBKB

Leo Burnett

Vincent Lopez

TV, Radio Sets Equipment

Live

WABD

Green-Brodie

**M**

Madhatters

George F. Stein Brewery  
 R. J. Reynolds Tobacco Co.

Novelty Band

WBEN-TV

H. J. Weil

Madison Sq. Gdn. Events

Ford Motor Co.

Remote

CBS

William Esty

Madison Sq. Gdn. Events

General Foods Corp.

Remote

WCBS-TV

Benton & Bowles

Madison Sq. Gdn. Events

Knox the Hatter

Remote

WCBS-TV

Geyer, Newell & Ganger

Dick Mansfield Show

Thompson's Dairy  
 Dairy Products

Safety Cartoonist

WMAL-TV

Lewis Edwin Ryan

Mary, Kay & Johnny

Whitehall Pharmacal Co.  
 Sam's, Inc.

Man on Street

NBC

Dancer-Fitzgerald-Sample

Meet the People

Department Store

Man on Street

WWJ

Stockwell & Marcuse

Messing's Prize Party

Messing Bakers

Live

WCBS-TV

Blaine-Thompson

Midget Boxing

Reed Candy Co.

Live

WBKB

Hill Blackett

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
The Missus Goes A-Shopping	B. T. Babbitt, Inc.	Live	WCBS-TV	Duane Jones
The Missus Goes A-Shopping	Coburn Farm Products	Live	WCBS-TV	Modern Merchandising Bureau
The Missus Goes A-Shopping	Manhattan Soap	Live	WCBS-TV	Duane Jones
The Missus Goes A-Shopping	C. F. Mueller Co.	Live	WCBS-TV	Duane Jones
The Mrs. Goes Golfing	Philco Dealers	Comedy	KSD-TV	Marjorie Wilten
Tom Mix	Leaf Gum Co.	Film	WBKB	Turner
Modern Food Magic	Butler Bros. for International Harvester	Dramatic	KSD-TV	Direct
Modern Living—American Plan	American Stores Co.	Live	WCAU-TV	Direct
Movie of the Week	Stravell-Paterson Philco Distributors	Film	KDYL	Direct
Mummers Parade	N. Snellenburg Department Store	Remote	WPTZ	Solis S. Cantor
Music for Michigan	Detroit Edison Co. Public Utility	Music	WWJ	Campbell Ewald Co.
Music Shoppe	Lubar Radio & Appliance Capehart	Musical	WNBW	Alvin Epstein
Name You Can Trust in Rubber & Where Safety Starts	William Sherry Tire Co., Inc. Tires	Film & Slides	WRGB	Direct
National Sports Gallery	First National Bank	Film	WPZ	B. B. D. & O.
Naturally Yours Film	Lambert Pharmacal Co. Shampoo	Women's	WWJ	Lambert & Feasley
Nature of Things	Motorola Automobile Radios	Newsreel	NBC	Gourfain-Cobb
NBC Newsreel	General Electric Co.	Newsreel	KSD-TV	NBC
NBC Newsreel	General Electric Co. All Products	Newsreel	NBC	Maxon
NBC Newsreel	General Motors Automobiles	Newsreel	NBC	D. P. Brother
NBC TV Newsreel	Bluebonnet Beer	News	WBAP-TV	Grant

NBC Newsreel	George's Radio & TV Co. Philio	News	WNBW	Robert J. Enders
NBC News Review of the Week	Disney Hats Men's Hats	News	NBC	Grey
NBC Washington Newsreel	Raleigh Haberdasher Clother	News	WNBW	Henry J. Kaufman
Needle Shop	Martin Fabrics Co.	Live	WABD	Alley & Richards
The Needle Shop	Martin Fabrics Velvet Cloth	Live	WABD	Alley & Richards
News	Wm. Cammeron Company Retail Lumber	News	WBAP-TV	Direct
News	Camel Cigarettes Tobacco		WSPD	NBC
News	Cook County Motors New Cars	Film		Malcolm-Howard
News	General Electric Electric Appliances		WSPD	NBC
News	Disney Hats Hats		WSPD	NBC
News in Pictures	Adam Meldrum & Anderson	Studio	WBEN-TV	Direct
News in Pictures	Kobacker's Department Store	Studio	WBEN-TV	Bowman & Block
News Program	L. C. Worman	News	WSPD	Direct
Newsreel	DuMont Television Sets	Film	WFIL-TV	Buchanan
Newsreel	Lee Hat Co. Disney Hats	Film	WBKB	Grey
Newsreel	Bendix Aviation	Film	WGN-TV	MacManus, John & Adams
Newsreel	Commonwealth Edison Utilities	Film	WGN-TV	J. R. Pershall
News Roundup	Peake Motor Co. DeSoto-Plymouth Dealer	News	WNBW	Henry J. Kaufman
News Tape	Howard Johnson	News Tape	WBZ	Chambers & Wiswell
News Tape	United Distributors	News Tape	WBZ	Copley
Nancy Niland	W. S. Peace Real Estate	Live	WCAU-TV	Direct
Now I'll Tell One	Turner Brothers Retail Clothes	Live	WBKB	Guenther-Bradford
Nu Way Cooking School	Danahy-Faxon Stores	Remote	WBEN-TV	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Off the Record	George's Radio & TV Co. Philio	Musical	WNBW	Robert J. Enders
Okay Mother	Sterling Drugs Various Products	Live	WABD	Knox Reeves
Olympic Films	Chevrolet Div. of G. M. Autos	Sports	WWJ	Campbell Ewald Co.
Olympic Games	General Petroleum	Sports	KTSL ABC	West-Marquis Robert J. Enders
On the Corner with Henry Morgan	Admiral Corp. Radios, TV Sets, Appliances	Live	WRGB	Direct
On the Job	Snappy Men's Shop Men's Clothing	Field & Stream Sports	WXYZ	Winius-Drescher-Brandon, Inc.
Outdoors in Louisiana	Jackson Brewery JAX Beer	Studio Variety	WPTZ WWJ	Direct J. Walter Thompson
Open House	Corn Exchange National Bank	Variety	WMAL-TV	Robert J. Enders
Open House	RCA Victor Distributing TV Sets	Live	DuMont	Lennen & Mitchell
On Wings of Thought	George's Radio Electric Appliances	Studio	WPTZ	Philip Klein
The Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	Interview	WTMJ	Cramer-Krasselt
Outstanding Women	William Weisburg Sons Furs	Printed News & Slides	WRGB	Direct
Packer Previews	Broadway House of Music TV Sets	Printed News & Slides	WRGB	Direct
Page Printer News	Webster Motor Sales, Inc. Ford Cars	Film	WPTZ	Fein & Schwerin
Page Printer News	Colonial Ice Cream Co. Dairy Products	Live	WCBS-TV	Duane Jones
Paris Cavalcade of Fashion	Lichterman Furs	Live	WFIL-TV	Clements
Party Game	Mennen Co.			
Personality Show	Blue Suds			

Philco Playhouse	Columbia Wholesalers Philco Products	Film	WMAL-TV	Kal, Erlich & Merrick
Philco Teletalent	Roycraft Co. Philco Distributor	Amateur Talent	KSTP-TV	Melamed Hobbs
Philco Television Playhouse	Philco Corp. Radios, TV Sets, Record Players		NBC	Hutchins
Philco Touchdown	Philco—Vim Electric Radios, TV Sets		NBC	Hutchins
Philco Variety Premiere	Philco Corp. Radios, TV Sets, Appliances	Russ David, Pianist	ABC	Hutchins
Piano Portraits	Anheuser-Busch Budweiser Beer		KSD-TV	D'Arcy
Pictorial News	Havens Electric Co. Electrical Appliances	Pictures with Live Comment	WRGB	Direct
Picture This	Vick Chemical Co.	Sports	NBC	Morse International
Pigskin Parade	Southern Brick Co. Building Materials		WTVR	Direct
Player of the Day	Goodall Clothing	Remote	WGN-TV	R. & R.
Players of the Day	Sunbeam Shavemaster	Remote	WGN-TV	Perrin & Paus
Polo Games	Kiesel Coal Co.	Sports	WTMJ	Direct
Power's School of Charm	Philco Distributing TV Sets	Women's Show	WWJ	Wm. I. Denman, Inc.
Prime Ribbing	L. K. Ward Stores Freezers	Quiz	KTSL	E. S. Kellogg
Quarterback Quiz	Mennen Co.	Live	WCBS-TV	Duane Jones
Quick on the Draw	Erwin Chevrolet Cars	Studio	WPTZ	Gray & Roberts
Quizdom Class	Alexander's Dept Store		WJZ-TV	William Warren
Quizette	Russo's Appliance Co. TV Receivers	Live & Slides	WRGB	Nolan & Twitchell
Races	Old Country Trotting Assn.	Remote	WABD	B. B. & O.
Record Rendezvous	Frost Refrigerators Electrical Appliances, TV Sets	Musical Variety	WPIX	Borough

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Record Rendezvous	Participating (4 Sponsors)	Musical	WPIX	Various
Road Show	Gulf Oil Corp Gasoline, Oil		NBC	Young & Rubicam
Roar of the Rails	A. C. Gilbert Co. Toy Electric Trains		CBS	Charles W. Hoyt
Roblee Fanfare (Baseball & Football)	Brown Shoe Co. Roblee Shoes for Men	Remote	WABD	Leo Burnett
Rodeo	William Wrigley, Jr. & Co. Spearmint	Remote	CBS	Ruthrauff & Ryan
Roundy's Football Forecast	Murray's Restaurant	Football Predictions	KSTP-TV	Fadell
Roving Camera	Anheuser-Busch Budweiser Beer	Film	KSD-TV	D'Arcy
Royal Winter Fair	Canadian General Electric	Film	WBEN-TV	Direct
Salute to Industry	Marine National Bank	Educational	WTMJ	Cramer-Krasselt
Salute to Youth	Filene's Dept. Store	Interview	WBZ	L. B. Hawes
Santa Claus	Sears-Roebuck Co.	Children's Program	KSD-TV	Westheimer
Scoreboard	Local Loan Co.	Studio	WGN-TV	Van Hecker
Scoreboard	Nelson Bros. Furniture	Studio	WGN-TV	George Hartman
Scoreboard	William Hahn & Co. Shoes	Sports	WNBW	Henry J. Kaufman
Scoreboard	Ford Dealers	Sports	WSB	J. Walter Thompson
Second Guesser	National Plywoods, Inc. Amerwood	Live	WENR-TV	MacDonald-Cook
Stan Shaw	Teldisco, Inc. TV, Radio Sets & Equipment	Live	WABD	Green-Brodie
Shawmut Daily Newsteller	National Shawmut Bank	Film	WBZ	Doremus
Shawmut Home Theater	National Shawmut Bank	Films	WBZ	Doremus Co.
Shawmut Review	National Shawmut Bank	Co-op News Films	WBZ	Doremus Co.
Shoe Fashions	Brown Shoe Co.	Studio Fashion Show	KSD-TV	Leo Burnett & Co.
Shoppers Guide	Participating Prog. (35 Sponsors)	Studio	WBEN-TV	
Sitting Pretty	Peirce-Phelps Appliances	Studio	WPTZ	Adrian Bauer

Sketchbook	J. L. Hudson Co. Department Store	Variety	WWJ	Wolfe Jickling Dow & Conkey
Ski Show	Wolfe Sporting Goods	Live	KDYL	George Baker
Small Fry	Fischer Baker Co. Bread	Live	WABD	Scheck
Small Fry	General Foods	Live & Film	WABD	Benton & Bowles
Small Fry	Whitehall Pharmacal Co Kolynos Toothpaste	Live	WABD	Dancer-Fitzgerald-Sample
Softball	Donaldson Jones Jewelry	Remote	KDYL	Direct
Softball	Pinney Beverage	Remote	KDYL	Direct
Spare Room	Tifford Furniture & Appliance	Live	WABD	H. C. Morris
Sparkling Time	Pepsi Cola Everess	Live	WGN-TV	Presba-Feller & Presba
Sport Names to Remember	Austin Nichols & Co. Wine	Slides & Announcer	WABD	Alfred Lilly
Sports Ace	Cunningham's Drug Stores Drugs	Sports	WWJ	Simons-Michelson
Sports Album	Dowd Sporting Goods Co.	Film	KSD-TV	Direct
The Sports Album	Magnus Beck Jewelry	Film	WBEN-TV	Moss-Chase
Sports Album	F. & M. Shaefer Brewing Co.	Remote	WCBS-TV	B. B. D. & O. Ruthrauff & Ryan
Sports Album	Dodge Div. of Chrysler Corp. AUTOS	Sports	WJZ-TV	
Sports Album	Schmidt Brewing Co. Beer	Sports	WWJ	Simons Michelson
Sports Events	Main Line Distributor Co. RCA TV Sets	Sports	WSPD	Direct
Sports News	H. Seeberg, Inc.	Live	WBEN-TV	Greenfield Lippman
Sports Previews	Skillern's Drug Retail Drug	Sports	WBAP-TV	Grant
Sports Program	Posmanturs	Interviews	WBEN-TV	H. J. Weil
Sports Program	George F. Stein Brewery	Interviews	WBEN-TV	H. J. Weil
Sports Roundup	E. W. Edwards & Son	Live	WBEN-TV	Direct
Sports Roundup	Plankington Packing Co. Meals	Sports	WTMJ	Cramer-Krassell
Sports Scrapbook	Wm. Gretz Brewing Co. Beer	Studio	WPTZ	Seeberhager, Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Sports Thrills	Manhattan Auto & Radio Motorola	Sports	WNBW	Henry J. Kaufman
Sports Window	B. F. Goodrich Tires, Appliances	Live	KDYL	Hickox & Donahue
The Sportsman	Ennis Motors, Inc. Used Cars	Sports	WTMJ	Direct
Sportsman's Corner	Peter Fox Brewing Co.	Live	WGN-TV	H. W. Kastor
The Sportsman's Quiz	Edgeworth Tobacco		CBS	Warwick & Legler
Sportsman's Quiz	Sports A-Field Pub. Co. Publication		CBS	Warwick & Legler
Sportsmen's Show	U. S. Rubber Co. Tires		CBS	Campbell-Ewald
Sportsman's Show	Barbey's, Inc. Beer	Studio	WPTZ	Gray & Rogers
Squash Match	Hahn Lutz Motor Sales Autos	Sports	WWJ	Wm. I. Denman, Inc.
Stars Are Bright	Comfort Bedding Mfg. Co.	Quiz	KTTV	Milton Weinberg
Stars of Tomorrow	Rubin's, Inc. Clothing	Remote	WGN-TV	Malcolm-Howard
Ted Steele	General Mills	Live	WABD	Dancer-Fitzgerald-Sample
Ted Steele	Teldisco, Inc. TV, Radio Sets, Equipment	Live	WABD	Green-Brodie
Stop Me If You've Heard This One	Davega Sporting Goods	Variety	NBC	Alfred J. Silverstein, Bert Goldsmith
Stop Me If You've Heard This One	George's Radio & TV Co. Philo		WNBW	Robert J. Enders
Stop the Clock	Elliot Lewis Corp.	Live	WCAU-TV	Joseph Lowenthal
Stop the Clock	Snellenburgs Dept. Store	Live	WCAU-TV	Joseph Lowenthal
The Street Singer	George's Radio & TV Co. Philo	Musical	WNBW	Robert J. Enders
Strippling Show	W. C. Strippling Co. Department Store	Films	WBAP-TV	Howard Caraway
Stump the Artist	John F. Daly, Inc. Ford Dealer	Live	WCAU-TV	E. L. Brown
Styles in Song	Albany Television Headquarters TV Receivers	Live	WRGB	Argos Adv. Agency



Sunday Night Feature Film	George's Radio & TV Co. Phitco	Film	WNBW	Robert J. Enders
Sunset Valley Barn Dance	F. C. Hayer RCA-Victor Products	American Folk Music RCA-Victor	KSTP-TV	Direct
Gloria Swanson Hour	A. S. Beck Shoes	Women's	WPIX	Dorland
Swap Shop	Jacques Kreisler Jewelry	Live	WFIL-TV	Grey
The Swift Show	Swift & Co.		NBC	McCann-Erickson
<b>T</b>				
Talent Show	Harry Krouse Studebaker	Live	WFIL-TV	Taubman
Talent Scouts	Lipton Tea Co. Tea, Noodle Soup	Live	CBS	Young & Rubicam
Tales of the Red Caboose	Lionel Corp. Model Trains	Teenage	ABC	Reiss
Tawny L.	Mary Lewis, Inc. Fashion Shops	Musical Variety for Teenagers	WPIX	Flint
Teen Bar	Pepsi Cola Bottlers of St. Louis	Live	KSD-TV	Jim Daugherty
Telecharades Preview	Erie Clothing Co.	Live	WBKB	Gourfain-Cobb
Telefilm Snapshots	Glen Earl RCA Distributor	Film	KDYL	George Baker
Telefoto News	Schuneman's, Inc. Department Store	Local News Film	KSTP-TV	Direct
Tele-Kiddie Club	Wildenrotter & Co.	Live	WATV	Scheer Adv.
Tele-News	Chevrolet Dealers	Newsreel	KSD-TV	Campbell-Ewald
Telenews	Kierulff & Co. Motorola	Newsreel	KTSL	W. B. Ross
Telenews	Babee Tenda Distributing Co.	Film	WBEN-TV	Bowman & Block
Telenews	Buffalo Electric Co.	Film	WBEN-TV	Bowman & Block
Telenews	Martino Radio Service	Film	WBEN-TV	Bowman & Block
Telenews	General Motors Corp. Chevrolet	Film	WBKB	Campbell-Ewald
Telenews	Chevrolet	News	WTTC	Campbell-Ewald
Telenews Daily	Frederick & Nelson Department Store	News	KRSC-TV	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Telenews Digest	Kopf Motor Sales Co. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	Lownsburg Chevrolet Co. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	Weissenberger, Carl F., Inc. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	White, Jim, Chevrolet Co. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	Gimbel Bros., Inc. Department Store	Newsreel	WTMJ	Direct
Telenews Film	Chevrolet	Film	WFIL-TV	Campbell-Ewald
Telenews Weekly	Chevrolet Div. of G. M. Autos	News	WWJ	Campbell-Ewald
Tele-Quiz-Calls	Union Electric Co.	Quiz & Charades	KSD-TV	Gardner
Telesports	Gunther Brewing Co. Beer	Sports	WNBW	W. Wallace Orr
Television Talent Test	Packard-Bell Co. Radio, Phonographs, TV Sets	Variety	KFI-TV	Abbott-Kimball
Television Tenn Town Televising Television	Stewart-Warner Dealers Austin Co. Engineers	Musical Variety Film	KSD-TV WNBW	Direct Fuller Smith & Ross
Televising Television	Austin Co.	Film	WSB	Fuller Smith & Ross
Television Matinee	Philadelphia Electric Co. Appliances	Studio	WPTZ	Direct
Television Matinee	Philco Distributing TV Sets	Women's Show	WWJ	Wm. I. Denman, Inc.
Television Party	Grinnell's Music Shop Radios, Records, etc.	Variety	WWJ	Simons-Michelson
TV Playhouse	Philco		WSPD	Wm. Denman
Television Televised	Austin Engineering	Documentary	KTSL	Fuller Smith & Ross
Television Televised	The Austin Co. TV Station Engrs.	Film	WABD	Fuller Smith & Ross
Television Televised	Austin Co.	Architectural Films	WBZ	Fuller Smith & Ross
Television Televised	The Austin Company Industrial Architects	Film	WRGB	Fuller Smith & Ross
Television Televised	Austin Company Builders	TV Film	WWJ	Fuller Smith & Ross

Television Theater	Philco Distributing TV Sets	Feature Film	WWJ	Wm. I. Denman, Inc.
Television Varieties	W. Bergman Co., Inc.	Studio	WBEN-TV	Direct
10-Min. News Program	Andrea Radio Corp. Radio & TV Equip.	Live	WABD	Royal de Guzman
Test Pattern	Jackson Brewery JAX Beer	Test Pattern	WXYZ	Winius-Drescher-Brandon, Inc.
Texaco Star Theater	The Texas Co. Gasoline, Oil	Live	NBC	Kudner
Texas News	Bluebonnet Beer	News	WBAP-TV	Grant
Texas News	Burlington Lines (FW&DC) Transportation	News	WBAP-TV	James McBride
Texas News	Nicholson-Jones Motor Co. Lincoln-Mercury Cars	News	WBAP-TV	James McBride
Texas News	Texas Electric Service Public Utility	News	WBAP-TV	Direct
13 Stake Races	Local Chevrolet Dealers of N. Y.	Remote	WCBS-TV	Campbell-Ewald
This Is Drum Point	Drum Point Corp.	Documentary Film	WTTG	Art Ads Adv. Agency
This Is Television	Austin Company	Documentary Film	WTTG	Fuller Smith & Ross, Inc.
Those Keen Teens	Taylor Electric Co. Records	Variety	WTMJ	Gux Marx
Toast of the Town	Emerson Radio & Phonograph Radios, TV Sets, Phonographs		CBS	Blaine-Thompson
Today's Headlines	Participating (9 Sponsors)	Film	WPTZ	Various Agencies
Tom & Jerry	Lincoln-Mercury Dealers	Comedy	KSD-TV	Western Press
Tomorrow's Celebrities	Matusek Academy of Music	Live	WENR-TV	Lazarus
Tonight On Broadway	American Tobacco Co.		CBS	Foote, Cone & Belding
Tots, Tweens & Teens	R. H. Macy & Co. Clothes	Live	WABD	Manning
Touchdown	Southeast Furniture	Film	KDYL	Harris
Touchdown	Philco Dealers	Film	KSD-TV	Marjorie Wilten
Touchdown	Roycraft Co. Philco Distributor	Football Highlights	KSTP-TV	Melamed Hobbs
Touchdown	Star Outfitting Co. Philco	Football	KTSL	Noble
Touchdown	Philco Distributors	Film	WBKB	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Touchdown	Joseph M. Zamoiski Co. Philco	Sports	WNBW	Kal, Ehrlich & Merrick
Touchdown	Philco Distributor Radios	Film	WPTZ	Julian Pollock
Touchdown	King Hardware Co.	Film	WSB	Direct
Touchdown	Ed Schuster & Co. Department Store	Sports	WTMJ	Cramer-Krasselt
Touchdown	Commonwealth Sales Corp. Philco TV Sets	Sports	WTVR	Direct
Touchdown Film	Ned's Auto Supply Appliances	Sports	WWJ	Gerrish Albert
Touchdown Film	Philco Distributing TV Sets	Sports	WWJ	Wm. I. Denman, Inc.
Touchdown Highlights	Ellison Furniture Co.	Sports	WBAP-TV	Direct
Touchdown Time	Philco	Sports	WSPD	Wm. Denman
Touchdown Tips	Empire State Distributors TV Receivers	Film & ET	WRGB	G. R. Nelson, Inc.
Touchdown Topics	Grady Motors	Sports Interviews	WMAL-TV	Harwood Martin
Training Camp Film	Philco Distributing TV Sets	Baseball	WWJ	Wm. I. Denman, Inc.
Travelogues	U. S. Tire Service Rubber Products	Film	WPTZ	Direct
Trotting Races	Victor & Company	Remote	W8EN-TV	Bowman & Block
20-Min. Telenews	General Motor Corp., Chevrolet Div. Chevrolet Cars	Film	WABD	Campbell-Ewald
Two Ton Baker Party	Sparks-Withington Appliances	Live	WGN-TV	Brooke, Smith, French & Dorrance

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Uncle Mistletoe Under the Basket	Marshall Field & Co. King Packard Sales	Live Interview	WENR-TV WTMJ	Foote, Cone & Belding Rahn-Chlupp
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Varga Fashion Show Variety Show	Varga Fashions Dearborn Motors Corp. Autos	Fashions Variety	WATV WWJ	G. G. Felt Direct
RC Victor Varieties	Southern Wholesalers RCA	Variety	WN8W	Henry J. Kaufman

Warrior of the Week	Reliable Motors	Live	WFIL-TV	Feigenbaum
Washington Capitals	National Brewing Co.	Sports	WTTG	Owen & Chappell
Washington Senators	Chesterfield	Baseball	WTTG	Newell-Emmett
Washington Senators	Ford Motor Co.	Sports	WTTG	J. Walter Thompson
Weather Man	Buten Paints	Studio	WPTZ	Philip Klein
Weather Report	Napier & Scott	Weather	KRSC-TV	Advertising Counselor:
Weather Show	Fuel Dealer			
	Confort Products	Studio	WPTZ	C. A. White, Jr.
	Household Products			
Weekly News Roundup	H. G. Hill	News	WXYZ	Fitzgerald
	Grocery			
Welcome Aboard	Admiral Radio Corp.		NBC	Cruttenden & Eger
	Radios, TV Sets, Appliances			
We, the People	Gulf Oil Corp.		CBS	Young & Rubicam
	Gasoline, Oil			
Western Films	Fisher Baking Co.	Film	WATV	Scheck Adv.
What's New in the Stores	Sanforized Div. of Cluett Peabody	Commentary with Live Models	KSD-TV	Young & Rubicam
Wild Life Program	Wild Life Mgmt. Inst.	Discussions	KSD-TV	Direct
Winter Olympic Games	Chevrolet Motor Co.	Film	KSD-TV	Campbell-Ewald
Wit's End	Mort Farr	Live	WCAU-TV	Ed Shapiro
	Electrical Appliances			
Bob Wolff Sports Clinic	Southern Venetian Blind Co.	Sports	WTTG	Direct
Woody Willow	Foremost Dairies	Puppets	WSB	Newman Lynde
Woodward, Miss Rebecca	Adv. Service	Soprano Soloist	KSD-TV	Ross
World Series Film	Liggett & Myers	Film	WABD	Newell-Emmett
	Chesterfield Cigarettes			
World Series Previews	Paul Schulte Motors	Interviews & Commentary	KSD-TV	Gordon-Marshall
	Kaiser-Fraiser			
World Series Previews	George's Radio & TV Co.	Sports	WNBW	Robert J. Enders
	Philco			
World Series Reviews	George's Radio & TV Co.	Sports	WNBW	Robert J. Enders
	Philco			
Wrestling	Glenn Earl, RCA Distb.; Pullman Trailers; Walter B. Lloyd, Admiral	Remote	KDYL	George Baker

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Wrestling	Falstaff Brewing Corp.	Remote	KSD-TV	Dancer-Fitzgerald-Sample
Wrestling	Hyde Park Brewing Assn.	Remote	KSD-TV	Gardner
Wrestling	American Shops, Inc. Men's Suits	Remote	WABD	William N. Schoor
Wrestling	Great Gadgets Co. Pocket Pro.	Remote	WABD	Piedmont
Wrestling	Pioneer Scientific Corp. Polaroid TV Filter	Remote	WABD	Cayton
Wrestling	Southern Select Beer	Sports	WBAP-TV	Ruthrauff & Ryan
Wrestling	George F. Stein Brewery	Remote	WBEN-TV	H. J. Weil
Wrestling	Victor & Co.	Remote	WBEN-TV	Bowman & Block
Wrestling	Harry Alter Co. Crosley Products	Remote—Live	WBKB	Malcolm-Howard
Wrestling	Hudson Dealers of Greater Chicago	Remote—Live	WBKB	Malcolm-Howard
Wrestling	Atlantic Brewing Co.	Remote	WGN-TV	W. B. Burnett
Wrestling	General Electric Supply Corp.	Remote	WMAL-TV	M. Belmont Ver Standig
Wrestling	A. Gettelman Brewing Co. Beer	Sports	WTMJ	Scott, Inc.
Wrestling	Ross Co., Inc.	Sports	WTTG	Mellor and Wallace
Wrestling	Ford Motor Co.	Sports	WWJ	J. Walter Thompson
Wrestling (Ridgewood)	Ripley Clothes Men's Wear	Sports	WPIX	Bobby
Wrestling, St. Nicholas Arena	Trommers Beer, Ale	Remote	WNBT	Federal
Write Your Way	Esterbrook Pens	Studio	WPTZ	Aitkin-Kynett
Yesterday's Headlines	Abbott's Dairy Ice Cream	Film	WCAU-TV	Richard A. Foley
Yesterday's Newsreel	L. Lewis Cigar Mfg. Co.	Film	WCBS-TV	Lewis Adv.
You Name It	Lacy's Motorola	Quiz	WNBW	Henry J. Kaufman
Your New York	Participating (40 Sponsors)	Newsreel	WPIX	N. Y. News
Your Weatherman in Person	General Electric All Products	Weather	WNBW	M. Belmont Ver Standig

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# TELEVISION HIGHLIGHTS — 1948

(From the Files of **RADIO DAILY**)

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## **JANUARY**

- 3—Full page ads in 37 newspapers in 18 television cities announced NBC's plan to create a coast-to-coast television network, centering around three "regional" webs, one of which is currently in existence. The same ad predicts the employment of a quarter-million people in tele manufacturing and broadcasting "within a few years."
- 7—Expansion of Television in its first "boom year" gets off to a strong start during this, the initial year of 1948, with six new stations expected to begin operations before the end of January to add to the 16 now in commercial operation.
- 12—After a lull of a few months, the television "bandwagon" speeded up at the weekend, with eleven more applicants climbing aboard—the largest group in a long time. Not since the rush, following the end of the war, have television applications poured into the FCC at such rapid rate.
- 21—In a move designed to carry out a tentative agreement between the United States and Canada, the FCC yesterday proposed changes in Television allocations in the areas close to the Canadian border.
- 23—Extensive plans for television coverage of the Republican and Democratic national conventions in Philadelphia next spring—video's most ambitious undertaking to date—are rapidly taking shape and expected to be in smooth operating shape well in advance of the first call to order.
- 27—The rapidly expanding television industry is a potential major market for films, and their use will be "unlimited" in the commercial and programming phases of the medium, broadcasters, agency execs and film reps were told yesterday at the video conference at the Hotel Commodore.

## **FEBRUARY**

- 2—ABC announced Friday accelerated plans for television operation in five cities before the end of this year, including the establishment of three preliminary regional chains which will form the nucleus of a later nation-wide network.
- 11—Television's sweeping development toward maturity in all phases in recent months has

set the stage for what appears to be a hotly-contested race among the major transcription firms to enter video on a large scale by spring or late summer.

- 16—London—An experimental theater television service to six cinema palaces in the London area will be put into operation sometime this year, according to plans by the J. Arthur Rank Organization through its subsidiary, Cinema Television, Ltd.
- 24—The FCC has announced the temporary assignment of three high-frequency bands for television pickups, studio transmitter links and intercity video relay, at the same time refusing again to recognize a specific need for bands for theater tele.
- 27—Television rights will be an important stipulation of the 1948 Fair Practices Code now being set up between the Entertainment Managers Association and the American Guild of Variety Artists, it was disclosed yesterday.

## **MARCH**

- 10—Major networks' campaign to line up affiliates for their prospective video webs during the current year moves into high gear this month with both NBC and CBS holding confabs to mull future problems and agreements.
- 11—Official opening of WBAL-TV, Baltimore, today marks the first use of NBC's new temporary relay link between Philadelphia and that city, thus making it the first network with access to independent relay facilities between New York and Schenectady, Baltimore and Philadelphia.
- 15—Entire question as to whether or not television broadcasters may legally prohibit the use of their programs on movie screens will be explored by an organized group of independent theater owners Wednesday, and a test case to force the issue may be made to resolve the problem.
- 19—Television got the green light to use live music for the first time in history yesterday as the major networks and the American Federation of Musicians reached a "complete settlement" on all issues which have been in negotiation since last December.

- 24—A. T. & T.'s new rates for its coaxial cable and relay, scheduled to go into effect on May 1, will be filed with the FCC next week, it was announced yesterday by Bartlett T. Miller, veepee. Proposed rates will cost the broadcasters \$35 a month per air-line mile.
- 29—London—Expected flare-up between musicians and performers here and the BBC regarding television contracts has resulted in a ban on union members in the medium after May 31, it was announced last week after a joint meeting of Equity, Variety Artists Federation and the Musicians Union.

### **APRIL**

- 6—New York City Government is making an all-out effort to pave the way for TV expansion as one of the town's potentially greatest industries—and making certain TV won't go west the way films did 20 years ago.
- 13—Hitherto unexplored facet of television's ability to do a public relations selling job will be tested for the first time on a large scale by a major industrial organization tonight via a nine-city campaign undertaken by the Union Oil Company of Los Angeles, Calif.
- 16—FCC chairman Wayne Coy this week declared the television industry is currently "booming," and predicted that the present rate of its development will mean that over 400 stations will have been granted by the end of this year.
- 20—DuMont network is prepared to make its video fare available to motion picture theaters when and if film distributors reciprocate by providing the web use of feature pictures, Dr. Allen B. DuMont revealed yesterday.
- 23—Major set manufacturers, long nettled over continued price-cutting and other "malpractices" on part of dealers in eastern cities, and particularly New York where traffic is heaviest, have been forced to take the drastic step in recent weeks—outright withdrawal of franchises.
- 27—The TBA told the FCC over the week-end that television relay rates filed with the Commission this winter by AT&T are "discriminatory, excessive and unreasonable," and asked a hearing before the Commission on the schedule.

### **MAY**

- 8—FCC over the weekend proposed a new rule on the minimum time limit on the air for video stations patterned after suggestions filed by the Television Broadcasters Associa-

tion in March. Exceptions are to be filed by May 28.

- 12—NBC and RKO-Pathé yesterday signed a five-year pact whereby the network leases three sound studios and an entire floor of office space in the film company's studio building at 106th Street and Park Avenue, in Manhattan. Pact gives NBC a total of five studios in N. Y. C. alone.
- 18—Video looms as a definite threat for theater box-office and its power to keep people at home more than ever is already reflected in curbed movie attendance, a survey made recently by Foote, Cone & Belding (N. Y.) revealed.
- 19—CBC board of governors announced yesterday its policy on television and emphasized that in view of the limited number of frequencies likely to be available, it will "exercise great care in recommendations regarding applications from individuals or private companies for television licenses."
- 25—FCC announced this week a new policy on hearings of television applications—designed to fit in with the new allocation plan outlined early this month—which is expected to result in a delay of further hearings for new stations in most large cities.
- 26—British press, pointedly indifferent toward the development of television in the United Kingdom since the end of the war, recently executed an about face which is interpreted in trade sources as indicating serious concern over the medium's progress in the UK, in comparison with television in the United States.

### **JUNE**

- 3—RCA has developed a new 500-watts video transmitter which will facilitate the extension of TV service to cities of 50,000 population and enable smaller station to act as network outlers or to originate their own programs, it was announced yesterday.
- 9—Formal dedication of Westinghouse Television station WBZ-TV marked by a substantial expansion of programming, and featuring religious, government and business leaders of the community will be held in Boston tonight.
- 10—Initial results of the first comprehensive study of the growth, impact and effect of television on a typical American community on a continuing basis were revealed yesterday by the Newell-Emmett Company, one of the major ad agencies active in video at the moment.



15—The Dominion Government, currently becoming more concerned over preparations for the advent of television in Canada, was urged in the house of Commons this week to "get a move on" before Canada is "invaded" by programs from the United States.

22—Philadelphia—Television opened its most ambitious schedule yesterday with a full-day airing of the opening of the Republican National Convention here—an occasion which had been provided with perhaps the greatest video promotion of any special event in the short history of the medium.

24—Television took another giant stride forward last night when the Westinghouse Electric Corporation and the Glen L. Martin Company successfully demonstrated "Stratovision" from an airborne transmitter cruising at an altitude of 25,000 feet in the vicinity of Pittsburgh.

### JULY

6—Specific action to prevent "unauthorized" pickups of video coverage of the up-coming Democratic National Convention in Philadelphia was taken over the weekend by the Television Committee for Coverage of National Political Conventions.

9—Details of the tentative agreement between the United States and Canada regarding TV channels in the border regions were announced yesterday by the FCC, and were met with complaints that some provisions of the pact would limit opportunity for power expansion by outlets in the areas concerned.

13—Television stations throughout the country will soon have at their disposal a film library covering important world-wide events as the result of a long-term agreement for joint establishment of a television news service signed yesterday by Spyros P. Skouras, president of 20th Century-Fox and Hugh Baillie, President of the United Press Association.

19—Completion of plans for its N. Y. video studio, to occupy the width of a city block between 66th and 67th streets off Central Park West, was announced Friday by ABC, construction of which is to begin immediately.

27—The FCC was told yesterday by ABC that most of the new proposals for TV channel reallocation "were based upon a disregard of the effect of tropospheric interference. The ABC presentation was followed by a lengthy presentation on Stratovision, which opened this new phase of the Commission's TV channel reallocation hearing.

### AUGUST

5—Current video boom has skyrocketed to even greater heights than predicted by the most optimistic leaders in the industry, with result that by the end of this year more than 850,000 sets will have been produced and more than 60 stations will be in operation.

11—WJZ-TV, key television outlet of ABC, made its debut as New York's sixth station last night on Channel 7, in perhaps the most elaborate premiere yet accompanying the inaugural of a video opening in any city.

16—Formal application was filed Friday by Westinghouse for first commercial stratovision station to bring television broadcasting to about "6,000,000 people who under the present allocations will not receive protected television." The application is for Channel 8 in the Pittsburgh area.

20—Another experiment designed to test the effectiveness of video in the future conduct of naval warfare will be jointly undertaken by NBC and the Navy Department from an aircraft carrier 35 miles off the New York coast on August 29.

31—Video's explosive commercial upsurge the past six months—the effect of which is being felt in virtually all phases of show business production—has swelled the ranks of independent package firms to almost triple the number feeding their output to TV a year ago.

### SEPTEMBER

2—First official meeting between committees of TBA and NAB to discuss future needs of the video industry and possible co-op between the two associations was held yesterday at the Waldorf-Astoria, N. Y.

20—In what is considered to be the heaviest one-shot commercial airtel thus far effected in TV, Kaiser-Frazer will sponsor election night (Tuesday, Nov. 2) coverage on ABC's eastern and mid-west networks, it was announced Friday.

27—Arrival of Motor City's second and third TV stations within the next 30 days, led by opening of ABC's WXYZ-TV on Oct. 9, will focus unprecedented importance on Detroit as a major market, with retailers and set manufacturers setting plans for accelerated activity in that area.

30—Today is UHF Day for the television industry. FCC Chairman Wayne Coy will announce this morning that the Commission has decided to move ahead to insure sufficient channels

for the full development of a competitive TV system, it was learned last night.

### **OCTOBER**

- 1—FCC Chairman Wayne Coy yesterday announced that no further TV applications will be processed for a period of anywhere from a few months to a year or more, pending revision of the engineering standards and allocation table.
- 6—Radio and Television will combine forces today for the greatest coverage of a World's Series in the history of baseball. Approximately 750 radio stations and 19 television stations will be linked together when the Boston Braves and the Cleveland Indians meet for the initial game of the Series at 1 P. M.
- 14—The TV "freeze" imposed by the FCC on hearings and applications will not apply to the Paramount-DuMont case. The Commission promised an early decision on the effect of Paramount's stock ownership in DuMont upon the extent of TV operations by the two companies.
- 19—As the Presidential campaign enters its final two weeks, tele, which heretofore has been left out in the cold as far as political time sales are concerned, is due for an increasing share in the budgets of both major parties.
- 22—Presaging a new era for national and international communications, Ultrafax, a newly developed system of communications, was demonstrated at the Library of Congress yesterday by the Radio Corporation of America.
- 25—First official disclosure that the City of New York is looking toward establishing the first non-commercial television station in the country, within the next year, came from Mayor William O'Dwyer who spoke Friday at the Radio Executives Club luncheon.

### **NOVEMBER**

- 2—Staging a round-the-clock suspense thriller, radio and TV were still going strong at 9 a.m. today, as the army of commentators, newscasters and poll experts at network headquarters await the final countup of electoral votes for the next president of the United States.
- 5—An outside manufacturer will be licensed by Paramount to produce its intermediate theater tele system, it was learned yesterday. Apparatus probably will be available to movie exhibitors sometimes next year at an estimated cost of \$30,000 to \$35,000 per unit.

- 11—American Broadcasting Company yesterday unveiled its newly developed kinescope recording system, which records audio and video simultaneously on 16mm film from a special picture tube.
- 12—Moscow—Government officials here are fast becoming cognizant of potentialities of video for mass information and have inaugurated plans for rapid expansion of the medium. There are two stations already on the air—in Moscow and Leningrad—and others are under construction at Kiev and Sverdlov.
- 26—First tele pickup of an entire opera will be made by ABC Monday night at the Metropolitan Opera Company's opening of the 1948-1949 season. Program will be sponsored by the Texas Company through the Buchanan Agency.

### **DECEMBER**

- 1—Removal of the present 500 ft. limit on TV antenna towers, resulting in wider coverage, was urged yesterday by Dr. T. T. Goldsmith of DuMont in an engineering conference on tropospheric effects before the FCC.
- 8—Milton Berle's Texaco Star Theater presented Tuesday nights on WNBT, New York, and NBC television network, ranks first by a wide margin in a pool of East Coast television and radio editors to determine "Your Favorite TV Program," and obtain an appraisal of their thinking on TV programming.
- 16—First practical use of carrier synchronization to extend TV coverage by reducing interference between stations is now under way on a full time basis between WNBT and WNBW, NBC outlets in New York and Washington, respectively, it was announced yesterday by David Sarnoff, chairman of the board of RCA and the network.
- 28—While complaints that television is killing attendance at local movie theaters are heard from many quarters, the major film producers are rushing plans to use TV for promotion and exploitation of their products, it was learned yesterday, and one company, Universal-International, has already begun servicing stations with publicity material.
- 29—Divorcement of TV from radio on many levels of network operation is in the works, with the first steps along this line expected to be announced during the first quarter of next year, it was learned yesterday. The move will probably be tied in with the advent of large scale day-time programming, expected to get under way about that time.

# TV Construction Permits Granted For Commercial Stations

AS OF JANUARY 1, 1949

## ALABAMA

City	Applicant	Call Letters	Channel No.	Frequency (mc)	ERP Visual-Aural (kw)
Birmingham	Birmingham Bcstg. Co., Inc.	WBRC-TV	4	66-72	14.5—7.7
Birmingham	The Voice of Ala., Inc.	WAFM-TV	13	210-216	26—27.2

## ARIZONA

Phoenix	Phoenix Tele. Co.	KTLX	5	76-82	17.5—8.7
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## CALIFORNIA

Los Angeles	American Bcstg. Co.	KECA-TV	7	174-180	29.4—14.8
Los Angeles	National Bcstg. Co.	KNBH	4	66-72	15—8
Riverside	Bcstg. Corp. of America	KAHO	1	44-50	1—1
San Diego	The Jack Gross Bcstg. Co.	KFMB-TV	8	180-186	20—20.2
San Francisco	American Bcstg. Co.	KGO-TV	7	174-180	28.1—14.6
San Francisco	The Chronicle Pub. Co.	KRON-TV	4	66-72	18.24—19.2
Stockton	E. E. Peffer	KGDM-TV	8	180-186	1.93—1.80

## DELAWARE

Wilmington	WDEL, Inc.	WDEL-TV	7	174-180	1—5
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## DISTRICT OF COLUMBIA

Washington	Bamberger Bcstg. Service, Inc.	WOIC	8	186-192	27.3—14.4
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## FLORIDA

Jacksonville	City of Jacksonville	WJAX-TV	2	54-60	15—7.5
Jacksonville	Fla. Bcstg. Co.	WMBR-TV	4	66-72	14.8—7.4
Jacksonville	Jacksonville Bcstg. Corp.	WPDQ-TV	6	82-88	19.4—10
Jacksonville	Metropolis Bcstg. Co.	WJHP-TV	8	180-186	25.1—13
Miami	Southern Radio & Tele Equip. Co.	WTVJ	4	66-72	1.57—1.786
St. Petersburg	Sunshine Tele Corp.	WSEE	7	174-180	26.2—13.1

## GEORGIA

Atlanta	Constitution Pub. Co.	WCON-TV	2	54-60	15.8—9.05
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## ILLINOIS

Peoria	Peoria Bcstg. Co.	WMBT-TV	6	82-88	17.2—8.6
Peoria	West Central Bcstg. Co.	WEEK-TV	12	204-210	29—14.5
Rock Island	Rock Island Bcstg. Co.	WHBF-TV	4	66-72	13.6—7.6

## INDIANA

Bloomington	Sarkes & Mary Tarzian	WTTV	10	192-198	1—1
Indianapolis	William H. Block Co.	WUTV	3	60-66	14.44—7.6
Indianapolis	WFBI, Inc.	WFBI-TV	6	82-88	28.2—18.1

## IOWA

Ames	Iowa State Coll. of Agr. & Mech. Arts	WOI-TV	4	66-72	13—10.4
Davenport	Central Bcstg. Co.	WOC-TV	5	76-82	22.9—22.9

## KENTUCKY

Louisville	WHAS, Inc.	WHAS-TV	9	186-192	9.6—7.2
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## LOUISIANA

New Orleans	Maison Blanche Co.	WRTV	4	66-72	14.5—7.6
New Orleans	Times-Picayune Pub. Co.	WTPS-TV	7	174-180	21.5—18

## MASSACHUSETTS

Boston	Raytheon Mfg. Co. (Waltham)	WRTB	2	54-60	50—29.8
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## MICHIGAN

Grand Rapids	Leonard Versluis	WLAV-TV	7	174-180	20—10
Kalamazoo	Petzer Bcstg. Co.	WKZO-TV	3	60-66	15.7—7.9
Lansing	WJIM, Inc.	WJIM-TV	6	82-88	20.6—10.3

**CP's FOR COMMERCIAL TELEVISION STATIONS**

**MINNESOTA**

Minneapolis-St. Paul	Minn. Bcstg. Corp.	WCTN-TV	4	66-72	17.9--9.2
Minneapolis-St. Paul	Northwest Bcstg. Co.	KTRV	9	186-192	20.5--15.5

**MISSOURI**

Kansas City	Kansas City Star	WDAF-TV	4	66-72	22--11
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**NEBRASKA**

Omaha	May Bcstg. Co.	KMA-TV	3	60-66	17.8--8.9
Omaha	Radio Station WOW, Inc.	WOW-TV	6	82-88	16.2--8.5

**NEW YORK**

Binghamton	Clark Assoc., Inc.	WNBF-TV	12	204-210	12--11.7
New York	Bamberger Bcstg. Service, Inc.	WOR-TV	9	186-192	9.5--11
Rochester	Stromberg-Carlson Co.	WHTM	6	82-88	16.7--8.7
Syracuse	Radio Projects, Inc.	WSYR-TV	5	76-82	23--12.2
Syracuse	WAGE, Inc.	WAGE-TV	10	192-198	30--15
Utica	Copper City Bcstg. Co.	WKAL-TV	13	210-216	13--11.3
Utica	Utica Observer-Dispatch, Inc.	WVTL	3	60-66	15.5--7.5

**NORTH CAROLINA**

Charlotte	Jefferson Standard Bcstg. Co.	WBT-TV	3	60-66	16.3--8.62
Greensboro	Greensboro News Co.	WTLE	2	54-60	1.67--84

**OHIO**

Cincinnati	Radio Cincinnati, Inc.	WKRC-TV	11	198-204	23--12
Cincinnati	Scripps-Howard Radio, Inc.	WCPO-TV	7	174-180	21--12
Cleveland	Empire Coil Co., Inc.	WXEL	9	186-192	21--13
Columbus	Crosley Bcstg. Corp.	WLWC	3	60-66	15.2--12.8
Columbus	Picture Waves, Inc.	WTVN	6	82-88	14.3--9
Columbus	TV, Inc.	WBNT	10	192-198	28.4--14.2
Dayton	Crosley Bcstg. Corp.	WLWD	5	76-82	18--6
Dayton	Miami Valley Bcstg. Corp.	WGHQ-TV	13	210-216	24--25.2

**OKLAHOMA**

Oklahoma City	WKY Radiophone Co.	WKY-TV	4	66-72	12.1--6.2
Tulsa	George E. Cameron, Jr.	KOVN	6	82-88	16.6--8.5

**OREGON**

Portland	Video Bcstg. Co.	KTVU	3	60-66	15.5--9
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**PENNSYLVANIA**

Erie	Dispatch, Inc.	WICU	12	204-210	3--1.5
Johnstown	WJAC, Inc.	WJAC-TV	13	210-216	6.5--7
Lancaster	WGAL, Inc.	WGAL-TV	4	66-72	1--8.8
Pittsburgh	Allen B. DuMont Labs., Inc.	WDTV	3	60-66	16.6--8.3

**RHODE ISLAND**

Providence	The Outlook Co.	WJAR-TV	11	198-204	30--15
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**TENNESSEE**

Nashville	WSM, Inc.	WSM-TV	4	66-72	14.4--7.2
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**TEXAS**

Dallas	KRLD Radio Corp.	KRLD-TV	4	66-72	46 Pending
Dallas	Lacy-Potter Tele Bcstg. Co.	KBTV	8	180-186	35--18.5
Houston	W. Albert Lee	KLEE-TV	2	54-60	16--8.5
San Antonio	San Antonio Tele Co.	KEYL	5	76-82	17.9--9
San Antonio	Southland Industries, Inc.	WOAI-TV	4	66-72	21.6--10.8

**UTAH**

Salt Lake City	Radio Service Corp. of Utah	KSL-TV	5	76-82	18.4--9.2
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**VIRGINIA**

Norfolk	WTAR Radio Corp.	WTAR-TV	4	66-72	24--12
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**WEST VIRGINIA**

Huntington	WSAZ, Inc.	WSAZ-TV	5	76-82	18.2--9.1
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# TELEVISION TALK

## A Modern Glossary

(Courtesy Caldwell-Clements, Inc. & Radio Corp. of America)

The advent of television has brought with it a new vocabulary born in the research laboratories, studios, factories—indeed, all parts of the industry. As new techniques are developed, new words and new phrases are coined almost daily. What follows, therefore, is a glossary of the new language of a new and vital part of American life:

### A

**AMPLITUDE**—The magnitude of any quantity, particularly voltage or current.

**AMPLITUDE MODULATION**—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture.

**ANTENNA**—An electrical circuit for radiating or receiving electromagnetic waves (radio).

**ASPECT RATIO**—The ratio of picture width to picture height. Now 4:3.

**AUDIO**—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range, normally from 20 cycles to 15,000 cycles.

### B

**BAND-PASS FILTER**—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

**BANDWIDTH**—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.

**BLACKER-THAN-BLACK**—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

**BLANKING**—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.

**BLOCKING OSCILLATOR**—A type of oscillator which generates a saw-tooth shaped signal used for scanning in a cathode ray tube.

**BLOOM**—The condition of overall bright illumination of the picture tube obscuring any picture detail.

**BOOSTER ANODE**—A conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.

**BRIGHTNESS CONTROL**—A control on the receiver for regulating the overall brightness of the picture.

### C

**CAMERA TUBE**—The electron tube used to translate a scene into electrical impulses.

**CARRIER**—The term applied to the high frequency radio wave which is modulated by the audio and video signals.

**CATHODE**—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

**CATHODE RAY TUBE**—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

**CHARACTERISTIC IMPEDANCE**—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

**CLIPPER**—A circuit used to separate signals of different amplitudes. In television these circuits are used to separate the synchronizing pulses from the video signal.

**COAXIAL CABLE**—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately supported along the center of the hollow conductor.

**CONTRAST**—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

**CONTRAST CONTROL**—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

**CONTROL ROOM**—Studio facilities from which television cameras, lighting, shading and mixing is performed.

**CYCLE**—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

**D**

**DAMPING CIRCUITS**—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

**DC RESTORER**—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

**DC TRANSMISSION**—This term applies to circuits which will pass zero frequency—that is, direct current.

**DEFINITION**—Refers to the degree of picture detail accomplished by the receiver circuits.

**DEFLECTION**—The movement of the cathode ray beam by electric or magnetic fields.

**DEFLECTION YOKE**—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

**DELAY SCREEN**—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

**DIFFERENTIATING CIRCUITS**—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

**DIODE**—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is, the conversion of alternating currents into direct currents.

**DIPOLE ANTENNA**—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used. (See Antenna).

**DIRECTOR**—A section of an antenna used to increase the pick-up from the side on which the director is placed.

**DISSECTOR TUBE**—The special type of television camera tube developed by Philo T. Farnsworth.

**DISTORTION**—Any change in the original frequency, amplitude or phase of a radio signal.

**DIVERGENCE**—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

**DOLLY**—The movable stand upon which the television camera is mounted.

**DOUBLE SIDE BAND**—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency.

**E**

**ELECTRODE**—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

**ELECTROMAGNETIC FOCUSING**—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

**ELECTRON**—The smallest electric charge having a negative polarity.

**ELECTRON GUN**—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

**ELECTRON LENS**—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

**ELECTRON MULTIPLIER**—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

**ELECTRON TUBE**—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

**ELECTROSTATIC FOCUSING**—A system in which electric fields are employed to confine the electrons into a thin stream.

**EMISSION**—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

**EQUALIZING PULSES**—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

## F

**FACSIMILE TRANSMISSION**—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing half-tone and shaded effects as well.

**FADE-OUT**—A camera technique in which a scene is gradually dimmed from view.

**FIDELITY**—The faithfulness with which a system reproduces audio or video signals.

**FIELD**—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

**FLICKER**—Fluctuations in the overall brightness of pictures. Not encountered in normal television operations.

**FLUORESCENT SCREEN**—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

**FLYBACK**—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

**FOCUS**—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

**FRAME**—One of a series of complete pictures that are successively viewed so as to simulate moving scenes. In television, thirty are sent each second.

**FRAME FREQUENCY**—The rate at which frames are sent each second in the various moving picture and television applications.

**FRAMING CONTROL**—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

**FREQUENCY**—A term applied to the rate of repetition of voltage or current or other periodic functions.

**FREQUENCY MODULATION**—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound.

**FUNDAMENTAL**—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

## G

**GAS-FILLED TRIODE**—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

**GHOST**—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts may be caused by the radio signal being reflected from objects near transmitter or receiver.

## H

**HALATION**—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

**HARMONICS**—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.

**HEAVISIDE LAYER**—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves of certain frequencies. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

**HETERODYNING**—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

**HORIZONTAL CENTERING**—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

**HORIZONTAL HOLD CONTROL**—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

**I**

**ICONOSCOPE**—A designation used by RCA for a particular type of cathode ray camera tube developed for the purpose of picking up the scenes to be televised.

**IMAGE DISSECTOR**—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past a pickup aperture by deflection circuits.

**IMPEDANCE**—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

**INTEGRATING CIRCUITS**—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

**INTERFERENCE**—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

**INTERLACING**—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate successive fields and superimposed to create one frame or complete picture.

**ION**—An electrified particle formed when an atom of gas loses or gains electrons.

**ION SPOT**—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

**K**

**KERR CELL**—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

**KEYSTONE EFFECT**—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

**KILOCYCLE**—One thousand cycles.

**KINESCOPE**—A name applied to the cathode ray tubes used in television receivers built by RCA.

**L**

**LENS**—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

**LINE**—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

**LINEARITY**—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

**LINE FREQUENCY**—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

**LINE OF SIGHT**—A straight, unobstructed path between two points.

**LIVE TALENT**—"On-the-spot" televising of events and people in contrast to transmission of film material.

**M**

**MEGACYCLE**—A total of one million cycles.

**MICROPHONE BOOM**—The arm which carries the microphone above the area being televised.

**MICROWAVE**—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

**MODULATION**—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

**MODULATION GRID**—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

**MONITORING**—The technique of controlling, at the transmitter, the picture



shading, and other factors involved in the transmission of both the scene and the accompanying sound.

**MONOSCOPE**—A television camera tube which contains a simple picture or pattern used for test purposes.

**MOSAIC**—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

**MULTIPATH TRANSMISSION**—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

**NEGATIVE GHOST**—Image in which black areas are white and white areas black.

**NEGATIVE TRANSMISSION**—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

O

**ORTHICON**—A television camera tube now seldom used, in which some of the features of the image dissector and Iconoscope are combined.

P

**PANNING**—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

**PEAKING**—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

**PEDESTAL**—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

**PERSISTENCE OF VISION**—A characteristic of the human eye which retains the details of a scene for a fraction of a second.

**PHASE**—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

**PHASE SHIFT**—Any change in the phase relations of current or voltage.

**PHOTOELECTRIC EMISSION**—The phenomena of electrons being emitted from certain materials when they are exposed to light.

**PHOTOELECTRIC TUBE**—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

**PICTURE ELEMENT**—A minute section of a given scene as reproduced by the cathode ray spot at any instant.

**PICTURE NOISE**—Interference signals causing spots of light and other irregular patterns on the received picture.

**POLARIZATION**—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

**POSITIVE TRANSMISSION**—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

**RASTER**—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

**REACTANCE**—Opposition to the flow of alternating current by the inductance and capacity (but not resistance) in an electrical circuit.

**RECTIFIER**—A device—commonly a tube—which changes alternating current to direct current.

**REFLECTOR**—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

**RELAXATION OSCILLATOR**—A type of circuit which oscillates periodically. Used to generate scanning voltages.

**RETURN TRACE**—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

S

**SAW-TOOTH**—A voltage or current whose variation with time follows a saw-tooth

outline. This is the basic wave shape used to sweep the spot over the cathode ray tube screen.

**SCANNING**—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

**SCANNING LINE**—One line from left to right of a picture being transmitted.

**SCHMIDT OPTICAL SYSTEM**—An optical train utilizing a high intensity kine-scope, a semi-circular mirror and correcting lens to project an enlarged television image onto a viewing screen.

**SENSITIVITY**—A measure of the ability of a receiver or other device to produce a given output for a given input.

**SERVICE AREA**—The extent of terrain over which the signals from a television transmitter can be successfully received.

**SHADING**—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

**SIDE BANDS**—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

**SIGNAL**—The electrical impulses which represent the sound or picture elements being transmitted.

**SIGNAL-TO-NOISE RATIO**—The relative proportion of signal strength to atmospheric and man-made interference encountered at any specific location.

**SPECTRUM**—A band or range of frequencies.

**SPOT**—The light produced by the slender beam of electrons on the fluorescent screen.

**SWEEP**—The uniform motion of the electron beam across the face of the cathode ray tube.

**SYNCHRONIZATION**—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

#### T

**TELEVISION**—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

**TELEVISION CAMERA TUBE**—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

**TELEVISION PICTURE TUBE**—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

**TEST PATTERN**—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

**TRAP**—A circuit used to reject unwanted signals.

**TRIMMER**—A device which permits a resonant circuit to be tuned over a limited frequency range.

#### V

**VESTIGIAL SIDE BAND TRANSMISSION**—A method of suppressing part of one side band to limit bandwidth requirements.

**VERTICAL CENTERING**—The control which regulates the position of the picture vertically on the screen.

**VERTICAL HOLD**—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

**VIDEO**—(I see.) The portion of the television signal which contains the picture information.

**VIEWING MIRROR**—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

#### W

**WAVEGUIDE**—A hollow tube of metal or plastic used to conduct microwaves between points of usage at transmitter and receiver.

#### Y

**YOKE**—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

# TELEVISION FILM PRODUCERS

**PERSONNEL — PHONE NUMBERS — ADDRESSES — CONTACTS OF 35 AND 16mm. FILM PRODUCERS AND ORGANIZATIONS OFFERING FACILITIES FOR TV FILM PRODUCTION**

- ABT Productions, Inc.**, 460 W. 54th St., N. Y. C., Columbus 5-7200; Ira H. Simmons, Producers of TV Film Programs.
- Acme Teletronics (NEA)**, 1200 W. 3rd St., Cleveland, Main 7300; Meade Munroe, News Script, strip film.
- Paul F. Adler Associates**, 535 Fifth Ave., N. Y. C., Murray Hill 7-1608; Paul F. Adler, Films to order.
- Advance Tel. Picture Serv., Inc.**, 729 Seventh Ave., N. Y. C., Columbus 5-5400; Chas. A. Allocated, Films to order, shipping.
- Adventure Films, Inc.**, 165 W. 46th St., N. Y. C., PLaza 7-2320; Win. Alexander, Travel films for lecturers.
- Advertisers Television Service**, 35 W. 63rd St., N. Y. C., PLaza 7-7150; John Sheppard, Jr., Films to order, rentals.
- Advertising House, Inc.**, 670 Lexington Ave., N. Y. C., Murray Hill 8-0220; J. M. Gielis, Films to order.
- A. E. Films, Inc.**, 1600 Broadway, N. Y. C., Circle 7-2860; Miss R. Kossoff, News, Educational films.
- Eddie Albert Productions**, 1133 No. Highland Ave., Hollywood, G. 4118; John E. Fletcher.
- Alker Productions**, 545 Fifth Ave., N. Y. C., Murray Hill 7-6805; B. E. Karlen, Films to order.
- Doug Allan Productions, Inc.**, 112 W. 89th St., N. Y. C., Schuyler 4-6480; Doug Allan, Travel, outdoor films to order.
- Allen & Allen Productions**, 3947 W. 59th Pl., L. A., Axminster 3-3314; George E. Allen, Films to order, Educ. Shorts.
- All-Scope Pictures, Inc.**, 1209 Taft Bldg., Hollywood, Hollywood 8298; G. S. Mitchell, Films to order, rentals.
- American Drama Guild of Telev.**, 150 E. 54th St., N. Y. C., PLaza 3-0871; John Darrow, Films to order.
- American Film Co.**, 1329 Vine St., Philadelphia, Walnut 2-1800; Ben Harris, Films to order.
- American Film Producers**, 1660 Broadway, N. Y. C., PLaza 7-5915; Robert Gross.
- American Film Services, Inc.**, 1010 Vermont N.W., Washington, D. C., Executive 4528; H. V. Hoagland, Shorts for rental.
- American Film & Televad Co.**, 759 W. 7th St., St. Paul, Minn., Dale 4820; Bart O. Foss, Films to order.
- Amfelco**, 635 So. Kenmore Ave., L. A., Drexel 3205; John C. Bowman, Commercial spot films.
- Amusement Enterprises, Inc.**, 415 N. Redford, Beverly Hills, Cal., Crestview 5-2517; Bernard Luber, Films to order.
- Animated Video Films**, 931 N. La Cienega, L. A., Adaras 5159; Ace Gamer, Films to order.
- Apex Film Corp.**, 971 N. La Cienega, L. A., Crestview 6-7006; Jack Chertok, Films to order.
- Argosy Television Corp.**, 9336 Wash. Blvd., Culver City, Cal., Texas 0-2931; John Ford, Entertainment films.
- Arista Productions**, 92 Gold St., N. Y. C., Dickens 9-1000; J. R. Perrin, Films to order, rentals.
- Ascott Productions, Inc.**, 321 S. Beverly Drive, Beverly Hills, Cal., Cr. 0-8050; Sidney G. Ross.
- Association Films**, 347 Madison Ave., N. Y. C., Murray Hill 6-1200; J. R. Bingham, Educational films.
- Astor Pictures Corp.**, 130 W. 46th St., N. Y. C., Bryant 9-2467; R. M. Savini, Films to order, Rentals.
- Atlas Film Corp.**, 1111 S. Blvd., Oak Park, Ill., Euclid 3100; K. W. Lineberry, Films to order.
- Attwood Productions, Inc.**, 8746 Sunset Blvd., L. A., Crestview 5-5811; B. M. Glasser, Films to order.
- Audio Productions, Inc.**, 630 Ninth Ave., N. Y. C., Columbus 5-8771; F. K. Speidell, Films to order, rentals.
- Basch Radio & Tel. Prod.**, 17 E. 46th St., N. Y. C., Murray Hill 2-8877; C. J. Basch, Jr., Animated films to order.
- Bavano Films**, 8754 Arlene Terrace, L. A., He 7618; Douglas Bagler.
- Zach Baym**, 114 Grafton St., Brooklyn, N. Y., Dickens 2-0243; Zach Baym, Films, film clips to order.
- V. S. Becker Advertising Serv.**, 562 Fifth Ave., N. Y. C., LUXemburg 2-1040; Viola Becker, Films to order, rentals.
- Bell International Productions**, 5717 Sunset Blvd., L. A., Hudson 2-2345; Jack Gilson, Films to order, rentals.
- Bell Pictures Corp.**, 630 Ninth Ave., N. Y. C., Circle 6-1383; Lawrence Kulick, Films to order, rentals.
- Bengal Pictures**, 920 N. Robinson, L. A., Normandy 1-6927; P. E. Cantonwine, Films to order, rentals.
- Bennett Films**, 5617 Garcourt Ave., Los Angeles, Calif., Ax. 2-7174.
- Gene Blakely**, 1209 N. Formosa, L. A., Gladstone 5715; Gene Blakely, Films to order, rentals.
- Bonded Television Corp.**, 8749 Sunset Blvd., Hollywood, Crestview 5-4194; Anson Bond, Films to order, rentals.
- Bray Studios, Inc.**, 729 Seventh Ave., N. Y. C., Circle 6-4582; J. R. Bray, Films to order, rentals.
- British Information Serv.**, 30 Rockefeller Plaza, N. Y. C., Circle 6-5100; Mrs. Tebbett, Shorts for rental.
- Broadcast Productions, Inc.**, 1313 Lafayette Bldg., Detroit, Mich., Woodward 5-0909; T. S. David, Films, Newsreels to order.
- Samuel Bronston Productions**, 9886 Charleville Blvd., Beverly Hills, Cal., Br. 2-5141; Ben Berk.
- Irving Browning Studios**, 70 W. 46th St., N. Y. C., Murray Hill 2-7490; Irving Browning, Films to order, rentals.
- Al Buffington Co.**, 2104 N. Charles St., Baltimore; Al Buffington, Films to order.
- Allen Burg Studio**, 819 N. La Cienega, L. A., Br. 2-3737.
- Allyn Butterfield Prod.**, 6823 Santa Monica Blvd., L. A., Hollywood 3961; A. Butterfield, Films to order.
- Byron, Inc.**, 1226 Wisc. Ave. N. W., Wash., D. C., Dupont 1800; T. Byron, Films to order.

## Television Film Producers

- C & G Film Effects Co., 723 Seventh Ave., N. Y. C., PLaza 7-4558; H. A. Casolaro, Films, effects to order.
- Cain-Schumann Music Serv., 1040 N. Las Palmas, Hollywood, Gr. 3111; C. R. Cain.
- Campus Film Productions, 161 Remsen St., Brooklyn, N. Y., TRiangle 5-6296; N. Campus, Films to order, rentals.
- Capital Film Exchange, 1314 Vine St., Philadelphia, Pa., Spruce 4-2698; E. J. Gabriel, Rentals, storage, booking.
- Capitol Records, Inc., Sunset & Vine, Hollywood, Hollywood 8171; W. B. Davidson, Transcription libraries.
- Caravel Films, Inc., 730 Fifth Ave., N. Y. C., Circle 7-6111; David L. Pincus, Industrial & TV Films to order.
- Carmel-Hollywood Films, 6060 Sunset Blvd., L. A., Hillside 2181; H. G. Saperstein, Films to order, rentals.
- Cascade Pictures of California, 8822 Wash. Blvd., Culver City, Calif., Vermont 8-2185; B. J. Carr, Films to order, rentals.
- Casino Film Exchange, Inc., 210 E. 84th St., N. Y. C., REcent 4-2057; J. Scheinman, German films for rental.
- Catholic Movies, 220 W. 42nd St., N. Y. C., Wisconsin 7-9130; Stan Lewek, Religious films for rental.
- Cavalcade Pictures, Inc., 959 Seward St., Hollywood Hollywood 5458; Harvey Pergament.
- Century Television Prod., Inc., 846 N. Calaverza, Hollywood, Hollywood 5981; H. L. Gelsky, Films to order.
- Chicago Film Laboratory, Inc., 18 W. Walton Pl., Chicago, Whitehall 4-6971; A. G. Dunlop, Films to order.
- China Film Enterprises of America, 182 W. 43rd St., N. Y. C., Wisconsin 7-6872; K. C. Tsien, Shorts for rental.
- Chorographers' Workshop, Inc., 477 Park Ave., N. Y. C., PLaza 9-6239; Trudy Gauth; Shorts for rental.
- Christian Films, 625 N. Mansfield, Hollywood, Yo 1783; Rev. H. K. Rasboch.
- Christ & Weber, 6130 Selma Ave., Hollywood, Hu. 2-1439; Frank Christ.
- Churchill-Wesler Film Prod., 3734 Sunset Blvd., Hollywood, Hempsstead 7970; Robert Churchill, Films to order.
- Cinecraft Prod., Inc., 2515 Franklin Ave., Cleveland, Superior 2300; Ray Cutley, Films to order.
- Cineeffects, Inc., 1600 Broadway, N. Y. C., Circle 6-0951; Nathan Sobel, Films, effects to order.
- Cinema Authors & Artists Agcy., 9130 Sunset Blvd., L. A., Crestview 6-6241; Marvin L. Saltzman, Films, effects to order.
- Cinemat, Inc., 101 Park Ave., N. Y. C., Murray Hill 4-1562; Varian Fry, Films, Newsreels to order.
- Cine-Pro Corp., 100 West End Ave., N. Y. C., TRAlfalga 3-1411; Joseph Selden, Films to order, Equipment.
- Cineque Laboratories, Inc. (Photocolor Studios, Inc.), 124 E. 89th St., N. Y. C.; Sam Marcus, Oscar Pagein, 24 Hr. processing 16 mm. film & 35 mm. black & white & color film; Special 2 to 1 hr. Service.
- Cinetel, 651 Madison Ave., N. Y. C., TEmple 8-7025; I. P. Salls, Producers of 16 mm. film programs, spot commercials, animation for TV.
- Clampett Cartoons, 134 N. Detroit, L. A., Wa. 9924; W. A. 9924; Bob Clampett.
- Daniel B. Clark, 9110 Lacke Elton Circle, Los Angeles, Cr. 6-8171.
- Geo. W. Colburn Lab., Inc., 164 N. Wacker Dr., Chicago, State 2-7316; John E. Colburn, Films to order, Equipment.
- Colonial Films, 1908 Eye St., N. W., Wash., D. C., National 0430; H. L. Cassiter, Films, newsreels to order.
- Commonwealth Film & Telev., Inc., 729 Seventh Ave., N. Y. C., Circle 5-6456; Jerome Hyams, Films to order, rentals.
- Continental Pictures Inc., 6036 Hollywood Blvd., Hollywood, Gr. 3346; J. Kendis.
- Coreoran Productions, Inc., 654 Madison Ave., N. Y. C., Templeton 8-6900; L. M. Coreoran, Films to order.
- Crosby & Fogle, 6365 Selma Ave., Hollywood, Gr. 3171; George L. Fogle.
- Connectix Productions, 1566 No. Gordon Ave., Hollywood, Gramic 5920; Jerry Gourneva.
- Cruzer-Radio & Telev. Prod., 5800 Carlson Way, Hollywood, Hempsstead 8254; Paul Cruzer, Films to order, rentals.
- Crystal Pictures, Inc., 1564 Broadway, N. Y. C., PLaza 7-5130; Melvin M. Hush, Films to order, rentals.
- C. S. F. Productions, 153 S. Spaulding, Beverly Hills, Cal., Crestview 6-9020; Sid Fields, Frank Caldwell.
- Defense Film Corp., 1040 N. Las Palmas, Hollywood Granite 3111; Herbert L. Brossman, Entertainment films to order.
- D. Frenes & Co., 1909 Buttonwood St., Philadelphia, Rittenhouse 6-5928; Joseph DeFrenes, Films to order, rentals.
- DeBridge & Correll, 301 Fox Theater Bldg., Detroit, Cherry 6990; Sam Arnold, Films to order.
- Joseph DePhone Studio, 1018 Commonwealth Ave., Boston Longwood 6-1499; Joseph DePhone, Films to order, rentals.
- Louis deRocheumont Assn., Inc., 35 W. 45th St., N. Y. C.,
- L. Uvemberg 2-1940, Louis deRocheumont, Films to order.
- The Distributors' Group, 756 W. Peachtree St., N. W., Atlanta, Ga., Atwood 1661; W. Wells Alexander, Films to order, rentals.
- Wm. B. Dolph Radio & Telev. Prod., 910 15th St., N. W., Washington D. C., District 2717; Wm. H. Dolph, Washington films on assignment.
- D. P. M. Productions, Inc., 55 W. 45th St., N. Y. C., CHickerlog 4-8421; Dorothy P. Mainsby, Films to order, European footage.
- Sherman H. Dryer Productions, 37 W. 58th St., N. Y. C., PLaza 5-5998; Wm. H. Goody, Films to order.
- Dudley Pictures Corp., 2908 Santa Monica Blvd., L. A., Crestview 1-7358; Carl Dudley, Films to order, rentals.
- DuMont Television Network, 515 Madison Ave., N. Y. C., MURray Hill 8-2600; Lawrence Phillips, Kinescoped films of live shows.
- Cal Dunn Studios, 104 S. Michigan Ave., Chicago, State 0247; Cal Dunn, Cartoons, films to order.
- Eastern Studios, 3460 32nd St., Astoria, N. Y., RAYcoswood 6-4787; R. V. Pollock, TV Film producers.
- Eclipse Productions, 834 N. Highland, Hollywood, Highland 8197; Leslie Urbach, Films to order.
- Steve Ellis Productions, 2623 Laurel Canyon Blvd., Hollywood, Hu. 2-4741; Steve Ellis.
- Encyclopedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill., Wilmette 6404; F. S. Calber, Educational Films for rental.
- Endorsements, Inc., 299 Madison Ave., N. Y. C., MURray Hill 7-9054; H. F. McCabe, Films for advertising agencies.
- Engelman Visual Education Serv., 4754 Woodward Ave., Detroit Temple 1-5972; Wm. D. Engelman, Films to order, rentals.
- Equity Film Exchanges, Inc., 341 W. 44th St., N. Y. C., Circle 6-8546; Myron Mills, Films for rental, Newsreels.
- Excelsior Pictures Corp., 723 Seventh Ave., N. Y. C., CHick 5-6137; Walter Bibb, Films for rental, newsreels.
- Jerry Fairbanks, Inc., 6052 Sunset Blvd., Hollywood, Hudson 2-1101; Jerry Fairbanks, Glenn E. Miller, Films to order.
- Fair Deal Motion Picture Service, 2040 Chatterbox Ave., N. Y. C., TAlmadre 9-6728; Louis Colson, Films to order, rentals.
- Federated Television Films, Inc., Hal Roach Studios, Culver City, Cal., Te 0-2761; Hal Roach, Jr.

## Television Film Producers

- Paul J. Fennell Co., 1150 N. Highland, Hollywood, Gl. 1657; John E. Burks.
- Film Devices, Inc., 13 E. 37th St., N. Y. C., Murray Hill 9-4175; Leo R. Draftfeld. Industrial shorts for rental.
- Filmeffects of Hollywood, 1153 N. Highland Ave., Hollywood Hollywood 5808; Gilbert R. Scott, Special effects and sequences.
- Film Equities Corp., 1600 Broadway, N. Y. C., Circle 7-5850; Jay Williams, Films to order, rentals.
- Film Productions Co., 3650 Fremont Ave., N. Minneapolis, Aldrich 1202; Roy A. Clapp, Films to order.
- Film Program Service, 1173 Sixth Ave., N. Y. C., Longacre 4-8340; Jules Schwerin, Films to order, rentals.
- Film Publishers, Inc., 25 Broad St., N. Y. C., HANover 2-0100; Sherman Price, Films to order, rentals.
- Film Studios of Chicago, 135 S. LaSalle St., Chicago, Central 8147; F. A. Spanuth, Films to order, rentals.
- Films for Industry Inc., 135 W. 52nd St., N. Y. C., PLaza 3-2800; Hyman Chesler, Films to order, rentals.
- Films of the Nations, Inc., 55 W. 45th St., N. Y. C., CHickering 4-8420, Educational shorts for rental.
- Films Unlimited, c/o Coulter & Gray, 9538 Brighton Way, Beverly Hills, Calif., Crestview 6-2085.
- Finley Transcriptions, Inc., 8983 Sunset Blvd., Hollywood, Bradshaw 2-2711; Larry Finley, Films to order.
- Ben Finney Productions, 8822 Wash., Blvd., Culver City, Cal., Texas 0-2761; Ben Finney, Commercial films to order.
- Five Star Productions, 6526 Sunset Blvd., Hollywood, Hollywood 5280; Harry W. McMahan, Films to order, rentals.
- Flory Films, Inc., 303 E. 71st St., N. Y. C., REgent 4-0826; Morris Cooper, Commercial, educational and documentary films. Full editing room facilities, tape recording.
- Fotosound Studios, Inc., 20 E. 42nd St., N. Y. C., MURray Hill 7-0463; Evan J. Anton, Films to order, rentals.
- Fountain Productions, Inc., 779 El Medio, Pac. Palisades, Cal., Orestview 6-9626; Sidney Fields, Films to order.
- Fox Movieione News, 460 W. 54th St., N. Y. C., COlumbus 5-7200; Edmund H. Reek, Newsreel films.
- Franklin Productions, 10511 Tennessee Ave., W. Los Angeles, Ar. 3-3139; J. J. Franklin.
- Gainsborough Associates, 234 W. 44th St., N. Y. C., CHickering 4-5141.
- Gamble Productions, Inc., 341 W. 47th St., N. Y. C., Circle 6-5952; Bud Gamble, Films to order.
- General Film Prod. Corp., 1600 Broadway, N. Y. C., Circle 6-6441; Elbert S. Kaph, Films to order, rentals.
- General Television Enterprises, Inc., 1117 Guaranty Bldg., Hollywood, Gladstone 4-4146; Gordon Levoy, Distributors motion pictures for TV.
- John E. Gibbs & Co., 9 Rockefeller Plaza, N. Y. C., COlumbus 5-4888; John Gibbs, Films to order, rentals.
- Gibraltar Pictures, Inc., 1041 N. Formosa Ave., Hollywood, Gr. 5111; Albert Rogell.
- Globe 16 mm. Pictures, 5625 Sunset Blvd., Hollywood, Granite 7573; Robert B. Opper, Films to order.
- Ogden Goebel, 9421 Wilshire Blvd., Los Angeles, Hollywood 5111.
- Jack Goetz, 245 W. 85th St., N. Y. C., Circle 7-1920; Jack Goetz, Films to order, rentals.
- Martin A. Gosch Prod., Inc., Savoy Plaza Hotel, N. Y. C., VOlunteer 5-2600; Martin A. Gosch, Films to order, rentals.
- Jack-O-Grani Studios, 152 W. 42nd St., N. Y. C., LOngacre 5-9255; S. Jack Solomon, Films to order, Commercial Spots.
- Marshall Grant Productions, 9155 Sunset Blvd., Hollywood, Crestview 6-1164; Marshall Grant, Films to order.
- Graphic Films Corp., 1108 Lillian Way, Hollywood, Granite 2191; Jerome S. Goldberg, Lester Novros.
- Gray-O'Reilly Studios, 480 Lexington Ave., N. Y. C., PLaza 3-1531; James E. Gray, Films to order.
- Green Associates, 360 N. Michigan Ave., Chicago, Central 5993; J. Green, Films to order, rentals.
- Grey-Richards Productions, Inc., 6525 Sunset Blvd., Hollywood, He. 1161, He. 2482.
- Guaranteed Pictures Co., Inc., 729 Seventh Ave., N. Y. C., Circle 6-6456; M. D. Sackett, Films to order, rentals.
- Guern Enterprises, Inc., 6310 Delmar Blvd., St. Louis, Mo., Cabany 2313; C. Douglas Pidgeon, Films, newsreels to order.
- Hack Production, 535 N. Laurel Ave., Hollywood, Walnut 2068; Herman Heck, Religious Films.
- Les Hafner & Co., 112 W. 80th St., N. Y. C., TRafalgar 3-1800; Les Hafner, Feature & commercial film producers.
- Paul Hance Productions, Inc., 1776 Broadway, N. Y. C., Circle 5-9146; Paul Penee, Films to order.
- The Jam Handy Organization, 2821 E. Grand Blvd., Detroit, Mich., Madison 2450; William Murray, Producers of commercial films & spots; Industrial films, slide films, sales training programs.
- Hardcastle Films, 818 Olive St., St. Louis, Mo., Central 7620; J. H. Hardcastle, Films to order.
- Harfilms, Inc., 600 Baronne St., New Orleans, La., MAsnola 1744; A. Harrison Jr. Films to order.
- Hartley Productions, 20 W. 47th St., N. Y. C., LUxemburg 2-0158; Irving Hartley, Films to order, rentals.
- Harvard Film Service, Inc., 421 Washington St., Somerville, Mass., Eliott 4-3057; J. F. Barclay, Jr., Films to order, rentals.
- Hathen Productions 246 S. Van Pelt St., Philadelphia, Locust 7-0126; Stauley P. Hathen, Films to order, rentals.
- Hawley-Lord, Inc., 61 W. 56th St., N. Y. C., Circle 7-2444; Andre Lord, Educ. Entertainment shorts for rental.
- Hayes-Parnell Prod., Inc., 6100 Sunset Blvd., Hollywood, Hollywood 4584; Sam Hayes, Films to order, rentals.
- H. B. & K. Films for Telev. 1560 Broadway, N. Y. C., PLaza 7-0759; O. Killingsworth, Films to order.
- Leslie Helms, 932 N. La Brea, Hollywood, Granite 3174; L. Helms, Films to order, rentals.
- Hi-Ways & Bi-Ways Productions 242 S. Orange Dr., L. A., Yo 8666, Chick Collins.
- Paul Hoefler Productions, 612 1/2 S. Ridelley Dr., L. A., Whitey 9045, Paul L. Hoefler.
- Hoffberg Prod. Inc., 620 Ninth Ave., N. Y. C., Circle 8-9031; J. H. Hoffberg, Films for rental.
- Hollywood Screen Service, 3731 Potomac, L. A., Ax 3-1824; Sidney Davis, Seymour S. Klein.
- Hollywood Teletopics, 1960 N. Vermont Ave., Hollywood, Normandy 1-2810; C. Arlington, Films to order.
- West Hooker Co., 3 East 85th St., N. Y. C., REgent 7-4470; West Hooker, Films to order.
- Howwood, Laufman, Fomund & Cross, 236 N. Clark St., Chicago, Randolph 1644; T. M. Howwood, Films to order, rentals.
- Harry O. Hoyt Productions, 2543 Kelson Ave., Los Angeles, Br. 0-4757; Harry O. Hoyt.
- Richard W. Hubbell & Assnc., 118 E. 40th St., N. Y. C., MURray Hill 5-1000; Wanda Van Brunt, Films to order.
- Hu Chain Associates, 60 E. 42nd St., N. Y. C., MURray Hill 2-7125; Hubert V. Chain, Films to order, rentals.
- Ted Hudes Radio Prod., 17 E. 42nd St., N. Y. C., MURray Hill 9-2473; Ted Hudes, Educ. Shorts for rentals.
- Hudburg Prod., Inc., 131 E. 51st St., N. Y. C., ELdorado 5-3508; Lucile Hudburg, Fashion Films to order.

## Television Film Producers

- Ideal Pictures Corp., 28 E. 8th St., Chicago, Harrison 5354; Paul R. Foght, Films to order, rentals.
- Imagining Assoc., Inc., 1030 N. McCadden Pl., Hollywood, Hollywood 8771; A. S. Kennard; Commercial films to order.
- Impro, Inc., Hal Ranch Studios, Culver City, Calif., Ve. 8-2183, ext. 99; Herbert Strook, Harlan Thompson.
- Instructional Films, Inc., 330 W. 42nd St., N. Y. C., Longacre 3-5189; Miller McClintock, Educ. films to order, rentals.
- International Film Bureau, Inc., 15 Park Row, N. Y. C., Worth 4-4887; G. M. Gates, Educ. shorts for rental.
- International Film Foundation, Inc., 1600 Broadway, N. Y. C., Circle 6-9348; Julian Bryan, Travel films for rental.
- International Geographic Pict., 1776 Broadway, N. Y. C., Circle 6-4486; J. Allen Juhet, Films to order, rentals.
- International Movie Prod. Serv., 515 Madison Ave., N. Y. C., Eldorado 5-6620; Ben Gradus, Films to order, rentals.
- International News Serv., TV Dept., 235 E. 45th St., N. Y. C., Murray Hill 2-0131; Robert H. Reid, Newsreels.
- International Radio & Tele. Features, 322 E. 55th St., N. Y. C., Plaza 6-5781; Jack Lloyd, Films to order.
- International 34 mm. Corp., 163 W. 46th St., N. Y. C., Plaza 7-2265; Patrick E. Shanahan, Films to order, rentals.
- International Tele-Film Productions, 331 Madison Ave., N. Y. C., Murray Hill 7-7305; Paul F. Moss, Films to order.
- Karel Sound Library, 410 3rd Ave., Pittsburgh, Pa., Grant 3-12; Albert G. Karel, Films to order.
- Victor Kayfetz, 431 S. Hamel Rd., Los Angeles, Crestview 6-0640; Victor Kayfetz, Films to order.
- Vernon Keays Productions, 445 Westmount Dr., Los Angeles, Crestview 6-1775; Vernon J. Keays.
- Herbert Kerkow, Inc., 480 Lexington Ave., N. Y. C., Eldorado 5-5635; Herbert Kerkow, Films to order, rentals.
- O. Klement, 9607 Olympic Blvd., Beverly Hills, Cal., Crestview 6-0369; O. Klement.
- Walter E. Kline & Associates, 8445 Melrose Ave., Hollywood, We. 6156; Fred W. Kline.
- King Studios, 601 N. Fairbanks St., Chicago, Delaware 7-0400; Jack H. Lieb, Films to order, rentals.
- Kneckerbocher Prod., Inc., 1600 Broadway, N. Y. C., Circle 6-9850; Howard A. Lesser, Films to order, rentals.
- Knowledge Builders, 625 Madison Ave., N. Y. C., Eldorado 5-2848; John R. McCrovy, Educ. shorts for rental.
- Lang Worth Feature Progs., Inc., 113 W. 37th St., N. Y. C., Circle 6-8410; C. O. Langlos, Sr., Music transcribed on film.
- Leppert - Phillips Productions, 6555 1/2 Sepulveda Blvd., Van Nuys, Cal. State 5-0900.
- Julian Lesser Programs, 9336 W. Wash., Culver City, Cal., Texas 0-2931; Julian Lesser, Films to order.
- Gene Lester Productions, 1487 N. Vine St., Hollywood, Hillside 7287; Gene Lester, Films to order.
- Libra Film Distributors & Prod., 6525 Sunset Blvd., Hollywood, Gladstone 7960; C. M. McCoy, Films to order, rentals.
- Lieb Brotman Studio, 14 W. 58th St., N. Y. C., Plaza 3-9355; Leo Lieb, Films to order.
- Robert Light Prod., Inc., Taft Bldg., Hollywood, Hudson 2-3277; Robert W. Light, Films to order.
- Lion Television Pictures Corp., 1501 Broadway, N. Y. C., Pennsylvania 6-1780; Earle W. Hammons, TV Film Producer.
- Bob Loewi Prod., Inc., 2254 E. 49th St., N. Y. C., Murray Hill 8-2600; Bob Loewi, Films to order.
- Loucka & Norling Studios, 245 W. 55th St., N. Y. C., Columbus 5-6974; A. H. Loucka, Films to order.
- Master Motion Picture Co., 50 Piedmont St., Boston, Mass., Hancock 6-3592; Maurice Master, Films to order.
- The March of Time, 369 Lexington Ave., N. Y. C., Circle 5-4499; C. W. Peacock, Films to order.
- McLarty Picture Prod., 45 Stanley St., Buffalo, N. Y., Taylor 0-832; Henry D. McLarty, Films to order.
- Meet the Americas Prods., 8820 Sunset Blvd., Hollywood, Cal.; Frank S. Leyva.
- Menzies-Finney Prods., 361 So. Canon Dr., Beverly Hills, Cal., Crestview 6-5337; Win Cameron Menzies, Ben Finney.
- Mercury Int'l Pictures, Inc., 1415 Coast, Corona del Mar, Calif., Harbor 1212; V. E. Ellsworth, Film to order, rentals.
- Michigan Film Library, 14540 Grand River Ave., Detroit, Mich., Vermont 7-3706; Alban J. Norris, Religious films to order, rentals.
- Midwest Film Studios, 1740 Greenleaf Ave., Chicago, Ill., Shelbake 1239; Alfred K. Levy, Films to order.
- Mini-Films Inc., 819 N. La Cienega, Los Angeles, Calif., Br. 2-3737; Sol Dolgin.
- Victoria Mix Inc., 357 S. Roxbury, Beverly Hills, Calif., Crestview 6-1276.
- Mogull's, 68 W. 48th St., N. Y. C., Plaza 7-1414; Charles Mogull, Films to order, rentals.
- Motion Picture Adv. Service Co., Inc., 1032 Carondelet St., New Orleans, La., Magnolia 4345; C. J. Mabey, Produce & distribute commercial TV films.
- Motion Picture Enterprise, 387 W. Spazier, Burbank, Calif., Charleston 6-5032; F. W. Gabourin Jr., Educational Entertainment Films.
- Motion Picture Sales, 1600 Broadway, N. Y. C., Circle 6-1648; Charles Casanova, Film distributors.
- Motion Picture Service Co., 125 Hyde St., San Francisco, Calif., Ordway 3-9162; Gerald I. Karski, Films, newsreels to order.
- Motion Picture Prod., Inc., 620 W. Superior Ave., Cleveland, O., Prospect 4900; Donald G. Jones, Films, newsreels to order.
- Movie Advertising Bureau, 50 E. 45th St., N. Y. C., Murray Hill 6-3717; H. C. Christensen, Films to order.
- Martin Murray Prod. Inc., 5746 Sunset, Hollywood, Calif., Hollywood 9022; Martin Murray, Films to order, rentals.
- Music Corp. of America, 715 Fifth Avenue, N. Y. C., Plaza 5-8909; David Wehrlin, Films to order, rentals.
- National Screen Service Corp., 610 Ninth Ave., N. Y. C., Circle 6-5700; Melvin L. Gold, Special trailers, effects, films.
- Nelson Prods., Inc., 341 Madison Ave., N. Y. C., Murray Hill 6-5862; Raymond E. Nelson, Feature & commercial films to order, live shows.
- News Reel Laboratory, 1733 Sanson St., Philadelphia, Rittenhouse 6-3892; Louis W. Kellman, Films to order, rentals.
- North American Video Prods., 231 W. 44th St., N. Y. C., L.Ackawanna 1-0385; Max Brown, Stanley Simmons, Charles Obermeyer, Commercial spots, TV programs on film.
- No-Art Films, Inc., 145 W. 45th St., N. Y. C., Luxembourg 2-3273; G. W. Hedwig, Film Distributors, Film program specialists.
- Official Films, Inc., 25 W. 45th St., N. Y. C., Bryant 9-1655; Irving Leos, Films to order, rentals.
- Official Television, Inc., (subsidiary of Official Films) 25 W. 45th St., N. Y. C., Luxembourg 2-1709; Irving Leos, Life and film package production, Producer's Sales Reps.
- Orion Pictures, Inc., 5319 Hollywood Blvd., Hollywood, Calif., Hi 2010; Frank C. Griffin.
- Oulman Television Prods., Inc., 19 Rector St., N. Y. C., Whitehall 4-1327; R. J. Oulman, Entertainment films to order.
- Padula Productions, 331 E. 83rd St., N. Y. C., Regent 7-8678; Edward Padula, Films to order.

# . . . Television Film Producers . . .

- Paramount Video Transcriptions, 1501 Broadway, N. Y. C., BRyant 9-8700; George Shupert, Films to order.
- Paul Parry Productions, 7567 Sunset Blvd., Hollywood, Calif., GRanite 4774; Paul Parry, Films to order.
- Ray Patin Productions, 540 S. Parish Pl., Burbank, Calif., Charleston 8-1019; Ray Patin, Cartoon spot films to order.
- Photo Films, 4310 Greenbush, Van Nuys, Calif., SLate 4-3382; Willard Trumbull, Films, newsreels to order.
- Polaris Pictures Inc., 5859 W. 3rd St., Los Angeles, Calif., York 8058; J. C. Hutchinson, Films to order.
- Pick Television & Radio Prod., 366 Madison Ave., N. Y. C., Vanderbilt 6-3417; Gerard Pick, Fashion films to order.
- Pictorial Films Inc., 625 Madison Ave., N. Y. C., PLaza 5-9600; George J. Bonwick, Shorts for rental.
- Pictorial Productions, Inc., 1357 No. Gordon St., Hollywood, Calif., Hillside 3108; G. J. Altfilisch, Films to order.
- Polairs Pictures, Inc., 5859 Santa Monica Blvd., Los Angeles, Calif., Yo. 8058; Perry King.
- Post Pictures Corp., 115 W. 45th St., N. Y. C., Longacre 4-7470; Harold Baumstone, Films to order, rentals.
- Press Association, Inc. (AP), 50 Rockefeller Plaza, N. Y. C., Circle 6-4111; Oliver Gramling, News & Photo Service.
- Production for Television, 250 W. 57th St., N. Y. C., Circle 6-9759; Joseph M. Seiferth, Producers of animated films for TV.
- Progressive Pictures, 6351 Thornhill Dr., Oakland, Calif., Olympic 2-0560; Ray Bairbridge, Films to order, rentals.
- Radio Television Arts Co., 3819 Wishire Blvd., Los Angeles, Calif., Exposition 9395, Ft 7520; Miss Dora Ball.
- Radiovision Corp., Box 968, Hollywood, Calif., Hillside 8208; Walter J. Nelson, Shorts for rental.
- Roland Reed Prod., Inc., 275 S. Beverly, Beverly Hills, Calif., Crestview 6-1101; Roland D. Reed, Guy Thayer, Films to order, rentals.
- Regal Television Pictures Corp., 151 W. 46th St., N. Y. C., Columbus 6-4810; Leo Seligman, Films to order, rentals.
- Regal Television Prod., 9155 Sunset Blvd., Los Angeles, Calif., Crestview 6-8500; Norman Elzer, Films to order.
- The Religious Film Assn., Inc., 45 Astor Pl., N. Y. C., Gramercy 7-2397; W. L. Rogers, Religious shorts for rental.
- Riethof Prod. Inc., 1776 Broadway, N. Y. C., PLaza 7-2199; Wm. W. Riethof, Films to order, rentals.
- RKO Pathe, Inc., 625 Madison Ave., N. Y. C., PLaza 9-3600; Jay Bonafield, Films to order.
- Hal Roach Television Corp., 882 Washington, Culver City, Calif., Vermont 8-2185, Hal E. Roach, Films to order.
- Regency Prod., Inc., 11 E. 49th St., N. Y. C., PLaza 9-3680; Joseph Schaeffer, TV shows, live and film.
- David Robbins Prod., 420 Madison Ave., N. Y. C., PLaza 9-4477; David Robbins, Films to order, rentals.
- Rockett Pictures, Inc., 6063 Sunset Blvd., Los Angeles, Calif., Granite 7131; J. H. Ebbert.
- Danny Reuzer, 2402 Cherenovya, Hollywood, Calif., He. 8093.
- Ruby Film Co., 729 Seventh Ave., N. Y. C., Circle 5-5640; Edward Ruby, Films to order.
- Loren L. Ryder, 6526 Sunset Blvd., Hollywood, Calif., Granite 3651; Loren L. Ryder, Camera, recordings, handling serv.
- Sack Television Ent., 308 S. Harwood, Dallas, Tex., Riverside 6474; Alfred N. Sack, Films to order, rentals.
- Sackett Television Prod., Bankers Bldg. Phila., Pa., Kingsley 5-7055; Bernard J. Sackett, Films to order, rentals.
- Sault Television Features, 17 E. 42nd St., N. Y. C., Murray Hill 2-6770; Sidney Sault, Films to order.
- Saura, Inc., 200 E. 56th St., N. Y. C., PLaza 3-3790; Cullen Landis, Films to order.
- Scandia Films, Inc., 220 W. 42nd St., N. Y. C., Wisconsin 7-7059; Ernest Mattson, Swedish Films to order, rentals.
- Seenech Pictures Inc., 642 Lexington Ave., N. Y. C., PLaza 8-2638; Frances C. Thayer, Films to order, rentals.
- Sentinel Prods., 5746 Sunset Blvd., Hollywood, Calif., He. 6828; E. R. Harper.
- Septa Productions, 2610 1/2 S. Western Ave., Los Angeles, Calif., Parkway 4436; Eddie Green, Films featuring negroes.
- Sesac, Inc., 475 Fifth Ave., N. Y. C., Murray Hill 5-5365; K. A. Jaodsson, Transcription library.
- Sherwood Pictures Corp., 1569 Broadway, Brooklyn, N. Y., GLEnnore 2-6192; T. Marc Sherwood, Films to order, rentals.
- Leon Sisker Pictures, 2620 Corinth Ave., Los Angeles, Calif., Ar. 3-9614; J. Leon Sisker.
- Samuel-Meservey, Inc., 321 S. Beverly Dr., Beverly Hills, Calif., Crestview 4-6156; James Warren Sever, Jr.
- Skiho Prods., Inc., 165 W. 46th St., N. Y. C., PLaza 7-2265; Patrick E. Shanahan, Films to order, rentals.
- Sam Slavik, 1640 W. 58th St., Los Angeles, Calif., Ro. 9517.
- Stephen Slesinger, Inc., 217 Park Ave., N. Y. C., ELdorado 6-2511; Stephen Slesinger, TV film producers.
- Fletcher-Smith Studios Inc., 1585 Broadway, N. Y. C., Circle 6-5280; Fletcher Smith, Films to order, rentals.
- Sono-Chrome Prods., 710 W. 173rd St., N. Y. C., WADsworth 8-7080; Nathan Zucker, Films to order, rentals.
- Sound Masters Inc., 165 W. 46th St., N. Y. C., PLaza 7-6600; H. E. Woods, Films to order, rentals.
- Sound Stages, Inc., 112 W. 89th St., N. Y. C., TRafalgar 3-1800; C. F. Vetter, Jr., 16 mm. TV equipment, studio rental.
- Stimmond Spaeth, 400 E. 58th St., N. Y. C., PLaza 7-2443; Stimmond Spaeth, Shorts for rental.
- Special Purpose Films, Inc., 16 E. 58th St., N. Y. C., PLaza 9-1792; H. W. Howard, Films to order.
- Springer Pictures Inc., 341 E. 43rd St., N. Y. C., ORegon 9-9966; Richard D. Farrell, Films to order, rentals.
- Standard Radio Trans. Serv., 360 N. Michigan Blvd., Chicago, Ill., State 3153; M. M. Blunk, Transcription library.
- Sterling Films, Inc., 61 W. 56th St., N. Y. C., Circle 7-2443; Carl King, Films to order, rentals.
- Stevco Televised Presentations Inc., 153 Fifth Ave., N. Y. C., GRamercy 3-5228; Jewel Steven, Producers of live and film feature and commercial TV Shows.
- Strickland Film Co., 141 Walton St., N. W., Atlanta, Ga., Lamar 7991; Robert B. Strickland, Films, newsreels to order.
- Ivlin Paul Sulds, Inc., 654 Madison Ave., N. Y. C., Temple 8-7025; I. P. Sulds, Producers and packaging of live TV Shows.
- John Sutherland Prods., Inc., 206 N. Occidental, Los Angeles, Calif., Pa. 2196; Ross Sutherland.
- Sun Dial Films Inc., 625 Madison Ave., N. Y. C., Murray Hill 8-1050; Samuel A. Dajlowe, Films to order, rentals.
- Swank Films, Inc., 19 W. 4th St., Dayton, Ohio, Hemlock 2379; Jerrold A. Swank, Films to order.
- Tarshis - Herbert Productions, 5916 David Ave., Los Angeles, Hb 8271; Herman Tarshis.
- Tel Air Associates, 366 Madison Ave., N. Y. C., Vanderbilt 6-3417; Mort H. Singer Jr., Films to order.
- Tele-America Inc., 170 S. Beverly, Beverly Hills, Calif., Crestview 1-0204; Thor L. Brooks, Films to order, rentals.
- Teletest Films, Inc., 145 W. 15th St., N. Y. C., Robert Wormhoudt, Films to order, rentals.
- Telecasters Programs Syndicate, 2217 Murrayville Dr., Hollywood, Hollywood 5869; Bruce Bulls & Assoc., Cooperative program syndication via film on a cost, plus basis for TV stations.
- Tele-color Films, 444 E. 58th St., N. Y. C., PLaza 3-7817; Tom Scidel, Films to order.
- Telecomics Inc., 247 Park Ave., N. Y. C., ELdorado 6-2644; John F. Howell, Animated TV film producers.

## . . . Television Film Producers . . .

- Telefeatures Inc., 1386 N. Van  
ness, Hollywood, Hillside 7341;  
George Frank, Sam Coslow,  
Films to order, rentals.
- Telefilm Inc., 6039 Hollywood  
Blvd., Hollywood, Hollywood  
7205; Don McNamara, Films  
to order, rentals.
- Telenews Productions Inc., 1600  
Broadway, N. Y. C., Circle  
7-7364; John H. Tobin, Films,  
newsreels to order.
- Telepak Inc., 170 So. Beverly  
Dr., Beverly Hills, Cal., Robert  
Longenecker, Live and film  
shows for TV.
- Telepictures Inc., 247 Park Ave.,  
N. Y. C., ELdorado 5-2544;  
John F. Howell, TV film pro-  
ducers.
- Tele-Theatre Productions, 33 W.  
58th St., N. Y. C., Charles W.  
Christenberry Jr., Package  
programs for TV & Radio.
- Tele-Tours, 6848 Hinds, N. Hol-  
lywood, Su. 2-5838, DeWitt Mc-  
Cann, Irving Berlin.
- Television Adv. Prod. Inc., 360  
N. Michigan Blvd., Chicago,  
State 5941; Ardién B. Rodner,  
Films to order, rentals.
- Television Art Enterprises, 4333  
Rhodes Ave., N. Hollywood,  
Sunset 3-1923; Shamus Cul-  
hane, Films to order, rentals.
- Television Arts Productions, 111  
Sutter, San Francisco, Cal.,  
Sutter 1-4561; J. T. Ward,  
Cartoon Films to order.
- Television Cartoons Inc., 361 W.  
Broadway, N. Y. C., Beckman  
3-7176; Robert Brotherton,  
Films to order.
- Television Films of America, Box  
2222, Hollywood, Hudson  
2-4048; Jack Parker, Films  
to order, rentals.
- Television Film Ind. Corp., 340  
Third Ave., N. Y. C., LExing-  
ton 2-6780; George H. Cole,  
Films to order, rentals.
- Television Highlights Inc., 1697  
Broadway, N. Y. C., PLaza  
7-7073; Sy Weintraub, Films  
to order, rentals.
- Television Motion Pictures Co.,  
1650 Broadway, N. Y. C.,  
Circle 6-0591; Jack Goldberg,  
Films featuring Negroes.
- Television Reporter Prod., 1338  
N. Laurel Ave., Hollywood,  
Hillside 0016; Richard Kro-  
liek, Films to order.
- Tele Visual Productions, 1313  
Lafayette Bldg., Detroit,  
Woodward 6-0909; H. G.  
Kerbawy, Films to order,  
rentals.
- Marshal Templeton Inc., 214  
Ford Bldg., Detroit, Mich.,  
Cadillac 6868; Marshal E.  
Templeton, Films to order,  
rentals.
- Mischa Terr, 454 S. Robertson,  
Los Angeles, Cal., Crestview  
6-7448, Crestview 1-6211.
- Toddy Pictures Co., 723 Seventh  
Ave., N. Y. C., Circle 8-9446;  
Ted Toddy, Films to order.
- Transfilm Inc., 35 W. 45th St.,  
N. Y. C., LUXenburg 2-1400;  
W. Miesegans, Films to order,  
rentals.
- Transvideo Corp. of America, 2  
W. 46th St., N. Y. C., LUXem-  
burg 2-1280; George Lutlinger,  
Films to order, rentals.
- Triangle Films, 1697 Broadway,  
N. Y. C., COLUMbus 5-1403-4;  
Dorothea Lee McEvoy, Films  
to order.
- Tri-Video Productions Inc., 15  
Central Pl. West, N. Y. C.,  
PLaza 7-8638; Jack Goldstein,  
Production and distribution of  
TV films.
- TV Film Comp., 6039 Hollywood  
Blvd., Hollywood, Hollywood  
7205; R. F. Maroney, Films  
to order.
- TV Films Inc., 34-60 32nd St.,  
Astoria, N. Y., RAVenswood  
6-4787; R. V. Pollock, Com-  
mercial Films to order.
- Twentieth Century-Fox Corp., 444  
W. 66th St., N. Y. C., COLUM-  
bus 5-3320; Peter G. Lava-  
thes, Film to order, rentals.
- Twin City Television Lab.,  
Lyceum Theatre, Minneapolis,  
Minn., Lincoln 4708; Joseph  
H. Reek, Laboratory Training  
in the television production  
arts.
- United Film Service, 2449 Char-  
lotte St., Kansas City 8, Mo.,  
Harrison 5540; W. Hardy  
Hendren Jr., Production &  
distribution 35 mm. commer-  
cial films.
- United Press Assn., 220 E. 42nd  
St., N. Y. C., MURray Hill  
2-0400; LeRoy Keller, News-  
reels, news photos.
- United Prod. Of America 1133  
N. Highland, Hollywood, Hill-  
side 8244; Stephen Bosustow,  
Films to order, rentals.
- United Productions Inc., 654  
Madison Ave., N. Y. C.,  
TEmpleton 8-8300; Lou Dahl-  
man, Newsreels.
- United World Films Inc., 445  
Park Ave., N. Y. C., PLaza  
9-1200; Stephen Alexander,  
Films to order, rentals.
- Unitel Inc., 1730 N. Las Palmas,  
Hollywood, Hollywood 7572;  
Stanley Simmons, Films to or-  
der.
- Vallee-Video, 6748 Sunset Blvd.,  
Hollywood, Hollywood 7381;  
Rudy Vallee, Joe Parker, Films  
to order.
- Variety Productions, 1345 N.  
Hayworth Ave., Hollywood,  
Hollywood 5433, Crestview  
1-6211; Hal Gerard Frank B.  
McDonald.
- Video Associates Inc., 515 Mad-  
ison Ave., N. Y. C., PLaza  
3-7966; Philip Brodsky, Films  
to order.
- Video Varieties Corp., 41 E. 50th  
St., N. Y. C., MURray Hill  
8-1162; George W. Goman,  
Production TV film programs,  
film commercials, business,  
films, slide films.
- Video Productions, 34 So. 17th  
St., Philadelphia, Locust 4  
4-3060; Franklin O. Pesce,  
Films to order.
- Visual Art Films, 118 Ninth St.,  
Pittsburgh, Pa., ATLantic 6333,  
L. D'Antonio, Religious films  
to order, rentals.
- Visual Arts Prod. Inc., 2 W. 40th  
St., N. Y. C., LUXenburg  
2-4047; Sidney Rosenbaum,  
Films to order, rentals.
- Visual Specialists Inc., 444  
Madison Ave., N. Y. C., PLaza  
3-8730; Henry C. Gipson,  
Films to order, rentals.
- Wade-Farnham Productions, 144  
W. 55th St., N. Y. C., Circle  
7-8707; Roger Wade-Moutlan  
H. Farnham, Films to order.
- Louis Weiss & Co., 4336 Sunset  
Blvd., Hollywood, Normandy  
1-6883; Adrian Weiss, Films  
to order, rentals.
- Welgot Trailer Service, 630  
Ninth Ave., N. Y. C., Circle  
6-8460; Martin Gottlieb, Films  
to order.
- West Coast Sound Studio, 610 W.  
57th St., N. Y. C., Circle  
7-2062; Martin Henry, Full  
35 mm. and 16 mm. film pro-  
duction facilities; RCA sound  
equipment.
- Widing Picture Prod. Inc., 1345  
Argyle St., Chicago, Long  
Beach 8410; C. H. Bradford  
Jr., Films to order.
- Widing Pictures, 5981 Venice  
Blvd., Los Angeles, We. 0183;  
Al Herman.
- Willard Pictures Inc., 45 W. 45th  
St., N. Y. C., LUXemburg  
2-0430; John M. Squires Jr.,  
Film to order.
- Willongbby Pictures Inc., Suite  
600, 1800 Broadway, N. Y. C.,  
Circle 6-9580, E. T. Ander-  
son, Religious Films to order,  
Rentals.
- Winik Films Corp., 625 Madison  
Ave., N. Y. C., PLaza 3-0684;  
Leslie Winik, Films to order.
- Raphael G. Wolf Studios, 1714  
N. Wilton Pl., Hollywood, Gr.  
6126; Raymond Rinz.
- World Broadcasting System Inc.,  
501 Madison Ave., N. Y. C.,  
MURray Hill 8-1700; A. B.  
Sambrook, Transcription  
Library.
- The World Today Inc., 150 W.  
56th St., N. Y. C., Circle  
5-5067; Maynard Gertler,  
Producers of educational &  
Commercial films for TV,  
travel films to order.
- World Video Inc., 718 Madison  
Ave., N. Y. C., REcent 4-6615,  
Henry S. White, Films in or-  
der, rentals.
- WPIX Inc. (New York Daily  
News), 220 E. 42nd St.,  
N. Y. C., MURray Hill 2-1234;  
Robert J. Coe, Films, News-  
reels for rental.
- Emerson Yorke Studio, 35 W.  
45th St., N. Y. C., BRyant 9-  
0091; Emerson Yorke, Films  
to order, rentals.
- Young America Films Inc., 18  
E. 41st St., N. Y. C., LExing-  
ton 2-4111; Godfrey Elliott,  
Shorts for rental.
- Harold Young Prod. Inc., 119  
W. 57th St., N. Y. C., Circle 5-  
8459; Harold M. Young, Films  
to order, rentals.
- Youth Films, 7904 Santa Mon-  
ica Blvd., Hollywood, Hi 3013;  
Ray Berquist.
- Ziv Television Programs, Inc.,  
501 Madison Ave., N. Y. C.,  
MURray Hill 8-1700; John L.  
Sinn, Films to order, rentals.



# FILM — THE ET OF TELEVISION?

By JOHN L. SINN, President, Ziv Television Programs, Inc.



John L. Sinn

**I**f we hear it once, we hear it a thousand times: "Film is to television what transcriptions are to radio." Repeated often enough, that statement augurs well to become a truism that will be accepted regardless of its accuracy. So right now, while television is young, let us examine that statement.

Commercial radio started in 1922. The first electrical transcription arrived on the radio scene circa 1932. During those intervening 10 years, live and network radio made strides which transcriptions have been many years endeavoring to overtake. And frankly, during the first 10 years of transcribed radio, the transcriptions industry did not run a very good race. Why? It was simply a case of technological advancement. During those first 10 years, transcription quality left much to be desired. So, in fact, we find that live radio had a 20-year lead over transcriptions.

Is that the situation in the case of film for television? Quite the contrary. It must be obvious to all that film is the farthest advanced. Film is the giant. Television is entering the race 20 years late. And it is probable that it will take "live" television many more years to develop the technical skills which are commonplace on film.

Therefore, it is my opinion that film is not the transcription of television. Film is, indeed, the backbone of television. And that is as it should be, for film permits creative production such as live television will probably never overtake.

The FCC Blue Book recites "Transcriptions offer to the writer, director, producer of programs the same technical advantages that the moving picture industry achieves through cutting room techniques." Those cutting room techniques are just one of the minor advantages that film offers over live television. There never was a "live" program that could not be improved by editing. And editing is a joy when you work with film.

The fluffed line, the orchestra clinker, the flat top note are easily removed from the sound track on film. And anyone who has watched three, four and frequently five sound tracks being blended into one perfect sound track by expert sound men, realizes the new vistas of production achievement available to audio because of film.

Even greater advantages are available on film as applied to the visual. Such customary optical techniques as wipes, flip-overs, etc., are tricks made easy when your television program is produced on film.

Retakes. There's a word that Hollywood has "sold" to the movie-going public. But what a joy it is to the television producer and performer to be able to retake and retake again until a perfect "take" is obtained. The movie-going public, having been spoiled by the camera perfection of Hollywood "A" pictures, is not going to be satisfied with live television obviously missing the perfection obtainable only from retakes. How about shows filmed off the kinescope? This is unquestionably a convenient device for delayed telecasts of live shows. But obviously film off the kinescope imposes on the program producer the very same restrictions that hamper him in the production of a live television show, and offers none of the advantages of genuine film production such as we know in theatrical movies.

Film off the kinescope offers no retakes, practically no editing, none of the tricks like opticals, wipes, dissolves, etc. Errors that appeared in the live broadcast remain on the film off the kinescope.

Listeners and viewers love a good show. The movies have made them completely sophisticated. They expect the perfection that they see only on capably-produced film. Therein lies the future of television.

Stations love good shows at good times on their schedules. Television film guarantees a better show . . . and permits the station to schedule the show with greater flexibility which means better programming and greater audiences.

Is film the transcription of television? I would say that programs on film are the epitome of television.

# What's Wrong With Tele?

Radio and TV editors on the East Coast who are within the range of local stations and also view network programs were asked "What's Wrong With Television?" as one of the questions in the first TV editors survey conducted by the Year Book of Television. Some of their answers are printed below:

"It is following the same old radio tragedy; sponsor holding the reins, networks abandoning their responsibilities, public getting adolescent entertainment, little adult fare, and almost no intelligent public service programming. Trouble is radio and TV are still considered 'show business' and nothing more."—*James S. Gratton, Evening Gazette, Worcester, Mass.*

"Television is still groping in the dark. Tough job to compete with the mystery and imagery that can be concocted with words alone. Seeing the thing destroys all the illusion. Must be a wedding of the two. Variety shows are not the answer, unless intimate and staged in emcee's home. Variety killed vaudeville and will do the same to television."—*Nick A. Kenny, Daily Mirror, New York City.*

"Too often, it's only radio with cameras in front of it. The films are old; the prints are sometimes bad; the editing is poor. Not enough art work is used in announcements, introductions, etc., and few TV programs establish a definite mood or personality. Too many programs have that bare, studio background."—*Paul Denis, New York Post and Home News.*

"Some of the movies are too dark . . . feature films break down and you see only half the picture . . . programs are not fully and accurately listed in advance . . . If old films are necessary, run real old films. Some films and featurettes are run over and over, I've seen certain shorts five or six times."—*Abe J. Greene, Evening News, Paterson, N. J.*

"Bad camera technique. Even programs which show good TV sense (well chosen material, etc.) often lose out because camera technique doesn't show to full advantage."—*Washington radio editor.*

"Television reminds me of the very poor early home movies."—*J. P. Stratton, News Leader, Richmond, Va.*

"Writers, writers, writers! Budgets for shows must include premium prices for writers to attract them from other fields. Look what Hollywood has done with mediocre talent—thanks to writers. Directors are important too—obviously—but they've got to have something to work with."—*Merrill Panitt, Philadelphia Inquirer, Philadelphia, Pa.*

"Too many old movies, long and short; too many sports events—especially wrestling and boxing; too many musical and variety shows."—*Harriet Van Horne, World-Telegram, New York City.*

# ABC'S VIDEO EXPANSION

By ROBERT E. KINTNER, Exec. V. P., American Broadcasting Company



R. E. Kintner

IN 1948, within six months, the American Broadcasting Company moved from a blue print stage to an important position in the television field.

During those six months we have placed in operation owned and operated television stations in New York, Chicago and Detroit; in addition, signed affiliation agreements with fifteen independently owned and operated TV stations; inaugurated regular program service to an Eastern and a Midwestern television network; acquired sites for unsurpassed TV facilities in New York and on the West Coast; and are preparing to launch two more owned and operated TV outlets on the Pacific Coast.

In its 1947 Annual Report, ABC announced that its would have on the air or under construction its own television stations in New York, Chicago, Detroit, Los Angeles and San Francisco with the next year. The network also announced that it looked toward the building of strong regional networks as the basis of a national ABC television network as cable facilities became available. And, in that report, ABC stated that it was exploring program content and techniques with a view toward placing itself in a strong position for the launching of telecasting over its own facilities.

I think that it will be evident to everyone who has followed television's progress during 1948 that we have achieved all of our objectives.

In July of 1948, ABC acquired in New York City the site for its Television Center, now in the process of completion, on a block-deep location adjacent to Central Park. There the network is presently constructing the largest television studios in the nation.

On August 10 the first of our owned and operated television stations, WJZ-TV, went on the air in New York City and within the next two months WENR-

TV, in Chicago, and WXYZ-TV, in Detroit, were placed in operation.

In October, ABC purchased from Warner Bros. the 20-acre Vitagraph motion picture lot in Hollywood as the site for its television operations in the Los Angeles region; and the network had previously purchased the Sutro mansion, in San Francisco, for reconstruction to house its television headquarters in that area. Within the first half of 1949 ABC expects to put on the air KECA-TV in Los Angeles and KGO-TV in San Francisco. All of our owned and operated TV stations will operate on Channel 7.

Plans had been laid early in 1948 for the affiliation of important television stations in major U. S. markets. These plans have become realities. We now are able, through our affiliations with key outlets in Boston, Philadelphia, Baltimore and Washington to present a solid television front in the East with a rapidly growing representation of even greater proportions in the midwest.

Our efforts to establish intercommunication between the East and Midwest will be rewarded as soon as cable facilities are completed. Meanwhile, valuable impetus has been given by ABC's new "Video Recording" system.

ABC's television programming policy, from the start of operations, has been based upon two fundamental precepts—

- (1) emphasis on diversification, so that we may satisfy the varied preferences of the greatest number of viewers, and
- (2) making valuable contributions to the development of new techniques designed to take full advantage of the almost limitless potentialities of television.

Fortified by the lessons we have learned during the past year and encouraged by the progress of this new medium as an art form, ABC hopes to play a significant role in television during 1949, a year which will certainly see millions, instead of thousands, of Americans relying upon television for a large part of its entertainment and information.

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# TV TRANSMITTER TRENDS

By HERBERT E. TAYLOR, JR., *Mgr., TV Transmitter Div., Allen B. Du Mont Laboratories, Inc.*



H. E. Taylor, Jr.

NOT too long ago the broadcasting industry found itself speculating widely on the future of television and the effect it might have on the future of standard radio broadcasting. Today little doubt remains: television is currently a good two years ahead of schedule; its patterns, potentialities and place in the home entertainment field can

be adequately appraised. Which simply means that television has arrived.

Tremendous strides have been made during the past twelve months. Television's growth is unmatched in the history of American industry. Monthly receiver production has increased some 2000 per cent over the early months of 1949, and 330 per cent over the early months of 1948. At the current rate of production, more than 2,000,000 television sets will have been produced and installed by 1950. Meanwhile, a total of 57 television broadcast stations are currently in operation. A total of 15 major market areas, representing over 30 per cent of the U. S. sales potential, are currently served by four major networks through coaxial cable or radio relay. Almost every station not on a network line receives and regularly schedules network shows by means of the new Teletranscription service.

Advertisers no longer study the advisability of television as a means of advertising and selling merchandise. Rather, full concentration is on the type of show, budget allocations, and the procurement of time on the air most suitable for the product.

And telecast time is no longer restricted to the evening hours. Daytime programming has proved that television can equal and even excel the pull of standard radio any time of day, depending of course on the type of program.

Current transmitter trends assure the possibility of television service in every marketing area of 50,000 population or more. Preconceived ideas of Hollywood

techniques, tremendous programming facilities and numerous operating personnel, have been proven erroneous as applied to the average broadcast station. Broadcasters can now think of television as a sound business venture requiring capital investments far less than the excessive figures predicted in the pioneering days of the industry.

Coaxial cable and radio relay networks preclude the necessity of extensive and costly studio and transmitting installations for other than key stations initiating the programs. A proven equipment "package" installation at a cost in the order of from \$60,000 to \$80,000 permits a broadcaster to inaugurate a television broadcast service and to meet operating expenses almost from the first month. Station personnel can be limited to five people working efficiently. This type of station will not, of course, originate many programs aside from films and slides. It will, however, provide the best in programming from a national network originating source in a major city. The effective radiated power of this station is in the order of 1.5 to 5 KW depending on the channel allocation. Increased power is attained at any future time, if required, through the addition of power amplifiers. This important factor of expanding the transmitting facilities is obtained at little cost and with no obsolescence.

Remote areas not served by a direct network line can be erected at modest cost comparable with a direct-feed network station. The development and continuing improvement of the Teletranscription has made network service feasible to these remote areas, and top-notch programming possible. The combination Teletranscription and film operation provides professional programming far superior to the average potential or local talent, although the top interest in local personalities and sports and events is not to be overlooked in the long-range planning.

The development of UHF and the establishment of standards in this frequency spectrum can be expected by the end of 1949 or the first few months of 1950. The additional channels made possible by the exploitation of ultra high frequencies will open new doors in television broadcasting.

*For Complete List of Radio-TV Equipment Manufacturers See Page 1169*

# **TOP TEN TV NEWS EVENTS**

## **Of 1948**

*Below are the top ten video news stories of the past year, compiled especially for the Year Book of Television by the news chiefs of the four networks. Their selections follow:*

### **ABC**

THOMAS VELOTTA

Election Coverage  
 Philadelphia Conventions  
 Metropolitan Opera Opening  
 Hiss-Chambers Hearings  
 World Series  
 Truman's Return to Washington  
 Special Session of Congress  
 Louis-Walcott Fight  
 Kosenkina Case  
 UN Coverage

### **NBC**

ADOLPH SCHNEIDER

Election Coverage  
 Berlin Situation—Air Lift  
 Republican Convention  
 Democratic Convention  
 Palestine Situation  
 Spy Probes  
 Operation of ECA  
 Birth of Princess Elizabeth's Baby  
 Death of Babe Ruth  
 1948 Olympics

### **CBS**

EDMUND CHESTER

Election Coverage  
 Truman's Return to Washington  
 Philadelphia Conventions  
 Winter Olympics  
 UN Paris Meetings  
 Special Session of Congress  
 World Series  
 Fighting in Palestine  
 UN-American Activities Committee  
 Hearings  
 N. Y. Herald-Tribune Forum

### **DuMONT**

JAMES CADDIGAN

Election Coverage  
 Republican Convention  
 Democratic Convention  
 Progressive Convention  
 Truman's Return to Washington  
 N. Y. Blizzard, December, 1947  
 Return of War Dead  
 Un-American Activities Committee  
 Hearings  
 Easter Parade  
 Kosenkina Case

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*For Complete List of TV Programs See Page 1082*

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# FREQUENCY MODULATION

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*FM Stations In Operation*

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*Stations Listed by  
States — Cities*

•

*Chief Executive*

•

*FM Association—Personnel*

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WITH 58,000 Watts!\*



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6000 ft. Mount Wilson.

\*From Hollywood's newest  
and finest FM studios.

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CORPORATION OF CALIFORNIA**  
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Cliff Gill, *General Manager*

Dan Russell, *Program Director*

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radio news writing

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# FM Broadcast Stations In Operation As of Jan. 1, 1949

## ALABAMA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Anniston	WHMA-FM	Harry M. Ayers	100.5	Harry M. Ayers, Pres.
Bessemer	WJLD-FM	Johnston Bcstg. Co.	104.7	George Johnston, Jr., Pres.
Birmingham	WAFM-FM	Voice of Ala., Inc.	99.5	Thad Holt, Pres.
Birmingham	WSGN-FM	The Birmingham News Co.	93.7	Henry P. Johnston, Gen. Mgr.
Gadsden	WJBY-FM	Gadsden Bcstg. Co.	103.7	B. H. Hopson, Pres.
Huntsville	WHBS-FM	The Huntsville Times Co.	95.1	Richard Warner, Gen. Mgr.
Mobile	WABB-FM	Mobile Press Register, Inc.	102.1	R. B. Chandler, Pres.
Mobile	WKRQ-FM	Giddens & Rester	99.9	F. F. Busby, Gen. Mgr.
Mobile	WMOB-FM	Nunn Bcstg. Corp.	97.5	Gilmore N. Nunn, Pres.
Montgomery	WCOV-FM	G. W. Covington, Jr.	94.5	G. W. Covington, Jr., Owner
Montgomery	WMGY-FM	Dixie Bcstg. Co.	107.5	Dr. S. L. Suggs, Pres.
Montgomery	WSFA-FM	Montgomery Bcstg. Co., Inc.	103.3	Howard E. Pill, Pres.
Sylcauga	WSYO	Southeastern Bcstg. Co.	101.9	

## ARKANSAS

Blytheville	KLCN-FM	Harold L. Sudbury	96.1	Harold L. Sudbury, Gen. Mgr.
Fort Smith	KFPW-FM	Southwestern Hotel Co.	94.9	J. A. England, Pres.
Fort Smith	KFSA-FM	Southwestern Pub. Co.	107.7	Donald W. Reynolds, Pres.
Jonesboro	KBTM-FM	Regional Bcstg. Co.	101.9	John E. Brown, Pres.
Siloam Springs	KUOA-FM	KUOA, Inc.	105.7	John E. Brown, Pres.

## CALIFORNIA

Alameda	KONG	Times Star Pub. Co.	104.9	Abraham Kofman, Pres.
Bakersfield	KERN-FM	McClatchy Bcstg. Co.	94.1	Eleanor McClatchy, Pres.
Bakersfield	KMAR	Marmat Radio Co.	92.5	
Burbank	KWIK	Burbank Bcstrs., Inc.	94.3	James F. Furns, Pres.
Chico	KVCI-FM	Golden Empire Bcstg. Co., Inc.	101.1	Hugh McClung, Sr., Pres.
Eureka	KRED	Redwood Bcstg. Co.	96.3	William B. Smulling, Pres.
Fresno	KARM-FM	The George Harm Station	101.9	Hattie Harm, Pres.
Fresno	KRFM	Calif. Inland Bcstg. Co.	93.7	J. E. Rodman, Pres.
Hollywood	KECA-FM	American Bcstg. Co.	95.5	Clyde Scott, Gen. Mgr.
Hollywood	KFMV	Unity Bcstg. Corp.	94.7	Cliff P. Mayer, Pres.
Hollywood	KHJ-FM	Don Lee Bcstg. System	101.1	Lewis Allen Weiss, Pres.
Hollywood	KMPC-FM	Station of Stars	100.3	G. A. Richards, Owner
Long Beach	KNOB	Cerritos Bcstg. Co.	103.1	Jay E. Tapp, Gen. Mgr.
Long Beach	KRJM	John H. Poole	103.1	John H. Poole, Pres.
Los Angeles	KCLI	Connon & Collister	105.1	Earle C. Anthony, Pres.
Los Angeles	KFI-FM	Earle C. Anthony, Inc.	105.9	
Los Angeles	KKLA	Echa Pk. Evangelistic Assoc.	97.1	Dr. Ralf K. McPherson, Pres.
Los Angeles	KMGM	MGM Studios, Inc.	98.7	N. M. Schenck, Pres.
Los Angeles	KNX-FM	Columbia Bcstg. System	93.1	Frank Stanton, Pres.
Los Angeles	KRKK-FM	Radio Bcstrs., Inc.	96.3	Ned Connor, Gen. Mgr.
Los Angeles	KMYC-FM	Marysville-Yuba Bcstrs., Inc.	99.9	H. E. Thomas, Pres.
Marysville	KVME	Merced Bcstg. Co.	97.5	Hugh McClung, Pres.
Merced	KBEE	McClatchy Bcstg. Co.	103.3	Eleanor McClatchy, Pres.
Modesto	KTRB-FM	KTRB Bcstg. Co.	104.1	William H. Botes, Jr., Pres.
Modesto	KDOB-FM	Monterey Peninsula Bcstg. Co.	94.5	Paul H. Caswell, Pres.
Monterey	KLX-FM	Tribune Bldg. Co.	101.3	J. R. Knowland, Jr., Pres.
Oakland	KOCS-FM	The Daily Reporter	93.5	Jerene A. Hornish, Pres.
Ontario	KAGH-FM	KAGH, Inc.	98.3	Andrew G. Haley, Pres.
Pasadena	KVRE	Golden Empire Bcstg. Co.	103.9	Hugh McClung, Pres.
Redding	KRCC	Contra Costa Bcstg. Co.	104.5	Leo E. Owens, Pres.
Richmond	KPOR	Bcstg. Corp of America	97.5	W. L. Gleason, Pres.
Riverside	KCRA-FM	KCRA, Inc.	96.1	Ewing C. Kelly, Pres.
Sacramento	KFBK-FM	McClatchy Bcstg. Co.	96.9	Eleanor McClatchy, Pres.
Sacramento	KXOA-FM	Sacramento Bcstrs., Inc.	107.9	Lincoln Dellar, Pres.
Sacramento	KBMT	Sun Co. of San Bernardino	99.9	James A. Guthrie, Pres.
San Bernardino	KFXM-FM	Lee Bros. Bcstg. Co.	95.1	Clifford Lee, Pres.
San Bernardino	KSRB	Radio Diabla, Inc.	101.5	Orrin H. Brown, Pres.
San Bruno	KFMB-FM	Jack Gross Bcstg. Co.	101.5	Jack O. Gross, Pres.
San Diego	KFSD-FM	Airfan Radio Corp., Ltd.	94.1	Thomas E. Sharp, Pres.
San Diego	KSDO	Som Diego Bcstg. Co.	96.5	C. A. Smith, Pres.
San Diego	KWFM	Studebaker Bcstg. Co.	104.7	Fred Robell, Gen. Mgr.
San Diego	KGO-FM	American Bcstg. Co.	106.1	Gayle V. Grubb, Gen. Mgr.
San Francisco	KJBS-FM	KJBS Bcstrs.	98.9	E. P. Franklin, Gen. Mgr.

San Francisco KNBC-FM  
 San Francisco KQW-FM  
 San Francisco KRON-FM  
 San Francisco KSGH  
 San Francisco KWBR-FM  
 San Jose KLQK-FM  
 San Jose KRPO  
 San Jose KSJO-FM  
 San Luis Obispo KVEF-FM  
 Santa Ana KJVE-FM  
 Santa Maria KRJM  
 Sausalito KDFC-FM  
 Stockton KGDM-FM

National Bcstg. Co. . . . . 99.7  
 Pacific Agric. Foundation . . . . . 103.7  
 Chronicle Pub. Co. . . . . 96.5  
 Pacific Bcstg. Co. . . . . 94.9  
 Warner Bros. . . . . 97.3  
 Valley Bcstg. Co. . . . . 98.5  
 FM Radio & Tele Corp. . . . . 92.3  
 Santa Clara Bcstg. Co. . . . . 95.3  
 The Valley Electric Co. . . . . 99.9  
 Voice of the Orange Empire . . . . . 96.7  
 Santa Maria Daily Times . . . . . 103.1  
 Sundial Bcstg. Corp. . . . . 102.1  
 E. F. Peffer . . . . . 92.9

John W. Elwood, Gen. Mgr.  
 Ralph R. Brunton, Pres.  
 Charles Thieriot, Gen. Mgr.  
 Charles A. Gibson, Pres.  
 Stafford W. Warner, Pres.  
 E. L. Barker, Pres.  
 Patrick H. Peabody, Pres.  
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 R. C. & S. C. Hancock, Owners  
 William R. Cracker, Pres.  
 E. F. Peffer, Pres.

## COLORADO

Denver KFEL-FM  
 Denver KLZ-FM  
 Denver KOA-FM

Eugene P. O'Fallon, Inc. . . . . 97.3  
 KLZ Bcstg. Co. . . . . 94.1  
 National Bcstg. Co. . . . . 95.7

Gene O'Fallon, Gen. Mgr.  
 Hugh B. Terry, Mgr.  
 Niles Trommell, Pres.

## CONNECTICUT

Danbury WLAD-FM  
 Greenwich WGCH  
 Hartford WDRG-FM  
 Hartford WHTH-FM  
 Hartford WTIC-FM  
 Meriden WMMW-FM  
 New Britain WMMW-FM  
 New Haven WAVZ-FM  
 New Haven WBIB  
 New Haven WEMI-FM  
 New Haven WNHC-FM  
 New London WNLC-FM  
 Stamford WSTC-FM

Berkshire Bcstg. Corp. . . . . 93.3  
 Greenwich Bcstg. Corp. . . . . 95.9  
 The Conn. Bcstg. Co. . . . . 93.7  
 Hartford Times, Inc. . . . . 106.1  
 Travelers Bcstg. Service Corp. . . . . 96.5  
 Silver City Crystal Co. . . . . 95.7  
 New Britain Bcstg. Co. . . . . 103.7  
 The New Haven Bcstg. Corp. . . . . 95.1  
 The Colony Bcstg. Corp. . . . . 100.7  
 Conn. Radio Foundation . . . . . 107.9  
 Elm City Bcstg. Corp. . . . . 99.1  
 The Thames Bcstg. Corp. . . . . 99.5  
 The Western Conn. Bcstg. Co. . . . . 96.7

Robert V. Doran, Pres.  
 Walter S. Lemmon, Pres.  
 Franklin M. Daolittle, Pres.  
 C. Glover DeLaney, Gen. Mgr.  
 Jesse W. Randall, Pres.  
 Carl A. Schultz, Pres.  
 Julian Gross, Pres.  
 Edward S. Minor, Pres.  
 Samuel Botwinik, Pres.  
 Harry C. Wilder, Pres.  
 Patrick J. Good, Pres.  
 Gerald J. Morey, Pres.  
 Kingsley Gillespie, Pres.

## DELAWARE

Wilmington WAMS-FM

Wilmington Tri-State Bcstg. Co. . . . . 96.1

Frank S. Corraw, Pres.

## DISTRICT OF COLUMBIA

Washington WASH  
 Washington WCFM  
 Washington WINX-FM  
 Washington WMAL-FM  
 Washington WOL-FM  
 Washington WQQW-FM  
 Washington WRC-FM  
 Washington WWDC-FM

Commercial Radio Equip. Co. . . . . 97.1  
 Cooperative Bcstg. Assn. . . . . 99.5  
 WINX Bcstg. Co. . . . . 96.3  
 Evening Star Bcstg. Co. . . . . 107.3  
 Cowles Bcstg. Co. . . . . 98.7  
 Radio Station WQQW, Inc. . . . . 103.5  
 National Bcstg. Co. . . . . 96.3  
 Capitol Bcstg. Co. . . . . 101.1

Everett L. Dillard, Pres.  
 H. F. Kern, Gen. Mgr.  
 Philip L. Graham, Pres.  
 S. H. Kauffmann, Pres.  
 Gardner Cowles, Pres.  
 Morris Rodman, Pres.  
 Niles Trommell, Pres.  
 Joseph Katz, Pres.

## FLORIDA

Daytona Beach WNDB-FM  
 Ft. Lauderdale WGOR-FM  
 Gainesville WRUF-FM  
 Jacksonville WJAX-FM  
 Jacksonville WJHP-FM  
 Jacksonville WMBR-FM  
 Miami WGBS-FM  
 Miami WIOD-FM  
 Miami WQAM-FM  
 Miami WWPB-FM  
 Miami Beach WKAT-FM  
 Miami Beach WLRD  
 Orlando WHOO-FM  
 Palm Beach WWPG-FM  
 Pensacola WCOA-FM  
 St. Petersburg WTSP-FM  
 Tallahassee WTAL-FM  
 Tampa WDAE-FM  
 Tampa WFLA-FM  
 W. Palm Beach WJNO-FM

News-Journal Corp. . . . . 94.5  
 Gore Pub. Co. . . . . 106.5  
 U. of Florida . . . . . 104.1  
 City of Jacksonville . . . . . 95.1  
 The Metropolis Co. . . . . 96.9  
 Florida Bcstg. Co. . . . . 96.1  
 Fort Industry Co. . . . . 96.3  
 Isle of Dreams Bcstg. Corp. . . . . 97.3  
 Miami Bcstg. Co. . . . . 94.9  
 Paul Broke . . . . . 101.5  
 WKAT, Inc. . . . . 93.1  
 Mercantile Bcstg. Co. . . . . 93.9  
 Orlando Daily Newspapers . . . . . 96.5  
 Palm Beach Bcstg. Corp. . . . . 97.9  
 Pensacola Bcstg. Co. . . . . 98.9  
 Pinellas Bcstg. Co. . . . . 102.5  
 John H. Phipps . . . . . 103.9  
 Tampa Times Co. . . . . 105.7  
 Tribune Co. . . . . 93.3  
 WJNO, Inc. . . . . 98.7

Julian Davidson, Pres.  
 J. W. Dickey, Exec. V. P.  
 Maj. Garland Powell, Dir.  
 George A. Pierce, Commr. in Chg.  
 John H. Perry, Pres.  
 Frank King, Pres.  
 George B. Storer, Pres.  
 Daniel J. Mahoney, Pres.  
 John S. Knight, Pres.  
 Paul Broke, Owner  
 Frank Katzentine, Pres.  
 Alan H. Rosenson, Pres.  
 Martin Anderson, Pres.  
 Charles E. Davis, Pres.  
 John H. Perry, Pres.  
 N. P. Poynter, Pres.  
 John H. Phipps, Pres.  
 David E. Smiley, Pres.  
 C. G. Boskerville, Gen. Mgr.  
 Marshall Heminway, Pres.

## GEORGIA

Athens WGAU-FM  
 Atlanta WAGA-FM  
 Atlanta WATL-FM  
 Atlanta WBGE-FM  
 Atlanta WCON-FM  
 Atlanta WGST-FM  
 Atlanta WSB-FM  
 Cedartown WGAA-FM  
 Columbus WDAK-FM  
 Columbus WGBA-FM  
 Co'umbus WRBL-FM

J. K. Patrick & Co. . . . . 99.5  
 Liberty Bcstg. Co. . . . . 103.3  
 Atlanta Bcstg. Co. . . . . 97.5  
 General Bcstg. Co. . . . . 95.5  
 Constitution Pub. Co. . . . . 98.5  
 Univ. System of Ga. . . . . 94.1  
 Atlanta Journal Co. . . . . 104.5  
 Northwest Ga. Bcstg. Co. . . . . 96.1  
 Radio Columbus . . . . . 707.9  
 Ga.-Ala. Bcstg. Corp. . . . . 95.1  
 Columbus Bcstg. Co. . . . . 93.3

C. A. Rowland, Pres.  
 George B. Storer, Pres.  
 J. W. Woodruff, Sr., Pres.  
 Mike Benton, Pres.  
 Clark Howell, Pres.  
 F. M. Spartlin, Pres.  
 J. Leonard Reimsch, Mngng. Dir.  
 O. C. Lam, Pres.  
 Allen M. Woodall, Pres.  
 A. H. Chopman, Pres.  
 J. W. Woodruff, Pres.



## IOWA

Burlington	KBUR-FM	Burlington Bcstg. Co	92.9	Don T. Riley, Pres.
Cedar Rapids	KCRK	The Gazette Co	96.9	J. F. Hladky, Vice-Pres.
Clinton	KROS-FM	Clinton Bcstg. Co	96.1	William S. Jacobsen, Pres.
Council Bluffs	KFMX	Nonpareil Bcstg. Co	96.1	Robert R. O'Brien, Pres.
Davenport	WOC-FM	Tri-City Bcstg. Co	103.7	Col. B. J. Palmer, Pres.
Des Moines	KCBC-FM	Mojestic Bcstg. Co	94.1	George P. E. Caesar, Jr., Pres.
Des Moines	KRNT-FM	Cowles Bcstg. Co	104.5	Gardner Cowles, Pres.
Des Moines	KSO-FM	Murphy Bcstg. Co	97.3	Kingsley H. Murphy, Pres.
Des Moines	WHO-FM	Central Bcstg. Co	100.3	Col. B. J. Palmer, Pres.
Dubuque	KDTH-FM	Telegraph-Herald	100.5	F. W. Woodward, Pres.
Dubuque	WDBQ	Dubuque Bcstg. Co	103.3	James D. Carpenter, Pres.
Fort Dodge	KFMY	Northwest Bcstg. Co	102.7	Edward Breen, Pres.
Keokuk	KOKX-FM	Keokuk Bcstg. Co	102.7	H. W. Stadler, Pres.
Mason City	KGLO-FM	Lee Radio, Inc.	101.1	Lee P. Loomis, Pres.
Sioux City	KSCJ-FM	Perkins Bros. Co	94.9	W. R. Perkins, Pres.
Waterloo	KXEL-FM	Josh Higgins Bcstg. Co	105.7	Joe DuMond, Pres.

## KANSAS

Garden City	KGAR-FM	Albert B. Pyatt	99.3	Albert B. Pyatt, Pres.
Hutchinson	KIMV	Hutchinson Pub. Co	105.7	John P. Horris, Pres.
Hutchinson	KWBW	Radio Station KWBW	93.1	William Wycs, Pres.
Kansas City	KSBS	Sunflower Bcstg. System, Inc.	105.9	Harry Butler, Pres.
Topeka	WIBW-FM	Topeka Bcstg. Assn., Inc.	102.5	H. S. Blake
Topeka	WREN-FM	WREN Bcstg. Co	94.1	J. S. Major, Gen. Mgr.
Wichita	KFH-FM	Radio Station KFH Co	100.3	Frank V. Webb, Gen. Mgr.

## KENTUCKY

Ashland	WCMJ-FM	Ashland Bcstg. Co	93.7	Gilmore N. Nunn, Pres.
Bowling Green	WBON	Bowling Green Co	101.1	Ken D. Given, Pres.
Henderson	WSON-FM	Henderson Bcstg. Co., Inc.	99.5	Pierce E. Lackey, Pres.
Hopkinsville	WHOP-FM	Hopkinsville Bcstg. Co., Inc.	98.7	Pierce E. Lackey, Pres.
Louisville	WBOX	Northside Bcstg. Corp.	100.7	J. Porter Smith, Pres.
Louisville	WHAS-FM	WHAS, Inc.	99.7	Barry Bingham, Pres.
Louisville	WRXW	WAVE, Inc.	95.1	George W. Norton, Jr., Pres.
Owensboro	OWENS-FM	Owensboro Bcstg. Co	92.5	L. W. Hager, Pres.
Owensboro	WVJZ-FM	Owensboro On the Air, Inc.	96.1	Vincent J. Steele, Pres.
Paducah	WYUC	Paducah Newspapers, Inc.	93.3	Edward J. Paxton, Pres.
Paducah	WPDA-FM	Paducah Bcstg. Co., Inc.	96.9	Pierce E. Lackey, Pres.

## LOUISIANA

Alexandria	KALB-FM	Alexandria Bcstg. Co., Inc.	96.9	Walter H. Allen, Pres.
Alexandria	KPDR-FM	Central La. Bcstg. Corp.	99.7	E. Levy, Pres.
Baton Rouge	WAFB-FM	Modern Bcstg. Co.	104.3	Louis S. Prejean, Pres.
Baton Rouge	WBRL	Baton Rouge Bcstg. Co., Inc.	98.1	Charles P. Manship, Jr., Pres.
Baton Rouge	WLCS-FM	Airwaves, Inc.	101.1	Harry B. Nelson, Pres.
Lafayette	KVOL-FM	Evangeline Bcstg. Co	96.1	George H. Thamas, Pres.
Monroe	KMFM	Liner's Bcstg. Co., Inc.	104.1	J. C. Liner, Pres.
New Orleans	WDSU-FM	Stephens Bcstg. Co.	105.3	E. A. Stephens, Pres.
New Orleans	WRCM	Supreme Bcstg. Co., Inc.	97.1	William Cortada, Pres.
New Orleans	WSMB-FM	WSMB, Inc.	102.7	E. V. Richards, Pres.
New Orleans	WTSP-FM	Times Picayune	95.7	L. K. Nicholson, Pres.
New Orleans	WWLH	Loyola University	100.3	Rev. T. J. Shields, Pres.
Shreveport	KWKH-FM	International Bcstg. Corp.	94.5	John D. Ewing, Pres.

## MAINE

Bangor	WGUY-FM	Guy Gannett Bcstg. Services	93.1	Guy P. Gannett, Pres.
Lewiston	WCQU-FM	Twin City Bcstg. Co	93.9	Faust Couture, Pres.
Portland	WGAN-FM	Guy Gannett Bcstg. Services	101.9	Guy P. Gannett, Pres.

## MARYLAND

Annapolis	WNAV-FM	Capital Bcstg. Co	99.1	Alfred G. Paves, Pres.
Baltimore	WCAO-FM	Monumental Radio Co	102.7	Lewis H. Milbourne, Pres.
Baltimore	WBFR-FM	Baltimore Radio Show	101.9	Robert S. Maslin, Pres.
Baltimore	WITM-FM	Maryland Bcstg. Co	104.3	Thomas G. Tinsley, Jr., Pres.
Baltimore	WMAR-FM	A. S. Abell Co	97.9	Paul Patterson, Pres.
Baltimore	WMCP	Belvedere Bcstg. Co	94.7	Thomos F. McNulty, Pres.
Bradbury Heights	WBUZ	Chesapeake Bcstg. Co	96.7	Leslie L. Altmann, Pres.
Cumberland	WCUM-FM	Tower Realty Co., Inc.	102.9	Karl F. Steinmann, Pres.
Cumberland	WTBO-FM	Cumberland Bcstg. Co	106.9	Mrs. Aurelia S. Becker, Owner
Frederick	WFMD-FM	Monocacy Bcstg. Co	101.5	Laurence Leonard, Pres.
Hagerstown	WJEJ-FM	Hagerstown Bcstg. Co., Inc.	104.7	Grover C. Crilley, Pres.
Salisbury	WBOC-FM	Peninsula Bcstg. Co	97.5	John W. Downing, Pres.
Silver Spring	WGAY-FM	Tri-Suburban Bcstg. Corp.	102.3	John W. Kluge, Pres.
Silver Spring	WHIP	Mantgomery FM Bcstg. Corp.	103.9	Ann Iren Alpert, Pres.

## MASSACHUSETTS

Boston	WBMS-FM	WBMS, Inc.	104.1	Jack N. Berkman, Pres.
Boston	WBZ-FM	Mass. Bcstg. Corp.	92.9	Walter Evans, Pres.
Boston	WCOP-FM	Columbia Bcstg. System	100.7	John Cowles, Pres.

## FM Stations in Operation

Boston	WEEI-FM	Westinghouse Radio Stations, Inc.	103.3	Frank Stanton, Pres.
Boston	WHDH-FM	Matheson Radio Co., Inc.	94.5	Robert B. Choate, Pres.
Boston	WNAC-FM	The Yankee Network, Inc.	98.5	John Shepard, 3rd, Chm. of Bd.
Brockton	WBET-FM	Enterprise Pub. Co.	97.7	Charles A. Fuller, Gen. Mgr.
Cambridge	WXHR	Middlesex Bcstg. Corp.	96.9	Frank Lyman, Jr., Pres.
Chicopee	WACE-FM	Regional Bcstg. Co.	100.3	David Hayes, Pres.
Fall River	WCFR	Narragansett Bcstg. Co.	93.5	George L. Sisson, Jr., Pres.
Fall River	WSAR-FM	Fall River Bcstg. Co.	103.7	Melvin Lohr, Pres.
Fitchburg	WEIM-FM	WEIM Fitchburg, Inc.	104.7	Henry G. Molina, Jr., Pres.
Greenfield	WHAI-FM	John Haigis	98.3	John W. Haigis, Pres.
Haverhill	WHAV-FM	Haverhill Gazette Co.	92.5	John T. Russ, Pres.
Holyoke	WHYN-FM	Hampden-Hampshire Corp.	93.1	Charles N. DeRose, Gen. Mgr.
Lawrence	WLAW-FM	Hildreth & Rogers Co.	93.7	Irving E. Rogers, Pres.
Lowell	WLLH-FM	Merrimoc Bcstg. Co., Inc.	99.5	Gerold Harrison, Pres.
Lynn	WLYN-FM	Puritan Bcst. Service, Inc.	105.5	A. M. Morgan, Pres.
New Bedford	WBSS	Boy State Bcstg. Co.	97.3	Joseph P. Duchaine, Pres.
New Bedford	WFMR	E. Anthony & Sons, Inc.	98.1	Basil Brewer, Pres.
North Adams	WMFM	James A. Hardman	97.5	J. Gordon Keyworth, Gen. Mgr.
Pittsfield	WBEC-FM	Western Mass. Bcstg. Co.	94.3	Donald B. Miller, Pres.
Springfield	WBZA-FM	Westinghouse Radio Stations, Inc.	97.1	Walter Evans, Pres.
Springfield	WNAS-FM	WMA5, Inc.	94.7	Gerald Harrison, Pres.
Springfield	WSFL	Springfield Bcstg. Co.	101.9	
Springfield	WSPR-FM	WSPR, Inc.	97.9	Quincy A. Brackett, Pres.
West Yarmouth	WOCB-FM	E. Anthony & Sons, Inc.	94.3	Basil Brewer, Pres.
Worcester	WGTR	Yankee Network, Inc.	99.1	John Shepard, 3rd, Chmn. of Bd.
Worcester	WTAG-FM	WTAG, Inc.	96.1	E. E. Hill, Exec. Vice-Pres.

## MICHIGAN

Ann Arbor	WPAG-FM	Washtenaw Bcstg. Co., Inc.	98.7	Arthur E. Greene, Pres.
Battle Creek	WELL-FM	Federated Publications, Inc.	96.1	A. L. Miller, Pres.
Bay City	WBCM-FM	Bay Bcstg. Co., Inc.	96.1	Harley D. Peet, Pres.
Benton Harbor	WHFB-FM	Palladium Pub. Co.	99.9	S. R. Banyon, Pres.
Detroit	WJBK-FM	Detroit Bcstg. Co.	93.1	George B. Storer, Pres.
Detroit	WJLB-FM	Booth Radio Stations, Inc.	97.9	John L. Booth, Pres.
Detroit	WJR-FM	WJR, The Goodwill Stations, Inc.	96.3	Horry Wismer, Gen. Mgr.
Detroit	WLDM	Lincoln Bcstg. Co.	95.5	Ellis C. Thompson, Gen. Mgr.
Detroit	WVJ-FM	Evening News Assn.	97.1	Harry Bannister, Gen. Mgr.
Detroit	WXYZ-FM	WXYZ, Inc.	101.1	James G. Riddell, Gen. Mgr.
Flint	WAJL	Advertisers Press, Inc.	107.1	Donald E. Johnson, Pres.
Grand Rapids	WFRS	Grand Rapids Bcstg. Corp.	92.5	Gerald R. Loop, Gen. Mgr.
Grand Rapids	WLAV-FM	Leonard A. Versluis	96.9	Leonard A. Versluis, Owner
Jackson	WIBM-FM	WIBM, Inc.	92.3	Herman Radner, Pres.
Mt. Clemens	WMLN	Macomb Pub. Co.	106.3	Paul W. McKec, Pres.
Muskegon	WKBZ-FM	Ashbacker Radio Corp.	106.5	Grant F. Ashbacker, Pres.
Muskegon	WMUS-FM	Greater Muskegon Bcstrs., Inc.	100.5	William C. Wester, Pres.
Owosso	WOAP-FM	Argus Press Co.	103.1	M. H. Wirth, Gen. Mgr.
Pontiac	WCAR-FM	WCAR, Inc.	99.5	H. Y. Levinson, Pres.
Port Huron	WTTH-FM	Times-Herald Co.	99.1	Louis A. Weil, Pres.
Royal Oak	WEXL-FM	Royal Oak Bcstg. Co.	104.3	George B. Hartrick, Pres.
Saginaw	WSAM-FM	Saginaw Bcstg. Co.	98.1	M. L. Greenebaum, Pres.
Wyandotte	WJJW	The Wyandotte News Co.	103.1	C. Lee Edwards, Pres.

## MINNESOTA

Duluth	WEBC-FM	Head of the Lakes Bcstg. Co.	92.3	Morgan Murphy, Pres.
Mankato	KYSM-FM	Clements & Co.	103.5	Jahn F. Meagher, Gen. Mgr.
Minneapolis	KBTR	Bethesda Bcstg. Assn.	98.5	Henry B. Prince, Pres.
Minneapolis	WTGN-FM	Minn. Bcstg. Corp.	97.1	R. B. Ridder, Pres.
Rochester	KROC-FM	Southern Minn. Bcstg. Co.	94.7	Mrs. Gregory P. Gentling, Pres.
St. Cloud	KFAM-FM	Times Pub. Co.	104.7	Fred Schlipin, Pres.
St. Paul	KSTP-FM	KSTP, Inc.	102.1	Stanley E. Hubbard, Pres.
St. Paul	WMIN-FM	WMIN Bcstg. Co.	99.5	Frank E. Devaney, Gen. Mgr.
Winona	KWNO-FM	Winona Radio Service	97.5	M. H. White, Pres.

## MISSISSIPPI

Greenville	WJPR-FM	Radio Services Co.	101.9	Emmet H. McMurry, Gen. Mgr.
Gulfport	WGCM-FM	WGCM Bcstg. Co.	101.5	Hugh O. Jones, Pres.
Jackson	WJDX-FM	Lomar Life Insur. Co.	102.9	Wiley P. Harris, Gen. Mgr.
Meridian	WMOX-FM	Birney Imes, Jr.	98.5	Birney Imes, Jr., Pres.

## MISSOURI

Jefferson City	KWOS-FM	Capital Bcstg. Co.	98.5	R. C. Goshorn, Pres.
Joplin	WM8H-FM	Joplin Bcstg. Co.	96.1	D. J. Poynor, Pres.
Kansas City	KCFM	KCMO Bcstg. Co.	94.9	T. L. Evans, Pres.
Kansas City	KMBC-FM	Midland Bcstg. Co.	100.5	Arthur B. Church, Pres.
Kansas City	KOZY	Commercial Radio Equip. Co.	98.1	Everett L. Dillard, Pres.
Kansas City	WHB-FM	WHB Bcstg. Co.	102.1	Donald Dwight Davis, Pres.
Kennett	KBOA-FM	Kennett Bcstg. Corp.	98.9	Paul C. Jones, Pres.
Poplar Bluff	KWOC-FM	Radio Station KWOC	94.5	A. L. McCarthy, Pres.
St. Joseph	KFEQ-FM	KFEQ, Inc.	92.3	Barton Pitts, Gen. Mgr.
St. Louis	KFUO-FM	Evangelical Lutheran Synod. of Mo.	104.1	Rev. H. H. Hohenstein, Gen. Mgr.

St. Louis  
St. Louis  
St. Louis  
St. Louis  
St. Louis  
St. Louis  
St. Louis  
Springfield

KSD-FM  
KWGD  
KWK-FM  
KXLW-FM  
KXOK-FM  
WEW-FM  
WIL-FM  
KTTS-FM

Pulitzer Pub. Co. . . . . 96.1  
Globe-Democrat Pub. Co. . . . . 98.1  
Thomas Patrick, Inc. . . . . 99.1  
St. Louis County Bcstg. Co. . . . . 101.1  
Star Times Pub. Co. . . . . 93.7  
The St. Louis University . . . . . 95.1  
Mo. Bcstg. Corp. . . . . 97.3  
Independent Bcstg. Co. . . . . 94.7

Joseph Pulitzer, Pres.  
E. Lansing Ray, Pres.  
Robert T. Convey, Pres.  
Guy Runion, Pres.  
Elzey Roberts, Pres.  
Nicholas Pagliara, Gen. Mgr.  
L. A. Benson, Pres.  
J. H. G. Cooper, Pres.

## NEBRASKA

Lincoln  
Lincoln  
Omaha  
Omaha

KFAB-FM  
KFOR-FM  
KBON-FM  
KOAD

KFAB Bcstg. Co. . . . . 97.9  
Cornbelt Bcstg. Corp. . . . . 102.9  
Inland Bcstg. Co. . . . . 98.7  
World Pub. Co. . . . . 92.9

Fred S. Sidles, Chmn. of Bd.  
James Stuart, Pres.  
Paul R. Fry, Vice-Pres.  
H. Doorly, Pres.

## NEVADA

Las Vegas  
Reno

KENO-FM  
KWRN-FM

Nev. Bcstg. Co. . . . . 103.9  
Reno Newspapers, Inc. . . . . 95.5

Maxwell Kelch, Owner  
Merritt C. Speidel, Pres.

## NEW HAMPSHIRE

Claremont  
Manchester  
Manchester  
Nashua  
Portsmouth

WTSV  
WKBR-FM  
WMUR-FM  
WOTW-FM  
WFMI

WLOB, Inc. . . . . 106.1  
Granite State Bcstg. Co. . . . . 100.1  
The Radio Voice of N. H., Inc. . . . . 95.7  
Nashua Bcstg. Corp. . . . . 106.3  
WHEB, Inc. . . . . 107.3

William Barkley, Pres.  
Francis P. Murphy, Pres.  
Arthur A. Newcomb, Pres.  
Charles M. Dale, Pres.

## NEW JERSEY

Alpine  
Asbury Park  
Asbury Park  
Atlantic City  
Atlantic City  
Bridgeton  
Jersey City  
Newark  
New Brunswick  
New Brunswick  
Trenton  
Paterson  
Plainfield

WFMN  
WCAP-FM  
WJLK  
WBAB-FM  
WFGF-FM  
WSNJ-FM  
WFMO  
WAAT-FM  
WCTC-FM  
WDHN  
WTOA  
WWDX  
WXNJ

Edwin H. Armstrong . . . . . 93.1  
Radio Industries Bcstg. Co. . . . . 107.1  
Asbury Park Press, Inc. . . . . 94.3  
Press-Union Pub. Co. . . . . 100.7  
Neptune Bcstg. Corp. . . . . 98.5  
Eastern States Bcstg. Corp. . . . . 98.9  
Fidelity Media Bcstg. Corp. . . . . 103.1  
Bremer Bcstg. Corp. . . . . 94.7  
Chanticleer Bcstg. Co. . . . . 98.3  
Home News Pub. Co. . . . . 93.5  
Mercer Bcstg. Co. . . . . 97.5  
The Passaic Daily News . . . . . 107.1  
WXNJ, Inc. . . . . 103.9

Dr. Edwin H. Armstrong, Owner  
Walter W. Reid, Jr., Pres.  
Wayne D. McMurray, Pres.  
Albert J. Feyl, Pres.  
John H. Laux, Pres.  
Sen. Elmer W. Wene, Pres.  
Lewis King, Gen. Mgr.  
Irving R. Rosenhaus, Pres.  
James L. Howe, Pres.  
Elmer B. Boyd, Pres.  
Jerome P. McCarthy, Gen. Mgr.  
Arthur Mundorff, Gen. Mgr.  
Harold O. Bishop, Pres.

## NEW YORK

Albany  
Albany  
Binghamton  
Buffalo  
Buffalo  
Buffalo  
Buffalo  
Cherry Valley  
Corning  
Cortland  
De Ruyter  
Elmira  
Endicott  
Hempstead  
Highmarket  
Hornell  
Ithaca  
Ithaca  
Jamestown  
Lockport  
Massena  
New Rochelle  
New York  
New York  
New York  
New York  
New York  
New York  
New York  
New York  
New York  
New York  
Niagara Falls  
Ogdensburg  
Oneonta  
Oswego  
Poughkeepsie  
Rochester  
Rochester  
Rochester  
Schenectady

WROW-FM  
WRWR  
WNB-FM  
WBEN-FM  
WBNY-FM  
WEBR-FM  
WWOL-FM  
WVCV  
WKNP  
WKRT-FM  
WVCN  
WENY-FM  
WENE-FM  
WHLI-FM  
WVBC  
WVHG  
WHCU-FM  
WVFC  
WJTN-FM  
WUSJ  
WMSA-FM  
WGNR  
WABF-FM  
WCBS-FM  
WGHF  
WGYN  
WJZ-FM  
WMGM-FM  
WNBC-FM  
WNYC-FM  
WOR-FM  
WQXR-FM  
WHLD-FM  
WSLB-FM  
WDOS-FM  
WOPT  
WHVA  
WHFC-FM  
WRNY-FM  
WHFM  
WBCA

Hudson Valley Bcstg. Co., Inc. . . . . 93.9  
Champlain Valley Bcstg. Corp. . . . . 95.5  
Clark Assoc., Inc. . . . . 100.5  
WBEN, Inc. . . . . 106.5  
Roy L. Albertson . . . . . 92.9  
WEBR, Inc. . . . . 96.9  
Greater Erie Bcstg. Co. . . . . 104.1  
Rural Radio Network, Inc. . . . . 109.9  
Corning Leader, Inc. . . . . 106.1  
Cortland Bcstg. Co., Inc. . . . . 99.9  
Rural Radio Network, Inc. . . . . 105.1  
Elmira Star-Gazette, Inc. . . . . 106.9  
Empire Newspapers-Radio, Inc. . . . . 101.7  
FM Bcstg. Corp. . . . . 98.3  
Rural Radio Network, Inc. . . . . 107.7  
The W. H. Greenhow Co. . . . . 105.3  
Cornell University . . . . . 97.3  
Rural Radio Network, Inc. . . . . 95.1  
James Bcstg. Co., Inc. . . . . 93.3  
Lockport Union-Sun & Journal, Inc. . . . . 99.3  
The Brockway Co. . . . . 105.3  
New Rochelle Bcstg. Svc., Inc. . . . . 93.5  
Metropolitan Bcstg. & TV, Inc. . . . . 101.1  
Columbia Bcstg. System . . . . . 101.9  
WGHF, Inc. . . . . 101.9  
WGYN, Inc. . . . . 97.9  
American Bcstg. Co., Inc. . . . . 95.5  
Marcus Loew Booking Agcy. . . . . 100.3  
National Bcstg. Co., Inc. . . . . 97.1  
City of N. Y. Municipal Bcstg. Sys. . . . . 93.9  
Bamberger Bcstg. Svc., Inc. . . . . 98.7  
Interstate Bcstg. Co., Inc. . . . . 96.3  
The Niagara Falls Gazette-Pub. Co. . . . . 98.5  
St. Lawrence Bcstg. Corp. . . . . 106.1  
Oneonta Star, Inc. . . . . 99.1  
Palladium-Times, Inc. . . . . 104.7  
Poughkeepsie Newspapers, Inc. . . . . 104.7  
WHEC, Inc. . . . . 96.5  
Monroe Bcstg. Co., Inc. . . . . 97.9  
Stromberg-Carlson Co. . . . . 98.9  
Capitol Bcstg. Co., Inc. . . . . 101.1

Dr. John J. Quinlan, Pres.  
Stephen R. Rintoul, Pres.  
John C. Clark, Sr., Pres.  
Edward H. Butler, Pres.  
Roy L. Albertson, Pres.  
Cy King, Gen. Mgr.  
Leon Wyszatycki, Pres.  
R. Bruce Gervan, Gen. Mgr.  
W. A. Underhill, Pres.  
J. Gerald Mayer, Pres.  
R. Bruce Gervan, Gen. Mgr.  
Dale Taylor, Gen. Mgr.  
James H. Ottoway, Pres.  
Elias I. Gadofsky, Sta. Mgr.  
R. Bruce Gervan, Gen. Mgr.  
Louis G. Buisch, Gen. Mgr.  
Michael R. Hanna, Gen. Mgr.  
R. Bruce Gervan, Gen. Mgr.  
Jay E. Mason, Pres.  
Egbert D. Corson, Pres.  
Harold B. Johnson, Pres.  
Ira A. Hirschmann, Pres.  
Frank Stanton, Pres.  
William G. H. Finch, Pres.  
Palmer K. Leberman, Pres.  
Edward J. Noble, Bd. Chmn.  
Herbert L. Pettey, Exec. Dir.  
Niles Trammell, Pres.  
Seymour N. Siegel, Gen. Mgr.  
Theodore C. Streibert, Pres.  
John V. L. Hogan, Pres.  
Earl C. Hull, Vice-Pres.  
Joseph R. Brandy, Pres.  
James H. Ottoway, Pres.  
Edwin M. Waterbury, Owner  
M. C. Speidel, Pres.  
Frank E. Gannett, Pres.  
George B. Kelly, Pres.  
Dr. R. H. Manson, Pres.  
Leonard L. Asch, Pres.

## FM Stations in Operation

Schenectady	WGFM	General Electric Co.	99.5	R. S. Peare, Vice-Pres.
South Bristol	WVBT	Rural Radio Network, Inc.	101.9	R. Bruce Gervan, Gen. Mgr.
Syracuse	WAGE-FM	WAGE, Inc.	98.5	Frank G. Revoir, Pres.
Syracuse	WFBL-FM	Ondandaga Radio Bcstg. Corp.	93.1	O. F. Soule, Pres.
Syracuse	WNDR-FM	Syracuse Bcstg. Corp.	102.5	Frank Bahouth, Jr., Gen. Mgr.
Syracuse	WSYR-FM	Central N. Y. Bcstg. Corp.	94.5	H. C. Wilder, Pres.
Troy	WFLY	The Troy Record Co.	92.3	Frank L. York, Gen. Mgr.
Troy	WTRI	Troy Bcstg. Co., Inc.	102.7	H. C. Wilder, Pres.
Utica	WIBX-FM	WIBX, Inc.	96.9	Margaret P. Brown, Pres.
Utica-Rome	WRUN-FM	Rome Sentinel Co.	105.7	Bradley C. Barnard, Pres.
Watertown	WWNY-FM	The Brockway Co.	100.5	Harold B. Johnson, Pres.
Wethersfield	WFNF	Rural Radio Network, Inc.	100.7	R. Bruce Gervan, Gen. Mgr.
White Plains	WFAS-FM	Westchester Bcstg. Corp.	103.9	V. E. Mocy, Jr., Pres.

## NORTH CAROLINA

Asheville	WISE-FM	Radio Station WISE, Inc.	102.5	H. H. Thomas, Pres.
Asheville	WLOS-FM	Skyway Bcstg. Corp.	104.3	Charles B. Britt, Vice-Pres.
Burlington	WBBB-FM	Avamance Bcstg. Co., Inc.	101.1	E. Z. Jones, Gen. Mgr.
Burlington	WFNS-FM	Burlington-Graham Bcstg. Co.	93.9	E. C. Chullis, Gen. Mgr.
Charlotte	WAYS-FM	Intercity Adv. Co.	107.7	G. W. Dowdy, Pres.
Charlotte	WBT-FM	Jefferson Standonrd Bcstg. Co.	99.9	J. M. Bryon, Pres.
Charlotte	WIST	Surety Bcstg. Co.	104.7	Francis Hipp, Pres.
Charlotte	WMIT	Radio WMIT	106.9	Gordon Gray, Pres.
Charlotte	WSOC-FM	Radio Station WSOC, Inc.	103.5	E. J. Gluck, Pres.
Durham	WDNC-FM	Durham Radio Corp.	105.1	C. C. Council, Pres.
Fayetteville	WFNC-FM	Cape Fear Bcstg. Co.	98.1	Victor W. Dawson, Gen. Mgr.
Gastonia	WGNC-FM	F. C. Todd	101.9	F. C. Todd, Pres.
Goldsboro	WGBR-FM	Eastern Carolina Bcstg. Co., Inc.	93.3	A. T. Hawkins, Pres.
Greensboro	WCTP	Capitol Bcstg. Co.	98.7	Gaines Kelley, Gen. Mgr.
Greensboro	WFMY	Greensboro News Co.	97.3	Ralph M. Lambeth, Pres.
Greensboro	WGBG-FM	Greensboro Bcstg. Co., Inc.	100.3	S. S. Stevenson, Pres.
Henderson	WFNC-FM	Henderson Radio Corp.	107.3	Carl V. Cline, Pres.
Hickory	WHKY-FM	Catawba Valley Bcstg. Co., Inc.	102.9	R. B. Terry, Pres.
High Point	WHPE-FM	High Point Enterprise, Inc.	95.5	Frank S. Lambeth, Pres.
High Point	WMFR-FM	Radio Station WMFR	99.5	Joseph Daniels, Jr., Pres.
Raleigh	WNAO-FM	News & Observer Pub. Co.	96.1	A. J. Fletcher, Pres.
Raleigh	WRAL-FM	Capitol Bcstg. Co., Inc.	101.5	Charles H. Slate, Gen. Mgr.
Reidsville	WREY	C. R. & W. M. Oliver	102.1	S. E. Crew, Pres.
Roanoke Rapids	WCBT-FM	Radio Station WCBT, Inc.	98.5	Josh L. Horne, Pres.
Rocky Mount	WCEC-FM	Josh L. Horne, Jr.	100.7	W. A. Wynne, Pres.
Rocky Mount	WEED-FM	W. A. Wynne	92.1	Bryce P. Beard, Pres.
Salisbury	WSTP-FM	Piedmont Bcstg. Corp.	105.5	Lee B. Weathers, Pres.
Shelby	WTFP-FM	Western Carolina Radio Corp.	96.1	Dr. James W. Davis, Pres.
Statesville	WSIC-FM	Statesville Bcstg. Co., Inc.	105.7	Richard Austin Dunlea, Pres.
Wilmington	WMFD-FM	Richard Austin Dunlea	96.3	Penn Thomas Watson, Pres.
Wilson	WGTM-FM	Penn Thomas Watson	106.7	George D. Walker, Gen. Mgr.
Winston-Salem	WAIR-FM	WAIR Bcstg. Co.	93.1	Gordon Gray, Pres.
Winston-Salem	WSJS-FM	Piedmont Pub. Co.	104.1	

## NORTH DAKOTA

Forgo	KVNJ-FM	Northwest Bcstg. Co., Inc.	92.3	John Nystul, Pres.
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## OHIO

Akron	WAKR-FM	Summit Radio Corp.	97.5	S. Bernard Berk, Pres.
Alliance	WFAH	Review Pub. Co.	101.7	Mrs. Alice C. Holles, Pres.
Ashland	WATG	Beer & Koehl	101.3	Robert M. Beer, Pres.
Belloire	WTRF-FM	Tri-City Bcstg. Co.	100.5	Robert W. Ferguson, Gen. Mgr.
Canton	WAND-FM	Radio Station WAND	92.5	P. C. Wilson, Pres.
Canton	WCMW-FM	Stark Bcstg. Corp.	94.9	Merlin R. Schneider, Pres.
Canton	WHBC-FM	The Ohio Bcstg. Co.	94.1	Eugene Carr, Radio Dir.
Cincinnati	WCTS	Radio Cincinnati	101.9	Hubert Taft, Jr., Pres.
Cincinnati	WLWA	Crosley Bcstg. Corp.	101.1	James D. Shouse, Pres.
Cincinnati	WSAI-FM	Buckeye Bcstg. Co.	102.7	Marshall Field, Pres.
Cleveland	WEWS-FM	Scripps-Howard Radio, Inc.	102.1	Jack Howard, Pres.
Cleveland	WKK-FM	United Bcstg. Co.	100.7	Kenneth K. Hockathorn, Gen. Mgr.
Cleveland	WJW-FM	WJW, Inc.	104.1	William M. O'Neil, Pres.
Cleveland Heights	WSRS-FM	WSRS, Inc.	95.3	S. R. Sague, Pres.
Columbus	WCOL-FM	The Pixley's	92.3	L. A. Pixley, Partner
Columbus	WELD	Radio Ohio, Inc.	97.1	Richard S. Wolfe, Pres.
Columbus	WHKC-FM	United Bcstg. Co.	98.7	Sterling Groham, Pres.
Columbus	WVKO	Sky Way Bcstg. Corp.	94.7	Gustav Hirsch, Pres.
Dayton	WHIO-FM	Miami Valley Bcstg. Corp.	99.1	James M. Cox, Jr., Pres.
Elyria	WEOL-FM	Elyria-Lorain Bcstg. Co.	107.3	Roy W. Ammel, Pres.
Findlay	WFIN-FM	Findlay Radio Co.	100.5	Mrs. V. M. McDougle, Gen. Mgr.
Fostoria	WFOB	Seneca Radio Corp.	105.5	Forrel F. Elsea, Pres.
Fremont	WFRO	Robert F. Wolfe Co.	99.3	Robert F. Wolfe, Pres.
Hamilton	FMOH-FM	Fort Hamilton Bcstg. Co.	103.5	Robert J. Briede, Pres.
Lakewood	WLAL	United Garage & Svc. Corp.	104.9	G. E. Hamilton, Pres.
Lima	WJMA-FM	Northwestern Ohio Bcstg. Corp.	102.1	George B. Storer, Pres.
Lima	WLOK-FM	The Fort Industry Co.	103.3	Frank W. Spencer, Pres.
Newark	WCLT	Advocate Prtg. Co.	100.3	

Portsmouth  
Springfield  
Steubenville  
Tiffin  
Toledo  
Wooster  
Youngstown  
Youngstown

WPAY-FM  
WJEM  
WSTV-FM  
WTFM  
WSPD-FM  
WTRT  
WWST-FM  
WFMJ-FM  
WKBN-FM

The Scioto Bcstg. Co. .... 104.1  
Champion City Bcstg. Co. .... 103.9  
The Valley Bcstg. Co. .... 103.5  
Tiffin Bcstg. Co. .... 98.3  
The Fort Industry Co. .... 101.5  
Unity Corp. .... 99.9  
Wooster Republican Prtg. Co. .... 104.5  
WFMJ Bcstg. Co. .... 105.1  
WKBN Bcstg. Corp. .... 98.9

Roy D. Moore, Pres.  
D. J. Parsons, Pres.  
Jack N. Berkman, Pres.  
Jay R. David, Pres.  
George P. Storer, Pres.  
Edward Lamb, Pres.  
R. E. Dix, Pres.  
William F. Maag, Pres.  
W. P. Williamson, Jr., Pres.

## OKLAHOMA

Ardmore  
Durant  
Enid  
Muskogee  
Muskogee  
Oklahoma City  
Oklahoma City  
Oklahoma City  
Oklahoma City  
Stillwater  
Tulsa  
Tulsa

KVSO-FM  
KSEO-FM  
KCRC-FM  
KBIX-FM  
KMUS-FM  
KOCY-FM  
KOMA-FM  
KTOK-FM  
WKY-FM  
KSPIS-FM  
KAKC-FM  
KTUL-FM

John F. Easley ..... 93.7  
Bennett & R. R. Story ..... 107.3  
Enid Radiophone Co. .... 102.7  
Okla. Press Pub. Co. .... 98.5  
Muskogee Bcstg. Co. .... 101.5  
Plaza Court Bcstg. Co. .... 94.7  
KOMA, Inc. .... 105.9  
KTOK, Inc. .... 104.3  
WKY Radiophone Co. .... 98.9  
Stillwater Pub. Co. .... 93.9  
Public Radio Corp. .... 95.5  
Tulsa Bcstg. Co. .... 97.1

John F. Easley, Pres.  
Weldon Stamps, Gen. Mgr.  
Mrs. M. C. Garber, Pres.  
Tams Bixby, Jr., Pres.  
Ben T. Childers, Pres.  
John D. Thomas, Pres.  
John Toole Griffin, Pres.  
O. L. Taylor, Owner  
E. K. Gaylord, Pres.  
C. R. Bellatti, Pres.  
Sam E. Avey, Pres.  
John Toole Griffin, Pres.

## OREGON

Albany  
Eugene  
Grants Pass  
Portland  
Portland  
Portland  
Portland  
Portland  
Portland

KWIL-FM  
KUGN-FM  
KGPO  
KEX-FM  
KGW-FM  
KOIN-FM  
KPFM  
KPOJ-FM  
KPRA

Central Willamette Bcstg. Co. .... 101.7  
Valley Bcstg. Co. .... 99.1  
Southern Ore. Bcstg. Co. .... 96.9  
Westinghouse Radio Stations, Inc. .... 92.3  
The Oregonian Pub. Co. .... 100.3  
KOIN, Inc. .... 101.1  
Bcstrs. Ore., Ltd. .... 97.1  
KPOJ, Inc. .... 98.7  
Pacific Radio Adv. Svc. .... 95.5

W. L. Jackson, Pres.  
C. H. Fisher, Pres.  
W. B. Smullin, E. A. Malone, G. M.  
Walter Evans, Pres.  
M. J. Frey, Pres.  
Marshall Field, Pres.  
Stanley M. Goard, Pres.  
P. L. Jackson, Pres.  
Wilbur J. Jerman, Pres.

## PENNSYLVANIA

Allentown  
Allentown  
Allentown  
Altoona  
Altoona  
Bethlehem  
Bradford  
Butler  
Chambersburg  
DuBois  
Easton  
Easton  
Erie  
Erie  
Harrisburg  
Harrisburg  
Johnstown  
Johnstown  
Lancaster  
Lancaster  
Lebanon  
Lebanon  
Lewiston  
McKeesport  
Meadville  
New Castle  
Philadelphia  
Philadelphia  
Philadelphia  
Philadelphia  
Philadelphia  
Pittsburgh  
Pittsburgh  
Pittsburgh  
Pittsburgh  
Pittsburgh  
Pittsburgh  
Pottsville  
Pottsville  
Shenandoah  
Reading  
Scranton  
Scranton

WFMZ  
WKAP-FM  
WSAN-FM  
WAPJ  
WFBG-FM  
WGPA-FM  
WESB-FM  
WISR-FM  
WCHA-FM  
WCED-FM  
WEEX  
WEST-FM  
WERC-FM  
WLEU-FM  
WABX  
WHP-FM  
WARD-FM  
WJAC-FM  
WGAL-FM  
WLAN-FM  
WLAB  
WLBR-FM  
WLTN  
WMCK-FM  
WIMGW-FM  
WKST-FM  
WCAU-FM  
WFIL-FM  
WHAT-FM  
WIBG-FM  
WIP-FM  
WPEN-FM  
KYW-FM  
KDKA-FM  
KQV-FM  
WCAE-FM  
WJAS-FM  
WKJF-FM  
WMOT  
WPAM-FM  
WPPA-FM

Penn-Allen Bcstg. Co. .... 95.9  
Rahall Bcstg. Co. .... 100.7  
Lehigh Valley Bcstg. Co. .... 99.9  
Altoona Bcstg. Co. .... 96.5  
Gable Bcstg. Co. .... 103.7  
The Bethlehem Globe Pub. Co. .... 95.1  
Bradford Pub., Inc. .... 97.5  
Butler Bcstg. Co. .... 97.7  
Chambersburg Bcstg. Co., Inc. .... 95.9  
Tri-County Bcstg. Co., Inc. .... 102.1  
Easton Pub. Co. .... 98.3  
Associated Bcstrs., Inc. .... 107.9  
Presque Isle Bcstg. Co. .... 99.9  
WLEU Bcstg. Corp. .... 97.9  
WABX, Inc. .... 100.9  
WHP, Inc. .... 97.3  
Central Bcstg. Co., Inc. .... 105.3  
WJAC, Inc. .... 95.5  
WGAL, Inc. .... 101.3  
Peoples Bcstg. Co. .... 96.9  
Radio Lebanon FM & TV, Inc. .... 104.1  
Lebanon Bcstg. Co. .... 100.1  
Lewiston Bcstg. Co. .... 97.9  
Mon-Yough Bcstg. Co. .... 104.9  
Meadville Bcstg. Svc., Inc. .... 100.3  
WKST, Inc. .... 101.1  
WCAU, Inc. .... 98.1  
Triangle Pub., Inc. .... 102.1  
Independence Bcstg. Co. .... 105.3  
Seaboard Radio Bcstg. Corp. .... 94.1  
Penn. Bcstg. Co. .... 93.3  
William Penn Bcstg. Co. .... 102.9  
Westinghouse Radio Stations, Inc. .... 92.5  
Westinghouse Radio Stations, Inc. .... 92.9  
Allegheny Bcstg. Corp. .... 98.1  
WCAE, Inc. .... 96.1  
Pgh. Radio Supply House, Inc. .... 99.7  
W. Va. Radio Corp. .... 93.7  
WWSW, Inc. .... 94.5  
Miners Bcstg. Svs. .... 95.5  
Pottsville Bcstg. Co. .... 101.9

Raymond F. Kohn, Pres.  
N. J. Rahall, Pres.  
J. Calvin Shumberger, Pres.  
Herbert T. Wolf, Pres.  
George P. Gable, Pres.  
Riland L. Adams, Vice-Pres.  
Joseph M. Cleary, Gen. Mgr.  
David Rosenblum, Pres.  
Charles M. Cassel, Pres.  
H. T. Gray, Pres.  
J. L. Stackhouse, Pres.  
Clair R. McCollough, Sta. Exec.  
Jacob A. Young, Pres.  
Leo J. Omelian, Pres.  
Harold O. Bishop, Pres.  
E. J. Stackpole, Pres.  
Paul Short, Pres.  
W. W. Krebs, Pres.  
Clair R. McCollough, Pres.  
F. H. Altdoerfer, Pres.  
T. C. Holston, Pres.  
Lester P. Etter, Mng. Dir.  
J. S. Woods, Pres.  
George R. Raikes, Pres.  
H. C. Winslow, Pres.  
S. W. Townsend, Pres.  
Leon Levy, Pres.  
Walter H. Annenberg, Pres.  
William A. Banks, Pres.  
Paul F. Harron, Pres.  
Benedict Gimbel, Jr., Pres.  
Albert J. Syk, Pres.  
Walter Evans, Pres.  
Walter Evans, Pres.  
Charles T. Campbell, Pres.  
Leonard Kapner, Pres.  
H. K. Brennen, Pres.  
O. M. Schloss, Pres.  
J. J. Curran, J. L. Maguire, Ex. Pts.  
A. V. Tidmore, Owner

Hawley Bcstg. Co. .... 92.9  
Union Bcstg. Co. .... 105.7  
The Scranton Times. .... 92.3  
Sharon Herald Bcstg. Co. .... 102.9  
Sunbury Bcstg. Corp. .... 94.1  
Fayette Bcstg. Corp. .... 105.7  
Uniontown Newspapers, Inc. .... 106.5

Hawley Quier, Pres.  
Martin F. Memolo, Pres.  
Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners  
John Fahline, Jr., Pres.  
Harry M. Haddon, Pres.  
Joseph C. Burwell, Pres.  
Allan C. Spurgeon, Mgr.

Sharon  
Sunbury  
Uniontown  
Uniontown

WPIC-FM  
WKOK-FM  
WMBS-FM  
WN1Q



## FM Stations in Operation

Warren	WNAE-FM	Northern Allegheny Bcstg. Co . . .	92.1	David Potter, Jr., Pres.
Wilkes-Barre	WBRE-FM	Louis G. Baltimore . . . . .	98.5	Louis G. Baltimore, Owner
Wilkes-Barre	WLB-FM	Wyoming Valley Bcstg. Co. . . . .	107.3	Dr. I. C. Morgan, Pres.
Wilkes-Barre	WIZZ	Scranton-Wilkes-Barre-Pittston Bcstg. Co., Inc. . . . .	103.3	Richard G. Evans, Pres.
Williamsport	WRAC-FM	WRAC, Inc. . . . .	100.3	E. M. Case, Pres.
York	WNOW-FM	Helm Coal Co. . . . .	105.7	Lowell W. Williams, Gen. Mgr.
York	WRZE	White Rose Bcstg. Co. . . . .	98.5	Charles M. Gitt, Pres.
York	WSBA-FM	The Susquehanna Bcstg. Co. . . . .	103.3	Louis J. Appell, Pres.

## RHODE ISLAND

Providence	WJAR-FM	The Outlet Co. . . . .	95.5	Mortimer L. Burbank, Pres.
Providence	WLIV-FM	Colonial Bcstg. Co. . . . .	107.7	Augustus M. Wilson, Pres.
Providence	WPJB	Providence Journal Co. . . . .	105.1	George Pierce Metcalf, Pres.
Providence	WPRO-FM	Cherry & Webb Bcstg. Co. . . . .	92.3	William S. Cherry, Jr., Pres.

## SOUTH CAROLINA

Anderson	WCAC	Wilton E. Hall . . . . .	101.1	Wilton E. Hall, Owner
Charleston	WCSC-FM	WCSC, Inc. . . . .	96.9	John M. Rivers, Pres.
Charleston	WTMA-FM	Atlantic Coast Bcstg. Co. . . . .	95.1	Edward Manigault, Pres.
Columbia	WIS-FM	Surety Life Insur. Co. . . . .	94.5	Herman N. Hipp, Pres.
Greenville	WESC-FM	Greenville Bcstg. Co. . . . .	92.5	Scott Russell, Pres.
Greenville	WFBC-FM	News-Piedmont Co. . . . .	93.7	Roger C. Peoce, Pres.
Greenville	WMCB-FM	Textile Bcstg. Co. . . . .	94.9	R. A. Jolley, Sr., Pres.
Greenwood	WCRC-FM	Greco, Inc. . . . .	95.7	Douglas Featherstone, Pres.
Rock Hill	WRHI-FM	York County Bcstg. Co. . . . .	97.5	James S. Beaty, Jr., Gen. Mgr.
Spartanburg	WDXY	Spartan Radiocasting Co. . . . .	100.5	Walter J. Brown, Pres.
Spartanburg	WSPA-FM	Spartanburg Adv. Co. . . . .	98.9	Francois Hipp, Pres.

## TENNESSEE

Bristol	WOPI-FM	Radiophone Bcstg. Sta. WOPI, Inc.	96.9	W. A. Wilson, Sr., Pres.
Chattanooga	WAPO-FM	WAPO Bcstg. Svc. . . . .	94.7	R. G. Patterson, Gen. Mgr.
Chattanooga	WDDO-FM	WDDO Bcstg. Corp. . . . .	96.5	Narman A. Thomas, Pres.
Chattanooga	WYUN	Unity Bcstg. Corp. of Tenn. . . . .	98.1	John S. Martin, Pres.
Clarksville	WCLC-FM	Leaf Chronicle Co. . . . .	106.7	James E. Charlet, Gen. Mgr.
Jackson	WTJS-FM	Sun Pub. Co. . . . .	100.7	A. A. Stone, Vice-Pres.
Johnston City	WJHL-FM	WJHL, Inc. . . . .	100.7	W. H. Lancaster, Pres.
Kingsport	WKPT-FM	Kingsport Bcstg. Co., Inc. . . . .	98.5	C. P. Edwards, Jr., Pres.
Knoxville	WKPB	Knoxville Pub. Co. . . . .	93.3	Roy N. Lotspeich, Pres.
Knoxville	WROL-FM	S. E. Adcock . . . . .	97.3	S. E. Adcock, Pres.
Memphis	WHHM-FM	Mid-South Bcstg. Corp. . . . .	106.9	P. E. Furlow, Pres.
Memphis	WMCF	Memphis Pub. Co. . . . .	99.7	H. W. Slavick, Gen. Mgr.
Nashville	WSIX-FM	WSIX Bcstg. Station . . . . .	97.5	Jack M. Draughon, Gen. Mgr.
Nashville	WSM-FM	WSM, Inc. . . . .	103.3	John H. DeWitt, Jr., Pres.

## TEXAS

Abilene	KRBC-FM	Reporter CBcstg. Co. . . . .	96.9	Mrs. Eva M. Hanks, Pres.
Amarillo	KGNC-FM	Plains Radio Bcstg. Co. . . . .	104.3	Gene A. Howe, Pres.
Amarillo	KFDA-FM	Amarillo Bcstg. Corp. . . . .	100.3	Gilmore N. Nunn, Pres.
Beaumont	KRIC-FM	KRIC, Inc. . . . .	99.5	E. C. Davis, Vice-Pres.
Belton	KMHB	Mary Hardin-Baylor Coll. . . . .	97.1	
Dallas	KIXL-FM	Variety Bcstg. Co., Inc. . . . .	104.5	Lee Segall, Pres.
Dallas	XRLD-FM	KRLD Radio Corp. . . . .	92.5	John W. Runyon, Pres.
Dallas	WFAA-FM	A. H. Belo Corp. . . . .	97.9	E. M. Dealey, Pres.
Dallas	KDNT-FM	Harwell V. Shepard . . . . .	106.1	Harwell V. Shepard, Gen. Mgr.
Denton	KURV-FM	J. C. Looney . . . . .	104.9	J. C. Looney, Owner
Edinburg	WBPB-FM	Carter Publications, Inc. . . . .	100.5	Amon Carter, Pres.
Fort Worth	KLUF-FM	The KLUG Bcstg. Co., Inc. . . . .	98.7	George Roy Clough, Pres.
Golveston	KGBS-FM	Harbenito Bcstg. Co. . . . .	94.7	McHenry Tichenor, Pres.
Harlingen	KOPY	Tex. Star Bcstg. Co. . . . .	97.9	Ray Hofheinz, Pres.
Houston	KPRC-FM	Houston Post Co. . . . .	102.9	W. P. Hobby, Pres.
Houston	KTRH-FM	KTRH Bcstg. Co. . . . .	101.1	B. R. Orr, Pres.
Houston	KXYZ-FM	Harris County Bcstg. Co. . . . .	96.5	Glenn H. McCarthy, Pres.
Houston	KLTI-FM	R. G. LeTourneau . . . . .	105.9	G. G. LeTourneau, Pres.
Longview	KRBA-FM	Darrell E. Yates . . . . .	95.5	Dorrell E. Yates, Pres.
Lufkin	KFYO-FM	Plains Radio Bcstg. Co. . . . .	99.5	Gene A. Howe, Pres.
Lubbock	KECK-FM	Ector County Bcstg. Co. . . . .	97.5	Ben Nedow, Pres.
Odessa	KGKL-FM	KGKL, Inc. . . . .	94.5	H. C. Ragsdale, Pres.
San Angelo	KJSS	The Walmoc Co. . . . .	99.5	Howard W. Davis, Owner
San Antonio	KONO-FM	Mission Bcstg. Co. . . . .	92.9	Eugene J. Roth, Owner
San Antonio	KYFM	Express Pub. Co. . . . .	101.5	Frank G. Huntress, Pres.
San Antonio	WQAI-FM	Southland Industries, Inc. . . . .	102.5	Hugh A. L. Half, Pres.
Temple	KTEM-FM	Bell Bcstg. Co., Inc. . . . .	107.5	Frank W. Mayborn, Pres.
Texarkana	KCMC-FM	KCMC, Inc. . . . .	98.1	Frank O. Myers, Gen. Mgr.
Tyler	KGKB-FM	East Tex. Bcstg. Co. . . . .	101.5	James G. Ulmer, Pres.
Vernon	KVWC-FM	Northwestern Bcstg. Co. . . . .	98.7	R. H. Nichols, Pres.
Wichita Falls	KTRN-FM	Texomo Bcstg. Co. . . . .	97.3	James B. Barnett, Pres.
Wichita Falls	KWFT-FM	KWFT, Inc. . . . .	99.9	Kenyon Brown, Pres.

## UTAH

Ogden  
Salt Lake City  
Salt Lake City

KOPP-FM  
KDYL-FM  
KSL-FM

James B. Littlejohn..... 103.9  
Intermountain Bcstg. & TV Corp. 98.7  
Radio Svc. Corp. of Utah..... 103.3

James B. Littlejohn, Owner  
S. S. Fox, Pres.  
Ivor Sharp, Gen. Mgr.

## VIRGINIA

Arlington  
Danville  
Harrisonburg  
Lynchburg  
Newport News  
Norfolk  
Norfolk  
Norfolk  
Portsmouth  
Richmond  
Richmond  
Richmond  
Richmond  
Roanoke  
Roanoke  
Roanoke  
Roanoke  
Suffolk  
Winchester

WARL-FM  
WBTM-FM  
WSVA-FM  
WLVA-FM  
WGH-FM  
WLOW-FM  
WRVC  
WTAR-FM  
WSAP-FM  
WCOB  
WLEE-FM  
WRMW  
WRNL-FM  
WRVB  
WDBJ-FM  
WROV-FM  
WLSL-FM  
WROV-FM  
WLPM-FM  
WRFL

Northern Va. Bcstrs., Inc..... 105.5  
Piedmont Bcstg. Corp..... 97.9  
Shenandoah Valley Bcstg. Corp. 100.7  
Lynchburg Bcstg. Corp..... 97.5  
Hampton Roads Bcstg. Corp..... 96.5  
Commonwealth Bcstg. Corp..... 105.3  
Larus & Bros. Co., Inc..... 102.5  
WTAR Radio Corp..... 97.3  
Porthmouth Radio Corp..... 99.7  
Haven & Martin, Inc..... 98.1  
Lee Bcstg. Corp..... 102.9  
Southern Bcstrs., Inc..... 106.9  
Richmond Radio Corp..... 102.1  
Larus & Bros. Co., Inc..... 94.5  
Times World Corp..... 94.9  
Radio Roanoke, Inc..... 103.7  
Roanoke Bcstg. Corp..... 99.1  
Radio Roanoke, Inc..... 103.7  
Suffolk Bcstg. Corp..... 107.7  
Richard Field Lewis, Jr..... 92.5

R. Kilbourne Castell, Pres.  
L. N. Dibrell, Pres.  
Frederick L. Allman, Pres.  
Edward A. Allen, Pres.  
Raymond B. Bottom, Pres.  
E. L. Scott, Pres.  
C. T. Lucy, Gen. Mgr.  
Campbell Arnoux, Pres.  
T. E. Gilman, Pres.  
Wilbur M. Havens, Pres.  
Thomas G. Tinsley, Jr., Pres.  
Richard R. Hutcheson, Pres.  
D. Tennant Bryan, Pres.  
C. T. Lucy, Gen. Mgr.  
J. P. Fishburn, Pres.  
Leo F. Haneby, Pres.  
Paul C. Buford, Pres.  
Leo F. Henebry, Pres.  
Fred L. Hart, Pres.  
Richard Field Lewis, Jr., Pres.

## WASHINGTON

Longview  
Seattle  
Seattle  
Seattle  
Seattle  
Tacoma

KWLK-FM  
KING-FM  
KIRO-FM  
KOMO-FM  
KRSC-FM  
KTNT

Twin City Bcstg. Corp..... 103.9  
King Bcstg. Co..... 94.9  
Queen City Bcstg. Co..... 100.7  
Fishers' Blend Station, Inc..... 98.9  
Radio Sales Corp..... 98.1  
Tribune Pub. Co..... 97.3

C. O. Chatterton, Pres.  
Mrs. A. Scott Bullitt, Pres.  
Saul Haas, Pres.  
O. W. Fisher, Pres.  
Palmer K. Leberman, Pres.  
Leonard H. Higgins, Mgr.

## WEST VIRGINIA

Beckley  
Beckley  
Bluefield  
Clarksburg  
Huntington  
Huntington  
Logan  
Morgantown  
Oak Hill  
Parkersburg  
Wheeling  
Wheeling

WCFC  
WJLS-FM  
WHIS-FM  
WPDJ-FM  
WPLH-FM  
WHTN-FM  
WLOG-FM  
WAJR-FM  
WOAY-FM  
WPAR-FM  
WKWK-FM  
WVVA-FM

Beckley Newspapers Corp..... 101.3  
Joe L. Smith, Jr..... 99.5  
Daily Telegraph Prtg. Co..... 104.5  
Clarksburg Bcstg. Corp..... 95.1  
Huntington Bcstg. Corp..... 102.5  
Greater Huntington Radio Corp. 100.5  
Clarens H. Frey, Robert O. Greever  
W. Va. Radio Corp..... 99.3  
Robert R. Thomas, Jr..... 94.1  
Ohio Valley Bcstg. Corp..... 106.5  
Community Bcstg., Co..... 97.3  
W. Va. Bcstg. Corp..... 98.7

E. J. Hodel, Gen. Mgr.  
J. L. Smith, Jr., Pres.  
Pat Flanagan, Gen. Mgr.  
O. L. Billingsley, Pres.  
Flem J. Evans, Pres.  
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Robert R. Thomas, Jr., Owner  
George H. Clinton, Vice-Pres.  
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## WISCONSIN

Beloit

WBNB-FM

Daily News Pub. Co..... 107.3

Eau Claire  
Green Bay  
Green Bay  
Janesville  
La Crosse  
Madison  
Madison  
Madison  
Marshfield  
Merrill  
Milwaukee  
Milwaukee  
Milwaukee  
Neenah  
Oshkosh  
Poynette  
Racine  
Rice Lake  
Sheboygan  
Waukesha  
Wausau  
Wisconsin Rapids

WEAU-FM  
WJPG-FM  
WTAQ-FM  
WCLO-FM  
WKBB-FM  
WFOV  
WIBA-FM  
WISC-FM  
WDLB-FM  
WLIN-FM  
WMLP-FM  
WISN-FM  
WMTJ-FM  
WNAM-FM  
WOSH-FM  
WWCF  
WRJN-FM  
WJMC-FM  
WHBL-FM  
WAUX-FM  
WSAU-FM  
WFHR-FM

Central Bcstg. Co..... 94.1  
Green Bay Newspaper Co..... 101.1  
WHBY, Inc..... 102.5  
Gazette Prtg. Co..... 99.9  
WKBB, Inc..... 93.1  
Earl W. Fessler..... 104.9  
Badger Bcstg. Co..... 101.5  
Radio Wisc., Inc..... 98.9  
Dairyland's Bcstg. Svc., Inc..... 103.9  
Alvin E. O'Konski..... 100.7  
Milwaukee Bcstg. Co..... 94.1  
Hearst Radio, Inc..... 102.9  
The Journal Co..... 93.3  
Neenah Menasha Bcstg. Co..... 98.5  
Oshkosh Bcstg. Co..... 92.9  
William C. Forrest..... 94.9  
Racine Bcstg. Corp..... 100.7  
WJMC, Inc..... 96.3  
WHBL, Inc..... 100.3  
Waukesha Bcstg. Co..... 95.3  
The Journal Co..... 95.5  
William F. Huffman Radio, Inc. 103.3

R. F. Collins, C. F. Karnstaedt,  
M. H. Dobson, Owners  
Morgan Murphy, Pres.  
A. B. Turnbull, Pres.  
Reev. M. J. Beemster, Mng. Dir.  
Sidney H. Bliss, Pres.  
Howard Dahl, Gen. Mgr.

William T. Evjue, Pres.  
Morgan Murphy, Pres.  
Lloyd A. Felker, Pres.  
Alvin E. O'Konski, Pres.  
Robert M. LaFollette, Jr., Pres.  
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Myles H. Johns, Owner  
William C. Forrest, Pres.  
Frank R. Starbuck, Pres.  
Walter C. Bridges, Pres.  
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Carl Taylor, Pres.  
Ben F. Hovel, Mgr.  
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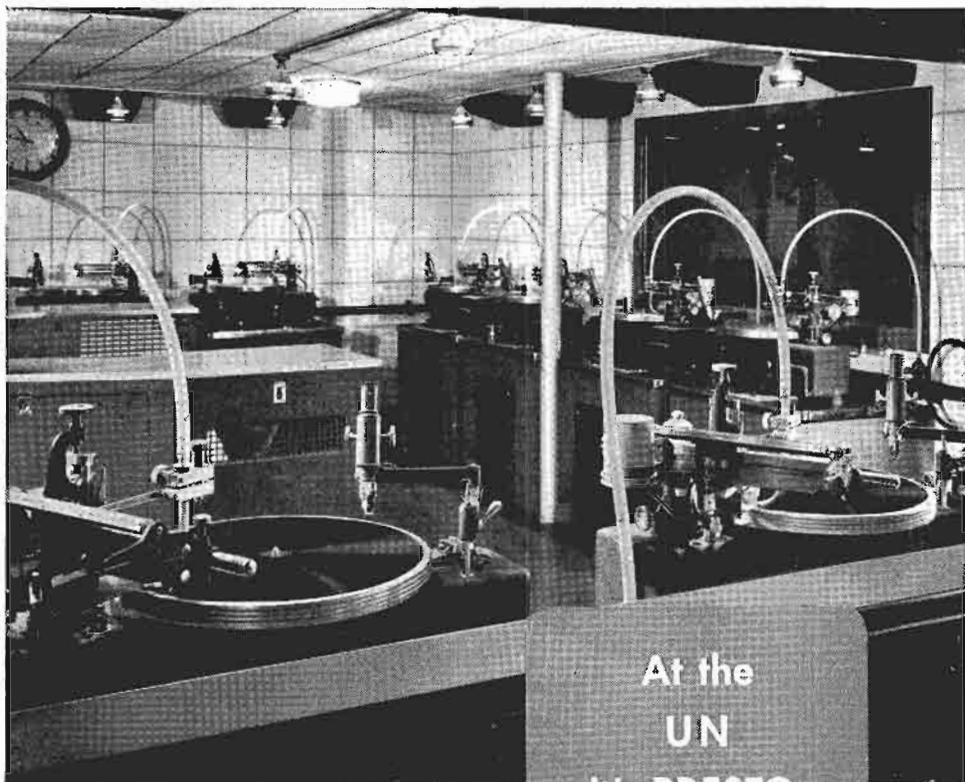
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Ten Presto 8-D recorders in the United Nations' recording studio at Lake Success, Long Island, N.Y.

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it's PRESTO,  
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When you see a really big recording operation, you are most likely looking at a Presto installation. For from New York to Bombay, from Manila to London . . . wherever recording is done, Presto's reputation for engineering skill has made Presto equipment the first choice.

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# EQUIPMENT

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*How to Apply for a FCC License  
AM-FM-TV*

•

*Receiver Market Trends*

•

*Recipients of  
IRE Awards*

•

*RMA Personnel—Committees*

•

*Consulting Engineers*

•

*Chief Engineers of Stations  
In the United States*

•

*Radio-TV Equipment Manufacturers*

*Radio Annual—1949*

# HOW TO APPLY FOR A FCC LICENSE

*Official FCC Procedure for AM, FM and TV Licenses*

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Broadcast Services," and "Standards of Good Engineering Practice."

## Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt 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.

In the case of FM, the Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community," and "rural" service.

## Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, two of which must be executed under oath or affirmation.

## Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Bureaus, which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applications subject to their filing, within 90 days, engineering details concerning their proposed operations, after which construction permits are issued. Television and FM stations are permitted

interim operation with less than the prescribed power.

All construction authorizations are subject to approval of transmitter site and antenna system by Civil Aeronautics Administration.

### Hearings

However, where it appears that interference would be caused to another station above the degree described in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a presiding officer designated by the Commission. He can be a Commissioner or 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 cooperate applicants must be represented by attorney.

### Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements,

the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved may file a 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.

### Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

### License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.

# RECEIVER MARKET TRENDS

*By J. B. Forman & C. P. Redick, Gen. Prod. Div., U. S. Department of Commerce*

THE changes that have occurred in the radio industry following the introduction of television and the commercial production of FM receivers have caused much conjecture about future trends. General interest in these changes has been emphasized by recent widely advertised radio clearance sales, together with price reductions in seven and ten inch television receivers by certain manufacturers. An analysis of production, sales, and other factors discloses little decline in the dollar volume of the radio and television receiver manufacturing industry during 1948 and indicates the maintenance of an excellent volume of business during 1949. This maintenance of dollar volume is due principally to the continued rapid expansion in television production and sales.

The absence of serious reconversion problems at the end of the war permitted the radio industry to swing into rapid production of home type receivers. Consequently, in response to pent-up demand for additional receivers and replacement of overage ones, production and sales in 1946 reached record highs. New records in both production and sales were again made in 1947 in meeting the continued high demand from consumers and for dealers' inventory replenishment.

At the end of the war, in the fall of 1945, the estimated backlog demand for radios was 20 million receivers—a record high. This backlog was reduced by an estimated 7 million receiving sets during 1946 and was further reduced to a few million receiving sets by the end of 1947. The rapid reduction in backlog demand, together with the replenishment of inventories, brought supply in balance with demand in 1948. This situation was reflected in the ability of consumers to purchase desired models without difficulty. Although 1948 radio sales were substantially below the high of 18,321,000 sets sold in 1947, they were still the second largest in the history of the industry.

Although the industry in the prewar years, through mass production and technological economies, had followed the usual course of other industries in reduced unit prices and in resultant increased unit sales, there was a sharp rise in the average unit price after the war. This reversal in price trend was due in large part to increased labor and material costs and to

the sales growth of the higher priced FM receiver.

The most spectacular postwar development in the radio industry has been the growth of television. Before the war a total of less than 5,000 home television receivers had been produced commercially. In 1946, only 6,400 sets were produced. As the bottleneck in cathode ray tube production was broken and mass production techniques developed, production was stepped up to 178,600 units in 1947 and to approximately 975,000 in 1948. Trade sources state that the 1949 objective of the industry is the production of 2,000,000 TV receivers. Adequate quantities of cathode ray tubes and tin may prove a limiting factor. Whether or not this objective is attained, it appears certain that production will be substantially greater in 1949 than in 1948.

The composition of the manufacturing portion of this industry has changed considerably since the end of the war. With resumption of civilian radio receiver production new companies entered the field. A total of 58 companies were manufacturing home and auto radios in 1941. By the middle of 1946 there were 132 companies (including many established companies in other or allied fields which entered into civilian radio production). By the fall of 1948, with the war accumulated backlog of demand satisfied and the resulting increased competition for new business, the number had declined to 107.

A further decline in radio production and sales in 1949 and an offsetting continued increase in the production and sales of television receivers may be expected. With radio receiver pipelines filled, sales of high priced receivers (consoles) retarded, at least temporarily, by the record player confusion, and reduced radio sales in one geographic area after another as television becomes available, it would appear that the sale of a maximum of 10,000,000 radio units is all that may be expected in 1949. On the other hand, continuation of the 1948 sales trend in television receivers with resultant total sales in excess of \$500,000,000 may safely be assumed. With consumer acceptance of television now a fact, the aggregate retail sales of radio and TV receivers in 1949 may be expected to approach the \$1,200,000,000 achieved in 1948.



# RECIPIENTS OF IRE AWARDS



## Medal of Honor—1949

*(Awarded in recognition of distinguished service rendered through substantial and important advancement in the science and art of radio communication. The recipient of this Medal is named by the Board of Directors upon recommendation by the Awards Committee.)*

Ralph Bown, for his extensive contributions to the field of radio and for his leadership in Institute affairs.

## Morris Liebmann Memorial Prize—1949

*(Comprises the income from a donation by E. J. Simon, a Fellow of the Institute, to preserve the memory of Colonel Morris N. Liebmann, killed in action during World War I.)*

C. E. Shannon, for his original and important contributions to the theory of the transmission of information in the presence of noise.

## Browder J. Thompson Memorial Award—1949

*(Comprises the income from a fund established by voluntary contributions to preserve the memory of Browder J. Thompson, a Director of the Institute when he was killed in action during World War II while on a special mission for the Secretary of War.)*

R. V. Pound, for his paper in the December, 1947, Proceedings of the I.R.E. entitled "Frequency Stabilization of Microwave Oscillators."

## Fellow Awards—1949

H. A. Affel, Bell Telephone Laboratories, New York, "for his contribution to the communications art, and his guidance of important developments in carrier sys-

tems for multiplex telephone and television transmission."

K. C. Black, Aircraft Radio Corporation, Boonton, N. J., "for his outstanding wartime work on radio countermeasures and his many contributions to the design of coaxial-cable transmission systems."

J. E. Brown, Zenith Radio Corporation, Chicago, Ill., "for his contributions in the field of broadcast receiver design."

Cledo Brunetti, Stanford University, California, "in recognition of his pioneering work on printed circuits."

W. L. Carlson, RCA Laboratories, Princeton, N. J., "in recognition of his contributions over many years to the development of radio receivers and their components."

P. S. Carter, RCA Laboratories, Rocky Point, N. Y., "for his many contributions in the fields of radio transmission and communication systems."

F. E. d'Humy, Western Union Telegraph Co., New York, "in recognition of his long service in the communications field and for pioneering in the application of radio relays to telegraph message service."

John N. Dyer, Airborne Instruments Laboratory, Mineola, N. Y., "for administrative and technical contributions to radio, including polar-expedition communications and important wartime countermeasures."

L. A. Gebhard, Naval Research Laboratory, Washington, D. C., "for his pioneering work in the military application of radio."

T. T. Goldsmith, Jr., Allen B. DuMont Laboratories, Clifton, N. J., "for his contributions in the development of cathode-ray instrumentation and in the field of television."

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## Recipients of IRE Awards

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F. W. Grover, Union College, Schenectady, N. Y., "for his long activities and contributions in the field of electrical units and measurements, and for his publications."

E. A. Guillemin, Massachusetts Institute of Technology, Cambridge, Mass., "for outstanding work in the field of electric circuit analysis and synthesis, and for his inspired leadership as a teacher."

Ross Gunn, United States Weather Bureau, Washington, D. C., "for his long service and many technical contributions in the radio and electronics fields."

A. V. Haeff, Naval Research Laboratory, Washington, D. C., "for his contributions to ultra-high-frequency radio tubes and electronics."

L. C. Holmes, Stromberg-Carlson Co., Rochester, N. Y., "for his contributions to theory and practice in the field of magnetic recording."

J. Kelly Johnson, Consulting Engineer, New York, "in recognition of his leadership in the design and manufacture of radio broadcast receivers."

S. R. Kantebet, Government of India Overseas Communication Service, Bombay, India, "for his services as an educator, engineer, and administrator in the fields of radio and cable communication in India."

W. B. Lodge, Columbia Broadcasting System, New York, "for his many contributions to broadcast engineering and in particular for his work in the field of frequency allocations."

K. A. Mackinnon, Consulting Engineer, Ottawa, Ontario, Canada, "for his technical contributions in Canada to the theory and design of transmitting antennas and the development of a coverage plan for a national network."

H. F. Olson, RCA Laboratories, Princeton, N. J., "for his outstanding developments and publications in the fields of acoustics and underwater sound."

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Anderson, A. C. . . . . KTAR, Phoenix  
Baker, Clifford. . . . . KNOG, Nogales  
Baker, Cliff. . . . . KPHO, Phoenix  
Cimmiotti, Vernard. . . . . KOPO, Tucson  
Edwards, Marvin. . . . . KRUX, Phoenix-Glendale  
Eitel, George. . . . . KYCA, Prescott  
Ferryhaugh, Wayne. . . . . KCKY, Coolidge  
Hartman, Herbert W. . . . . KGIU, Safford  
Hoiselaw, Ray H. . . . . KVOA, Tucson  
Karpisek, W. J. . . . . KCNA, Tucson  
Kinless, Justin. . . . . KAWT, Douglas  
Kirby Selwin. . . . . KOOL, Phoenix  
Livingston, Clifford. . . . . KTCU, Tucson  
Miller, Clifford R. . . . . KOY, Phoenix  
Thompson, Ted. . . . . KWJB, Globe  
Wheeler, Leavenworth. . . . . KYUM, Yuma  
Woolley, Harry L. . . . . KWRZ, Flagstaff

## Arkansas

Butler, Earl. . . . . KXLR, Little Rock  
Causcy, Don. . . . . KHOZ, Harrison

Dekker, Aubrey. . . . . KFFA, Helena  
Dennis, Bruce. . . . . KWHN, Fort Smith  
Dillaplain, Vernon L. . . . . KWEM, West Memphis  
Dotson, George. . . . . KGRH, Fayetteville  
Douglas, J. E. . . . . KDRS, Paragould  
Hunter, Doris C. . . . . KAMD, Camden  
Kunkell, Willard E. . . . . KFBW, Fort Smith  
Long, John. . . . . KELD, El Dorado  
Penix, Charles. . . . . KCLA, Pine Bluff  
Platt, Robert, Jr. . . . . KFSA, Ft. Smith  
Skinner, Marion. . . . . KICN, Bly & Leville  
Smith, Cecil E. . . . . KVOA, Siloam Springs  
Sneed, William. . . . . KXRJ, Russellville  
Sutt, Cecil L. . . . . KTHS, Hot Springs  
Tracy, Kermit. . . . . KLRA, Little Rock  
Warden, Jack. . . . . KWAK, Stuttgart  
Wilson, Tom. . . . . KWFC, Hot Springs  
Winn, Dan L. . . . . KARK, Little Rock

## California

Baily, Ray. . . . . KCRA, Sneramento  
Banks, Troy L. . . . . KRRU, Dinuba  
Bates, William H. Jr. . . . . KTRB, Modesto  
Berger, Walt. . . . . KXOB, Stockton  
Berlin, Charles Vernon. . . . . KSCO, Santa Cruz  
Berthold, Wayne. . . . . KJDS, San Francisco  
Black, H. Neil. . . . . KSMO, San Mateo  
Blatterman, H. L. . . . . KFI, Los Angeles  
Bonaventure, Herbert. . . . . KVEC, San Luis Obispo  
Bowman, Les. . . . . KNX, Los Angeles  
Brock, George W. . . . . KRNO, San Bernardino  
Brouson, Walt. . . . . KBLF, Red Bluff  
Carruthers, Walter. . . . . KHJ, Los Angeles  
Choate, Forrest T. . . . . KDB, Santa Barbara  
Collette, Jerry G. . . . . KROP, Brawley  
Collins, William G. . . . . KGB, San Diego  
Cormack, A. N. . . . . KQW, San Jose  
Cowan, Jack. . . . . KVVC, Ventura  
Crumbaugh, Luther. . . . . KGER, Long Beach  
Cunningham, Bill. . . . . KLOK, San Jose  
David, Arthur. . . . . KGYW, Vallejo  
Dean, Albert. . . . . KARM, Fresno  
Downey, C. E. . . . . KROW, Oakland  
Dralle, C. . . . . KCOY, Santa Maria  
Dunn, Frank. . . . . KPAS, Bannock  
Evans, A. E. . . . . KGO, San Francisco  
Ewing, George. . . . . KFXM, San Bernardino  
Fields, Dave. . . . . KRE, Berkeley  
Ford Owen, J. . . . . KITO, San Bernardino  
Freitag, Willis O. . . . . KRKD, Los Angeles  
Froming, Ted. . . . . KAFY, Bakersfield  
Fulwood, Fred. . . . . KWTC, Barstow  
Gregg, Paul. . . . . KWBR, Oakland  
Guenther, Stanley G. . . . . KVOE, Santa Ana  
Gunn, Richard. . . . . KTCO, Calexico  
Hall, Floyd. . . . . KOCS, Ontario  
Hall, J. M. . . . . KSBW, Salinas  
Hassett, Vern. . . . . KSRO, Santa Rosa  
Hildebrand, Dave. . . . . KIEM, Eureka  
Hornnn, Alfred. . . . . KERO, Bakersfield  
Houston, Harold C. . . . . KSUE, Susanville  
Hughes, Forrest. . . . . KIKN, Visalia  
Johnson, F. M. . . . . KBCU, Corona  
Johnston, Lee. . . . . KEEN, San Jose  
Jones, William F. . . . . KWIK, Burbank  
Kennedy, Frank. . . . . KHJ, Los Angeles  
Kerr, Donald. . . . . KCSB, San Bernardino  
King, Lawrence H. . . . . KSJO, San Jose  
Leake, Paul E. . . . . KXOA, Sacramento  
Lee, Robert E., Jr. . . . . KPMB, San Diego  
Leff, Ben. . . . . KAGH, Pasadena  
McBain, Don. . . . . KCMJ, Palm Springs  
McDowell, Lawrence W. . . . . KFOX, Long Beach

McKinney, Hampton.....KTIP, Porterville  
 McQueary, Lloyd.....KMYC, Marysville  
 Martineau, Howard.....KROY, Sacramento  
 Marvin, Bill.....KSON, San Diego  
 Maginnis, Bill.....KSYX, Yreka  
 Mason, Curtiss.....KFI, Los Angeles  
 Mealey, K. L.....KFRE, Fresno  
 Miller, Wilbur.....KXO, El Centro  
 Milton, Vern.....KUSN, San Diego  
 Morecroft, John.....KOWL, Santa Monica  
 Morrison, James C.....KCOK, Tulare  
 Murphy, Melvin H.....KTIM, San Rafael  
 Nesmith, Frank.....KSWG, Stockton  
 Nicolay, Albert A.....KTMS, Santa Barbara  
 Nielson, Julian J.....KSGN, Sanger  
 Oakley, Ron.....KFAK, Los Angeles  
 Obouchon, Homer.....KGFJ, Hollywood  
 Olson, Carl.....KLAC, Los Angeles  
 Palmer, George.....KPRL, Paso Robles  
 Peck, Curtis.....KNBC, San Francisco  
 Planting, Merwyn F.....KVSJ, San Mateo  
 Pope, Russel B.....KYOS, Merced  
 Reader, Jack.....KXLA, Pasadena  
 Rees, David H.....KWSJ, Mount Shasta  
 Reynolds, Stan.....KUCB, Blythe  
 Reynolds, Stan.....KPRO, Riverside  
 Richard Rodney.....KHUB, Watsonville  
 Saueressig, Stan.....KIST, Santa Barbara  
 Schulz, Paul.....KYA, San Francisco  
 Schumann, Vern.....KIEV, Glendale  
 Shatto, Luverne.....KERN, Bakersfield  
 Shelley, Oscar D.....KSFE, Needles  
 Sherburne, Charles.....KSDJ, San Diego  
 Sigmon, Loyd.....KMPC, Los Angeles  
 Skelton, John R.....KSN, San Francisco  
 Smith, Creigh.....KDAC, Fort Bragg  
 Smith, Rosewell S.....KXL, Oakland  
 Sole, Jack H.....KNGS, Hanford  
 Spargo, Paul W.....KWKW, Pasadena  
 Sronce, Stank.....KFKB, Sacramento  
 Strople, Edward P.....KHUM, Eureka  
 Towne, A. E.....KSFO, San Francisco  
 Ullom, Chet.....KUBA, Yuba City  
 Underwood, E. G.....KFRC, San Francisco  
 Vanderbeek, Herbert.....KVON, Napa  
 Wallace, William N.....KMJ, Fresno  
 Welch, Jim.....KTKR, Taft  
 Williams, Bert.....KYNO, Fresno  
 Williamson, Warren S.....KYOR, San Diego  
 Wrathall, Grant R.....KRUZ, Santa Cruz  
 Wright, Omer N.....KDON, Monterey

### Colorado

Antic, John L.....KRLN, Canon City  
 Austin, Harold.....KCOL, Fort Collins  
 Beebler, Elmer G.....KGEK, Sterling  
 Benedict, Louis P.....KUBC, Montrose  
 Blanchard, Robert R.....KTLN, Denver  
 Brewer, Harry.....KFKA, Greeley  
 Dobbins, Blair.....KBOL, Boulder  
 Ekrem, T. C.....KVOJ, Denver  
 Emrich, Paul.....KYOU, Greeley  
 Figal, John.....KPHC, Walsenburg  
 Hay, Charles.....KFXJ, Grand Junction  
 Hoffman, Harold.....KIUP, Durango  
 James, Glen.....KMYR, Denver  
 Kettle, George.....KGIW, Alamosa  
 Mason, Harry.....KCSJ, Pueblo  
 Morrissey, Tom G.....KFEL, Denver  
 Owen, Robert H.....KOA, Denver  
 Pyle, W. D.....KVOD, Denver  
 Rohrer, Joseph H.....KRDO, Colorado Springs  
 Shanks, Willis C.....KGFH, Pueblo  
 Strang, Cozine.....KVOR, Colorado Springs  
 Towne, D. E.....KLMR, Lamar  
 Walker, Andrew.....KRAI, Craig  
 Wehrman, Harvey E.....KLZ, Denver  
 Wilson, Lloyd.....KOKO, La Juanta  
 Wilson, Lloyd.....KSFT, Trinidad

### Connecticut

Atkinson, William R.....WKNB, New Britain  
 Brennan, Don.....WWCO, Waterbury  
 De Laurentis, Vincent.....WNHC, New Haven  
 Gellman, Ernest.....WAVZ, New Haven  
 Hales, Frank B.....WBRY, Waterbury  
 Hitchcock, Webster T.....WTOR, Torrington  
 Holt, Cayford A.....WLIZ, Bridgeport

Holt, Rogers.....WONS, Hartford  
 Jensen, Russel.....WATR, Waterbury  
 Keich, George P.....WICC, Bridgeport  
 King, Fed.....WELI, New Haven  
 Langfelder, Gabriel.....WMMW, Meriden  
 Markinan, Edward L.....WSTC, Stamford  
 Martino, Ialo A.....WDRG, Hartford  
 Masini, Charles S.....WTHT, Hartford  
 Morey, Gerald J.....WNLC, New Haven  
 Pallokat, Alfred F.....WLOR, Torrington  
 Stephens, Edward.....WBIS, Bristol  
 Taylor, Herman.....WTIC, Hartford  
 Thomas, Harold.....WNAB, Bridgeport  
 Wessenberg, Howard.....WCCC, Hartford  
 Winter, Charles W.....WNLK, Norwalk

### Delaware

Eckstein, Herbert.....WAMS, Wilmington  
 Evans, William C.....WDOV, Dover  
 Kennedy, Edwin.....WILM, Wilmington  
 Mathiot, J. E.....WDBL, Wilmington  
 Neuhaus, Wayne.....WTUX, Wilmington

### District of Columbia

Beville, Ross H.....WVDC, Washington  
 Cannon, Ralph E., Jr.....WINX, Washington  
 Cooper, Donald.....WRC, Washington  
 Harvey, Frank.....WMAL, Washington  
 Hunt, Clyde.....WTOP, Washington  
 Martin, Robert B.....WQQW, Washington  
 Reed, Harold.....WOL, Washington

### Florida

Askew, Bill.....WQVS, Jacksonville  
 Betts, Arthur.....WDHL, Bradenton  
 Brown, Emerson.....WTRR, Sanford  
 Callahan, W. P.....WTMC, Ocala  
 Callan, John.....WTAN, Clearwater  
 Castle, Charles.....WIBF, Leesburg  
 Chamberlin, R. M.....WGGG, Gainesville  
 Clemans, C. S.....WQWN, Belle Glade  
 Clifton, Charles.....WRIH, Tallahassee  
 Craig, L. Orden.....WSIR, Winter Haven  
 Daniel, W. Dodd, Jr.....WOP, Orlando  
 Dashiell, Gene.....WHOO, Orlando  
 Donovan, James R.....WPDQ, Jacksonville  
 Ellenwood, Webster K.....WMFJ, Daytona Beach  
 Evenden, Lewis.....WJVB, Jacksonville Beach  
 Grant, James E.....WSPB, Sarasota  
 Grove, Howard.....WEAR, Pensacola  
 Harris, Homer.....WVWF, Key West  
 Hayford, Beecher.....WIHP, Jacksonville  
 Heath, Harold.....WCOA, Pensacola  
 Heitzman, William P.....WIRK, West Palm Beach  
 Hopkins, John T., III.....WJAX, Jacksonville  
 Kinney, Walt E.....WBAY, Coral Gables  
 Kirkland, Martin C.....WEUS, Eustis  
 Knoche, James W.....WIVY, Jacksonville  
 Lee, William P.....WIAK, Lakeland  
 Legg, Harold.....WCLE, Clearwater  
 Link, Louis J.....WSUN, St. Petersburg  
 McCall, L. C.....WWPF, Palatka  
 McConnell, Duane.....WRUF, Gainesville  
 McLellan, Charles.....WHBO, Tampa  
 Mansold, William D.....WTSP, St. Petersburg  
 Mead, G. Bert.....WBSR, Pensacola  
 Miller, Jack.....WMBM, Miami Beach  
 Mitchell, Joseph.....WFLA, Tampa  
 Moore, Fred F.....WVNB, Daytona Beach  
 Moore, William P.....WDPA, Tampa  
 Prestwood, Franklin.....WCNU, Crestview  
 Raistrick, Ernest.....WFOY, St. Augustine  
 Reuter, Christian.....WTYS, Marianna  
 Rider, Gene.....WQAM, Miami  
 Scott, Elmer.....WDLP, Panama City  
 Scott, F. A.....WROD, Daytona Beach  
 Scott, H. A.....WORZ, Orlando  
 Scott, Milton C.....WIOD, Miami  
 Sheets, Howard O.....WFTE, Ft. Lauderdale  
 Sheetz, William A.....WNIE, Miami  
 Shropshire, Albert.....WGBS, Miami  
 Singleton, Bruce.....WDSR, Lake City  
 Smith, Arthur P., Jr.....WKAT, Miami Beach  
 Snowden, W. A., Jr.....WTAL, Tallahassee  
 Sowinski, James.....WIRA, Fort Pierce  
 Spruill, Richard.....WEAT, Lake Worth  
 Tison, J. B.....WALT, Tampa  
 Vance, John, Jr.....WINK, Fort Myers  
 Vickers, Edward.....WVCG, Coral Gables  
 Vordermark, Ernest B.....WMBR, Jacksonville  
 Walkden, Clyde E.....WWPG, Palm Beach

# Chief Engineers

Waltz, Kenneth R. . . . . WMMB, Melbourne  
 Watkins, C. E. . . . . WLNZ, Hollywood  
 Wright, Otis C. . . . . WJNO, West Palm Beach  
 Yarbrough, J. E. . . . . WDBO, Orlando

## Georgia

Aderhold, Harvey. . . . . WCON, Atlanta  
 Akerman, Ben. . . . . WGST, Atlanta  
 Andrews, John S. . . . . WBLJ, Dalton  
 Bates, Bill. . . . . WTWA, Thomson  
 Beaty, Lamar. . . . . WMGA, Moultrie  
 Bobo, Rabun F. . . . . WRDW, Augusta  
 Brannen, Lynne. . . . . WFOM, Marietta  
 Brown, Hudoe. . . . . WSAC, Columbus  
 Brown, Keith F. . . . . WGCA, Gainsville  
 Callicott, C. M. . . . . WTNT, Augusta  
 Church, Ernest. . . . . WKLY, Hartwell  
 Cram, Paul B. . . . . WAGA, Atlanta  
 Daugherty, C. F. . . . . WSB, Atlanta  
 Dennis, Ralph. . . . . WGOV, Valdosta  
 Drewry, L. D. . . . . WRFC, Athens  
 Duke, Tommy. . . . . WDEC, Americus  
 Evans, Bill. . . . . WGAU, Athens  
 Gamble, Joe A. . . . . WRBL, Columbus  
 Goodrich, H. S. . . . . WBML, Macon  
 Hanssen, Thomas. . . . . WBFB, Fitzgerald  
 Hattaway, Robbie O. . . . . WMVG, Milledgeville  
 Holt, David J. . . . . WBGE, Atlanta  
 Honey, Jim. . . . . WDWB, Dawson  
 Hooper, Chesley F. . . . . WLBB, Carrollton  
 Hunt, G. C. . . . . WGAA, Cedartown  
 Jewett, Howard. . . . . WDAK, Savannah  
 Jones, Randy. . . . . WDAK, Columbus  
 Jones, W. G. . . . . WRQN, Vidalia  
 Jopling, John P. . . . . WGAC, Augusta  
 Kennedy, Bill. . . . . WERD, Atlanta  
 Kibler, Ambrose. . . . . WNEK, Macon  
 Lange, William F. . . . . WQXI, Atlanta (Buckhead)  
 Lester, Milo. . . . . WKMA, Quitman  
 Lewis, Clinton J. . . . . WWSN, Statesboro  
 Lord, Charlie R. . . . . WMLT, Dublin  
 Lowry, Ken. . . . . WROM, Rome  
 McClung, W. C. . . . . WGPC, Albany  
 McKay, James. . . . . WLAG, LaGrange  
 Magill, R. R. . . . . WRLD, West Point  
 Mallory, K. T. . . . . WKTG, Thomasville  
 Maxwell, Tom. . . . . WIBB, Macon  
 Meeks, Carl J. . . . . WLBT, Toccoa  
 Moats, William E. . . . . WCCP, Savannah  
 Owen, Reeve R. . . . . WTOG, Savannah  
 Poole, James. . . . . WPAX, Thomasville  
 Rankin, George P. . . . . WMAZ, Macon  
 Roberts, Wendell C. . . . . WWGS, Tifton  
 Ruckle, Ernest. . . . . WALB, Albany  
 Scott, Daniel B. . . . . WLAQ, Rome  
 Slaughter, Robert G. . . . . WBHF, Cartersville  
 Starr, R. L. . . . . WRGA, Rome  
 Thompson, M. E. . . . . WSAV, Savannah  
 Weiss, George G. . . . . WBBO, Augusta  
 Welch, Walter O. . . . . WCOH, Newnan  
 White, Robert L. Jr. . . . . WMOC, Covington  
 Whitley, G. H. Jr. . . . . WKBU, Griffin  
 Wilder, James M. . . . . WFRP, Savannah  
 Wiseley, John H. . . . . WGBA, Oolambah  
 Woodson, Al. . . . . WDMG, Douglas

## Idaho

Burgess, Jerry. . . . . KCID, Caldwell  
 Call, Ellis W. . . . . KSEI, Pocatello  
 Carlson, Jim. . . . . KWEL, Weiser  
 Cox, Ver. . . . . KVMV, Twin Falls  
 Dennis, Julian. . . . . KEYY, Pocatello  
 Dreher, Turner, Ga. . . . . KWAL, Wallace  
 Egelston, Richard. . . . . KGEM, Boise  
 Hurt, Edward. . . . . KFSD, Nampa  
 Hutton, William. . . . . KPNF, Shendoanah  
 James, Lloyd. . . . . KLTX, Twin Falls  
 Johnitz, James A., Jr. . . . . KDSH, Boise  
 Layne, C. N. . . . . KLD, Idaho Falls  
 Malone, George. . . . . KTFF, Twin Falls  
 Musulin, Denzil. . . . . KEIO, Pocatello  
 Nelson, Blair. . . . . KIFI, Idaho Falls  
 Oleson, Howard. . . . . KVIN, Coeur d'Alene  
 Pinney, Donald. . . . . KBIO, Burley  
 Toedemeier, Harold W. . . . . KIDO, Boise  
 Wilson, Gene. . . . . KRLC, Lewiston  
 Young, Herbert D. . . . . KRPL, Moscow

## Illinois

Bailey, Fred. . . . . WJBC, Bloomington  
 Barker, Vincent S. . . . . WFRL, Freeport  
 Baum, Jack R. . . . . WDWS, Champaign  
 Brugger, John R. . . . . WILL, Urbana  
 Cassens, G. J. . . . . WLDS, Jacksonville  
 DeCosta, Lester. . . . . WJOL, Joliet  
 Dewing, H. L. . . . . WCVS, Springfield  
 DeWitt, Clayton C. . . . . WLKB, DeKalb  
 Ebel, A. James. . . . . WDWZ, Tuscola  
 Ebel, James A. . . . . WMBD, Peoria  
 Fisher, Edward. . . . . WHOW, Clinton  
 Franklin, Scott. . . . . WCRA, Effingham  
 Frye, A. P. . . . . WMBI, Chicago  
 Gladson, Elmer L. . . . . WEBQ, Harrisburg  
 Haerle, John. . . . . WGEM, Quincy  
 Horstman, Ed. . . . . WENR, Chicago  
 Jacker, Edward W. . . . . WATT, Chicago  
 Harrell, Robert. . . . . WKAN, Kankakee  
 Hayes, E. P. . . . . WHFC, Cicero  
 Horine, Carl. . . . . WWXL, Peoria  
 Kitner, John. . . . . WMRO, Aurora  
 Lewicki, Chester. . . . . WFDC, Chicago  
 Livesay, Ray. . . . . WLBN, Mattoon  
 Lunkinen, Rudolph. . . . . WIRL, Peoria  
 Luttgens, Howard C. . . . . WMAQ, Chicago  
 Lynch, Larry. . . . . WQUA, Moline  
 McCann, Lawrence. . . . . WLPO, LaSalle  
 Magin, T. G. . . . . WDN, Danville  
 Meyers, Carl J. . . . . WGN, Chicago  
 Miller, Adron. . . . . WMIX, Mt. Vernon  
 Mollring, Marvin M. . . . . WIBV, Belleville  
 Myers, Walter F. . . . . WJJD, Chicago  
 North, Dwight. . . . . WCNT, Centralia  
 Parks, Vernon H. . . . . WMMJ, Peoria  
 Payton, Thomas, Jr. . . . . WOKZ, Alton  
 Plotts, Elery L. . . . . WGES, Chicago  
 Prandoni, Emil. . . . . WSVI, Pekin  
 Riggins, Maurice. . . . . WKAI, Macomb  
 Rowe, Thomas. . . . . WLS, Chicago  
 Sawyer, Marion. . . . . WCIL, Carbondale  
 Scandrett, E. D. . . . . WGIL, Galesburg  
 Schnedorf, L. . . . . WNNP, Evanston  
 Shirk, Kenneth C. . . . . WIND, Chicago  
 Sিনnett, Robert J. . . . . WBFB, Rock Island  
 Smith, Wilfred A. . . . . WROK, Rockford  
 Stockberger, John. . . . . WBYS, Canton  
 Swaringen C. E. . . . . WTAX, Springfield  
 Ulrich, Carl W. . . . . WAAF, Chicago  
 Weber, James H. . . . . WVLN, Olney  
 White, Clinton R. . . . . WCRW, Chicago  
 White, Erle E. . . . . WTMV, East St. Louis  
 Whitman, Urlin. . . . . WTD, Quincy  
 Willett, Charles. . . . . WCFL, Chicago  
 Wooster, Aiden F. . . . . WEEK, Peoria  
 Yandell, Ryburn. . . . . WJPF, Herrin

## Indiana

Adams, Harry. . . . . WIBC, Indianapolis  
 Aiden, Eugene E. . . . . WIRE, Indianapolis  
 Aiden, Eugene, E. . . . . WAOV, Vincennes  
 Aldrich, Donald. . . . . WBOW, Terre Haute  
 Alter, Charles. . . . . WXIV, Indianapolis  
 Bock, F. J. . . . . WJVA, South Bend  
 Brewer, James R. . . . . WTCJ, Tell City  
 Chose, Eugene A. . . . . WFTW, Fort Wayne  
 Cole, Herbert G. . . . . WSBT, South Bend  
 Copeland, Thomas J. . . . . WKJG, Fort Wayne  
 Crain, Maury. . . . . WLBC, Muncie  
 Duning, L. J. . . . . WKBV, Richmond  
 Felts, T. R. . . . . WTHI, Terre Haute  
 Garba, Harry. . . . . WASK, Lafayette  
 Gresham, Stokes Jr. . . . . WISH, Indianapolis  
 Huffman, Gilbert. . . . . WJPS, Evansville  
 Holland, Harold. . . . . WFBI, Indianapolis  
 Holzapfel, Donald. . . . . WGL, Fort Wayne  
 Maltby, David. . . . . WHOT, South Bend  
 Moseby James. . . . . WITZ, Jasper & Huntington  
 Palmer, George. . . . . WKMO, Kokomo  
 Peters, Jess. . . . . WJOB, Hammond  
 Ratts, Bruce. . . . . WOWO, Fort Wayne  
 Rector, Chester. . . . . WIOU, Kokomo  
 Rolfe, James. . . . . WSUA, Bloomington  
 Routh, Kenneth. . . . . WCBC, Anderson  
 Schilling, Robert. . . . . WIMS, Michigan City

Schoeny Erwin P. . . . . WGBF, Evansville  
 Shroyer, L. M. . . . . WHBU, Anderson  
 Stollz George F. . . . . WIKY, Evansville  
 Townsley, Ralph R. . . . . WBAA, West Lafayette  
 Vick, John . . . . . WANE, Fort Wayne  
 Weigel, Morton . . . . . WTTT, Bloomington  
 Westfall, Charles E. . . . . WBAT, Marion  
 Wilson, Robert . . . . . WEOA, Evansville  
 Zollmer, L. W. . . . . WTRC, Elkhart

**Iowa**

Amoo, Lloyd R. . . . . KIOA, Des Moines  
 Anderson, Herbert G. . . . . KFJB, Marshalltown  
 Andrew, Gil . . . . . KROS, Clinton  
 Arvidson Paul G. . . . . WOC, Davenport  
 Ashby, Willis L. . . . . KXGI, Fort Madison  
 Bartlett, F. E. . . . . KSO, Des Moines  
 Brown, Bob . . . . . KCBC, Des Moines  
 Caldwell, Kenneth M. . . . . KCRG, Cedar Rapids  
 Christenson, Elmer . . . . . KWPC, Muscatine  
 Dier, S. C. . . . . KSCJ, Sioux City  
 Duncan, Jack . . . . . KSMN, Mason City  
 Easterly, Willard . . . . . KTRI, Sioux City  
 Eittrheim, Curtis . . . . . KDEC, Decorah  
 Frazee, Alvin M. . . . . KOXK, Keokuk  
 Full Elliott . . . . . KXIC, Iowa City  
 Gallino, John . . . . . KBUR, Burlington  
 Hall, Robert W. . . . . KSWI, Council Bluffs  
 Hancock, Robert J. . . . . KDTH, Dubuque  
 Hatchet, Wayne J. . . . . KBIZ, Ottumwa  
 Hixenbaugh, George . . . . . WMT, Cedar Rapids  
 Kassner, Donald E. . . . . KXEL, Waterloo  
 Lawson, Larry . . . . . KICM, Mason City  
 Polen, Louis A. . . . . KSI, Creston  
 Quentin, Charles . . . . . KRNT, Des Moines  
 Sawyer Roger E. . . . . KGLO, Mason City  
 Schaeffer, C. R. . . . . KAYX, Waterloo  
 Schroeder, R. J. . . . . KMA, Shenandoah  
 Schwarz, Werner . . . . . KWDM, Des Moines  
 Sinclair, David G. . . . . KVFD, Fort Dodge  
 Snyder, Reed E. . . . . WHO, Des Moines  
 Tny, Clarence . . . . . KICD, Spencer  
 Uyeoka, John . . . . . WKBB, Dubuque  
 Woodard, Charles . . . . . KAYL, Storm Lake

**Kansas**

Bliesner, Carl B. . . . . WREN, Topeka  
 Brosseau W. D. . . . . KSEK, Pittsburg  
 Bryant, Bob . . . . . KIUL, Garden City  
 Butterfield, Harry C. . . . . KIND, Independence  
 Clary, Millary . . . . . KWHK, Hutchinson  
 Dadisman, Amos C. . . . . KFH, Wichita  
 Daniels, Paul H. . . . . KTSW, Emporia  
 Heithecker, Ted . . . . . KANS, Wichita  
 Howe, Edward H. . . . . KSOK, Arkansas City  
 Jaminet, J. S. . . . . KGGF, Coffeyville  
 Lynch, U. L. . . . . KXXX, Colby  
 McClintock Henry . . . . . KGNO, Dodge City  
 Marquardt, K. G. . . . . KCKN, Kansas City  
 Marquardt, K. G. . . . . WIBW, Topeka  
 Newby, Harold . . . . . KAKE, Wichita  
 Pyle, K. W. . . . . KFBI, Wichita  
 Stafford, Leo . . . . . KOAM, Pittsburg  
 Stevenson, David R. . . . . KTOP, Topeka  
 Swafford, John . . . . . KWBW, Hutchinson  
 Vance, N. E. Jr. . . . . KSAL, Salina  
 Wallack, Chester A. . . . . KVGB, Great Bend

**Kentucky**

Adams, Eugene S. . . . . WKIC, Hazard  
 Agostine, John . . . . . WSFC, Somerset  
 Crawley, J. B. . . . . WTCO, Campbellsville  
 Drake, Elmer C. . . . . WNOP, Newport  
 Dunbar Paul . . . . . WVLK, Versailles  
 Esten, Perry . . . . . WGRG, Louisville  
 Goodaker, Leslie . . . . . WOMI, Owensboro  
 Greenwood, John . . . . . WHLN, Harlan  
 Hargrove, Joseph M. . . . . WKTM, Mayfield  
 Helt, Sanford . . . . . WLAP, Lexington  
 Henson, Russell . . . . . WCTT, Corbin  
 Hudson, Wilbur . . . . . WAVE, Louisville  
 Jagoc, Robert E. . . . . WVJS, Owensboro  
 Lemond, Lynn . . . . . WNGO, Mayfield  
 Lockwood, Edward C. . . . . WKAY, Glasgow  
 McGown, Neal . . . . . WKCT, Bowling Green  
 Martin William . . . . . WPTM, Maysville  
 Mendenhall, George . . . . . WMIK, Middlesboro  
 Mick, Evers . . . . . WCIF, Madisonville

Miller, Rondal L. . . . . WLBK, Bowling Green  
 Morris, U. C. . . . . WPAD, Paducah  
 Nunn, Vernon R. . . . . WSON, Henderson  
 Picazo, M. E. . . . . WMTC, Vancelev  
 Rinn, E. R. . . . . WINN, Louisville  
 Roach, Wallis . . . . . WFKY, Frankfort  
 Sims, C. G. . . . . WKYB, Paducah  
 Summerford D. C. . . . . WKLO, Louisville  
 Townner, Orring W. . . . . WHAS, Louisville  
 Warner, Otho . . . . . WLEX, Lexington  
 Washington, Richard . . . . . WZIP, Covington  
 Weaver, Clarence . . . . . WCMJ, Ashland  
 Wilson, Leo Y. . . . . WHOP, Hopkinsville  
 Yount, Bill . . . . . WKLX, Lexington

**Louisiana**

Anderson, Gordon . . . . . KROF, Abbeville  
 Antony, W. E. . . . . KWKH, Shreveport  
 Baily, Clovis L. . . . . KSIG, Crowley  
 Blacketer Jack . . . . . KWSL, Lake Charles  
 Bloom, J. D., Jr. . . . . WWL, New Orleans  
 Bourgeois, Albert . . . . . WNOE, New Orleans  
 Carlson, L. J. . . . . KENT, Shreveport  
 Case, E. E. . . . . WCLA, Baton Rouge  
 Craft, A. B. . . . . KPCL, Lake Charles  
 Crew, Carroll G. . . . . KWJC, Natchitoches  
 Dudley, Vernon E. . . . . WJBO, Baton Rouge  
 Eckhardt, S. E. . . . . KTRY, Bastrop  
 Goulden, Carl . . . . . KRMD, Shreveport  
 Hebert, Freddie . . . . . KSLQ, Opelousas  
 Hook, C. T. . . . . KVOL, Lafayette  
 Jones, Donald L. . . . . KCIL, Houma  
 McDonald E. W. . . . . KSYL, Alexandria  
 Maddox, C. H. . . . . KTBS, Shreveport  
 Mayord, George A. . . . . WJMR, New Orleans  
 Mondy, Harrison . . . . . WJWE, New Orleans  
 Morgan, O. L. . . . . KMLB, Monroe  
 Peebles, Glenn . . . . . KGOV, Alexandria  
 Priehard, Errett . . . . . KANE, New Iberia  
 Ratliff, Jack . . . . . KNOE, Monroe  
 Riddle, Lindsay . . . . . WDSU, New Orleans  
 Sexton, Jesse R. . . . . KALB, Alexandria  
 Shean Henry . . . . . KRUS, Ruston  
 Van Valkenburg, Edward . . . . . WLCS, Baton Rouge  
 Vargo, Andrew . . . . . KLQU, Lake Charles  
 Whitney, Charles . . . . . WJBW, New Orleans

**Maine**

Crandon, Fred G. . . . . WCSH, Portland  
 Dickson, Walter . . . . . WABI, Bangor  
 Dinsmore, Harold T. . . . . WRDO, Augusta  
 Hall, Leslie R. . . . . WLAM, Lewiston  
 Hession, Gerlad G. . . . . WMTW, Portland  
 Hodgkins, Robert W. . . . . WGAN, Portland  
 Hughes Lester E. . . . . WAGM, Presque Isle  
 MacGown, Lauris P. . . . . WGUY, Bangor  
 Mason, Donald . . . . . WCOU, Lewiston  
 Parker, Robert H. . . . . WFAU, Augusta  
 Perry, Roger L. . . . . WFOR, Portland  
 Sutherland, Donald H. . . . . WTVL, Waterville  
 Velardi, Stephen . . . . . WJOR, Bangor  
 Wibby, John . . . . . WLBZ, Bangor

**Maryland**

Brewer, Harold G. . . . . WARK, Hagerstown  
 Burns, Howard M., Jr. . . . . WUCM, Cumberland  
 Chacous, Nicholas J. . . . . WGAY, Silver Springs  
 Duff, James S. . . . . WITB, Ba timore  
 Fisher, Frederick W. . . . . WCMD, Cambridge  
 Gilbert, James . . . . . WOOK, Silver Springs  
 Harris, Bruce W. . . . . WANN, Annapolis  
 Horston, G. Porter . . . . . WCBM, Baltimore  
 Jones, Martin L. . . . . WCAO, Baltimore  
 Kuntz, William O. . . . . WASA, Havre de Grace  
 Leck, Stanley, Jr. . . . . WASL, Annapolis  
 McIntire, George . . . . . WJEF, Hagerstown  
 Morgan, Russel H. . . . . WBMD, Baltimore  
 Ranft, William Q. . . . . WFRB, Baltimore  
 Robertson, James W. . . . . WFMD, Frederick  
 See, Harold . . . . . WBAL, Baltimore  
 Selleck, William . . . . . WTBO, Cumberland  
 Story, Vernon . . . . . WECC, Bethesda-Chevy Chase  
 Ward, Jack W. . . . . WBOC, Salisbury  
 Wolfe, Ben . . . . . WSID, Baltimore

**Massachusetts**

Baldwin, Philip K. . . . . WHDH, Boston

## Chief Engineers

Bartol, Frank.....WKOX, Framingham  
 Bonney, J. C.....WCRB, Waltham  
 Browning, E. A.....WTAG, Worcester  
 Crandell, Ervin.....WYOM, Boston  
 Dailey, William B.....WMNB, North Adams  
 Davis, Harold.....WCOC, Lawrence  
 Dorschug, Harold A.....WEEL, Boston  
 Duffy, John.....WJDA, Quincy  
 Emery, Stanley.....WNBH, New Bedford  
 Emery, Stanley S.....WOCB, West Yarmouth  
 Grahm, Joseph.....WAAB, Worcester  
 Hale, Roland C.....WCOP, Boston  
 Hauser, W. H.....WBZ, Boston-Springfield  
 Hinckley, George A.....WLAW, Lawrence  
 Hurd, Paul A.....WHAV, Haverhill  
 Joslin, Fred.....WRMS, Ware  
 Kallin, Ted.....WEIM, Fitchburg  
 Lavendall, Leonard.....WBKR, Pittsfield  
 MacAdam, Mark L.....WBKA, Brockton  
 Memishian, John.....WMEX, Boston  
 Michaels, A. G.....WLLH, Lowell, Lawrence  
 Michnovetz, John.....WMA5, Springfield  
 Paley, Jack.....WHYN, Holyoke  
 Parker, John W.....WQRL, Boston  
 Parker, John.....WLYN, Lynn  
 Pavao, John.....WSAR, Fall River  
 Randel, Harold.....WBZA, Boston-Springfield  
 Rattigan, Herbert.....WBMS, Boston  
 Reilly, Lawrence A.....WSPR, Springfield  
 Robinson, Irving B.....WNAC, Boston  
 Robinson, Ralph J.....WACE, Chicopee  
 Smith, Charles H.....WKOB, North Adams  
 Spales, James L.....WBEC, Pittsfield  
 Vincent, Parker.....WHOB, Gardner  
 Wheeler, Leland F.....WHAI, Greenfield  
 Wilson, Vernon P.....WNEB, Worcester

### Michigan

Allen, James W.....WHRV, Ann Arbor  
 Berry, Robert W.....WMIQ, Iron Mountain  
 Blumerich, Homer.....WMRP, Flint  
 Bristol, S.....WOAP, Owosso  
 Burgan, George L.....WHDF, Houghton  
 Carpenter, Ralph H.....WBCM, Bay City  
 Carter, W. C.....CKLW, Detroit-Windsor  
 Clark, Edward H.....WJLB, Detroit  
 Conant, Leslie.....WHLS, Port Huron  
 Dahlbacka, Arne.....WJMS, Ironwood  
 Dewey, Charles W. Jr.....WBECK, Battle Creek  
 Fallain, Frank D.....WPDF, Flint  
 Forsyth, Ed.....WWOK, Flint  
 Foster, Jack W.....WDBC, Escanaba  
 Frincke, Paul.....WDBK, Detroit  
 Griner, Gail D.....WABJ, Adrian  
 Groenevelt, Richard.....WGRD, Grand Rapids  
 Hull, Clyde J.....WKLA, Lunington  
 Jones, Darrell.....WTAC, Flint  
 Kaari, Eugene.....WIKB, Iron Mountain  
 Kiker, William.....WATZ, Alpena  
 Koerner, Meredith.....WSAM, Saginaw  
 Kotcher, Charles.....WXYZ, Detroit  
 Krivitsky, George.....WMUS, Muskegon  
 Lee, Carl E.....WJEF, Grand Rapids  
 Lee, Carl E.....WKZO, Kalamazoo  
 Leydorf, G. F.....WJR, Detroit  
 Love, E. J.....WWJ, Detroit  
 Maloney, Bernard R.....WJPD, Ishpeming  
 Martin, Jerrold.....WKMH, Dearborn  
 Morris, William F.....WSOO, Sault St. Marie  
 Pendleton, Kenneth.....WKBZ, Muskegon  
 Pomeroy, John C.....WLS, Lansing  
 Robinson, Munson U.....WBHF, Benton Harbor  
 Russell, Fred.....WOOD, Grand Rapids  
 Ryan, G. Elwood.....WBBC, Flint, Mich.  
 Sparks, Garnet Q.....WEXL, Royal Oak  
 Stearns, George D.....WPAO, Ann Arbor  
 Stephens, Carl E.....WGFQ, Kalamazoo  
 Stevens, Lee.....WLA V, Grand Rapids  
 Stone, Earl J.....WELL, Battle Creek  
 Stoner, Marion.....WTH, Port Huron  
 Thomas, Mae.....WKNX, Saginaw  
 Tunmer, John D.....WFUR, Grand Rapids  
 Westrate, Millard C.....WHTC, Holland  
 Wirtanen, Charles.....WIBM, Jackson

### Minnesota

Allen, Harold E.....KDGE, Fergus Falls  
 Beloungy, J. J.....WCCO, Minneapolis  
 Bothman, A. J.....KTRF, Thief River Falls  
 Cross, Bob.....KRCC, Rochester  
 Dettman, Robert A.....KDAL, Duluth  
 Fessenmeyer, Ross A.....KBZY, Grand Rapids  
 Fritze, Warren.....WMIN, St. Paul  
 Gander, Darle F.....WXLT, Ely  
 Geiken, Don.....KVOX, Moorhead  
 Gill, Norman.....WEBC, Duluth  
 Gill, Norman.....WHLB, Virginia; WMFG, Hibbing  
 Houts, James.....KYSM, Mankato  
 Hyde, John E.....KDHL, Fairbault  
 Jacobs, Merrill.....KBUN, Bemidji  
 Johnson, Stanley.....KWNO, Winona  
 Kiewel, William.....KROX, Crookston  
 Klein, Gen.....KAUS, Austin  
 Knapp, Clinton W.....KOWA, Worthington  
 Laskey, Melvin J.....WEVE, Eveleth  
 Linder, Larry.....KATE, Albert Lea  
 Linder, Willard.....KWLM, Willmar  
 Lounsberry, William.....WRFX, Duluth  
 McMahon, John.....KTSP, Minneapolis-St. Paul  
 Sherman, John.....WTCN, Minneapolis-St. Paul  
 Vandersluis, Arthur.....KLIZ, Brainerd  
 Willard, Linder.....KMHL, Marshall  
 Winkler, Charles W.....WDGY, Minneapolis  
 Witschen, Robert.....KPFM, St. Cloud

### Mississippi

Benson, G. G.....WRBC, Jackson  
 Betmarik, Al.....WMOX, Meridian  
 Brady, Phillip.....WAFB, McComb  
 Breland, Ed.....WAML, Laurel  
 Drake, C. E.....WQBC, Vicksburg  
 Essary, William M.....WCMA, Corinth  
 Flinspach, D. A.....WAZF, Yazoo City  
 Frantz, F. H.....WHOC, Philadelphia  
 Green, LeRoy.....WELO, Tupelo  
 King, John E.....WROB, West Point  
 Kuhn, Percy L.....WJPR, Greenville  
 Lewis, W. A.....WVJM, Vicksburg  
 McFerrin, Thomas.....WCBT, Columbus  
 McLemore, B. B.....WFOR, Hattiesburg  
 Majure, Thomas B.....WLOX, Biloxi  
 Murphy, Donovan.....WGCN, Gulfport  
 Perkins, C. A.....WLSI, Jackson  
 Pierce, Ed.....WLAU, Laurel  
 Pierce, Lotus.....WGRM, Greenwood  
 Ray, George C.....WKOZ, Kosciusko  
 Root, Percy G.....WJDX, Jackson  
 Sanders, Robert Louis.....WSKB, McComb  
 Saxon, Roy H.....WTOK, Meridian  
 Toliar, Jas.....WCOU, Columbia  
 Wilson, R.....WROX, Clarksdale

### Missouri

Barker, Kermit.....KREI, Farmington  
 Bauer, Fritz.....KWTC, Springfield  
 Brauhm, Leon.....KIXE, Kirksville  
 Conner, Robert.....KBOA, Kennett  
 Curry, William F.....KTTS, Springfield  
 Flahertz, J. A.....WDAF, Kansas City  
 Fleet, John H.....KSTL, St. Louis  
 Goldenberg, Henry.....WHE, Kansas City  
 Goodberlet, Edward.....WIL, St. Louis  
 Hackman, Leroy S.....KWOS, Jefferson City  
 Haigh, Robert.....KFRU, Columbia  
 Harrison, Austin A.....KSWM, Joplin  
 Harvey, Harry.....KMOX, St. Louis  
 Hendry, E. L.....KLWT, Lebanon  
 Hirsch, Ralph.....KSM, Sikeston  
 Koch, Wesley, J.....KFQE, St. Joseph  
 Langford, Jack.....KDMO, Carthage  
 Lidenton, Don L.....KWOC, Popular Bluff  
 Meador, Ralph.....KFBS, Joplin  
 Meek, Dick.....WMBH, Joplin  
 Mitchum, Martin M.....KTTB, Rolla  
 Moler, Ray.....KMBC, Kansas City  
 Moler, Ray.....KFRM, Kansas City  
 Parrish, Ben.....KHMO, Hannibal  
 Rekarl, Arthur F.....KXOK, St. Louis

Rose, Murel L. . . . . KSGM, Ste. Genevieve  
 Ryan, Eldon. . . . . KIMO, Independence  
 Troeglen, Karl. . . . . KCMO, Kansas City  
 Volk, Joseph A. . . . . WEW, St. Louis  
 Weisman, Charles. . . . . KRES, St. Joseph  
 White, E. Dennis. . . . . KGBX, Springfield  
 Zehr, N. J. . . . . KWK, St. Louis

**Montana**

Anderegg, Don. . . . . KBOW, Butte  
 Bauer, George H. . . . . KOJM, Havre  
 Bunker, Eugene. . . . . KMON, Great Falls  
 Farrance, Kenneth. . . . . KANA, Anaconda  
 Fulchino, Sal. . . . . KAVR, Havre  
 Halvorson, O. H. . . . . KGCC, Sidney  
 Hildebrand, Theodore. . . . . KBY, Billings  
 Kukkola, E. R. . . . . KXLK, Great Falls  
 Myhre, Wilbur L. . . . . KFBB, Great Falls  
 Parker, W. R. . . . . KXLO, Lewiston  
 Patterson, William H. . . . . KGEZ, Kalispell  
 Penwell, Norm. . . . . KPRK, Livingston  
 Provis, Jack. . . . . KXIQ, Bozeman  
 Provis, W. J. . . . . KXLF, Butte  
 Scofield, Charles. . . . . KRJF, Miles City  
 Skidmore, Jim. . . . . KOPR, Butte  
 Smith, F. W. E. . . . . KXLL, Missoula  
 Velo, Richard. . . . . KIYI, Shelby

**Nebraska**

Allison, Duane B. . . . . KHAS, Hastings  
 Blakesley, Jay. . . . . KODY, North Platte  
 Hardy, Harold. . . . . KJSK, Columbus  
 Hutton, William. . . . . KFNE, Lincoln  
 Korinek, M. J. . . . . KOLN, Lincoln  
 Kotera, William J. . . . . WOW, Omaha  
 Larson, Norval. . . . . KMMJ, Grand Island  
 Leonard, Paul. . . . . KBRL, McCook  
 Lewis, Jack. . . . . KGFV, Kearney  
 Morrison, Harland. . . . . KOLT, Scottsbluff  
 Proctor, Les. . . . . KNEB, Scottsbluff  
 Wiedenbach, Frank. . . . . WJAG, Norfolk  
 Winkler, Charles W. . . . . KOIL, Omaha  
 Winkler, Charles W. . . . . KPOR, Lincoln  
 Zeigler, Percy. . . . . KBON, Omaha  
 Zeigler, Percy. . . . . KORN, Fremont

**Nevada**

Comer, Wilbur C. . . . . KWRN, Reno  
 Craig, Wesley. . . . . KOH, Reno  
 Harford, James W. . . . . KENO, Las Vegas  
 Peterson, Merle. . . . . KOLO, Reno  
 Van Welch, Evard. . . . . KELK, Elko  
 Wittengerg, R. K. . . . . KATO, Reno  
 Young, Fred. . . . . KRAM, Las Vegas

**New Hampshire**

Avery, Walter. . . . . WLNH, Laconia  
 Batchelder, Ernest F. Jr. . . . . WKNE, Keene  
 Bingham, Robert C. . . . . WOTW, Nashua  
 Chandler, Vincent. . . . . WMUR, Manchester  
 Davis, George. . . . . WKXL, Concord  
 Hennessey, James F. . . . . WMOU, Berlin  
 Lindsay, Paul G. . . . . WHEB, Portsmouth  
 Phillips, Royston. . . . . WKBR, Manchester  
 Schow, Reginald. . . . . WFEA, Manchester

**New Jersey**

Bremer, Frank V. . . . . WAAT, Newark  
 Fekel, Frances. . . . . WSNJ, Bridgeton  
 Foster, Herman. . . . . WHBI, Newark  
 Godfrey, Earle. . . . . WBAB, Atlantic City  
 Kikmer, Theodore P. . . . . WTTM, Trenton  
 Knight, Quincy. . . . . WMDI, Atlantic City  
 Lucas, Earl F. . . . . WPAT, Paterson  
 Mullen, C. V. . . . . WWBZ, Vineland  
 Onas, C. E. . . . . WCAM, Camden  
 Porter, Matthew. . . . . WCAP, Asbury Park  
 Prow, Rudolph C. . . . . WMTN, Morristown  
 Steiger, George. . . . . WHOM, Jersey City  
 Testan, Peter. . . . . WUNJ, Newark  
 Thron, Blair K. . . . . WFPG, Atlantic City  
 Wolff, F. J. . . . . WTNJ, Trenton

**New Mexico**

Dean, K. M. . . . . KOBE, Las Cruces  
 Dodds, Leonard F. . . . . KGGM, Albuquerque  
 Hake, Lewis. . . . . KOAT, Albuquerque

Hughes, Vernon. . . . . KICA, Clovis  
 Johnson, George S. . . . . KOB, Albuquerque  
 Jones Burney. . . . . KSVR, Artesia  
 Keefer, Franklin P. . . . . KSIL, Silver City  
 Lendy, Julian H. . . . . KRTN, Raton  
 Morrison, John H. . . . . KVER, Albuquerque  
 Sene, William. . . . . KAVE, Carlsbad  
 Schultz, A. F. . . . . KFUN, Las Vegas  
 Shirk, Reginald H. . . . . KCHS, Hot Springs  
 Summersgill, Ray. . . . . KSW, Rosewell  
 Tattan, Mark. . . . . KTRC, Santa Fe  
 Vanderwood, E. J. . . . . KVSF, Santa Fe  
 White David Fred, Jr. . . . . KTNM, Tucumcari

**New York**

Atherton, Jack. . . . . WHDL, Olean  
 Babkes, E. J. . . . . WWNH, Rochester  
 Barron, William. . . . . WKRT, Cortland  
 Bates, Wiley. . . . . WDOS, Oneonta  
 Beck, Irvin P. . . . . WSNY, Schenectady  
 Bell, Bernard. . . . . WVOS, Liberty  
 Belle Isle, G. Armand. . . . . WSYR, Syracuse  
 Blair, Robert N. . . . . WGAT, Utica  
 Bonvouloir, Felix. . . . . WRNY, Rochester  
 Brown, Charles. . . . . WEVD, New York  
 Brown, Gordon P. . . . . WSAY, Rochester  
 Callender, Fred. . . . . WBTA, Batavia  
 Chrismark, A. H. . . . . WTRY, Troy  
 Corey, James. . . . . WABY, Albany  
 Czaplak, Gustave. . . . . WJLL, Niagara Falls  
 Darlinton, Edward. . . . . WLIB, New York  
 Davis, Maynard B. . . . . WWN, Watertown  
 Doscher, Deidrick. . . . . WALL, Middletown  
 Dowell, John T. . . . . WIBX, Utica  
 Duay, T. M. . . . . WEIM, Elmira  
 Emch, Robert. . . . . WARC, Rochester  
 Fiedler, Leroy. . . . . WKBW, Buffalo  
 Fuelling, Paul. . . . . WGMG, New York  
 Gardner, Kenneth. . . . . WHAM, Rochester  
 Greene, R. Carleton. . . . . WGVA, Geneva  
 Greene Thurlow A. . . . . WENY, Elmira  
 Hall, Ellsworth. . . . . WSLB, Ogdensburg  
 Hallinan, Charles. . . . . WKOP, Binghamton  
 Hanson, O. B. . . . . WNBC, New York  
 Heisler, Charles. . . . . WROW, Albany  
 Hoag, Dwelle S. . . . . WPTN, Albany  
 Hoffman, K. B. . . . . WGB, Buffalo  
 Holt, Hillis. . . . . WOV, New York  
 House, Herbert. . . . . WMB, Auburn  
 Inman, Herbert. . . . . WKNY, Kingston  
 Kelley, A. A. . . . . WINR, Binghamton  
 Kelly, James. . . . . WFBL, Syracuse  
 Kingsley, Ralph J. . . . . WBEN, Buffalo  
 Knaack, Frank E. . . . . WHLI, Hempstead  
 Kratzer, Harold J. . . . . WJTN, Jamestown  
 Kunits, Paul von. . . . . WINS, New York  
 Langham, Donald F. . . . . WAGE, Syracuse  
 Layman, Harry E. . . . . WJOC, Jamestown  
 Layton, Deforest T. Jr. . . . . WKAL, Rome-Utica  
 Lyke, Irving F. . . . . WVET, Rochester  
 McLean, True. . . . . WHCU, Ithaca  
 Merchant, J. Harold. . . . . WENE, Endicott  
 Milos, Robert. . . . . WGBB, Freeport  
 Muir, Don. . . . . WOLF, Syracuse  
 Nazak, Jack. . . . . WEAV, Plattsburg  
 O'Brien, Bern C. . . . . WHEC, Rochester  
 Pace, Earl C. . . . . WGLN, Glens Falls  
 Poppele, J. R. . . . . WOR, New York  
 Purcell, W. J. . . . . WGY, Schenectady  
 Rauer, Guy. . . . . WCSS, Amsterdam  
 Reumen, W. H. . . . . WWRL, New York  
 Reisdorf, Bernard. . . . . WICY, Malone  
 Ridgeway, Frank B. . . . . WEBR, Buffalo  
 Sardi, Al. . . . . WOKO, Albany  
 Schoenfuss, Arthur. . . . . WKXW, Albany  
 Schryver, Donald. . . . . WATN, Watertown  
 Schueler, John J. . . . . WXRA, Buffalo  
 Seimes, Marvin S. . . . . WGN, Poughkeepsie  
 Seitz, Frank A. . . . . WFAS, White Plains  
 Solorig, A. L. . . . . WBNX, New York  
 Stantz, L. H. . . . . WNEB, Binghamton  
 Stewart, Richard. . . . . WENT, Gloversville  
 Tackach, Michael. . . . . WHUC, Hudson  
 Tarkulich, Michael. . . . . WMSA, Massena  
 Thomas, Joseph. . . . . WWSC, Glens Falls  
 Thompson, R. G. . . . . WCB, New York  
 Valentine, Russel D. . . . . WQXR, New York  
 Versept, P. C. . . . . WMCA, New York  
 Vines, Thomas L. . . . . WBNY, Buffalo



## Chief Engineers

Weiner, Max. . . . . WNEW, New York  
 William, H. Berwind. . . . . WNBZ, Saranac Lake  
 Wilson Robert. . . . . WELD, Niagara Falls

### North Carolina

Abernethy, T. K. . . . . WSSC, Statesville  
 Alexander, L. H. . . . . WFRG, Reidsville  
 Alford, William H. . . . . WFNC, Fayetteville  
 Allison, Earl F. . . . . WBIG, Greensboro  
 Aycock, Harold. . . . . WCEC, Rocky Mount  
 Bailey, W. D. . . . . WFLB, Fayetteville  
 Ballew, Frank. . . . . WMNC, Morgantown  
 Brandon Thomas C. . . . . WGV, Charlotte  
 Brock, Truman N. . . . . WEWO, Laurinburg  
 Burwell, William. . . . . WCKB, Dunn  
 Caldwell, Howard S. . . . . WSTS, Southern Pines  
 Caudle, L. L. Jr. . . . . WSOC, Charlotte  
 Cecil, Yancy. . . . . WSPE, High Point  
 Chambers, Bill. . . . . WLOS, Asheville  
 Chandler, Charles D. . . . . WCPS, Tarboro  
 Chaney, A. L. Jr. . . . . WAYS, Charlotte  
 Chaney, A. L. Jr. . . . . WCOG, Greensboro  
 Covington, M. L. . . . . WMAP, Monroe  
 Cronk, Elmo. . . . . WJNC, Jacksonville  
 Cummins, Ray. . . . . WMBL, Morehead City  
 Davis, L. C. . . . . WTOB, Winston-Salem  
 Ducean, Virgil D. . . . . WRAL, Raleigh  
 Epperson, Ralph D. . . . . WPAQ, Mt. Airy  
 Fuller, Roy E. . . . . WDUK, Durham  
 Groves, W. C. Jr. . . . . WGCN, Gastonia  
 Gullino, A. J. . . . . WGNI, Wilmington  
 Haire, Billy. . . . . WHIT, New Bern  
 Hamrick, William H. . . . . WWNC, Asheville  
 Hardison, David. . . . . WKNS, Kinston  
 Harvey, Robert. . . . . WKBC, North Wilkesboro  
 Heckart, Glenn. . . . . WEKP, Hendersonville  
 Hedrick, Phil. . . . . WSJS, Winston-Salem  
 Herring, E. I. . . . . WMFD, Wilmington  
 Hiland, Lewis. . . . . WHNC, Henderson  
 Hinson, Foy. . . . . WGTL, Kannapolis  
 Honeycutt, Fred. . . . . WBUY, Lexington  
 Hulick, Henry Jr. . . . . WPTF, Raleigh  
 Iwerks, Merton. . . . . WBBO, Forest City  
 Jolitz, Herman P. . . . . WRRZ, Clinton  
 Jordon, Alfred. . . . . WWNF, Fayetteville  
 Keith, Ed. . . . . WENC, Whiteville  
 King, Lee. . . . . WAIR, Winston-Salem  
 Koppels, Peter. . . . . WEEB, Southern Pines  
 Kyle, Joe. . . . . WCNC, Elizabeth City  
 Long, Dennis. . . . . WNNC, Newton  
 Long, Edmund S. . . . . WHKY, Hickory  
 Mackintosh, Thomas. . . . . WFNS, Burlington  
 Malone, W. H. . . . . WGTM, Wilson  
 Mayo, James. . . . . WGTC, Greenville  
 Meares, C. W. . . . . WCBT, Roanoke Rapids  
 Minor, M. J. . . . . WBT, Charlotte  
 Moore, Robert. . . . . WMFR, High Point  
 Munn, Matthew C. . . . . WISE, Asheville  
 Mnrphrey, I. G. . . . . WRRF, Washington  
 Norman, Edward. . . . . WSSB, Durham  
 Olive, Carey H. . . . . WWGP, Sanford  
 Penny, Clyde C. . . . . WGW, Asheville  
 Petty, James B. . . . . WLJC, Gastonia  
 Pickette, Carl. . . . . WHHT, Durham  
 Porter, Bascom E. . . . . WNAO, Raleigh  
 Randolph, John. . . . . WNCA, Asheville  
 Rogers, F. V. . . . . WTSE, Lumberton  
 Ruckert, Blaine. . . . . WJRI, Lenoir  
 Sherwood, John M. . . . . WRCS, Aoshkie  
 Silla, Cecil. . . . . WADE, Wadesboro  
 Stanton, Edwin M. . . . . WEGO, Concord  
 Stewart, James M. . . . . WGBG, Greensboro  
 Suggs, L. M. . . . . WTNC, Thomasville  
 Sumner, Charles W. . . . . WSKY, Asheville  
 Taylor, K. A. . . . . WDNC, Durham  
 Troutman, Elmer H. . . . . WIRC, Hickory  
 Trueblood, Daniel B. . . . . WGBR, Goldsboro  
 Tysor, Berry. . . . . WBBB, Burlington  
 Wagner, Frederick. . . . . WGAL, Elizabeth City  
 Wallace, Robert M. . . . . WOHS, Shelby  
 Watson, Carl B. . . . . WSTP, Salisbury  
 White, Artis A. . . . . WTIK, Durham  
 Wilburn, Frank. . . . . WHCC, Waynesville  
 Winn, Eldred. . . . . WLQE, Leaksville  
 Wynne, W. A. . . . . WEED, Rocky Mount

### North Dakota

Baker, C. W. . . . . KLPM, Minot  
 Barnett, Ray. . . . . KGCU, Mandan  
 Gabrielson, Olaf. . . . . KFGO, Fargo  
 Nelson, Ivar. . . . . KFVR, Bismarck  
 Moritz, Richard. . . . . KDLR, Devils Lake  
 Murphy, Patrick J. . . . . KNOX, Grand Forks  
 Petrich, Arnold P. . . . . KILO, Grand Forks  
 Prochaska, Quentin. . . . . KDIX, Dickinson  
 Ridgway, Robert E. . . . . KSJB, Jamestown  
 Savold, Juline. . . . . WDAY, Fargo  
 Sjostrom, Charles. . . . . KOVC, Valley City

### Ohio

Adams, Ernest L. . . . . WHIO, Dayton  
 Albers, Ralph. . . . . WBEX, Chillicothe  
 Beckwith, Laurace. . . . . WPFB, Middletown  
 Brinkman, Harold. . . . . WEOL, Elyra  
 Buehrle, George. . . . . WLEG, Sandusky  
 Bushong, Victor L. . . . . WIZE, Springfield  
 Clark, Charles E. . . . . WMOA, Marietta  
 Cowen, George. . . . . WTRF, Bellair  
 Davis, Glen A. . . . . WCPO, Cincinnati  
 DeConnick, Leo. . . . . WCOL, Columbus  
 Delany, R. H. . . . . WHK, Cleveland  
 Dieringer, Frank A. . . . . WFMJ, Youngstown  
 Girt, Charles H. Jr. . . . . WCMW, Canton  
 Grunder, Russell. . . . . WWST, Wooster  
 Hartmeyer, Elmer C. . . . . WHIZ, Zanesville  
 Higgins, Alan. . . . . WJEL, Springfield  
 Hill, Jim. . . . . WHKK, Akron  
 Holmes, Harold. . . . . WTOL, Toledo  
 House, Lloyd. . . . . WING, Dayton  
 Hunter, Darrel. . . . . WLOK, Lima  
 Jones, Ben. . . . . WTNS, Coshocton  
 Kinney, Robert V. . . . . WRRN, Warren  
 Knopp, Irwin L. . . . . WAKR, Akron  
 Leonard, S. E. . . . . WTAM, Cleveland  
 London, Byron F. . . . . WPTW, Piqua  
 McCasland, Gerald. . . . . WWSO, Springfield  
 Minor, William B. . . . . WHKC, Columbus  
 Morrison, William. . . . . WMAN, Mansfield  
 Myers, Maurice L. . . . . WPAY, Portsmouth  
 Peters, Frances Joseph. . . . . WMRM, Marion  
 Nafzger, Lester H. . . . . WBNS, Columbus  
 Pierce, Morris R. . . . . WGAR, Cleveland  
 Randles, Wesley C. . . . . WILE, Cambridge  
 Roberts, Gerald G. . . . . WJW, Cleveland  
 Rockwell, R. J. . . . . WLW, Cincinnati  
 Schaefer, Frank W. Jr. . . . . WLIO, East Liverpool  
 Searl, T. F. . . . . WICA, Ashtabula  
 Shepherd, Charles S. . . . . WSTV, Steubenville  
 Shipley, Larry. . . . . WJMO, Cleveland  
 Siker, Kenneth L. . . . . WHBC, Canton  
 Smith, Edgar C. . . . . WFIN, Findlay  
 Sowers, Robert. . . . . WTOD, Toledo  
 Stringfellow, William M. . . . . WSPD, Toledo  
 Symons, William. . . . . WSAI, Cincinnati  
 Topmiller, C. H. . . . . WCSY, Cincinnati  
 Volkman, Don F. . . . . WMOH, Hamilton  
 Whittaker, Ben H. . . . . WSRB, Cleveland Heights  
 Wildermuth, John L. . . . . WADC, Akron  
 Wilkins, B. T. . . . . WKBN, Youngstown  
 Woodward, Royce. . . . . WRFD, Worthington

### Oklahoma

Abbott, Warren W. . . . . KSMI, Seminole  
 Baucum, Ernest. . . . . KWHW, Altus  
 Billington, C. E. . . . . KSWO, Lawton  
 Billington, Geno. . . . . KRHD, Duncan  
 Brown, Roy. . . . . KOME, Tulsa  
 Coleman, Murray D. . . . . KCRC, Enid  
 Donley, M. M. . . . . KAKC, Tulsa  
 Easum, Clifford. . . . . KTOK, Oklahoma City  
 Fenter, George. . . . . KASA, Elk City  
 Foss, Darryl D. . . . . KTJS, Hobart  
 Freeland, Rayden. . . . . KOCY, Oklahoma City  
 Hoisington, Duane. . . . . KMUS, Muskogee  
 Kolb, William E. . . . . KUSO, Ardmore  
 Lovell, H. J. . . . . WKY, Oklahoma City  
 McCollum, Paul. . . . . KSPI, Stillwater  
 Marshall, Olen E. . . . . WEBZ, Ponca City  
 Moore, Edwin M. . . . . KGFF, Shawnee  
 Nelson, John M. . . . . KSIW, Woodward

Richmond, Jack..... KLPR, Oklahoma City  
 Robinson, George C. Jr..... KWCO, Chickasha  
 Rountree, George..... KVLH, Pauls Valley  
 Schlib, Bob..... KTMK, McAlester  
 Sheffer, Charles..... KTOW, Oklahoma City  
 Smith, James H..... KHBG, Okmulgee  
 Snider, Robert..... KTUL, Tulsa  
 Stinson, Watt..... KVOO, Tulsa  
 Thomas, M. W..... KOMA, Oklahoma City  
 Watters, Bill..... KSEO, Durant  
 Walker, Herald..... KADA, Ada  
 Wilcox, Nate..... KFMJ, Tulsa  
 Wireman, Jim..... KWON, Bartlesville

### Oregon

Bookwalter, Louis S..... KOIN, Portland  
 Calif, Victor M..... KMEB, Medford  
 Carlton, Clyde..... KSLM, Salem  
 Click, Ralph S..... KWIN, Ashland  
 Davidson, Herbert..... KWIL, Albany  
 Dickinson, Robert..... KBND, Bend  
 Durham, Murray..... KLBM, La Grange  
 Ely, Thomas..... KEX, Portland  
 Evans, Jeff..... KRUL, Corvallis  
 Greene, William H..... KUGN, Eugene  
 Grimes, William P..... KFJI, Klamath Falls  
 Harland, Charles E..... KSRV, Ontario  
 Johnson, R. F..... KPDQ, Portland  
 Loomis, Dwight..... KWJ, Portland  
 McElroy, Edward C. Jr..... KOCO, Salem  
 Mifflin, Ralph..... KXL, Portland  
 Mott, Robert..... KODL, The Dalles  
 Read, Walter L..... KWRO, Coquille  
 Reetz, Leo..... KNPT, Newport  
 Richmond, A. E..... KPOJ, Portland  
 Riley, William..... KASH, Eugene  
 Singleton, Harold C..... KGW, Portland  
 Spaugh, Roger..... KOOS, Coos Bay  
 Stuart, Chester J..... KYJC, Medford  
 Viken, Floyd..... KORE, Eugene  
 Walters, Gilbert..... KFLW, Klamath Falls  
 Williams, N. L..... KUIN, Grants Pass

### Pennsylvania

Ackley, Rexford..... WCRO, Johnstown  
 Allen, L. L..... WHJB, Greensburg  
 Arcoletti, Leo..... WKRZ, Oil City  
 Bair, Howard..... WCMB, Lemoyne  
 Beman, Douglas..... WMAJ, State College  
 Berninger, John..... WPIT, Pittsburgh  
 Bisbing, Franklin H..... WNAR, Norristown  
 Bondy, Hugo A..... WIKK, Erie  
 Bopp, Bernard..... WMRF, Lewiston  
 Brewer, William A..... WBUD, Morrisville  
 Burgoon, George..... WFBG, Altoona  
 Burgoon, George R..... WRTA, Altoona  
 Burtis, Charles W..... WPEN, Philadelphia  
 Cassidy, Park H..... WLTR, Bloomsburg  
 Caum, Kenneth B..... WBPZ, Lock Haven  
 Coleman, Millard J..... WARD, Johnstown  
 Cooke, Kenneth R..... WGBI, Scranton  
 Cooper, Horace E..... WJPA, Washington  
 Cordaro, Frank C..... WKAP, Allentown  
 Craig, Ernest A..... WHUN, Huntington  
 Davis, Stanton..... WCNR, Bloomsburg  
 Duck, Llewellyn..... WCPA, Clearfield  
 Eberhart, Woodrow G..... WSBA, York  
 Emch, Robert..... WKST, New Castle  
 Eney, I. N..... KYW, Philadelphia  
 Fasulkey, R. H..... WCVI, Connessville  
 Field, John..... WTFL, Philadelphia  
 Fireman, Paul..... WBUX, Doylestown  
 French, Theodore..... WILK, Wilkes-Barre  
 Greenwood, James..... WCAE, Pittsburgh  
 Haines, Homer..... WNAE, Warren  
 Handwerck Gene..... WPAM, Pottsville  
 Harris, Reginald K..... WIP, Philadelphia  
 Heck, A. C..... WPIC, Sharon  
 Henninger, John H..... WIBG, Philadelphia  
 Henzly, William J..... WMBS, Uniontown  
 Herbert, James..... WHOD, Homestead  
 Hestor, Ken..... WERC, Erie  
 Hunt, R. F..... KQV, Pittsburgh  
 Hurley, Wilkes E..... WEDO, McKeesport  
 Hyzinski, Bernard..... WHWL, Nanticoke  
 Jefferies, David W..... WESB, Bradford  
 Kaiser, Henry R..... WWSW, Pittsburgh  
 Keller, John W..... WKOK, Sunbury  
 Kenney, T. C..... KDKA, Pittsburgh

Kost, Fred..... WJMJ, Philadelphia  
 Leibensperger, E. Daniel..... WHP, Harrisburg  
 Lewis, George..... WCAU, Philadelphia  
 Littlejohn, Louis E..... WFIL, Philadelphia  
 McCormack, Joseph..... WHUM, Reading  
 McCoy, Walter W..... WJAS, Pittsburgh  
 McCurdy, James..... WCHA, Chambersburg  
 McFarland, P. G..... WPGH, Pittsburgh  
 Marshall, Bernard..... WISL, Shamokin  
 Mathoit, J. E..... WEST, Easton  
 Mathoit, J. E..... WGAL, Lancaster  
 Mathoit, J. E..... WKBO, Harrisburg  
 Mathoit, J. E..... WORK, York  
 Mathoit, J. E..... WRAW, Reading  
 Metzger, Irvin C..... WJSW, Altoona  
 Mithalik, Rudy F..... WDDA, Indiana  
 Musselman, Reuel H..... WSN, Allentown  
 Neely, W. W..... WKPA, New Kensington  
 Neiderkoffer, Henry..... WESA, Charleroi  
 Oebbecke, Martin N..... WAEB, Allentown  
 Oschmann, A. W..... WARM, Scranton  
 Reinhart, George A..... WVP0, Stroudsburg  
 Rex, Paul..... WISR, Butler  
 Roland, George..... WLEU, Erie  
 Ryback, Edwin L..... WGPA, Bethlehem  
 Sakoskie, Charles Sr..... WBRE, Wilkes-Barre  
 Savage, Leonard..... WLBR, Lebanon  
 Schearer, Harold..... WEEU, Reading  
 Schlegel, Woody..... WHGB, Harrisburg  
 Shaub, John..... WLAN, Lancaster  
 Sherman, Glenn..... WRAK, Williamsport  
 Shimski, Willard..... WSCR, Scranton  
 Simmington, Harry..... WPWA, Chester  
 Smith, H. E..... WAVL, Apollo  
 Stahl, Vernon..... WCED, Dubois  
 Stenger, John H. Jr..... WBAX, Wilkes-Barre  
 Straub, N. L..... WJAC, Johnstown  
 Tisdale, ames M..... WVCH, Chester  
 Tito, Elwood..... WAZL, Hazleton  
 Unterberger, Frank W..... WDAS, Philadelphia  
 Weaver, Willis N..... WNOW, York  
 West, Gerald B..... WHOL, Allentown  
 White, Charles..... WMKES, McKeesport

### Rhode Island

Buckley, Richard..... WRIB, Providence  
 Ferri, John W..... WPRO, Providence  
 Johnson, Gilbert..... WFCI, Pawtucket  
 Philbrook, Carroll..... WHIM, Providence  
 Prior, Thomas, Civ..... WJAR, Providence  
 Tilley, Henry..... WEAN, Providence  
 Travis, George W..... WWON, Woonsocket

### South Carolina

Albee, Wilbur..... WCSC, Charleston  
 Beatty, James S., Jr..... WRHI, Rock Hill  
 Beekhoff, H. R..... WSPA, Spartanburg  
 Bickford, Charles R..... WFGN, Gaffney  
 Birchfield, William P..... WHAN, Charleston  
 Bradham, Douglass M..... WTMA, Charleston  
 Brien, Donald A..... WHSC, Hartsville  
 Browning, Gus..... WRNO, Orangeburg  
 Burdette, Clyde J..... WORD, Spartanburg  
 Edison, Herbert G. Jr..... WIS, Columbia  
 Elias, Lewis W. Jr..... WESC, Greenville  
 Garrison, William..... WFBC, Greenville  
 Green, Morton..... WCGD, Chester  
 Greene, Jack B..... WAIM, Anderson  
 Hampton, Gene..... WKIX, Columbia  
 Hanks, H. L..... WLAT, Conway  
 Harrington, I. P..... WTND, Orangeburg  
 Jenne, Frank..... WJMX, Florence  
 Lambert, Robert D..... WCOS, Columbia  
 Martin, George N..... WKDK, Newberry  
 Modlin, Carlton J..... WPAK, Charleston  
 Nelson, Walter..... WUSN, Charleston  
 Philbrick, Richard..... WTYC, Rock Hill  
 Powers, Everett C..... WBSC, Bennettsville  
 Prichett, W. A..... WOLS, Florence  
 Seals, Marvin..... WDSC, Dillon  
 Sparks, Charlie..... WCRS, Greenwood  
 Tate, George D..... WMRC, Greenville  
 Thoman, C. A..... WALD, Walterboro  
 Williams, James L..... WFIG, Sumter  
 Williams, T. B..... WNOK, Columbia

### South Dakota

Alwin, Francis..... KWAT, Watertown

## Chief Engineers

Brodie, Bruce.....KISD, Sioux Falls  
 Clark, E. E. Prof.....WCAT, Rapid City  
 Crocker, George.....KSDN, Aberdeen  
 Daniels, Eli.....KDSJ, Deadwood  
 Froke, Lester.....KELO, Sioux Falls  
 Griffiths, A. E.....KOTA, Rapid City  
 Hobbs, Charles W.....KOPX, Pierre  
 Hunt, Delbert T.....KABR, Aberdeen  
 Marty, Roland H.....KIJV, Huron  
 Staley, Max F.....KSOO, Sioux Falls  
 Taylor, Robert.....KMHK, Mitchell  
 Todd, Clifton M.....WNAX, Yankton

### Tennessee

Andrews, Fred.....WROL, Knoxville  
 Bailey, John H.....WJZM, Clarksville  
 Baker, B. C.....WDEP, Chattanooga  
 Barnes, B. D.....WAPQ, Chattanooga  
 Binns, F. D.....WLAC, Nashville  
 Bowers, Condon.....WBEJ, Elizabethton-Johnson City  
 Broyles, Joseph E.....WIGN, Knoxville  
 Chick, Elton.....WEKR, Fayetteville  
 Colington, E. E.....WGNS, Murfreesboro  
 Daugherty, George W.....WHUB, Cookeville  
 Deaderick, J. E.....WMPS, Memphis  
 Duke, Walter A.....WMMT, McMinnville  
 Evans, Ray.....WNOX, Knoxville  
 Fincher, Byron E.....WDXB, Chattanooga  
 Frase, E. C. Jr.....WMCN, Memphis  
 Garland, O. K.....WJHL, Johnson City  
 Gordon, Robert M.....WTJS, Jackeon  
 Hampton, Laile.....WGRV, Greeneville  
 Hargis, Kenneth.....WHBT, Harriman  
 Hobbs, Revis.....WKRK, Columbia  
 Hooper, T. E.....WIBK, Knoxville  
 Horton, J. Rex.....WBIR, Knoxville  
 Jones, Charles W.....WTPR, Paris  
 Jones, E. B.....WETB, Johnson City  
 Keicher, Andrew.....WKSR, Pulaski  
 Lacey, Ed.....WDIA, Memphis  
 Lamarr, Curtis.....WGAP, Maryville  
 Marsh, Tim.....WHAL, Shelbyville  
 Marsh, William.....WHEM, Memphis  
 Monrow, C. W.....WDSD, Dyersburg  
 Owen, Roy.....WDOD, Chattanooga  
 Rancy, Wilson.....WREC, Memphis  
 Redden, James A.....WCRK, Morristown  
 Reynolds, George A.....WSM, Nashville  
 Robinson, R. V.....WOPI, Bristol, Tenn.-Va.  
 Roy, W. M.....WHBQ, Memphis  
 Schumann, Fred.....WSIX, Nashville  
 Sowell, J. E.....WJJM, Lewisburg  
 Spencer, James F.....WCDE, Winchester  
 Spragins, Carl.....WJIG, Tullahoma  
 Stokely, Charles.....WAGC, Chattanooga  
 Stuart, Bill.....WBAC, Cleveland  
 Thomas, James S.....WDXI, Jackson  
 Thomas, James.....WENK, Union City  
 Turner, J. W.....WLAR, Athens  
 Weater, Shelton.....WMAK, Nashville  
 Wilburn, James R.....WATO, Oak Ridge  
 Woodard, Harold.....WHIN, Gallatin

### Texas

Adams, John.....KFDX, Wichita Falls  
 Allen, J. T.....KXOX, Sweetwater  
 Barker, Sam.....KVOU, Uvalde  
 Barnett, Glenn.....KAYS, Hays  
 Beal, Orvis.....KAND, Corsicana  
 Bedose, W. S.....KPYO, Lubbock  
 Boatright, Glen.....KPAC, Port Arthur  
 Bobisud, W. A.....KBKR, Baker  
 Bochnemanu, Harry W.....KIUN, Peeos  
 Bradford, William E. Jr.....KSST, Sulphur Springs  
 Braffett, Brooks.....KCTX, Childress  
 Brady, Charles L.....KMAC, San Antonio  
 Bridges, Ken.....KRIS, Corpus Christi  
 Callison, Glenn.....KLFJ, Dallas  
 Casey, J. B.....KRCB, Abilene  
 Chase, Warren.....KURV, Edinburg  
 Chinski, Gerald R.....KXYZ, Houston  
 Clouton, A. Browning.....KVAI, Amarillo  
 Clyde, Tom.....KGVJ, Greenville  
 Collins, Hudson C.....KGBK, Tyler

Collins, J. Raymond.....WFAA, Dallas  
 Collup, Doyle E.....KSTV, Stephenville  
 Cook, Carl.....KBOP, Plattsview  
 Cook, Homer A.....KTEM, Temple  
 Cornelius, Eugene.....KPET, Lamesa  
 Crouse, John R.....KKOL, Fort Worth  
 Cuosta, Nestor.....KWBU, Corpus Christi  
 Dove, Jesse.....WACO, Waco  
 Easterwood, Marvin J.....KRIC, Beaumont  
 Egerlon, W. G.....KTSA, San Antonio  
 Ellis, Glenn R.....KIOX, Bay City  
 Farmer, Paul.....KRIC, Odessa  
 Flynn, Roy M.....KRLL, Dallas  
 Fones, Henry N.....KTFS, Texarkana  
 Frazier, Ed.....KVAL, Brownsville  
 Futch, Virgil.....KNET, Palestine  
 Gemoets, E. L.....KEPO, El Paso  
 Griffith, Harold.....KEYS, Corpus Christi  
 Grubbs, L. R.....KWTX, Waco  
 Haigh, Joseph B.....KABC, San Antonio  
 Hartwig, O. L.....KRGV, Weslaco  
 Haubold, A. L.....KLEE, Houston  
 Hickman, Jerry.....KORC, Mineral Wells  
 Hilburn, Lloyd.....KSET, El Paso  
 Hill, Fred C.....KTRE, Lufkin  
 Howze, Bill.....KDWT, Stamford  
 Hughes, Ben F.....KTRN, Beaumont  
 Huhndorf, Paul.....BLEE, Houston  
 Hyman, Kenneth R.....KCOR, San Antonio  
 Ing, George.....KONO, San Antonio  
 Jeffers, Charles L.....WCAI, San Antonio  
 Johnson, Bert.....KVLJ, Alpine  
 Johnson, O. B.....KTHT, Houston  
 Jones, Andrew M.....KBST, Big Springs  
 Jones, Harold.....KFDM, Beaumont  
 Jones, David C. Jr.....KORA, Bryan  
 Jones, Frank M.....KGKL, San Ankeo  
 Kay, Arthur P. Jr.....KOGT, Orange  
 Kelley, W. C.....KRUN, Ballinger  
 Kidd, Thornton L.....KNAF, Fredericksburg  
 Kimbrell, James.....KECK, Odessa  
 Kreiger, Herman.....KHUZ, Borger  
 Lassetter, Norman.....KDLK, Del Rio  
 Lee, R. F.....KCBP, Lubbock  
 Lewis, James E.....KNOW, Austin  
 Lindsay, William.....KMHT, Marshall  
 Luddy, Noel.....KFDA, Amarillo  
 McCrown, Robert.....KVIC, Victoria  
 McCreary, William M. Jr.....KBEB, Jacksonville  
 McLacklin, Tom.....KDPT, Center  
 McNally, Eugene C.....KPLT, Paris  
 Marli, George W.....KCLE, Cleburne  
 Martin, Cordell.....KGAF, Gainesville  
 Martin, David H.....KTXN, Austin  
 Martin, Edward.....KATL, Houston  
 Maxim, Ambrose.....KRBA, Lufkin  
 Meiners, W. M.....KRIO, McAllen  
 Middlebrook, George.....KSFA, Nuecesdoehes  
 Ming, Morris M.....KSKY, Dallas  
 Neathery, John, Jr.....KSAM, Humleville  
 Neil, Jesse.....KELP, El Paso  
 Nellin, Cecil.....KNEL, Brady  
 Osborne, Garth.....KPDN, Pampa  
 Parson, Stewart.....KAMQ, Amarillo  
 Parsons, Melvin.....KWCB, Fort Worth  
 Peterson, James T.....KFUZ, Fort Worth  
 Phillips, Paul.....KTAN, Sherman  
 Proctor, Jack.....RTXL, San Angelo  
 Rainey, Gordon W.....KTAE, Taylor  
 Rampsy, C. W.....KMAE, McKenney  
 Ridgway, Herman.....KVWC, Vernon  
 Robertson, Harvey.....KCMC, Texarkana  
 Seals, R. B.....KSTA, Coleman  
 Siercovich, John.....KITE, San Antonio  
 Simma, Jesse.....KGBG, Galveston  
 Simpson, James.....KOSA, Odessa  
 Smith, Bill.....KXJT, Dalhart  
 Smith, Hulan K.....KPAB, Laredo  
 Smith, R. L.....KSTB, Breckenridge  
 Sosolik, Frank J.....WTAW, College Station  
 Soula, Karen O.....KCOA, Kilgore  
 Spellman, T. E.....KRRV, Sherman-Denison  
 Stewart, A. W.....KBWD, Brownwood  
 Stinson, R. C.....WRAP, Fort Worth  
 Strain, Huhb.....KPBX, Beaumont

## Chief Engineers

Stright, John E. . . . . KVKM, Monahans  
 Talbott, Edward P. . . . . KR0D, El Paso  
 Torrey, William H. . . . . KGNC, Amarillo  
 Tripp, Bob E. . . . . KIXL, Dallas  
 Tucker, D. J. . . . . WRR, Dallas  
 Wade, J. B. . . . . KDDD, Dumas  
 Walton, Kenneth J. . . . . KTSM, El Paso  
 Webb, Richards . . . . . KWHI, Brenham  
 Weinzell, Harold . . . . . KLEE, Houston  
 Wheeler, Harvey . . . . . KPRC, Houston  
 Wileman, Robert A. . . . . KTBB, Tyler  
 Wiley, Herbert T. . . . . KWPT, Wichita Falls  
 Williams, Claude . . . . . KOLE, Port Arthur  
 Wilson, Frank, Jr. . . . . KCTI, Gonzales  
 Wilson, Willis . . . . . KGBS, Harlingen  
 Wright, T. E. . . . . KRYN, Bonham  
 Yates, Tom . . . . . KCRS, Midland  
 Yeagley, Frank . . . . . KVET, Austin  
 Yeagley, Frank W. . . . . KTBC, Austin  
 Zackery, James . . . . . KVOW, Littlefield

### Utah

Baldwin, John M. . . . . KDYL, Salt Lake City  
 Bell, Wendell . . . . . HUTA, Salt Lake City  
 Boelter, E. W. . . . . KJAM, Vernal  
 Boothe, Wayne T. . . . . KLO, Ogden  
 Bradshaw, William E. . . . . KBUF, Brigham City  
 Clayton, Vincent . . . . . KSL, Salt Lake City  
 Cozzera, W. D'Orri . . . . . KALL, Salt Lake City  
 Hansen, David I. . . . . KSVQ, Richfield  
 Keyes, Henry . . . . . KOVO, Provo  
 May, Myron E. . . . . KNAK, Salt Lake City  
 Olesen, Delmont . . . . . KVNU, Logan

### Vermont

Boisvert, Theodore . . . . . WWSR, St. Albans  
 Groul, Harold M. . . . . WDEV, Waterbury  
 Quill, John C. . . . . WJOY, Burlington  
 Ramson, Norval K. . . . . WSYB, Rutland  
 Tierney, James W. . . . . WCAX, Burlington

### Virginia

Candler, William S. . . . . WPVA, Fredericksburg  
 Chrismon, Charles K. . . . . WFLO, Farmville  
 Clair, Frederick P. . . . . WHYU, Newport News  
 Daugherty, Bob . . . . . WCYB, Bristol  
 Duekett, Carl E. . . . . WBOB, Galax  
 Doherty, John R. . . . . WHLF, South Boston  
 Goodwin, Edward R. . . . . WAYB, Waynesboro  
 Gray, Walter W. . . . . WCEV, Charlottesville  
 Hall, Frank A. . . . . WROV, Roanoke  
 Houser, Rex . . . . . WTON, Staunton  
 Hughlett, Jon . . . . . WFCH, Bristol  
 Lindberg, Carl L. . . . . WPIK, Alexandria  
 McGuigan, George W. Jr. . . . . WLEE, Richmond  
 Motley, Lyle C. . . . . WBTM, Danville  
 Musc, Dewey W. . . . . WMVA, Martinsville  
 Newman, Edward J. . . . . WDBJ, Roanoke  
 Orth, John T. . . . . WLVA, Lynchburg  
 Pepper, John C. . . . . WTAR, Norfolk  
 Runyon, Charles A. . . . . WGH, Newport News  
 Sierel, Jack . . . . . WLOW, Norfolk  
 Wilson, C. E. . . . . WSVS, Crewe  
 Wilson, John H. . . . . WKYE, Covington  
 Wolstenholme, Vincent . . . . . WRNL, Richmond  
 Wood, Wilfred H. . . . . WMBG, Richmond  
 Woods, David C. . . . . WRVA, Richmond  
 Youden, William . . . . . WEAM, Arlington

### Washington

Allen, Gordon . . . . . KYAK, Yakima  
 Bookwalter, L. S. . . . . KJR, Seattle  
 Boor, John . . . . . KMO, Tacoma  
 Brott, F. J. . . . . KOMO, Seattle  
 Dubuque, John . . . . . KXA, Seattle  
 Eddy, Walt . . . . . KTBL, Tacoma  
 Evans, G. W. . . . . KNEW, Spokane  
 Freeman, George . . . . . KRSC, Seattle  
 Frese, George . . . . . KPQ, Wenatchee  
 Hallberg, Bert . . . . . KBPO, Bremerton  
 Hamingway, Jack . . . . . KXLE, Ellensburg

Harper, Ernest E. . . . . KVOS, Bellingham  
 Hatfield, James . . . . . KIRO, Seattle  
 Holmes, John . . . . . KWLK, Longview  
 Keiter, Les . . . . . KELA, Centralia-Chehalis  
 Kissler, Roland . . . . . KSEM, Moses Lake  
 Langford, George . . . . . KXLY, Spokane  
 Lind Perry . . . . . KOL, Seattle  
 McDonough, D. M. . . . . KVI, Tacoma-Seattle  
 Means, Edgar . . . . . KVAN, Vancouver  
 Mott, Walter . . . . . KPKW, Pasco  
 Murphy, H. B. . . . . KIT, Yakima  
 Patrick, Howard R. . . . . KONP, Port Angeles  
 Roark, C. A. . . . . KGY, Olympia  
 Sparling, A. G. . . . . KGA, Spokane  
 Springer, Kirk W. . . . . KOMW, Omak  
 Shultz, Arthur . . . . . KING, Seattle  
 Vanerstrom, Orris . . . . . KBRC, Mount Vernon

### West Virginia

Baker, Fred A. . . . . WKWK, Wheeling  
 Brooks, V. G. . . . . WPAR, Parkersburg  
 Bucy, James F. . . . . WWNR, Beckley  
 Bullio, Robert W. . . . . WBTH, Williamson  
 Craver, Campbell J. . . . . WMON, Montgomery  
 Dixon, William E. . . . . WCHS, Charleston  
 Flanagan, P. T. . . . . WHIS, Bluffield  
 Ginkel, Al J. . . . . WJLS, Beckley  
 Graham, Earl H. . . . . WLOH, Princeton  
 Haldane, William R. . . . . WPLH, Huntington  
 Heil, Sterling H. . . . . WPEM, Martinsburg  
 Huff, James A. . . . . WHAW, Weston  
 Jackson, Herbert S. . . . . WRON, Ronceverte  
 Keim, Edwin L. . . . . WVVV, Wheeling  
 Kilpatrick, Leroy . . . . . WSAZ, Huntington  
 King, Howard R. . . . . WBRW, Weleh  
 Kovlan, Andrew H. . . . . WHAR, Clarksburg  
 McCoy, Harvey J. . . . . WVVW, Fairmont  
 Marcum Taylor . . . . . WKNA, Charleston  
 Hnugh, R. D. . . . . WPDJ, Clarksburg

### Wisconsin

Bohnert, Ray . . . . . WIGM, Medford  
 Boos, Jerry . . . . . WDLB, Marshfield  
 Bresette, Charles . . . . . WOBT, Rhinelander  
 Clay, Wayne . . . . . WCLO, Janesville  
 Dechant, Lee F. . . . . WRJN, Racine  
 Dodge, George . . . . . WFOX, Milwaukee  
 Duben, W. C. . . . . WOMET, Manitowoc  
 Evans, Ralph . . . . . WEXT, Milwaukee  
 Fliegel, E. W. . . . . WNAM, Neenah  
 Garrity, James . . . . . WSRB, Superior  
 Hahn, Norman . . . . . WIBA, Madison  
 Hehal, William . . . . . WTMJ, Milwaukee  
 Host, Raymond . . . . . WMAW, Milwaukee  
 Jorgenson, T. O. . . . . WEAU, Eau Claire  
 Laskey, Melvin . . . . . WDSM, Superior  
 Leeman, Al . . . . . WKBH, LaCrosse  
 Lunk, Otto . . . . . WATW, Ashland  
 Mayer, Herbert J. . . . . WHBL, Sheboygan  
 Meyera, Wendell S. . . . . KFIZ, Fond Du Lac  
 Mueller, Paul . . . . . WMLO, Milwaukee  
 Paske, Roland . . . . . WEMP, Milwaukee  
 Randle, Adin . . . . . WAUX, Waukesha  
 Rauscher, Albert . . . . . WIPG, Green Bay  
 Reed, Elmer . . . . . WJPG, Green Bay  
 Rotunda, Orlando . . . . . WLIP, Kenosha  
 Slangel, Wallace . . . . . WTAQ, Green Bay  
 Stewart, A. L. . . . . WMAM, Marinette  
 Vanderheiden, V. A. . . . . WKOW, Madison  
 Weller, Donald A. . . . . WTSN, Milwaukee  
 Wheller, Glen . . . . . WOSH, Oshkosh

### Wyoming

Bernhart, Phillip H. . . . . KODI, Cody  
 Buchanan, Archie W. . . . . KVRB, Rock Springs  
 Crosthwaite, Bob . . . . . KWYO, Sheridan  
 Grove, Clark . . . . . KRAL, Rawlins  
 Roberts, Harold . . . . . KFBC, Cheyenne  
 Ross, James R. . . . . KTW, Seattle  
 Schmell, Gordon I. . . . . KVOC, Casper  
 Simons, Duane W. . . . . KSPR, Casper

**A LIST OF IMPORTANT RADIO, TELEVISION AND FM**

# Equipment Firms

## Admiral Corporation

3800 Cortland St., Chicago 47, Ill.  
Phone: SPalding 2-0100

President.....Ross D. Siragusa  
Exec. Vice-Pres.....John B. Huarisa  
Vice-Pres., Radio Div.....Richard A. Graver  
Vice-Pres., Appliance Div.....L. H. D. Baker  
Vice-Pres. Chg. Sales.....W. C. Johnson  
Treasurer.....L. C. Park  
Director of Engineering.....Ken Turner  
Dir. of Adv.....Seymour Mintz  
Service Manager.....M. J. Schinke  
Purchasing Agent.....Frank Kazda  
Secretary.....Ken Turner  
Ass't Sec. & Ass't Treas.....R. F. Dooley

PRODUCTS: Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts, Table and Console television receivers, Dual-Temp Refrigerators, Refrigerators, Electric Ranges.

## Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.  
Phone: 6-8221

President.....W. Myron Owen  
V.P. Chg. Manufacturing...Edwin A. Norris  
Sales Manager—Distributor  
Div.....Charles Golenpaul  
Sales Manager—Manufacturers'

Div.....Frank L. Marshall  
Chief Engineer.....Joseph L. Collins  
Advertising Manager....Charles Golenpaul  
Export Managers..Rocke International Corp.

PRODUCTS: Capacitors — paper, electrolytic and mica for radio transmitting, Receiving and electronic applications, including paper, oil and wax impregnated, moulded mica, bakelite cased and ceramic cased mica capacitors, power factor correction equipment, insulated carbon and wire wound vitreous resistors, motor starting capacitors, capacitor test instruments.

## Air King Products Co., Inc.

170—53rd St., Brooklyn 32, N. Y.  
Phone: HY 2-8000

President.....D. H. Cogan  
Chairman of the Board.....B. A. Coffin  
V. P.-Export.....Allen Straus  
Secretary.....R. W. Hill  
Manager of Sales.....R. D. Payne  
V. P. Engineering.....L. M. Kay  
Purchasing Agent.....M. L. Gardner

Advertising Mgr.....A. D. Adams  
Credit & Personnel.....J. H. Seider  
Plant Manager.....M. Krauss  
Asst. Treasurer.....N. Boudro  
Comptroller.....J. Kaufman

PRODUCTS: Radios; AM & FM, table models, consoles, portables, wire recorders; console combination including record player and radio, portable including record player, portable, television; table models.

## Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.  
Phone: Mitchell 5151

Pres.-Sales Manager.....F. F. Looek  
Radio Sales Mgr.....D. S. W. Kelly  
Chief Engineer.....J. J. Mellon  
Credit Manager.....E. M. Kroehing  
Purchasing Agent.....Theron C. Child  
Advertising Mgr.....A. H. Fensholt  
Industrial Relations Mgr.....George Megow  
Export Mgrs.....Rocke Intern'l Corp.  
Service Mgr.....G. W. Vater

PRODUCTS: A.C. Across the line starters, A.C. Reduced Voltage starters, A.C. Multi-speed starters, A.C. Combination starters, D.C. Across the line starters, D.C. Reduced voltage starters, Push Buttons, Limit Switches, Pressure Switches, Timing Relays, Float Switches, Relays, A.C. and D.C., Zero Speed and Plugging switches, Temperature controls, Solenoids, Compression type rheostats, Special A.C. and D.C. panels, Control centers, Fixed composition resistors, Adjustable composition resistors (volume controls, tone controls, rheostats, etc.).

## American Condenser Co.

4410 No. Ravenswood Ave., Chicago 40, Ill.  
Phone: Longbeach 1-1386

Partner.....L. J. Menschik  
Purchasing Agent.....W. Norder  
Superintendent.....H. Klauck  
Sales Manager.....W. J. Johnston  
PRODUCTS: Condensers.

## American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.  
Phone: Cedar 3791

Pres. & Sales Mgr.....Albert A. Goffstein  
Chief Engineer.....Albert A. Goffstein  
Credit Manager.....Henry Bléhart  
Purchasing Agent.....Albert A. Goffstein  
Export Managers.....Lincoln Export Co.  
Service Manager.....Allan Degman

## Equipment Manufacturers

PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

### American Transformer Co.

178 Emmet St., Newark 5, N. J.

Phone: Bigelow 3-4444

Vice-President.....Walter Garlick, Jr.  
Sales Mgr. Industry Sales.....T. W. Stauber  
Mgr. Electronic Sales.....F. K. Hankinson  
Mgr. Electronic Apparatus.....John F. Harris  
Comptroller.....John M. Wollmer  
Ind. Rel. Mgr.....Fred H. Canfield  
Purchasing Agent.....E. H. Bard

PRODUCTS: Amplifiers, ballast transformers for fluorescent lighting, distribution transformers, electronic components, industrial-dry type-indoor or outdoor use industrial transformers, air cooled industrial phase changers, modulation reactors, modulation transformers, net work transformers, oil or abestol-immersed plate transformers, power transformers, precipitation transformers, radio type "P" precision line, radio silcor line audio components, rectifiers, regulators, test sets, transtats, "W" type transmitter, wave filters, welding and soldering transformers.

### Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.

Phone: MAin 5-2050

President.....Nicholas Anton  
Exec. Vice-Pres.-Sales

Manager.....Samuel Norris  
Chief Engineer.....C. W. Wheeler  
Purchasing Agent.....I. Trebicoff  
Export Managers.....Rocke Intern'l

PRODUCTS: Electronic tubes for communication, industrial, television, electro-medical and special purposes.

### Amy, Aceves & King, Inc.

11 West 42nd St., New York 18, N. Y.

Phone LOngaere 5-6622

President.....Ernest V. Amy  
Purchasing Agent & Credit Mgr.....Frank King  
Chief Engineer.....Julius G. Aceves  
Sales Manager.....F. A. Klingenschnitt

PRODUCTS: Antenna Systems, Television and FM Antennas. Electronic Developments.

### Andrea Radio Corp.

27-01 Bridge Plaza North, L. I. C. 1, N. Y.

Phone: STillwell 4-5411

President.....Frank A. D. Andrea  
Sales Manager.....Frank V. Goodman  
Chief Engineer.....Harold J. Heindel  
Credit Manager.....Victor J. Buck  
Purchasing Agent.....Bruce B. Donald  
Advertising Manager.....Frank V. Goodman  
Industrial Relations Mgr.....John Andrea

Export Manager.....Ramon Masvidal  
Service Manager.....Joseph Haug

PRODUCTS: Radio and Television Receivers and Phono. combinations.

### Andrew Corporation

363 E. 76th St., Chicago 19, Ill.

Phone: Triangle 4400

Chn. of Bd. of Dir.....Dr. V. J. Andrew  
President.....Mrs. A. S. Andrew  
Dir. of Sales Engineering.....C. R. Cox  
Prod. Mgr.....G. M. Dinnick  
Sales Manager.....W. F. Kean  
Chief Engineer.....J. S. Brown  
Controller.....W. J. Mather

Products: Coaxial Transmission line FM-AM-TV, Antennas FM broadcast, Antenna Phasing Equipment and Accessories, RF Inductors (Miscellaneous types), Tower Lighting Equipment, Indicating Devices (Misc.), Monitoring Equipment, Relays, Transformers, UHF Equipment and accessories.

### Ansley Radio & Television, Inc.

41 St. Joes Ave., Trenton 9, N. J.

Phone: 4-1175

President.....Bernard Fein  
Sales Manager.....Charles A. Clinton  
Chief of Prod. Engineering.....Kenneth Pelham  
Credit Mgr.....Anne J. Dawson  
Purchasing Agent.....Daniel Stein  
Advertising Mgr.....Charles A. Clinton  
Service Mgr.....Julius Jonas  
Traffic Mgr.....Joseph Kane

PRODUCTS: AM-FM Console with Phonograph; Television — Table, Console; FM Table, FM Console, AM-FM Console; FM Console with Phonograph, AM-FM Console with Phonograph.

### The Astatic Corp.

Harbor & Jackson Sts., Conneaut, Ohio

Phone: 12-656

President-Gen. Mgr.....F. H. Woodworth  
V.P.-Chief Research Engr.....C. M. Chorpene  
Treasurer-Asst. Gen. Mgr.....G. B. Fraser  
Gen. Sales Mgr.....W. J. Doyle  
Chief Engineer.....G. A. Morrell, Jr.  
Purchasing Agent.....H. G. Green  
Secty.....F. H. Kuhlman  
Factory Superintendent.....W. M. Semple  
Personnel Dir.....F. H. Kuhlman

PRODUCTS: Microphones, phonograph reproducers, replacement reproducer cartridges, microphone stands, recording heads and accessories.

### Audak Company, Inc.

500 Fifth Ave., New York 18, N. Y.

Phone LA 4-3723-4

President.....Maximilian Weil  
Vice-Pres.....George V. Sullivan  
PRODUCTS: Cutting heads, Electronic reproducing apparatus.

## Equipment Manufacturers

### Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 3-0973

President.....Wm. C. Speed  
Vice-President-Sec.....Bryce Haynes  
Research Engineer.....E. W. Franck  
BRANCH OFFICE: Allan H. Bodge, West  
Coast Mgr., 844 Seward St., Hollywood, Calif.  
PRODUCTS: Recording Discs (Audio-  
discs), Recording and Playback Points  
(Audiopoints), Audio Tape.

### Audio & Video Products Corporation

681 Fifth Ave., New York 22, N. Y.  
Phone: PLaza 9-6031

Pres. & Gen. Mgr.....Charles E. Rynd  
V. P. & Treas.....Thomas P. Robinson  
Vice-President.....Fred M. Thrower  
Vice-President.....James L. Middlebrooks  
Sales Manager.....Russell O. Hudson  
PRODUCTS: Ampex magnetic tape re-  
corders.

### Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.  
Phone: Humboldt 5-2100

President.....Martin H. Benedek  
Vice-Pres., Charge of Sales.....Bert E. Smith  
Chief Engineer.....Joseph R. Mazzola  
Credit Mgr.....M. E. Silver  
Purchasing Agent.....J. A. Heimbruch  
PRODUCTS: Mica trimmer condensers,  
intermediate frequency transformers, radio  
frequency coils, R. F. choke coils, adjustable  
padder condensers, permeability tuners.

### John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.  
Phone 4762

President.....John F. Beasley  
Secty.-Treas.....James H. Beasley  
Erection Superintendent.....Sydney N. Beasley  
Office Manager.....C. A. McLarty, Jr.  
PRODUCTS: Steel erectors (radio towers  
& Antennas).

### Bendix Radio Division (Bendix Aviation Corp.)

East Joppa Rd., Towson 4, Md.  
Phone: Tuxedo 4020

Gen'l Mgr.....W. P. Hilliard  
Asst. Gen. Mgr.....E. K. Foster  
Dir. Engr. & Research.....W. L. Webb  
Chief Engr. Radio & Tele.....D. C. Hierath  
Chief Engr. Comm. Products.....A. E. Abel  
Chief Research Engr.....A. C. Omberg  
Radio & Tele Sales Mgr.....E. C. Bonia  
Dir. of Industrial Relations.....M. M. Hughes  
Advertising Manager—Radio  
and Television.....F. T. Sterritt

### Sales Manager—

Communications Radio...J. W. Hammond  
PRODUCTS: Aviation radio receivers,  
transmitters, radio compasses, electronic  
broadcast receivers and radio-phonograph  
combinations, television receivers, head-  
phones, microphones.

### Bliley Electric Company

Union Station Building, Erie, Pa.  
Phone: 26-857

President.....F. D. Bliley  
V.P. & Sales Manager.....G. E. Wright  
V.P. & Chief Engineer.....J. M. Wolfskill  
Treas. & Credit Mgr.....D. F. Stout  
Purchasing Agent.....S. E. Riley  
Industrial Relations Mgr.....R. R. Johnson  
PRODUCTS: Quartz Crystals, Crystal Con-  
trolled Oscillators and Crystal Ovens.

### William Brand & Co.

276 Fourth Ave., New York 10, N. Y.  
Phone: ORchard 4-6960

Partners.

William Brand, William Naumburg, Jr.  
Sales Manager.....J. R. Garey  
PRODUCTS: Insulation, electrical, Tub-  
ing, Varnished Cotton, Glass, Tubing, Var-  
nished, Plastic, Extruded Tubing Cambrie,  
Varnished, Mica block, films, splits and  
splittings, Mica-Plate, segments, Wire, Ther-  
moplastic insulated.

### Brooks Electronics, Inc.

34 DeHart Place, Elizabeth 2, N. J.  
Phone: Elizabeth 2-7600

President.....Lincoln Walsh  
Sales Manager.....Harrie K. Richardson  
Chief Engineer.....J. Ray Edinger  
Credit Manager.....Helen Anthony  
Purchasing Agent.....Helen Anthony  
PRODUCTS: High Quality Audio Ampli-  
fiers.

### Browning Laboratories, Inc.

750 Main St., Winchester, Mass.  
Phone: 2121

President.....G. H. Browning  
V. P.....R. L. Purrington  
Chief Engineer.....F. A. Spindel  
Prod. Mgr.....J. C. Sullivan  
Head Test Tube Dept.....H. L. Smith  
Credit Mgr.....C. W. Craven  
PRODUCTS: Frequency Meters, Cathode  
Ray Oscilloscopes, 60-cycle Calibrators, Reg-  
ulated Power Supplies and Square Wave  
Generators, Super-high Frequency Signal  
Generators, Frequency Calibrators, Capacitance  
Relays, Electronic Capacitance Alarm  
Systems, FM-AM Tuners, FM Tuners.

## Equipment Manufacturers

### The Brush Development Company

3405 Perkins Ave., Cleveland 14, Ohio  
Phone: Endicott 3315

Manager ..... J. H. Munchausen  
PRODUCTS: Magnetic Recording, Acoustic Products, Instruments, Crystals.

### William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.  
Phone: Talbot 4943

Owner-Chief Eng. .... William W. L. Burnett  
PRODUCTS: Piezo-Electric Crystals, Crystal Holders, Constant Temperature Controlled Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting Regular Radio Laboratory Measurements, Offering a Completed Frequency Measuring Service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the Laboratory. Special Laboratory Equipment Developed and Tested.

### Chicago Electronic Engineering Company

3223 W. Armitage Ave., Chicago 47, Ill.  
Phone: CA 7-3130

President ..... E. J. Rehfeldt  
V. P. & Sales Mgr. .... W. W. Carroll  
Secy.-Treas., Chief Engineer. .... H. Holuhov  
Credit Mgr. .... T. J. Thorkelson  
Purchasing Agent. .... H. Roberts  
Export Manager. .... E. J. Rehfeldt  
PRODUCTS: Receiving and transmitting transformers and chokes, all types; Wave Filters; Voltage Regulators; Rectifiers; Saturable Reactors.

### Chicago Telephone Supply Co.

1142-1232 W. Beardsley Ave., Elkhart, Ind.  
Phone: 1206

President ..... J. G. Best  
V. P. & Gen. Sales Mgr. .... W. A. Nicely  
V. P. & Gen. Mgr. .... B. S. Turner  
Chief Engineer. .... W. H. Budd  
Credit Manager. .... M. F. Schneck  
Purchasing Agent. .... B. S. Turner  
Plant Superintendent. .... G. M. Cooper  
Industrial Relations Mgr. .... A. M. Daily  
Export Manager. .... W. A. Nicely  
Traffic Manager. .... R. I. Corner  
PRODUCTS: Volume controls, tone controls, associated switches.

### Clorostat Mfg. Co., Inc.

Dover, N. H.

President ..... Victor Mucher  
Sales Mgr. Distributors  
Div. .... Fran Chamberlain  
Secretary ..... Charles H. Burnett  
V.P.-Chief Engineer. .... George Mucher  
V.P. Chg. Sales. .... I. J. Youngblood

PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

### Collins Radio Co.

855—35th St., N.E., Cedar Rapids, Iowa  
Phone: 3-0281

President ..... Arthur A. Collins  
Exec. V. P.—New York ..... W. J. Barkley  
Vice President-Gen. Mgr. .... R. S. Gates  
V. P. Chg. Engr. & Mfg. .... L. M. Craft  
Secretary-Treasurer ..... S. J. Storm  
PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receiver, exciters and variable frequency oscillators. Mechanical and electronic industrial control devices.

### Colonial Radio Corp.

254 Rano St., Buffalo 7, N. Y.  
Phone: Victoria 2450

President ..... E. E. Lewis  
V. P. Chg. of Oper. .... J. H. Quick  
V. P. & Treas. .... H. E. Riordon  
V. P. & Automotive Sales. .... C. H. Symington  
Controller. .... M. B. Chesney  
Purchasing Agent. .... H. H. Martin  
Commercial Mgr. .... J. K. McDonough  
Service Mgr. .... R. K. Pew  
Mgr. & Industrial Relations. .... H. S. Hagen  
Dir. of Engineering. .... R. MacLathie  
PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

### Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.  
Phone: Bridgeport 6-0181

President ..... Frank White  
V. P. in Chg. of Sales. .... Paul E. Southard  
V. P. in Chg. of Mfg. and Engineering  
J. H. Hunter  
Dir. of Engineering and Development  
William Bachman  
Recording Dir. .... Vincent Liebler  
Treasurer ..... William Wilkins  
Dir. of Purchases. .... Robert P. Robinson  
Advertising Mgr. .... Albert Earl  
Export Mgr. .... Ralph Alacon  
Service Mgr. .... William Madeburg  
Traffic Manager. .... Lou Morrison  
PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions.



## Equipment Manufacturers

### Continental Carbon, Inc.

13900 Lorain Ave., Cleveland 11, Ohio  
Phone: CLeArwater 6500

President & Sales Mgr. . . . . G. F. Benkelman  
V. P. & Chief Engineer . . . . . J. W. Jira  
Purchasing Agent . . . . . W. M. Wood  
PRODUCTS: Fixed composition resistors,  
Nobleloy Precision Resistors, Auto Radio  
Suppressors, Capacitors, Filternoys.

### Continental Electric Co.

715 Hamilton St., Geneva, Ill.  
Phone: Geneva 4140

President & Treasurer . . . Milton Ritzenberg  
Secretary-Sales Mgr. . . . . Macdonald Goodwin  
Chief Engr. . . . . Serge Paksver  
Asst. Sect.-Asst. Treas. . . Jane E. DeVleshower  
V. P. & Prod. . . . . V. A. Carpenter  
PRODUCTS: Electronic tubes, phototubes,  
rectifier tubes, grid control tubes, fluorescent  
lamps, ultra violet and stationary lamps.  
Special tubea of all kinds.

### Continental Electronics Mfg. Co.

1728 Wood St., Dallas 1, Texas  
Phone: Riverside 3611

President . . . . . James O. Weldon  
Vice-President . . . . . Lester H. Carr  
Secretary . . . . . Dorothy F. Weldon  
PRODUCTS: Antenna Phasing Equip-  
ment, Radio Frequency Components for  
Standard Broadcast Stations, Custom Build-  
ing of Radio Transmitting Equipment.

### Corning Glass Works

Corning, New York  
Phone: Corning 372

President . . . . . W. C. Decker  
Mgr. Electrical Prod. Div. . . . . John L. Ward  
Mgr. Technical  
Prod. Div. . . . . Russell Brittingham  
PRODUCTS: Glass envelopes for tubes  
used for radio receiving, broadcasting, ca-  
thode ray, television and all other electronic  
purposes, tubing and special sealing glasses,  
insulators, coil forms, resistor tubes, metal-  
lized glassware, including timmer capacitors,  
resistors, etc.

### Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.  
Phone: BArcley 7-5140

President . . . . . John Cook  
V. P. & Gen. Sales Mgr. . . . . W. F. Osler, Jr.  
Treasurer . . . . . J. C. Stagg  
Secretary . . . . . J. E. Hoffman  
Sales Mgr. & Electric Wire Prod. . . W. F. Jessup  
PRODUCTS: Radio & TV wire products  
including electronic and intercommunicating  
wires and cables, electric wire products in-  
cluding lamp cords, fixture wire, rubber  
jacketed cords, and cord sets.

### Crosley Division

#### (Avco Manufacturing Corp.)

1329 Arlington St., Cincinnati 25, Ohio  
Phone: KIRhy 6600

Exec. V. P., Avco Mfg. Corp.

Raymond C. Cosgrove  
Pres. & Gen. Mgr., Crosley Div. John W. Craig  
Gen. Sales Mgr. . . . . Norman C. MacDonald  
Dir. of Engineering & Research

L. M. Clement  
Mgr., Radio & TV Section . . Stanley J. Glaser  
Credit Mgr. . . . . John J. Hope, Jr.  
Purchasing Agent . . . . . Frank W. Warner  
Advertising Mgr. . . . . Ellis L. Redden  
Industrial Relations Mgr. . . Paul W. Deubery  
Export Mgr. . . . . Tye M. Lett, Jr.  
Service Mgr. . . . . Harold A. Newell  
Traffic Manager . . . . . Frank C. Partlan  
Pres., Crosley Broadcasting Corp.  
(Subsidiary) . . . . . J. D. Shouse  
PRODUCTS: Radio—AM, FM, Television.

### De Mornay Budd, Inc.

475 Grand Concourse, New York 51, N. Y.  
Phone: MELrose 5-1900

Pres. & Treas. . . . . Richard E. DeMornay  
Vice President . . . . . Edward F. Meyers  
Secretary . . . . . Georgia Schlunkert  
General Mgr. . . . . Stanley Gartman  
Executive Engr. . . . . Robert L. Clarke  
Chief Engr. . . . . Walter Zable  
New Developments Engr. . . Samuel Freedman  
Engineering Rep. . . . . Maxwell S. Symon  
Dir. of Purchases . . . . . Jordan Smith  
Purchasing Agent . . . . . Robert Hefferman  
PRODUCTS: Research Development and  
Production of: Microwave Plumbing, Wave  
Guides, Microwave Test Equipment, Micro-  
wave Spectroscopy, Radar Systems, Radar  
Components, Linear Accelerators (Micro-  
wave), Special fittings and plugs, RF systems,  
Calorimeters.

### Doolittle Radio, Inc.

7421-23 S. Loomis Blvd., Chicago 36, Ill.  
Phone: RAclifife 3-4100

President . . . . . E. M. Doolittle  
Sales Manager . . . . . H. V. Carlson  
PRODUCTS: Radio Communications  
Equipment, Frequency Monitors.

### Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.  
Phone PASSaic 3-1616

#### OFFICERS

President . . . . . Allen B. Du Mont  
Vice-President . . . . . Leonard F. Cramer  
Treasurer . . . . . Paul Raibourn  
Secretary . . . . . Bernard Goodwin  
Asst. Treas. . . . . J. J. Doughney  
Asst. Secy. . . . . Arthur Israel, Jr.

## Equipment Manufacturers

### BOARD OF DIRECTORS

Dr. Allen B. Du Mont, Leonard F. Cramer,  
Bruce T. Du Mont, Dr. Thomas T. Goldsmith,  
Jr., Paul Raihurn, Bernard Goodwin, Arthur  
Israel, Jr., David Van Alstyne, Jr.

### DEPARTMENT HEADS

Director of Research

Dr. Thomas T. Goldsmith, Jr.

Mgr. Du Mont TV Network

Lawrence Phillips

Gen. Mgr. Instrument Mfg. Div.

C. Edwin Williams

Mgr. TV Receiver Sales.....Ernest A. Marx

Controller.....B. L. Graham

Advertising Mgr.....H. R. Geyelin

Plant Superintendent.....Bruce T. Du Mont

Dir. of Personnel.....Harry Houston

Mgr., TV Receiver Mfg.....Ricardo Muniz

Mgr., Instrument Div.....Rudolph Feldt

Mgr., Cathode-ray Tube Div.....I. C. Rosenberg

Mgr., Transmitting Equip. Sales.....H. E. Taylor

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

### Dumont Electric Corp.

308 Dyckman St., New York 34, N. Y.

Phone: LOrraine 9-2800

President & Chief Engr.....Jacob Katzman

Sales Manager.....Philip Duhilier

PRODUCTS: Paper, electrolytic and mica condensers.

### DX Radio Products Co., Inc.

2300-10 W. Armitage Ave., Chicago 47, Ill.

Phone: Armitage 3740

Pres. & Sales Mgr.....George H. Trimmings

Chief Engineer.....Louis J. Patla

Credit Mgr.....C. Banghart

Purchasing Agent.....C. L. Linblade

Advertising Mgr.....M. P. McLean

Industrial Relations Mgr.....M. E. McLean

Export Mgr.....Syd Storch

Production Mgr.....Albert Bowman

Traffic Mgr.....W. Grabarek

PRODUCTS: Transformers.

### Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia 44, Pa.

Phone: DAvenport 4-7000

President.....James L. Hawley

Secretary.....T. J. Mullaney

General Manager.....George H. Rich

Engineer.....Edward Ritter

Purchasing.....R. E. Weber

Accounting & Credits.....W. T. Lodwig

PRODUCTS: Binding posts and terminals, cable connectors and couplings, custom moldings, electric eyes, headphones, knobs, metal stampings, lugs, microphones, photoelectric relays, photocells, phototubes, plugs, screw-machine parts, speaker connectors, terminal

plugs, terminal strips and blocks, tube shields (miniature), tube sockets, electrical assemblies of all types for radar, telephones, headsets, microphones; jacks.

### Eckstein Radio and Television Co.

P. O. Box 343, Le Roy, Minn.

Phone: 191

President.....E. A. Eckstein

Sec'y.-Treas.....E. R. Bostrom

Sales Manager.....R. J. Benjamin

Prod. Mgr.....D. F. Boulett

PRODUCTS: Communication type car receivers (Karadio) Featuring Multi Band & Fixed Frequency. Farn Radios (L'Tatro). Home radios & special purpose sound equipment (Eckco).

### Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.

Phone: NOrmandy 2-2168

President.....David A. Marcus

Vice-Pres.....Win. H. Burgess

Engineer.....B. V. Delltour

Purchasing Agent.....R. T. Liggitt

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphone, the transmitter, the electronic inverter which changes A-C to D-C for electric shavers. Television Service Division—install and service television receivers.

### Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.

Phone: Chestnut Hill 7-6800

Pres. ....Edward D. Gray

V.P.-Chief Engineer.....Henry S. Bamford

Sales Mgr.....George Peterson, Jr.

Credit Mgr.....C. John Seez

Service Mgr.....George Peterson, Jr.

Purchasing Agent.....Paul A. Keller

PRODUCTS: Standard, Multi-gun, Special purpose Cathode-Ray Tubes, Multi-channel oscilloscopes, Electronic Engineering and development.

### Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.

Phone: CHelsea 2-1800

President.....Benjamin Abrams

Exec. Vice-Pres.....Dorman D. Israel

Secy. & Treas.....Max Abrams

Vice-Pres. Sales.....Charles Robbins

Vice-Pres. Purchasing.....Harvey Tullo

Vice-Pres., Works Mgr.....E. J. Kelly

Controller.....A. Rosen

Dir. of Engineering.....D. E. Harnett

Sales Promotion Mgr.....Stanley M. Abrams

Export Mgr.....Joseph Kattan

Service & Parts Mgr.....George Cohen

## Equipment Manufacturers

Personnel Mgr.....P. R. Certo  
 Advertising Mgr.....Edward Lane  
**PRODUCTS:** Radio Receivers: Battery—  
 Console, Table, Portable, Portable AC-DC;  
 Electric — AM Compact, AM Table, AM  
 Portable, AM Console, FM Console; FM  
 Table; Television—Table models and Con-  
 soles; Combinations — Radio-phonograph;  
 Record Players.

### **Espey Manufacturing Co., Inc.**

528 E. 72nd St., New York 21, N. Y.  
 Phone: BUtterfield 8-2300

President.....Nathan Pinsley  
 V. P. & Sales Mgr.....W. Walter Jahlon  
 V. P. & Gen. Mgr.....Sol Pinsley  
 V. P. & Industrial Sales.....John Benedikt  
 V. P. & Eng.....Jack Rosenbaum  
 Credit Mgr.....Max Goldberg  
 Export Mgr.....J. E. Chorlian  
 Chief Eng.....Sam Sach  
**PRODUCTS:** AM-FM-Chassis, AM-FM-Tun-  
 ers, High Fidelity Amplifiers, Power Supplies,  
 AM-FM Front End Tuners, 3"-Television Kits.

### **Fada Radio & Electric Co., Inc.**

525 Main St., Belleville 9, N. J.  
 Phone: BE 2-5680

President.....J. M. Marks  
 Secretary-Treasurer.....D. I. Marks  
 Chief Engr.....Herbert O. Wilson  
 Vice Pres.....S. N. Marks  
 Asst. Seety.....I. N. Marks  
 Advertising, Export Manager...H. N. Lubet  
 Supt. ....J. Lewandowski  
**PRODUCTS:** AM-FM Table Model Radio,  
 Table Model Television Receiver, Projection  
 Console Model Television.

### **Fairchild Recording Equipment Corporation**

88-06 Van Wyck Blvd., Jamaica 1, N. Y.  
 Phone Jamaica 6-3800

President.....Sherman M. Fairchild  
 Vice-Pres.....W. D. Fling  
 Advertising & Sales Mgr.....Jay H. Quinn  
 Treasurer.....J. B. Wolff  
**PRODUCTS:** Sound Recorders (disk),  
 Magnetic Tape Recorders, Transcription  
 Tables, Magnetic Cutterheads, Dynamo Pick-  
 ups, Pickup Equalizers, Unitized Amplifier.

### **Farnsworth Television & Radio Corp.**

3702 E. Pontiac St., Fort Wayne 1, Indiana  
 Phone: Anthony 5301

President.....E. A. Nicholas  
 Vice-President-Secretary.....E. M. Martin  
 Vice-President—Sales.....D. M. Allgood  
 V. P. Engineering.....B. Ray Cummings  
 Vice-Pres.—Mfg.....William Clausen  
 Treas.....Paul H. Hartmann

Assistant Secretary-Assistant  
 Treasurer.....C. H. Wiggin  
 Auditor.....W. F. Hoepfner  
 Dir. of Research & Advanced Engineering  
 Philo T. Farnsworth  
 Chief Engineer, Electronic Apparatus  
 Division.....J. C. Ferguson  
 Chief Engineer, Radio-Television  
 Department.....W. H. Myers  
 Manager of Advertising and Sales  
 Promotion.....John S. Garceau  
 Mdse. Mgr.....I. C. Hunter  
 Manager of Mobile Communications  
 Division.....John A. Curtis  
 Director of Purchases.....E. S. Needler  
 Credit Manager.....Arthur E. Sibley  
**PRODUCTS:** AM-FM radios and Capehart  
 phonograph-radios; automobile radios, tele-  
 vision receivers, television transmitting equip-  
 ment, television studio equipment, television-  
 telemetering equipment, FM transmitters,  
 railroad radio communications equipment,  
 mobile communications equipment automatic  
 record changers, television tubes, television  
 antennas.

### **Federal Telephone and Radio Corp.**

100 Kingsland Rd., Clifton, N. J.  
 Phone: NUtley 2-3600

President.....Ellery W. Stone  
 Asst. V. P. in Chg. of Sales...A. W. Rhinow  
**PRODUCTS:** For AM — Complete broad-  
 cast systems: transmitters, transmitting and  
 rectifying tubes, Pulse-Time-Modulation Re-  
 lay Systems, cables, field intensity meters,  
 consoles, microphones and associated speech  
 input and transmitter control equipment. For  
 FM—Complete broadcast systems: transmit-  
 ters, transmitting tubes, field intensity meters,  
 cables, consoles, microphones and associated  
 speech input and transmitter control equip-  
 ment, Square Loop transmitting antennas,  
 studio-transmitter-links, microwave relay sys-  
 tems, transmitter monitors, dummy antennas.  
 For TV-Transmitters and complete broadcast  
 equipment, microwave relay systems, trans-  
 mitter monitors, high-gain antennas.

### **Finch Telecommunications, Inc.**

4th & Virginia Sts., Passaic, N. J.  
 Phone: Passaic 2-3440

President.....W. G. H. Finch  
 Asst. to Pres.....J. C. Crost  
 Dir. Research.....Dr. LaVerne Philpott  
 Purchasing Agent.....Frank R. Brick, Jr.  
**PRODUCTS:** Facsimile, recording paper,  
 Finch rocket antennas.

### **A. W. Franklin Mfg. Corp.**

43-20 34th St., Long Island City 1, N. Y.  
 Phone: STillwell 4-1160

President.....Albert W. Franklin

## Equipment Manufacturers

V.P.—Engineering Prod. Joseph M. Vananzi  
Vice-President—Sales.....N. H. Lawton  
Credit Manager.....Fred Weller  
Purchasing Agent.....S. Yurman  
PRODUCTS: Sockets, plugs, switches,  
terminal strips, plastic and metal fabrica-  
tions and assemblies, locking rings, metal  
stampings, plastic molded products, air-loops.

### Freed Radio Corp.

200 Hudson St., New York 13, N. Y.  
Phone: WAlker 5-8765

President.....Arthur Freed  
Chief Engineer.....Murray Weinstein  
Purchasing Agent.....Sam Abramson  
Advertising Mgr.....Harold S. Boxer  
Industrial Relations Mgr.....Jack Horowitz  
Dir. of Res. & Devel.....Joshua Sieger  
PRODUCTS: Manufacturer of Freed-Eise-  
mann high-fidelity radio-phonograph com-  
binations, all incorporating frequency modu-  
lation band.

### Garod Radio Corporation

70 Washington Street, Brooklyn 1, N. Y.  
Phone: MAin 4-6044

President.....Leonard Ashbach  
Asst. to President.....Maurice Raphael  
Vice-President.....Louis Silver  
Chief Engineer.....Barnet S. Trott  
Gen. Sales Mgr.....Louis Silver  
Credit Manager.....Benjamin Orlin  
Purchasing Agent.....Sol Prediger  
Export Manager.....Ernest Nigaglioni  
Service Manager.....Carl Volpe  
PRODUCTS: Receivers: Battery—Console,  
Table, Personal, Portable; Electric — AM  
Midget, AM Table, AM Console, AM Portable  
AC-DC, AM Console with Phonograph, AM  
Console with Phonograph and Recorder;  
AM-FM Table, AM-FM Console with Phono-  
graph; AM-FM Console with Phonograph  
and Recorder; Television—Table, with FM,  
with AM, with FM-AM; Console, with FM,  
with AM, with FM-AM and Phonograph.  
Record Players.

### Gates Radio Company

123 Hampshire Street, Quincy, Illinois  
Phone: 522

President.....P. S. Gates  
Executive V. P.....L. L. McEwen  
V. P. Research & Sales Co-ordination  
F. O. Grimwood  
Adv. Manager.....F. J. Pippenger  
Chief Engineer.....F. W. Wentura  
Prod. Mgr.....A. D. Myers  
Credit Mgr.....L. H. Seileman  
Exec. Secy.....A. D. Petzoldt  
Purchasing Agent.....J. P. Bowers  
PRODUCTS: Transmitters: AM Broadcast,  
FM Broadcast, Communications, Shortwave,

Speech Input: Consoles, Remote Amplifiers,  
Program Amplifiers, Monitoring Amplifiers,  
Pre-amplifiers, Recording equipment, Cust-  
om built studio systems, AM Frequency and  
Modulation Monitors.

### General Electric Electronics Department

Electronics Part, Syracuse 1, N. Y.  
Phone: 6-4411

Vice-Pres.....Dr. W. R. G. Baker  
Comptroller.....E. L. Hulse  
Mgr., Receiver Div.....I. J. Kaar  
Mgr., Transmitter Div.....C. A. Priest  
Mgr., Tube Division.....J. M. Lang  
Mgr., Specialty Div.....G. F. Metcalfe  
Mgr. of Marketing.....E. H. Vogel  
Gen. Sales Mgr.....A. A. Brandt  
PRODUCTS: Receivers, Transmitters,  
Tubes, Components.

### General Electronics Inc.

101 Hazel St., Paterson 3, N. J.  
Phone: Sherwood 2-5271

Treasurer.....D. E. Replogle  
Vice-President.....A. C. Moeller  
Sales Manager.....C. G. Hampson  
Production Engineer.....J. McCaulley  
Chief Engineer.....R. Shima  
PRODUCTS: Three and 5 inch Projection  
Tubes, 10, 12½, and 15 inch Direct View  
Cathode Ray tubes.

### The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio  
Phone: 2235

President.....A. W. Fritzsche  
Treasurer.....C. F. Russert  
Vice-Pres., Sales Mgr. of Mechanical Div.  
H. E. Moon  
Vice-Pres., Sales Mgr. of Plastics Div.  
Steve Hildebrand  
Chief Engr.—Mechanical Div.  
Howard Shumaker  
Chief Engr.—Plastics Div.....Russell Smith  
Purchasing Agent.....Clete Heinrich  
PRODUCTS: Molded plastics — electric  
spring phonograph motors, record changers;  
recorders — combination record changer;  
heater and defroster motors.

### General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.  
Phone: Elizabeth 3-4400

Chairman of Board.....C. Russell Feldman  
Pres. & Treas.....R. E. Laux  
V. P. in Chg. of Sales.....Don J. Phelps  
Sales Manager.....G. P. Marron  
Chief Engineer.....B. N. Fisher  
Credit Manager.....W. J. Kauw  
Dir. of Purchases.....C. B. L. Townley

## Equipment Manufacturers

Purchasing Agent.....C. F. Richardson  
 Export Mgrs.....Ad. Auriema, Inc.  
 PRODUCTS: Variable condensers, push  
 button devices, record changers, loud speak-  
 ers, TV front & tuners.

### General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.  
 Phone: Victory 0707

President.....Morris Perlman  
 Chief Engineer.....Alfred Schofield  
 Purchasing Agent.....Ernest Neustadter  
 Sales Mgr.....L. Tenenberg  
 PRODUCTS: Coil Forms, Sockets, Fabri-  
 cators of Laminated Phenolic Materials.

### General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.  
 Phone: TRowbridge 6-4400

Chairman of Board.....H. B. Richmond  
 President.....E. H. Locke  
 Vice-Pres. for Sales.....A. E. Thiessen  
 Vice-Pres. for Mfg.....C. C. Carey  
 Secretary-Treasurer.....F. L. Tucker  
 Export Mgr.....C. E. Hills, Jr.  
 Chief Engineer.....M. Eastham  
 Publicity Mgr.....C. E. Worthen  
 Service Mgr.....H. H. Dawes  
 PRODUCTS: Precision radio and elec-  
 tronic laboratory and testing instruments,  
 FCC approved standard broadcast AM fre-  
 quency and modulation monitors; FM and  
 TV monitoring equipment; Variacs, Stro-  
 botacs.

### The Hallicrafters Co.

4401 W. 5th Ave., Chicago 24, Ill.  
 Phone: VAn Buren 6-6300

President.....William J. Halligan  
 Exec. Vice-Pres.....R. W. Durst  
 Vice-Pres. & Engr.....Nelson P. Case  
 Gen. Sales Mgr.....R. J. Sherwood  
 Asst. to Pres.....R. L. Russell  
 Secy.-Treas.....J. J. Frenndreis  
 Asst. Treas.....M. P. Heinz  
 Asst. Sec. & Purch. Agent.....E. J. Corcoran  
 Sales Manager.....M. Scott  
 Advertising Mgr.....Charles J. Nesbitt  
 Works Manager.....G. H. Hartley  
 PRODUCTS: Television Receivers, FM &  
 AM Broadcast Receivers, Communications  
 Receivers, Radio Transmitters.

### The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.  
 Phone LOngacre 5-1300

President.....Lloyd A. Hammarlund  
 V-P & Treasurer.....Joseph Lush  
 Secretary-Comptroller.....E. A. Wittmer  
 Chief Engr.....Walter Keith  
 PRODUCTS: Manufacturers of precision  
 communications equipment.

### Hartenstine-Zane Co., Inc.

225 Broadway, New York 7, N. Y.  
 Phone: BA 7-8390-1

Gen. Mgr. & Sec.....Chas. J. Hartenstine  
 Asst. Sec.....M. A. Hartenstine  
 PRODUCTS: Specialize in the design of  
 tower foundations; erecting, lighting and  
 painting radio towers; installing ground sys-  
 tem for AM Broadcasting and all types of  
 antennae and accessories for FM & TV Sta-  
 tions; Maintenance of radio towers, obstruc-  
 tion lighting equipment and FM & TV an-  
 tennae.

### Harvey Radio Laboratories, Inc.

447 Concord Avenue, Cambridge 38, Mass.  
 Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.  
 Dir., Contract Adminis.....B. H. Dean  
 Dir., Contract Engineering.....R. H. DeWitt  
 Clerk of Corp.....Ronald W. Martin  
 Chief Engineer.....Bernard J. Cosman  
 Purchasing Agent.....Frank Waterhouse  
 Comptroller.....Gordon C. Genthner  
 Prod. Mgr.....George Tompkins  
 Personnel Dept.....Mary Rizzitano  
 PRODUCTS: High Fidelity Frequency  
 Modulation Broadcast Transmitting & Studio  
 Equipment, Short-wave Telephone and Tele-  
 graph Transmitters, High Fidelity FM Broad-  
 cast Receivers, Regulated Power Supplies,  
 I-F Strips, Visual Alignment Signal Gener-  
 ators, Galvascopes and associated radio and  
 electronic equipment, Two-Way Communica-  
 tion equipment, emergency.

### Hazeltine Electronics Corp.

58-25 Little Neck Pkwy., Little Neck, N. Y.  
 Phone: FLushing 7-0300

President.....W. A. MacDonald  
 Exec. Vice Pres.....W. H. Grinditch  
 Vice Pres.....Laurence B. Dodds  
 Vice Pres.....Jack Binns  
 Vice Pres.....Fielding Robinson  
 Vice-Pres.....Commo. Jennings B. Dow  
 Treasurer.....John D. Grayson  
 Secretary.....Paul Armitage  
 Dir. of Eng.....Arthur V. Loughren  
 PRODUCTS—Test Loop Antenna, Imped-  
 ance Measuring Equipment, Synchroscope,  
 R-F Alignment Generator, Picture Modulated  
 Generators, Modulation Monitor Receiver,  
 I-F Alignment Generator, Black & White  
 Signal Generator, R-F Mixing Pad, Impulse  
 Signal Generator, Scanning Linearity Gen-  
 erator, Pulse Cross Generator, Tuner Test  
 Jig, Picture & Sound Modulated Generators.

### Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey  
 Phone: Plainfield 6-0878

President.....George K. Haydu

**Equipment Manufacturers**

Chief Engineer.....Zoltan Haydu  
Sales Mgr.....Al Fleischmann  
PRODUCTS: Television Antenna.

**Hoffman Radio Corp.**

3761 S. Hill St., Los Angeles 7, Calif.  
Phone: RI 75671

President .....H. L. Hoffman  
Vice-Pres. & Sec.....W. D. Douglas  
Sales Manager.....R. J. McNeely  
Treasurer.....C. E. Underwood  
Works Manager.....E. P. Gertsch  
Dir. of Purchasing.....S. L. Spraggins  
Personnel Dir.....W. V. Phillips  
PRODUCTS: AM Table Model Radios, AM-FM Radio-Phonograph Combinations, Home Recording (Musicord), Wire Recording, AM-FM Radio-Phonograph Combinations with Home Recording, Television Console, AM, Radio-Phonograph, Television Combination.

**Howard Radio Co.**

1731-35 Belmont Ave., Chicago 13, Ill.  
Phone: Diversey 2000

President.....Joseph F. Riley  
Sales & Export Mgr.....J. M. Muniz  
Sales Mgr.....Howard C. Briggs  
Chief Engineer.....W. James  
PRODUCTS: AM-FM radios and phonograph combinations, television receivers and other electronic products.

**Hytron Radio & Electronics Corp.**

P. O. Box 390, 76 Lafayette St., Salem, Mass.  
Phone: Salem 2260

President.....Bruce A. Coffin  
Vice-Pres.....Edgar M. Batchelder  
Chairman of Board-Treas.....Lloyd H. Coffin  
Sales Manager.....John Q. Adams  
V. P. Chg. of Engineering...C. F. Stromeyer  
Credit Manager.....M. S. Jones  
Purchasing Agent.....Edward R. Carroll  
Industrial Relations Mgr.....A. S. Nelson  
Export Mgr.....W. L. Urquhart  
Advertising Manager....Harry G. Burnett  
PRODUCTS: Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, hallast, voltage regulators.

**The Indiana Steel Products Co.**

6 N. Michigan Ave., Chicago 2, Ill.  
Phone: FRANKlin 2-1114

President.....A. D. Plamondon, Jr.  
V. P. & Sales Mgr.....R. F. Smith  
Gen. Mgr.....D. D. Cleghorn  
Adv. Mgr.....I. A. Dickey  
PRODUCTS: Permanent Magnets: Alnico, Cunico, Cunife, Indalloy, Vectolite, Silmanal, Cohalt, Chrome and Tungsten; Magnetic Recording Tape: Hyflux; Magnetic Tape Recording and Playback Heads.

**Insuline Corp. of America**

36-02 35th Ave., Long Island City 1, N. Y.  
Phone ASToria 8-3738

President.....S. I. Spector  
Sales Manager.....Bernard L. Cahn  
Secretary.....A. S. Spector  
Adv. Manager.....A. S. Chambers  
Supt. ....F. Henneke  
Purchasing Agent.....H. Weston  
Design Engineer.....C. J. Spector  
Personnel Dir.....C. K. Horwitz  
Chief Engineer.....John Donato

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jarks, Sockets, Screw Machine Parts, Test Tools, Test Leads, Auto Antennas, Auto Radios Noise Suppressors, TV Antennas, TV Accessories, FM Antennas, FM Accessories.

**International Detrola Corporation  
Caswell-Runyan Division**

East Franklin St., Huntington, Ind.  
Phone: 3100

General Manager.....Adolph H. Srenkel  
Sales Mgr.....Fred Tower  
PRODUCTS: Radio cabinets.

**International Resistance Co.**

401 N Broad St., Phila. 8, Pa.  
Phone: Walnut 2-2166

President.....Ernest Searing  
Vice-Pres., Sales.....Harry Ehle  
Vice-Pres. Research.....Jesse Maraten  
Chief Eng.....William H. Knowles, Jr.  
PRODUCTS: Fixed and variable resistors.

**J. F. D. Manufacturing Co., Inc.**

16th Ave. at 61st., Brooklyn 4, N. Y.  
Phone: GEDney 8-3100

President.....Julius Finkel  
Vice-President .....Albert Finkel  
Secty. ....Edward Finkel  
Advertising Mgr.....James Sarayiotos  
Development Engr.....Albert Friedman  
Production Engineer.....M. Director  
Factory Foreman.....O. Maltzman

PRODUCTS: Television Antennas, FM Antennas; TV Antenna Brackets, Insulators, Wire, Masts, Glare Filters; Key hex wrenches, Bristo spline wrenches, plugs, male; female; AC-DC Continental and Domestic Test Leads, Test Prod., Phono Needles, Grille Cloth, Dial Pointers, Steel Ruler and Wire Gauge, Line Cords—Resistance Cords; AC Service Cords, "Sockette" Radio Tube Adapters, Exact Duplicate Ballast Tubes, Phosphor Bronze Dial Cable, Battery Adapter Harnesses, Adjustable Ballast Tubes, Resistance Cord Adapters, Phono Adapter

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• • • **Equipment Manufacturers** • • •

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Switches, Microphone Connectors, Midget Jacks & Plugs, Toggle Switches, Auto Condensers, Speaker Cement, Antennae Loop, Auto Antennae, Battery Plug, Tube Shields, Radio Wire, Suppressors, Dial Belts, Dial Cord.

—

**The Jackson Electrical  
Instrument Co.**

16-18 S. Patterson Blvd., Dayton 1, O.  
Phone: Hemlock 4076

President.....Paul F. Jackson  
Vice-Pres.....Robert C. Apple  
Sales Manager.....Myron Fulkerson  
Production Mgr.....William Hagstrum  
PRODUCTS: Dynamic Tube Testers, Condenser Tester, V.T.V.M., Audio Oscillator, AM-FM Signal Generator, TV-FM Signal Generator.

—

**Jefferson Electric Co.**

25th Ave. & Madison St., Bellwood, Ill.  
Phone MANSfield 7161

President.....J. C. Daley  
Vice-President.....R. A. Hoagland  
V.P., Engineer.....L. Mauener  
Executive Engineer.....R. J. Horstman  
Credit Manager.....Victor E. Lee  
Export Manager.....M. J. Schmitt  
Director of Purchases.....Edward J. Banigan  
PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

—

**Jensen Manufacturing Co.**

6601 S. Laramie Ave., Chicago 38, Ill.  
Phone: PORTsmouth 7-7600

President.....Thomas A. White  
Purchasing Agent.....George H. Turner  
Advertising Manager.....Bayard H. Clark  
Comptroller.....John W. Henderson  
Export Manager.....J. G. Corrigan  
PRODUCTS: Loudspeakers, reproducers, Projectors, Cabinet, Transformers.

—

**Johns-Manville**

22 East 40th St., New York 16, N. Y.  
Phone LEXington 2-7600

Chairman of the Board.....Lewis H. Brown  
President.....R. W. Lca  
V.P. & Asst. to Ch. of the  
Board.....J. P. Syme  
V.P. (Relationships).....L. C. Hart  
V.P. (Finance).....Alvin Brown  
V.P. (Production).....A. R. Fisher  
V.P. (Sales).....L. M. Cassidy  
V.P. (Research).....C. F. Rassweiler  
Treasurer.....Roger Hackney  
Secretary.....Vandiver Brown  
PRODUCTS: Acoustical Materials.

—

**Kerrigan Lewis, Mfg. Co.**

4421 W. Rice St., Chicago 51, Ill.  
Phone: SPaulding 2-7208

President.....Vincent M. Kerrigan  
Vice-Pres.-Treasurer.....Charles F. Lewis  
PRODUCTS: Magnet and Litzendrahl Wire.

—

**Kimble Glass**

**Division of Owen-Illinois Glass Co.**

Ohio Bldg., P. O. Box 1035, Toledo 1, Ohio  
Phone: MAIn 7131

V. P. & Gen. Mgr.....S. J. McGiveran  
Gen. Sales Mgr.....E. B. Dennis, Jr.  
Sales Mgr., Industrial & Electronics  
J. P. Kearney  
Mgr. Sales Promotion.....Harlan Hobbs  
PRODUCTS: Cathode Ray Bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, Electronic Glass, Tube & Rod Specialties.

—

**King Laboratories, Inc.**

127 Solar St., Syracuse 4, N. Y.  
Phone: 2-5209

President.....Aden J. King  
Vice-President.....F. M. Michaelian  
Treas. & Gen. Mgr.....W. R. MacLeod  
Secy.....Barbara H. Sisson  
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

—

**Kings Electronics Co., Inc.**

372 Classon Avenue, Brooklyn 5, New York.  
Main 2-2086

President.....M. R. Weissman  
Sales Mgr.....L. Willis  
Chief Engineer.....C. Nuremberg  
Treasurer.....P. Kay  
Credit Mgr.....E. Jordan  
Purchasing Agent.....M. R. Weissman  
Export Mgr.....L. Willis

PRODUCTS: FM, Television and Ham Antennas, Variable Condensers, Microphone Plugs and Jacks, Co-axial Connectors, Wave Guides, Wave Traps, Radar Assemblies, Special Electronic Equipment, Television Antenna and Installation Service for Television Manufacturers in Metropolitan New York and Long Island.

—

**Langevin Manufacturing Corp.**

37 W. 65th St., New York 23, N. Y.  
Phone: EN 2-7200

President.....Carl C. Langevin  
V. P. & Gen. Mgr.....J. Martinez  
Chief Eng.....William M. Dallin  
Sales Promotion Mgr.....Howard A. Harkavy  
Asst. Treas.....Andrew Prins

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• • • **Equipment Manufacturers** • • •

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PRODUCTS: Audio Amplifiers for AM-FM-TV studio applications, Program automatic gain control and limiting amplifier.

—

**Lehigh Structural Steel Co.**

17 Battery Place, New York 4, N. Y.  
Phone Whitehall 4-1424

Contact.....J. F. Neary  
PRODUCTS: Vertical Radiators, Antenna Towers and Masts. Supporting Towers for FM and Television.

—

**John E. Lingo and Son, Inc.**

2814 Buren Ave., Camden, N. J.  
Phone Camden 0487

President.....J. E. Lingo  
Asst. to President.....Joseph J. Taylor  
Chief Engineer.....Wesley Thompson  
Production Superintendent...George Burrows  
PRODUCTS: Vertical Radiators; Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

—

**Machlett Laboratories, Inc.**

1063 Hope Street, Springdale, Conn.  
Phone: Stamford 4-5781

President.....R. R. Machlett  
Vice-Pres. of Sales.....W. E. Stevenson  
Treasurer.....J. A. Lambert  
Vice President.....H. J. Hoffman  
Mgr. Engineer.....T. H. Rogers  
Adv. Mgr.....R. N. Kellogg, Jr.  
Industrial Rel. Mgr.....R. Gordon Hamblen  
Export Mgr.....A. J. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

—

**The Magnavox Company**

2131 Bueter Rd., Fort Wayne 4, Indiana  
Phone: Anthony 5474

President & Treasurer...Richard A. O'Connor  
Executive Vice-President...Frank Freimann  
Factory Manager.....L. E. Quinnell  
Chief Electrical Engineer, Radio-Phonograph Division...R. H. Dreisbach  
Sales Manager—Components Div.

Stanley S. Sondles

PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

—

**John Meck Industries, Inc.**

Liberty at Pennsylvania Sts., Plymouth, Ind  
Phone: 33

President.....John S. Meck

Credit Mgr.....Russell C. Eggo  
Chief Engineer.....J. J. Jones  
Purchasing Agent.....W. Eebel  
Traffic Manager.....H. McKee

PRODUCTS: Battery — Table, Personal, Portable, Portable AC-DC; Electric — AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Table with Phonograph, AM Console with Phonograph, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM-FM Console with Phonograph; Television—Table, Console, AM Table, FM Table, AM-FM Table, AM Console, AM-FM Console, AM Console with Phonograph, AM-FM Console with Phonograph.

—

**Meissner Mfg. Division  
Maguire Industries, Inc.**

Bellmont & Seventh Sts., Mt. Carmel, Illinois  
Phone: 733

President.....Russell Maguire  
Sales Manager.....R. E. Burrows  
Advertising Manager.....R. E. Burrows  
General Manager.....Fred Lester  
Chief Engineer.....W. J. Harrison  
Credit Manager.....LaFrieda Kivett  
Purchasing Agent.....J. C. Hershman

PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, radio coils for equipment, radio servicemen's test equipment, television chassis, television components and complete television receivers.

—

**Measurements Corp.**

116 Monroe St., Boonton, N. J.  
Phone: Boonton 8-2131

President-Gen. Mgr.....H. W. Houck  
Chief Engineer.....Jerry B. Minter  
Chief Research Engineer...John van Beuren  
Sales Mgr.....Nelson C. Doland, Jr.  
Credit Mgr.....Robert Meyer  
Advertising Mgr.....Edgar M. Weed

PRODUCTS: Standard Signal Generators, Pulse Generators, Square Wave Generators, UHF Radio Noise & Field Strength Meters, Vacuum Tube Voltmeters, Peak Voltmeters, Megohm Meters, Megacycle Meters, R.F. Attenuators, Inductance Bridges, Capacitance Bridges, Phase Sequence Indicators, Moisture Meters, Television Transmission and Receiving Test Equipment, Special Test Equipment, Fixed Capacitors and Resistors, Variable Condensers.

—

**Miles Reproducer Co., Inc.**

812 Broadway, New York 3, N. Y.  
Phone: SPring 7-7670-1

President.....Dr. S. R. Birne  
Sec.-Gen. Mgr.....J. M. Kublik, Se.D.



## Equipment Manufacturers

Chief Engr. . . . . I. W. Kublik  
 Purchasing Agent. . . . . J. V. Conniff  
 Treasurer. . . . . H. B. Kuhlik  
 Advertising Mgr. . . . . B. Burns  
 Dir. of Pub. Rel. . . . . George Ruskin

PRODUCTS: Filmgraph Sound-on-Film Recorders & Reproducers, Continuous Recorders & Reproducers, Tape Recorders & Reproducers, Automatic Recorders and Reproducers, Permanent Recorders and Reproducers, Reference Recorders, Conference Recorders, Telephone Recorders, Interview Recorders, Telemike — Induction Units for listening to or recording two-way Telephone Conversations.

### James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Massachusetts.  
 Phone: Malden 4-4108-9

President . . . . . James Millen  
 Sales & Engr. Mgr. . . . . E. E. Williams  
 Credit Manager. . . . . Frances Bearse  
 Purchasing Agent. . . . . George E. Pike  
 Export Manager. . . . . Carl Lohman Janik  
 Chief Engineer. . . . . Wade Caywood

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

### Mirror Record Corp.

1133 Broadway, New York 10, N. Y.  
 Phone CH 3-2222

Pres. & Treas. . . . . Paul K. Trautwein  
 Chief Engr. . . . . R. V. Hough

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

### Motorola, Inc.

4545 Augusta Boulevard, Chicago 51 Illinois.  
 Phone: Spaulding 2-6500

President. . . . . Paul V. Galvin  
 Vice Pres. in Charge of Automotive Division. . . . . Elmer H. Wavering  
 Vice Pres. in Charge of Home Products Division. . . . . Walter H. Stellner  
 Vice Pres. in Charge of Communications & Electronics Division. . . . . D. E. Noble  
 Sales Manager. . . . . Wm. H. Kelley  
 Chief Engineer, Auto Radio. . . . . Jack Davis  
 Chief Engineer, Home Radio. . . . . Gus Wallin  
 TV Engineering Heads. . . . . Raymond Yoder, George Fyler.

Engineering Heads, Communications Div. . . . . L. P. Morris, M. E. Bond, W. E. Phillips.  
 Treasurer. . . . . George R. MacDonald  
 Vice Pres. in Charge of Purchasing . . . . . Frank J. O'Brien

Credit Manager. . . . . Henry Kleinbans  
 Export Manager. . . . . Carl M. Wynne  
 Service Manager. . . . . A. T. Alexander

PRODUCTS: Receivers: Battery — Automotive, Table, Personal; Electric — AM Table, AM Console, AM Portable AC-DC, AM Console with Phonograph; FM Table, FM Console, FM Console with Phonograph; AM-FM Console, AM-FM Console with Phonograph; Television—Table, with AM; Console, with AM; Amateur, Aviation, Marine, Police, Emergency Service, Taxicabs, Trucks and Busses, Walkie-Talkie; Record Players. Transmitter: FM Broadcast, VHF Broadcast, Fixed Station, Marine, Aviation, Police, Emergency Services.

### The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.  
 Phone: Wabash 2-8800

President-Treasurer. . . . . Leslie F. Muter  
 V.P.-Credit Manager. . . . . A. A. Dailey  
 V. P. & Chief Engineer. . . . . K. E. Rollefson  
 Purchasing Agent. . . . . A. R. Campbell  
 Chief Engineer for Prod. . . . . C. M. Krocmer  
 Superintendent. . . . . W. C. Rowley  
 Industrial Relations Mgr. . . . . Miss Wilma Palm

PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spirashields, antenna loops, I. F. and R. F. transformers, Audio transformers and speakers.

### National Carbon Co., Inc.

30 East 42nd St., New York 17, N. Y.  
 Phone: MUrray Hill 7-8000

President. . . . . A. V. Wilkor  
 Vice-Pres. & Gen. Mgr. . . . . J. M. Spangler  
 Vice-Presidents. . . . . C. O. Kleinsmith,  
 Gen. Sales Mgr. Cons. Prods. . . . . R. P. Bergan  
 Mgr. Battery Eng. Dept. . . . . W. H. Fritz  
 H. M. Warren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 volt receivers.

### National Union Radio Corp.

350 Scotland Rd., Orange, N. J.  
 Phone: Orange 2-6600

President . . . . . K. C. Meinken  
 Vice President. . . . . G. A. Bodem  
 Treasurer . . . . . W. H. Carey  
 Secretary . . . . . J. V. Deevy  
 Credit Manager. . . . . H. A. Pope  
 Advertising Manager. . . . . E. J. Maginot

PRODUCTS: Electron Tubes: Receiving; Transmitting; Cathode Ray; Special Purpose; Phototubes; Research & Development. Capacitors, Batteries, Dry, Ballasts, Panel Lamps, Volume Controls, Auto Vibrators.

## Equipment Manufacturers

### New York Transformer Co., Inc.

Third Avenue, Alpha, New Jersey  
Phone Phillipsburg 5-1188

President.....Joseph B. Schaefer  
Sales Manager.....Thomas B. Armstrong  
Chief Design Engineer...Ernest D. Belanger  
Chief Engineer.....George Pappas  
Purchasing Agent.....Carl Seefter  
Plant Superintendent.....A. H. Coover  
Controller.....Kenneth Llewelyn

PRODUCTS: Transformers and Reactors for TV, Radios, Transmitters, and Receivers; Audio Frequency Coils; Electronic Control Devices, etc.

### Olympic Radio & Television Inc.

34-01 38th Ave., Long Island City, N. Y.  
Phone: STillwell 4-6961

President.....A. A. Juviler  
Exec. Vice-President.....P. L. Schoenen  
Vice-Pres.-Treasurer.....M. Sobin  
Director of Sales.....Al Friedman  
Purchasing Engineer.....W. Hegyi  
Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

### Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.  
Phone: ATlantic 5-6161

President.....John A. Proctor  
Credit Manager.....David E. Davis  
Service Manager.....John A. Proctor, Jr.  
Chief Engineer.....A. D. Hines

PRODUCTS: Radio speakers, output and line transformers.

### Packard-Bell Co.

3443 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: FAirfax 2141

Pres. & Gen. Mgr.....Herbert A. Bell  
Vice-Pres.....J. M. Spain  
Secy.-Treas. & Controller....Lowell R. Day  
Asst. to Pres.....Robert S. Bell  
Sales Dir.....Wm. H. Cies  
Purchasing Agent.....A. T. Baxter  
Plant Manager.....C. E. Davies  
Personnel Dir.....C. E. Askin  
Chief Engineer.....C. A. Nichols

PRODUCTS: Radios, phonographs, home recording instruments, FM and Television equipment.

### Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.  
Phone: NEbraska 4-5100

President.....William Balderston  
V. P. & Gen. Sales Mgr.....John M. Otter  
V. P. Radio and TV Div.....Larry F. Hardy  
V. P. in Chg. Industrial Div..Leslie J. Woods

V. P. in Chg. of Engineering and Research

D. B. Smith  
Chief Engineer.....Palmer M. Craig  
Credit Manager.....E. W. Mayhew  
Dir. of Purchases.....R. A. Boyce  
Advertising Mgr.....John F. Gilligan  
Industrial Relations Mgr...Harold W. Butler  
Export Manager.....D. W. McIntosh  
V. P. in Chg. of Parts and Service

James M. Skinner, Jr.  
Traffic Manager.....J. Lorek

PRODUCTS: Radios, Radio-Phonographs, Refrigerators, Television Receivers, Home Air Conditioners, Freezers, Automobile Radios, Accessories.

### Philmore Mfg. Co.

113 University Pl., New York 3, N. Y.  
Phone: ALgonquin 4-3363

President.....Philip Schwartz  
Chief Engineer.....Reginald Burke  
Credit Manager.....C. Mildred  
Export Manager.....M. Greenker  
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur Radio-TV sets, crystal sets, microphones (carbon type), detectors plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

### Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.  
Phone: STillwell 4-5455

President.....Isidor Goldberg  
Executive Vice-President.....E. L. Hall  
Secretary-Treasurer.....I. W. Wyckoff  
General Works Mgr.....J. Benjamin  
Sales Manager.....Sidney Jurin  
Purchasing Agent.....B. Jablow  
Export Sales Manager.....E. L. Hall  
Chief Engineer.....Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers, non-breakable pilotone vinylite records.

### Press Wireless Mfg. Co., Inc.

Cantiague Rd., Hicksville, L. I., N. Y.  
Phone: FIEldstone 7-2330

President.....T. Mitchell Hastings, Jr.  
Treasurer.....Chester T. Cook  
Chief Engineer.....Earl E. Eldridge  
Purchasing Agent.....Clyde B. Rush  
Sales Manager.....J. Harvey McCoy

PRODUCTS: Transmitters any power rendering A-1, A-2, A-3 service, Frequency Shift Keyer for transmission, Frequency Shift Monitors for transmission, Frequency Shift Converters—Teletype transmission and reception, Anti-Fade—Exalted carrier in diver-

## Equipment Manufacturers

sity receiving equipment,, Ink Tape Recorders and pullers, Diversity Receivers, Line Amplifiers, Power Supplies, Compression Amplifiers.

### Presto Recording Corp.

P. O. Box 500 Hackensack, N. J.

Phone: HAcKensack 3-5700

President.....George J. Saliba  
 Secretary.....Morris M. Gruber  
 Treasurer.....A. Benjamin  
 Comptroller.....Ruth B. Sholes  
 Sales Manager.....Thomas B. Aldrich

PRODUCTS: Stationary and portable disc recorders, Stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing styli, Gear driven turntables and recorders.

### Radio Condenser Co.

Davis & Copewood Sts., Camden 4, N. J.

Phone: EMerson 5-5500

President.....Stanley S. Cramer  
 Vice-President.....Russell E. Cramer  
 V. P. Chg. of Sales.....Russell E. Cramer, Jr.  
 Treasurer.....William W. Paul  
 Chief Engr.....J. S. Robb  
 Dir. Labor Rel.....J. B. Thompson

PRODUCTS: Variable air condensers; Variable Air Capacitors for special radio apparatus of all description, "Rotonoid," (a power device for various applications).

### RCA Victor Division Radio Corp. of America

Front & Cooper Streets

Camden, New Jersey

Phone: Camden 4-8000

Executive Vice President...Frank M. Folsom  
 Vice President and General

Manager.....J. G. Wilson  
 Vice President in Charge Law

and Finance.....J. H. McConnell  
 V. P. Chg. of Public Relations...J. K. West

Vice President and Director of  
 Engineering Dept.....D. F. Schmit

President, RCA Service Co.,  
 Inc.....E. C. Cahill

Director of Distribution  
 Department.....H. M. Winters

President, RCA Victor Distributing  
 Corporation.....W. M. Norton

Director, Materials Dept...V. deP. Goubeau  
 Vice President in Charge Home

Instruments Dept.....J. B. Elliott  
 Chief, Engineer, Home Instrument  
 Department.....D. D. Cole

General Sales Manager, Home  
 Instrument Department.....H. C. Baker

Vice President in Charge Record

Department.....J. W. Murray  
 General Sales Manager, Record

Department.....J. M. Williams  
 Chief Engr., Record Dept...W. T. Warrender

Vice Pres. and Acting Gen. Sales Mgr.  
 in Chg. Tube Dept.....L. W. Teegarden

Chief Engineer, Tube Dept Dr. G. R. Shaw  
 Vice President in Charge Engineering

Products Department.....W. W. Watts  
 General Sales Manager, Engineering

Products Department.....T. A. Smith  
 Chief Engineer, Engineering Products

Department.....M. C. Batsel

DIVISION PLANTS: Main Offices: Cam-  
 den, N. J.; Harrison, N. J.; Lancaster, Pa.;  
 Indianapolis, Ind.; Bloomington, Ind.; Mon-  
 ticello, Ind.; Pulaski, Va.; Canonsburg, Pa.;  
 Detroit, Mich.; Hollywood, Calif.

PRODUCTS: Antenna Systems, Applica-  
 tion & Maintenance, Engineering Services,  
 Aviation Radio Equipment, Battle Announce  
 Systems; Brenckert Projection Equipment,  
 Broadcast Station Equipment (AM and FM),  
 Communications Equipment, Component  
 Radio & Electronic Parts, Custom Disc Re-  
 cordings, Direction Finders, Drive-In The-  
 atre Equipment, Electronic Carillons &  
 Chimes, Electronic Fire Control Equipment,  
 Electronic Tube Parts & Machinery, Elec-  
 tron Microscopes, Facsimile Equipment,  
 Faradon Condensers, Film Recording Equip-  
 ment, Film Recording Service Studio (New  
 York and Hollywood), High Frequency  
 Heating Equipment, Industrial Electronic  
 Products, Industrial Sound Equipment, Inter-  
 communication Equipment, Microphones,  
 Music Library Service, Police Radio Equip-  
 ment; Projection Booth Equipment, Public  
 Address & Plant Broadcasting Equipment,  
 Radar Equipment, Radio Parts, RCA Dry  
 Batteries, RCA Victor Radios, RCA, Cun-  
 ington, and RCA Victor Electron Tubes,  
 RCA Victor Records, Albums, Needles, Re-  
 cording Equipment, Scientific Equipment,  
 Screens, Service & Maintenance for Elec-  
 tronic Equipment, 16mm Sound Film Pro-  
 jectors, Sonar Equipment, Sound Discs for  
 Slide Films, Sound Powered Telephones,  
 Sound Systems & Components, Special Ap-  
 paratus & Technical Services for U. S. Gov-  
 ernment, Television Receivers, Transmitters,  
 and Associated Equipment, Test & Measur-  
 ing Equipment, Theatre Furnishings, The-  
 atre Sound Systems, Victrola Radio-Phono-  
 graphs, Wire Recorders.

### Radio Engineering Labs., Inc.

35-54—36th St., Long Island City 1, N. Y.

Phone: AStoria 8-1010

President.....C. R. Runyon, Jr.

## Equipment Manufacturers

Vice-Pres. . . . . Frank A. Gunther  
Secretary . . . . . Joseph Behr  
Chief Engineer . . . . . Malbon H. Jennings  
Dir. of Research . . . . . James R. Day  
Director of Purchases . . . . . Joseph Behr  
Mgr. of Sales . . . . . C. R. Runyon, III  
Service Mgr. . . . . Joseph Toman  
Comptroller . . . . . James A. Cronin

PRODUCTS: Broadcast transmitters, FM and AM, 250 watts to 50 kw; Antennas—FM, speech input equipment, Frequency Modulation monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment, Quadri-lene Amplifiers, Serrasoid Modulators, Ten Watt FM Educational Transmitters.

### Rangertone Incorporated

73 Winthrop St., Newark 4, N. J.

Phone: HUmboldt 5-2550

President . . . . . R. H. Ranger  
Secretary . . . . . E. R. Cornell  
Treasurer . . . . . R. H. Ranger  
Chief Engineer . . . . . P. M. Brubaker  
Production Manager . . . . . S. L. Ackerman  
Sales Engineer . . . . . A. A. Bombe  
Purchasing Agent . . . . . H. T. Karamus

PRODUCTS: High Fidelity Loudspeaker Systems, Magnetic Tape Recorders: Console, Table & Portable Models, Magnetic Tape Recording Accessories & Supplies, Magnetic Recording Tape, Consulting Engineers on Magnetic Tape Recorders, Laboratories & Custom Builders of Sound & Recording Equipment.

### Raytheon Manufacturing Co.

55 Chapel St., Newton 58, Mass.

Phone: Bigelow 7500

Chairman of Board . . . . . L. K. Marshall  
President . . . . . C. F. Adams, Jr.  
Vice-Pres. & Treas. . . . . D. T. Schultz  
Vice-Pres. . . . . W. L. Gifford  
Vice-President . . . . . Ray C. Ellis  
Secy. & Gen. Counsel . . . . . Paul F. Hannah  
Credit Manager . . . . . Dan Reed

PRODUCTS: AM, FM and television transmitters, transmitter accessories, tubes, FM antennas, speech input equipment, transmission line accessories, antenna phasing and coupling equipment, amplifier equipment, engineering services, custom-built transmitting and studio equipment.

### Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.

Phone: STillwell 4-7062-3-4

President, Sales Manager . . . . . George Silber  
Plant Supt. . . . . S. Simonson  
Credit Manager . . . . . A. Friedman  
Export Agents . . . . . Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

### Scott Radio Laboratories, Inc.

4541 N. Ravenswood Ave., Chicago 40, Ill.

Phone: Longbeach 5172

President . . . . . H. S. Darr  
Exec. V. P. & Sales Mgr. . . . . Fred W. Gigax  
Chief Engineer . . . . . W. F. Cotter  
Comptroller . . . . . P. B. Schuecking  
Purchasing Agent and Production Manager . . . . . R. E. Strand  
Export Manager . . . . . M. A. Lachenmann  
Service Manager . . . . . J. R. Sensyk

PRODUCTS: Receivers: Electric—AM Console, AM-FM Console with Phonograph; Television—Console.

### Sentinel Radio Corp.

2100 Dempster St., Evanston, Illinois

Phone: University 2400

President . . . . . E. Alschuler  
Vice-President . . . . . M. D. Block  
Production Manager . . . . . I. J. Jacobsen  
Chief Engineer . . . . . W. J. Schnell  
Purchasing Agent . . . . . P. O. Krumm  
Credit Manager . . . . . C. S. Willard  
Sales Manager . . . . . E. G. May  
Export Manager . . . . . H. A. Silcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

### Sherron Electronics Company

(Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, New York.

Phone: Evergreen 7-2820

President . . . . . P. H. Sherron  
Director of Purchases . . . . . M. C. Turner  
Chief Engineer . . . . . M. V. Barasch  
Sales Engineer . . . . . E. P. Alisch  
Director of Television . . . . . P. J. Gollhofer

PRODUCTS: Transmitters: Standard Broadcast, FM Broadcast, VHF Broadcast, Television, Relay, Fixed Station, Facsimile. Complete Electronic Engineering Service—Electronic Laboratory for Development, Design and Research of Electronic Problems. Studio Control Equipment; Test Equipment for Television; Vacuum Tubes and Electronic Components; Laboratory and Production Instruments; Special Custom-Built Electronic Devices for Industrial Application; Electronic Heating; Experimental Television Station W2XDK.

## Equipment Manufacturers

### Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago 12, Ill.  
Phone: CH 3-2323

President ..... Joseph Gerl  
V. P.—Charge Sales..... Edward Harris  
Credit Manager..... Ray Shadley  
Chief Engineer..... Don Fetterman  
Purchasing Agent..... Frank Whitaker  
Export Manager..... Edward L. Harris  
PRODUCTS: Radios, radio-phonographs,  
portables, AM-FM combinations, television  
receivers, phonograph records, Sterling cedar  
chests.

### Sound, Inc.

221 E. Cullerton Street, Chicago 16, Ill.  
Phone: Victory 7234

President & Sales Mgr..... Allen Shoup  
Chief Engineer..... Rudolph A. Bierwirth  
Purchasing Agent..... Allan Gardner  
Industrial Relations Mgr... Robert Willmarth  
Service Manager..... George Dyer  
PRODUCTS: Electronic and Sound Equip-  
ment. Specialty Amplifiers of all types.

### Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Cal.  
Phone: Webster 9181

President ..... Gerald King  
Vice-Pres..... Milton M. Blink  
V. P. in Chg. of Sales—Eastern Office  
Alex Sherwood  
Sales Mgr.—Central States Office  
Gus Hagenah  
Business Mgr. & Counsel... Lewis TeeGarden  
Production Mgr..... Harry Bluestone  
Chief Engineer..... Robert Callen  
PRODUCTS: Standard radio transcription  
library service, Standard super sound effects,  
Mood music library.

### Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago 14, Ill.  
Phone: Lakeview 6000

President..... J. S. Knowlson  
Sr. Vice-Pres..... F. A. Hiter  
Sales Mgr. Radio Dept..... F. D. Masters  
Service Manager..... N. J. Cooper  
Chief Engineer..... S. C. Kofanowski  
Vice-Pres., Radio..... S. Insull, Jr.  
Credit Manager..... A. W. Grossklags  
Purchasing Agent, Radio..... J. S. Burress  
Advertising Manager..... F. R. Cross  
Industrial Relations Mgr..... W. W. Miller  
Export Manager..... J. E. Burke  
Traffic Manager..... E. F. Stecher  
PRODUCTS: Radios: AM-FM, Console,  
Table, Console Combinations, Table Com-  
binations, Portable. Television: AM-FM, Con-  
sole.

### Stromberg-Carlson Co.

100 Carlson Road, Rochester 3, N. Y.  
Phone: Culver 0260

President..... Dr. Ray H. Manson  
Vice-President-General Mgr... Lee McCanne  
Vice-President Chg. Sales... Lloyd L. Spencer  
Vice-President—Engineering  
and Research..... Frederic C. Young  
Sales Mgr. Radio-Tele..... C. J. Hunt  
Mgr., Adv. & Pub. Rel... Stanley H. Manson  
Mgr. Sound Equip Div..... A. G. Schifino  
Credit Manager..... Charles W. Pritchard  
PRODUCTS — Television Table Models,  
Television Table Models with FM, Television  
Consoles with FM, Television Radio-Phono-  
graph Combinations with FM, AM Table  
Models, AM Table Combination Models, AM-  
FM Table Models, AM-FM Radio-Phono-  
graph Combinations with LP-Standard Chang-  
ers, Electronic Carillon Equipment, Inter-  
communicating Systems, Telephones and  
Switchboard Apparatus.

### Sylvania Electric Products, Inc.

500 Fifth Ave., New York 18, N. Y.  
Phone: Wisconsin 7-9500

Ch. of Bd..... W. E. Poor  
President..... D. G. Mitchell  
Vice-President ..... M. F. Balcom  
Vice-President..... R. H. Bishop  
Vice-President..... H. Ward Zimmer  
Secretary..... J. S. Learoyd  
General Sales Mgr., Radio Div... C. W. Shaw  
Advertising Mgr. Radio  
Division..... T. P. Cunningham  
PRODUCTS: Cathode ray tubes, amateur  
transmitting tubes, radio receiving tubes,  
germanium crystals, panel lamps, counter  
tube tester, portable tube tester, modulation  
meter, polymeter, audio oscillator, 3" os-  
cilloscope, 7" oscilloscope, pocket ohmmeter.

### Tele-Tone Radio Corporation

540-50 W. 58th St., New York 19, N. Y.  
Phone: Circle 6-4325

President..... Sol W. Gross  
V. P. in Chg. of Sales..... John S. Mills  
Gen. Sales Mgr..... Morton M. Schwartz  
Asst. to President..... Irving Brudner  
Chief Engineer, Radio..... Ben Singer  
Chief Engineer, TV..... Robert S. Mautner  
Credit Manager..... Louis Berke  
Dir. of Purchases..... John G. Commins  
Advertising Mgrs..... Lester Harrison Agency  
Industrial Relations Mgr..... Irving Brudner  
Export Mgrs..... Robert Schasseur, Inc.  
Service Mgr., Radio..... George Spindel  
Service Mgr., TV..... Harold Dittenhoefer  
PRODUCTS: Receivers: Battery — Port-  
able AC-DC; Electric — AM Midget, AM

## Equipment Manufacturers

Table, AM Portable AC-DC AM-FM Table;  
Television--Table, Consolettes.

### Television Associates, Inc.

190 N. State St., Chicago 1, Ill.  
Phone: STate 2-9222

President.....Capt. W. C. Eddy  
Exec. Vice-Pres.....Keith Kiegins  
Secretary.....Felice Kerrigan  
Treasurer.....S. Payson Hall  
Directors.....Chas Collette,  
C. C. Woolridge, E. T. Meredith, W. C.  
Eddy, Keith Kiggins.

PRODUCTS: Controllable studio lighting system, Microwave relay reflectors, Tripods, Parajet clamps, Camera dollies, Camera hats, Kaleidoscopic projectors, Continuous film reels, Video analyzers (test equipment), Camera cable clamps.

### Templetone Radio Mfg. Corp.

100 Garfield Ave., New London, Conn.  
Phone: New London 5346

President.....Oscar Dane  
Exec. Vice-President.....Eli Dane  
Chief Engineer.....Edward Jahns  
Credit Manager.....Samuel Fleder  
Works Mgr. & Actg. Sales Mgr.

Louis Friedman  
Purchasing Agent.....Irving W. Topkins

PRODUCTS: Television receivers: Table models, consoles, and combinations with AM-FM radio and automatic record changers; Home radios: Table models, portables, consoles, and combinations with automatic record changers; Electronic test equipment; record players.

### Television Equipment Corp.

Executive Offices—745 Fifth Ave.  
New York 22, N. Y.  
Phone: PLaza 5-3152

President.....John B. Milliken  
Vice-President.....Leonard Mautner  
Secy. & Chief Engineer.....William Brown  
Treasurer.....John R. Finegan  
Director.....Willard R. Rich

PRODUCTS: Television cameras, studio equipment, transmitters.

### Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.  
Phone: WAtkins 4-1550

President.....Morton B. Kahn  
Sales Manager.....Morton B. Kahn  
Chief Engineer.....Jules Cardon  
Credit Manager.....Edna J. Nagler

Purchasing Agent.....Frank C. Botscheller  
Advertising Manager.....Leonard Newsteder  
Industrial Relations Mgr.....E. E. Horrocks  
Export Manager.....Arthur Rocke  
Service Manager.....Irving Rose  
Legal Counsel.....S. E. Martinson

PRODUCTS: Receivers: Facsimile, Marine, Police, Emergency Service, Taxicabs Trucks and Busses, Walkie-Talkie. Transmitters: Standard Broadcast, VHF Broadcast, Short Wave Broadcast, Relay, Fixed Station, Marine, Aviation, Police, Emergency Services, Facsimile, Amateur.

### U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.  
Phone: Sterling 3626

General Manager.....Joseph Tait  
Sales Manager.....Robert L. Kaufman  
Chief Engineer.....Henry P. Meisinger  
Plant Manager.....Irving Linkow  
Chief Research Physicist.....Carl Mayfield

PLANT: 1347 South Capitol St.

Phone: Sterling 3626

PRODUCTS: Manufacturers and distributors of audio and sound equipment — Pan-acoustic, Presto, Magnecord, Stromberg-Carlson, Libert Carrillon, Operadio and many others. Specializing in engineering, manufacturing, assembling custom equipment for radio Broadcast stations.

### United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.  
Phone: Circle 6-4255

President.....Hamilton Hoge  
Vice-Pres.....Francis H. Hoge, Jr.  
Treasurer.....John Hoge  
National Sales Dir.....Jack Crossin  
Sales Mgr.....William H. Higgins  
District Sales Mgr.....Herbert Schiller  
Purchasing Mgr.....Harry Rosenman  
Public Relations Dir.....A. E. Kessler  
Adv. & Sales Promotion.....Harvey Toback  
Chief Engineer.....Howard Schubert  
Chief Mechanical Engr.....Henry Strahlman  
Credit Manager.....Herbert Slot

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Console Direct View, 12" & 15" Console Direct View, 15" Console Direct View, 475 & 675 sq. in. Projection. Instruments: UST-ALL Electronic Sweep Generator.

### Utah Radio Products

#### Division of Int'l. Detrala Corp.

1123 E. Franklin, Huntington, Ind.  
Phone: 3100

General Mgr.....P. H. Heckendorn

## Equipment Manufacturers

Controller.....E. V. Norfleet  
Sales Manager, Mfg. Division....Fred Tower  
Sales Manager, Jobber

Division .....Hugo Sundberg  
Credit Mgr.....O. C. Will  
Purchasing Agent.....J. Raymond Schulz  
Production Supt.....Carl John

PRODUCTS: Radio Loud Speakers.

### Western Electric Co., Inc.

(Radio Division)

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-2100

Vice-Pres.....F. R. Lack  
Manager—Distributor Sales....S. P. Taylor  
Manager, Broadcast Sales..J. H. Ganzenhuber  
Manager, Sound Systems &

Communications.....E. M. Hall  
Manager, Electronic Tube & Products

Sales.....A. B. Kouwenhoven  
Mgr., Radio Tel. Sales.....H. N. Willets  
Sales Engineer, Bell System

Services.....H. D. Wilson  
Sales Engineer, Transoceanic &  
Point-to-Point Radio.....F. C. McMullen

PRODUCTS: FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, FM frequency and modulation monitor speech input equipment for FM and AM, speech input amplifiers and accessories, sound distribution systems and components, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, mountings, thermistors, varistors, carbon resistors, germanium and silicon rectifiers, Fastax cameras, sound measuring equipment, vehicular equipment, power line carrier equipment, single sideband and point-to-point radiotelephone equipment.

### Westinghouse Electric Corp.

#### Home Radio Division

1354 Susquehanna Ave., Sunbury, Pa.

Phone: 2520

President.....Gwilym A. Price  
Vice-President .....Walter Evans  
Manager.....F. M. Sloan  
Assistant Manager.....H. W. Schaefer  
Mgr., Design Engineering.....G. C. Larson  
Mgr. of Manufacturing.....F. H. Barnett  
Purchasing Agent.....W. M. Anderson  
Sales Manager.....E. G. Herrmann  
Asst. Sales Manager.....J. W. Hitchcock  
Mgr., Tubes and Batteries....L. S. McLeod  
Service Manager.....W. H. McKnew

PRODUCTS: Manufactured by the Home Radio Division: Home radio and television receivers, radio-phonograph combinations, television radio-phonograph combinations for home use.

### Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.

Phone: Biglow 3-4700

President.....Carl R. Mellen  
General Sales Manager....Harold L. Olesen  
Vice Pres. & Chief Eng....John H. Miller  
Credit Manager.....B. E. Arthur  
Purchasing Agent.....George T. Deaney  
Advertising Manager.....Phil Barnes  
Industrial Relations Mgr....James J. Hagan  
Export Manager.....John H. Purcell  
Service Manager.....Charles W. Biswanger

PRODUCTS: Electrical Indicating Instruments Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Temperature Gauges and Laboratory Thermometers, Weston Aircraft Instruments.

### Wheeler Laboratories, Inc.

259-09 Northern Blvd., Great Neck, N. Y.

Phone: Imperial 7-0645

President.....Harold A. Wheeler  
Secretary .....E. Leonhardt

PRODUCTS: Inductance Measuring Equipment, Capacitance Measuring Equipment, Microwave Components, Special Electronic Equipment on order, Consulting Services.

### Zenith Radio Corp.

6001 Dickens Ave., Chicago 39, Ill.

Phone: Berkshire 7-7500

President & Gen. Mgr....E. F. McDonald, Jr.  
Exec. V. P. & Treas.....Hugh Robertson  
V. P. & Director of Sales....H. C. Bonfig  
V. P. in Chg. of Engineering..C. E. Gustafson  
V. P. in Chg. of Prod....Donald MacGregor  
V. P. Director of Purchases..J. E. Anderson  
Vice President.....W. Dunke  
V. P. Credit Mgr.....Sam Kaplan  
Asst. Vice President.....Karl E. Hassel  
Asst. Vice President.....J. E. Brown  
Secretary and Controller....R. D. Burnet  
Advertising Manager.....W. E. Macke  
Sales Promotion Mgr.....D. H. Grigsby  
Personnel Manager.....J. M. Wadsworth  
Service Manager.....Frank Smolek  
Sales Mgr. Export.....E. E. Loucks

PRODUCTS: Receivers: Battery—Automobile, console, table; electric—AM Midget, AM table, AM console, AM portable AC-DC, AM console with phonograph, AM console with phonograph and recorder; FM table, FM console, FM console with phonograph, FM console with phonograph and recorder; AM-FM table, AM-FM console, AM-FM console with phonograph, AM-FM console with phonograph and recorder; Television: Table, with radio; console, with radio; console, with radio and phonograph; Radionic hearing aids.

# MEXICO

## THE NEW SALES FRONTIER IS SOUTH



### MEXICO . . . 4th Largest U. S. World Market

#### KNOWLEDGE

of the people and their buying habits.

#### EXPERIENCE

with successful campaigns of U. S.'s most successful sponsors.

#### FACILITIES

to reach all Mexico's 22 million consumers and more . . . economically.

**M**EXICO is a mighty good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1948 than in 1940, totalling nearly a half billion dollars. Mexico, 4th largest market in U. S. world trade, is still a booming market for American firms, like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca Cola and scores more. They sell Mexico's 22 million consumers through Latin America's most important network—the 86 stations of Radio Programas de Mexico. RPM covers *all* the Mexican market. Its high powered outlets pour into centers of population; its 250 watters conserve power (and your budget) where buying centers are smaller. Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. Competition is almost unknown. Investigate your opportunity for mass distribution in this virtually untapped mass market. *YOUR* new sales frontier is South . . . through the 86 stations of RPM.



## RADIO PROGRAMAS DE MEXICO

*Largest Latin American Broadcasting System*

*The New Sales Frontier is South*

P. O. Box 1324, Mexico, D. F. • Emilio Azcarraga, Chairman of the Board

Clemente Serna Martinez, President



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# INTERNATIONAL

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*International Broadcast Stations  
In The United States*

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*Mexico*

•

*Cuba*

•

*Philippine Republic*

# INTERNATIONAL STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power (Kw)</i>
The Associated Broadcasters, Inc. San Francisco, California.....	KWID	6060, 7230, 9570, 11870 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, California.....	KW1X	6060, 7230, 9570, 11870 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBX	17830	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCRC	9650, 11830, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOC	6120, 6170, 9650, 11830 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520	50 kw
Columbia Broadcasting System, Inc. Delano, California.....	KCBA	6120	50 kw
Columbia Broadcasting System, Inc. Delano, California.....	KCBF	9650, 11810,	50 kw
Columbia Broadcasting System, Inc. Delano, California.....	KCBR	6180,	200 kw
The Crosley Corporation Bethany, Ohio.....	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Bethany, Ohio.....	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Bethany, Ohio.....	WLWS	6080, 95900, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Mason, Ohio.....	WLWK	6080, 9590, 11710, 15250, 17800, 21650	50 kw
The Crosley Corporation Mason, Ohio.....	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
General Electric Company Schenectady, New York.....	WGEA	6190, 7000, 9550, 11840, 15330, 21500, 21590	50 kw
General Electric Company Schenectady, New York.....	WGEO	6190, 7000, 9530, 11840, 15330	100 kw

**International Stations in the U. S.**

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power (Kw)</i>
General Electric Company Schenectady, New York	WGEX	6190, 7000, 9530, 11840, 15330	25 kw
General Electric Company Belmont, California	KGEI	6190, 7250, 9530, 9550 11730, 15210, 15330	50 kw
General Electric Company Belmont, California	KGEX	6190, 7250, 9530, 9550, 11730, 15210, 15330	100 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNBI	6100, 9670, 11893, 15150, 15190, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WRCA	6100, 9670, 11893, 15150, 15190, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRA	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRE	6100, 9670, 11890, 15150, 15190, 20630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRI	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRX	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBA	6060, 15250, 21460	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBI	9650, 9750, 11770, 17800	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBX	11790, 15250	200 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	15210	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUL	6040, 11730, 11790, 15130 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9700, 11730 15350 11750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUW	9700, 11730, 11790, 15130, 15350, 17750, 25600	20 kw
World Wide Broadcasting Corp. Scituate, Mass.	**WRUX	9700, 11730, 11790, 15130 15350, 17750, 25600	7 kw

\* Used partially by World Wide for its own broadcasts.

\*\* Used exclusively by World Wide for its own broadcasts.

# **Radio Programas de Mexico, S. A.**

*Head Office:* Bucareli 109

*General Offices:* Bucareli 109

*Phones:*

*Head Office:* 35-13-73—12-72-34

*General Offices:* 36-29-01—12-65-44—13-91-14

*P. O. Box 1324*

*Mexico City, Mexico*

## — PERSONNEL —

President & General Manager.....	Clemente Serna Martínez
Manager.....	Adrián R. Lajous
Assistant Manager—Commercial.....	Antonio Eufracio Ontiveros
Assistant Manager—Accounting.....	Horacio Niño Medina
Assistant to President.....	Joaquín de la Garza
Advertising Department.....	Homero Ríos D.

## AFFILIATED STATIONS IN MEXICO

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEBI	Aguascalientes, Ags.	XEMR	Monterrey, N. L.
XEA	Campeche, Camp.	XEI	Morelia, Mich.
XEFQ	Cananea, Son.	XELQ	Morelia, Mich.
XENC	Celaya Gto.	XETM	Naco, Son.
XEP	C. Juarez, Chih.	XEGL	Navajoa, Son.
XEOX	C. Obregon, Son.	XEHF	Nogales, Son.
XEBJ	C. Victoria, Tamps.	XEFE	Nuevo Laredo, Tamps.
XERL	Colima, Col.	XEAX	Oaxaca, Oax.
XEAG	Cordoba, Ver.	XETQ	Orizaba, Ver.
XEY	Cuernavaca, Mor.	XEPP	Orizaba, Ver.
XESA	Culiacan, Sin.	XEPK	Pachuca, Hgo.
XEBL	Culiacan, Sin.	XEAT	Parral, Chih.
XEFI	Chihuahua, Chih.	XEMU	Piedras Negras, Coah.
XEBU	Chihuahua, Chih.	XEHR	Puebla, Pue.
XEE	Durango, Dgo.	XECD	Puebla, Pue.
XEPF	Ensenada, B. C.	XEJX	Queretaro, Qro.
XEMA	Fresnillo, Zac.	XERT	Reynosa Tamps.
XEAV	Guadalajara, Jal.	XEBX	Sabinas, Coah.

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEHL	Guadalajara, Jal.	XEFB	Monterrey, N. L.
XEWZ	Guanajuato, Gto.	XEGC	Sahvayo, Mich.
XEGS	Guasave, Sin.	XEDE	Saltillo, Coah.
XEDR	Guaymas, Son.	XESJ	Saltillo, Coah.
XEHQ	Hermosillo, Son.	XECZ	San Luis Potosi, S. L. P.
XEBH	Hermosillo, Son.	XEBM	San Luis Potosi, S. L. P.
XEKF	Iguaia, Gto.	XES	Tampico, Tamps.
XEBO	Irapuato, Gto.	XESB	Santa Barbara, Chih.
XEWE	Irapuato, Gto.	XETU	Tampico, Tamps.
XEKL	Jalapa, Ver.	XETS	Tapachula, Chias.
XEJA	Jalapa, Ver.	XEWJ	Tehuacan, Pue.
XELC	La Piedad, Mich.	XERK	Tepic, Nay.
XELG	Leon, Gto.	XEXT	Tepic, Nay.
XEFM	Leon, Gto.	XEC	Tijuana, B. C.
XER	Linares, N. L.	XECH	Toluca, Mex.
XECF	Los Mochis, Sin.	XEBP	Torreón, Coah.
XEAM	Matamoros, Tamps.	XEDN	Torreón, Coah.
XERJ	Mazatlan, Sin.	XETL	Tuxpan, Ver.
XETK	Mazatlan, Sin.	XEON	Tuxtla Gutierrez, Chis.
XEQW	Merida, Yuc.	XEUF	Uruapan, Mich.
XEFC	Merida, Luc.	XEHV	Veracruz, Ver.
XECL	Mexicali, B. C.	XEU	Veracruz, Ver.
XEDW	Minatitlan, Ver.	XEDH	Villa Acuna, Coah.
XEMF	Monclova, Coah.	XELK	Zacatecas, Zac.

## **AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA**

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
YSR	San Salvador, El Sal.	OAX4F	Lima, Peru
HRN	Tegucigalpa, Hond.	HJCH	Bogota, Colombia
YNOW	Managua, Nicaragua	HJCS	Bogota, Colombia
TIGPH	San Jose, Costa Rica	HJDA	Medellin, Colombia
HOC	Panama, Panama	HJDQ	Medellin, Colombia
HOK	Colon, Panama	HJAH	Barranquilla, Col.
YV5RA	Caracas, Venezuela	HJAN	Barranquilla, Col.
YV5RG	Caracas, Venezuela	HJEB	Cali, Colombia
YV1RF	Maracaibo, Venezuela	HJER	Cali, Colombia
YV1RK	Maracaibo, Venezuela	CX14	Montevideo, Uruguay
HCQR	Quito, Ecuador	HIN	Montevideo, Uruguay
HC2AJ	Guayaquil, Ecuador	CX18	Trujillo, Rep. Dominicana

# STATIONS OF MEXICO

Call Letters	Frequency (Kcs.)	Power	Location	Owner or Operating Agency
XEA	1370	1000	Campeche, Cam.	Luis A. Maury
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Fernando Sanchez Mayans
XEE	1280	250	Durango, Dgo.	R. O. Stvenson
XEF	1420	100	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	100000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	250	Morelia, Mich.	Tiburcio Ponce
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	500	Mexico, D. F.	Arturo Martinez
XEL	1280	1000	Mexico, D. F.	Fidel Hernandez Calderon
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	750	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	50000	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Radio Linares, S. A.
XES	1240	250	Tampico, Tams.	Radiotelevisora de Tampico, S. A.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	250000	Mexico, D. F.	Cadena Radiodifusora Mexicana S A.
XEX	730	250000	Mexico, D. F.	La Voz de Mexico
XEY	980	150	Cuernavaca, Mor.	Juan Gutierrez Torno
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	5000	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	500	Cordoba, Ver.	Sucrs. Diodoro Zuniga
XEAI	1320	500	Mexico, D. F.	Carmen Gutierrez
XEAM	1400	250	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1450	250	Monterrey, N. L.	Radio Tiempo, S. de R. L.
XEAT	1250	250	Hidalgo del Par- ral, Chih.	Sucrs. Jorge Perez
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Alfredo Vazquez
XEAW	1280	500	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alvaro Rodriguez
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1500	1000	Tijuana, B. C.	Roberto Salazar
XEBH	920	1000	Hermosillo, Son.	Carlos Balderrama
XEBI	1360	250	Aguascalientes, Ags.	Pedro C. Rivas
XEBJ	1450	250	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J. Manuel Cortes
XEBL	1260	500	Culiacan, Sin.	Max Gomez Blanco
XEBM	920	1000	San Luis Potosi, S. L. P.	Benjamin Briones
XEBO	1330	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1280	250-N	Torreón, Coah.	La Voz de la Laguna, S.

Call Letters	Frequency (Kcs.)	Power	Location	Owner or Operating Agency
XEBS	1410	250-N	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	1240	250	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	250	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Radiodifusoras Coah., S. A.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	500-N	Los Mochis, Sin.	Francisco Perez H.
XECH	1490	250	Toluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1450	250	Culiacan, Sin.	Radio Culiacan, S. de R. L.
XECZ	1430	1000	San Luis Potosi, S. L. P.	Zeferino Z. Jimenez
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico, S.A.
XEDE	1400	150	Saltillo, Coah.	Blas Narro Dunne
XEDF	790	1000	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Vincente Hernandez
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	500	Guadalajara, Jal.	Salvador Vazquez Tello
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreón, Coah.	Difusora del Norte, S. A.
XEDR	1490	500	Guaymas, Son.	Modesto Ortega
XEDS	1420	500	Mazatlan, Sin.	Alejandro A. Schober
XEDU	1400	150	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Sucrs. Hector Silva Canto
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1330	500	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	1000	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1440	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	Sucrs. R. Ortiz Gonzalez
XEFO	1110	5000	Mexico, D. F.	Cadena Radio Nacional
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordoba
XEFW	810	5000	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	1000-N	Tijuana, B. C.	Gustavo Faist Farnandez
XEGW	250	250	Acambaro, Gto.	Jose Martinez Ramirez
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	1000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	500	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Manuel R. Canale
XEHV	1310	1000	Veracruz, Ver.	Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	1420	150	Cuernavaca, Mor.	Eduardo Jimenez de la Cuesta
XEJE	1310	250	Guadalajara, Jal.	Guillermo Johnston
XEJP	1150	600-N	Mexico, D. F.	Delia Cubillas de Fernandez
XEJW	1270	100	Jalapa, Ver.	Marino Caraza
XEJX	1450	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	250	Jalapa, Ver.	Carlos Ferraez Matos
XEKS	1300	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	1000	La Piedad, Mich.	Heriberto Guizar Castro
XELG	680	5000	Leon, Get.	Radio Impulsora del Contro, S. A.
XELK	1280	250	Zacatecas, Zac.	Macias y Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	100000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	250	Morelia, Mich.	Francisco Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Jose Tostado Lomeli
XELW	1340	250	Guadalajara, Jal.	Salvador Galindo de la Terre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina

# Stations of Mexico

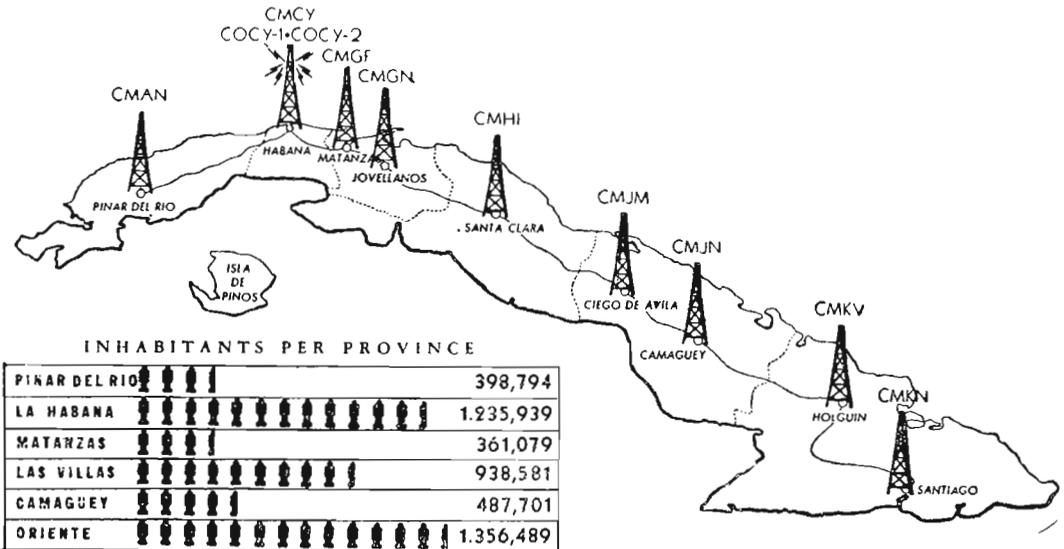
Call Letters	Frequency (Kcs.)	Power	Location	Owner or Operating Agency
XEMA	1340	100	Fresnille, Zac.	Jose Miguel Acevedo Meya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEMH	1400	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	290	250-N	Piedras Negras, Coah.	Jesus F. Elizondo
XEML	1500	1000	Mexico, D. F.	Roberto Valezzi Esparaza
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	250	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	500	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	500	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Heraldodeld Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEON	770	1000	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula
XEOX	1340	250	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	10000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Pedro Riestra Biaz
XEPK	1180	1000	Pachuca, Hgo.	Radio Publicida Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Cadena Radio Continental, S. A.
XEQW	1270	1000	Merida, Yuc.	Radio Mexicana de Merida, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Tijuana, B. C.	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	50000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A.
XERH	1500	200-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	500	Mazatlan, Sin.	Oscar Perez E.
XERK	1450	100	Tepic, Nay.	Dario Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L.
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	250	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Rafael C. Navarro
XERZ	1240	250	Leon, Gto.	Rafael C. Navarro
XESA	1360	500	Culiacan, Sin.	Pablos y Elizalde S. de R. L.
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	250	Morelia, Mich.	Jose Martinez Ramierex
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	100	San Luis Potosi, S. L. P.	Josefina Delgado
XESM	1470	1000-N	Mexico, D. F.	Salvador San Martin
XETB	1350	500	Torreon, Coah.	Leonor B. Vda. de Zaragoza
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1490	250	Mazatlan, Sin.	Radio Emisora Occidental S. de R.L.
XETL	1390	250	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XEAO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Sucrs. Francisco Campos H.
XETR	1490	125	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos
XETS	630	100	Tapachula, Chis.	Waldelay Dominguez Correa
XETU	460	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A
XETZ	1190	500	Teziutlan, Pue.	Ricardo Vazquez
XEUF	550	300	Uruapan, Mich.	Ignacio Navarro
XEVV	970	500	Villahermosa, Tab.	Sucrs. Ernesto Trujille Gurria
XEWE	1420	100	Irapuato, Gto.	Felipe Gallardo
XEWG	1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	100	Tehuacan, Pue.	Mariano Caraza D.
XEXT	980	1000	Tepic, Nay.	Gobierno del Estado de Nayarit
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico



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5. RHC-BLUE NETWORK'S staff includes the best talent in Cuba, and its Production and Publicity Departments are at the disposal of advertisers.

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**CLARK-WANDLESS COMPANY**

205 East 42nd Street New York 17, N. Y.

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1197

# STATIONS OF CUBA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw)</i>
Arroyo Apolo	CMBL	860	5-D
Artemisa	CMAR	1170	.25
Bayamo	CMKX	1390	.25
Caibarien	CMHD	1560	0.25
Cabaiguan	CMHP	1250	0.25
Camaguey	CMJN	960	1.
Camaguey	CMJL	920	5.0
Camaguey	CMJK	1150	0.5
Camaguey	CMJA	1060	0.25
Camaguey	CMJE	1230	0.25
Camaguey	CMJF	1340	0.25
Camaguey	CMJW	1440	0.25
Camaguey	CMJC	1270	1.0
Camajuani	CM	1040	0.25-D
Cardenas	CMGE	1470	0.25
Cienfuegos	CMHM	1450	0.25
Cienfuegos	CMHJ	1350	0.25
Ciego de Avila	CMJK	1370	0.25
Ciego de Avila	CMJM	1300	0.5
Ciego de Avila	CMJO	1470	0.25
Colombia	CMZ	690	5.
Cruces, L. V.	CMHK	1380	0.25
Encrucijada	CM	1090	0.1-N
Florida	CMJI	1400	0.25
Guanabacoa	CMBH	1560	5.0
Guanabacoa	CMOF	910	5.0
Guanabacoa	CMX	1010	10.-D
Guantanamo, Orte	CMKS	900	0.25
Guantanamo	CMKH	1130	0.25
Havana	CMCB	1320	0.25
Havana	CMCQ	1460	.25
Havana	CMBX	1390	0.25
Havana	CMCX	1360	.25
	CMCH		
Havana	CMCO	1230	.25
Havana	CMBD	1460	0.25
Havana	CMCU	1190	.25
Havana	CMCW	1290	0.25
Havana	CMBY	1120	.25
Havana	CMK	1420	.25
Havana	CMCY	590	15.
Havana	CMW	550	2.5
Holguin	CMKV	600	1.
Holguin	CMKF	1050	0.25
Holguin	CMKJ	730	5.

## Stations of Cuba

Location	Call Letters	Frequency (Kcs.)	Power (Kw)
Holguin	CMKO	1220	.25
Holguin	CMKD	970	1.
Jovellanos	CMGN	960	0.5
Luyano	CMCH	790	2.
Luyano	CMCM	1060	0.25
Matanzas	CMGW	1440	0.5
Matanzas	CMGF	1240	0.25
Manzanillo	CMKM	560	0.25
Nuevitas	CMJQ	1580	.25
Palma Soriano, Orte	CMKZ	1430	.25
Pinar del Rio	CMAB	1450	.25
Pinar del Rio	CMAQ	920	1.0
Pinar del Rio	CMAN	1300	1.0
Pinar del Rio	CMAW	810	0.25
Puentes Grandes	CMCK	980	5.
Puentes Grandes	CMBF	950	1.-N
Puerto Padre	CMKY	1350	0.1
Rancho Boyeros	CMBZ	830	1.-D
Rancho Boyeros	CMCY	590	15-D 25-D
Rancho Boyeros	CMBQ	1150	1.-N
Rancho Boyeros	CMBC	740	5.0
Regla	CMCD	1260	5.0
Regla	CMW	550	2.5
Reparto Aldecoa	CMQ	640	25.0
Sagua La Grande	CMHA	1280	.25
San Cristobal	CMAC	1030	0.25
Sancti Spiritus	CMHB	1410	.25
Sancti Spiritus	CMKT- CMHT	990	0.25
Santa Clara	CMHI	570	10.-D
Santa Clara	COHI	1450	5.0
Santa Clara	CMHQ	630	10.0
Santa Clara	CMHW	800	1.
Santa Clara	CMHN	960	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHX	1480	.25
Santa Clara	CM	680	0.5
Santiago de Cuba	CMKN	930	1.
Santiago de Cuba	CMKU	850	1.0
Santiago de Cuba	CMKW	1000	1.0
Santiago de Cuba	CMKL	800	0.25
Santiago de Cuba	CMKR	1090	.25
Santiago de Cuba	CMKC	1290	1.0
Santiago de Cuba	CMKW	1000	1.0
San Luis, Oriente	CMKQ	1460	0.5
Vedado	CMOX	1490	.25
Vedado	CMBS	1090	0.25
Vedado	CMBG	1390	0.25
Victoria de las Tunas	CMKG	1490	.25

# STATIONS OF THE PHILIPPINE REPUBLIC

## DYBU

CEBU CITY—1947—PHILIPPINE

Frequency: 1250 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Philippine Bcastg. Corp.  
 Bus.-Studio-Transmitter Address . . . . . Gotiaoco  
 Bldg., Comercio St.  
 Phone Number . . . . . 210  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, Reuters  
 Transcription Service . . . . . Standard  
 General Manager . . . . . Bill N. Conine  
 Station Manager . . . . . Eduardo N. Fructuoso  
 Production Director . . . . . George Ma. Cui  
 Chief Announcer . . . . . Guillermo Martinez  
 Musical Director . . . . . Manuel Villareal  
 Chief Engineer . . . . . Jose Rustia

Owned-Operated By . . . . . Manila Bcastg. Co.  
 Bus.-Studio Address . . . . . Insular Life Bldg.  
 Phone Number . . . . . 4-69-48, 4-69-49, 4-69-40  
 Transmitter Location . . . . . Manila Hts., Quezon City  
 Air Time . . . . . 5 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, World,  
 Lang-Worth, Capitol  
 Representative . . . . . Spot Sales  
 President . . . . . B. H. Silen  
 Exec. V.P., Comm. Mgr. . . . . William J. Dunn  
 General Manager . . . . . Wesley H. Wallace  
 Station Manager . . . . . Raymond E. Spencer  
 Prod. Dir., Chief Announcer . . . . . Alex Lacson  
 Publicity Director . . . . . Mary Hammond  
 Musical Director . . . . . Dora Anderson  
 Chief Engineer . . . . . James Laschiver

## DZRC

CEBU CITY—1940

NBC-MANILA-CEBU

Frequency: 600 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Cebu Bcastg. Co., Inc.  
 Business-Studio Address . . . . . Colon St.  
 Transmitter Location . . . . . Basak, Cebu  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Spot Sales  
 President . . . . . B. H. Silen  
 V.P., General Mgr. . . . . Wesley H. Wallace  
 Station Manager . . . . . Paul L. Smith  
 Asst. Mgr., Prog. Dir. . . . . Simoun O. Almario  
 Chief Engineer . . . . . Benjamino Pescante

## DZAB

MANILA—1946—PHILIPPINE

Frequency: 1000 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Philippine Bcastg. Corp.  
 Bus.-Studio Address . . . . . Ramon Rocas Bldg.,  
 Soler & Calero Sts.  
 Phone Number . . . . . 2-9876-7-8-9  
 Transmitter Location . . . . . Polo, Bulacan Province  
 Air Time . . . . . 5 a.m.-1:05 a.m.  
 News Service . . . . . AP, INS, Reuters  
 Transcription Service . . . . . World, Standard,  
 MacGregor, Associated  
 Representative . . . . . Headley-Reed  
 Temp. Chmn. Bd. of Dir. . . . . Antonio Prieto  
 General Manager . . . . . Bill N. Conline  
 Sta.-Comm.-Sales Prom. Mgr., Program  
 Director . . . . . Robert Stewart  
 Prod. Dir., Chief Announcer . . . . . Sandy Trinidad  
 Publicity Director . . . . . Monching Medina  
 Musical Director . . . . . S. Hernandez  
 Chief Engineer . . . . . Fred DaSilva

## DZMB

MANILA—1947—MANILA-CEBU

Frequency: 760 Kc. . . . . Power: 1000 Watts

• • • **Stations of Philippine Republic** • • •

**D Z P I**

**MANILA—1946**

**CBS-ABC-MBS-PHIL.**

Frequency: 800 Kc.....Power: 10,000 Watts  
Owned-Operated By.... Philippine Bcstg. Corp.  
Bus.-Studio Address..... Ramon Roces Bldg.,  
Soler & Calero Sts.  
Phone Number ..... 2-9876-7-8-9  
Transmitter Location... Polo, Bulacan Province  
Air Time..... 5:30 a.m.-12:05 a.m.  
News Service..... AP, INS, Reuters  
Transcription Service..... Standard, World,  
MacGregor, Associated  
Representative ..... Headley-Reed  
Temp. Chmn. Bd. of Dir..... Antonlo Prieto  
General-Station Mgr..... Bill N. Conine  
Commercial Manager..... Noel Aranela  
Sales Prom. Manager..... Ramon Tagle  
Program Director..... Ariston Avelino  
Production Director..... Richard Marlin  
Publicity Director..... Monching Medina  
Chief Announcer..... Ben Ildefonso  
Musical Director..... Arthur Correll

Chief Engineer..... Fred DaSilva  
Farm Editor..... Narcisso Alegre

**D Z R H**

**MANILA—1939—NBC-MANILA-CEBU**

Frequency: 650 Kc.....Power: 10,000 Watts  
Owned-Operated By..... Manila Bcstg. Co.  
Bus.-Studio Address..... Insular Life Bldg.  
Phone Number..... 4-69-48, 4-69-49, 4-69-40  
Transmitter Location... Manila Hts., Quezon City  
Air Time..... 5 a.m.-M.  
News Service ..... UP  
Transcription Service..... Thesaurus, World,  
Lang-Worth, Capitol  
Representative ..... Spot Sales  
President..... B. H. Silen  
Exec. V.P., Comm.-Sales Prom.  
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DZPI—10,000 watts

Visayan Provinces—DYBU—1,000 watts

All broadcasting simultaneously Long and Shortwave

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**RAMON ROCES BLDG.**  
**MANILA, P. I.**

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**Manila**

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# ORGANIZATIONS

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6525 Sunset Blvd., Hollywood 28, Calif.  
HEmpstead 8942

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45 W. 47th St., New York 19, N. Y.  
PLaza 7-7660

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Vice President District No. 1: Les Jenkins, Classified Advertising Manager, The Seattle Times, Seattle, Wash.  
Vice President District No. 2: Amos Jenkins, The Deseret News, Salt Lake City, Utah.  
Vice President District No. 3: Arthur Hulse, Hulse & Leland, Advertising, 213 Municipal Terminal Bldg., Portland, Oregon.  
Vice President District No. 4: Robert Franklin, Robt. Franklin & Associates, 2501 Tulare St., Fresno, Calif.  
Vice President District No. 5: John R. Christie, Buchanan & Company, Inc., 1521 Wilshire Boulevard, Los Angeles, Calif.  
Vice President District No. 6: Harold J. Merilees, B. C. Electric Railway Co., Ltd., 425 Carroll Street, Vancouver, British Columbia.  
Vice President District No. 7: Bil Pursley, Bil Pursley Enterprises, 27 East Hoover St., Phoenix, Arizona.  
Past President: Russell Z. Eller, California Fruit Growers Exchange, 707 West 5th St., Los Angeles.  
Chairman Finance Committee: Haward Willoughby Lane Publishing Company, 576 Sacramento St., San Francisco, Calif.  
Chairman Advertising Commission: Dan Belding, Foote, Cone & Belding, 601 West 5th St., Los Angeles.  
Chairman, Senior Advisory Committee, Junior Division: Mrs. Claire Drew Forbes, Forbes Advertising Agency, 3 West Victoria St., Santa Barbara, Calif.  
Chairman Junior Executive Committee: Roy Carmier, Hunter Advertising Agency, 448 So. Hill St., Los Angeles, Calif.  
Headquarters Staff: Charles W. Collier, Executive Vice President; Mrs. Lela M. Huey, Executive Secretary; Mrs. Frances Dethlefsen, Secretary.

#### FUNCTIONS

The AAW is the sole organization in the West working full time in the interests of all advertising. It represents users of advertising, media owners and operators, and the practicing specialists in advertising.

### The Advertising Council

11 West 42nd St., New York 18, N. Y.  
BRyant 9-3641

#### OFFICERS

Chairman.....Charles G. Mortimer, Jr.  
Vice-Chairmen.....Stuart Peabody,  
Kerwin H. Fulton, William Reydel  
Secretary.....Paul B. West  
Treasurer.....Frederic R. Gamble  
President.....Theodore S. Repplier  
Vice-Presidents.....Allan M. Wilson, George P. Ludlam  
Radio Director.....Gordon C. Kinney

#### BRANCH OFFICES

1200 18th St., N. W., Washington, D. C. T. S. Repplier, President.  
203 North Wabash Ave., Chicago, Ill.  
L. S. Schwartz, Chicago Representative.  
Taft Building, Hollywood, Calif. R. C. Coleson, Hollywood Representative.



## FUNCTIONS

A non-profit organization, representing all phases of advertising, dedicated to the uses of advertising in the public service.

### Advertising Federation of America

300 West 42nd St., New York 18, N. Y.  
BRyant 9-0430

#### OFFICERS

President and General Manager.....Elon G. Borton  
Chairman of Board.....George S. McMillan  
(Vice-Pres., Bristol-Myers, N. Y.)  
Secretary.....Miss Mary McClung  
(Gen. Manager, N. Y. Post Home News)  
Treasurer.....Graham Patterson  
(Publisher, Farm Journal and Pathfinder, Phila.)

#### FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

- To help make advertising increasingly more effective.
- To raise continually higher standards of advertising practice.
- To promote better public understanding of advertising.
- To promote cooperative effort in advertising.
- To encourage improvement in advertising education.

### Advertising Research Foundation, Inc.

11 West 42nd St., New York 18, N. Y.  
LOnogre 3-5100

#### OFFICERS

Chairman.....Otis A. Kenyon  
Vice-Chairman.....Hamilton M. Warren  
Treasurer.....Frederic R. Gamble  
Secretary.....Paul B. West  
Managing Director.....A. W. Lehman  
Technical Director.....D. B. Lucas

#### FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

### American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York 17, N. Y.  
LExington 2-7980

#### OFFICERS

Chairman of the Board.....Thomas D'A. Brophy  
Vice-Chairman.....Clarence B. Goshorn  
Secty.-Treas.....Henry M. Stevens  
Pres.....Frederic R. Gamble  
Vice-Pres.....Richard L. Scheidker  
Vice-Pres.....Richard Turnbull

#### FUNCTIONS

Activities of the A.A.A.A. may be grouped under three main objectives: (1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises—The Advertising Council, Inc., the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

### American Communications Association (C. I. O.)

5 Beekman St., New York 7, N. Y.  
COrtlandt 7-1374

#### OFFICERS

International President.....Joseph P. Selly  
International Secty.-Treas.....Joseph F. Kehoe  
Vice-President Broadcast Dept.....William Bender  
Local One Secty.-Treas.....Frederick Kost  
Chairman, Atlantic Branch.....William Bender  
International Representative.....Jules Paris

#### FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty-two stations in the East, including eight contracts in the Metropolitan area of New York City.

### American Council on Education

744 Jackson Place, Washington 6, D. C.  
NAtional 5691

#### EXECUTIVE OFFICERS

Chairman.....Harold C. Hunt  
President.....George F. Zook  
Secretary.....Eugene B. Elliott  
Vice-President.....A. J. Brumbaugh

#### FUNCTIONS

Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national significance and to enlist appropriate agencies for their solution. Financed by membership dues from educational organizations and institutions and by receipt of special grants for specific pieces of research.

### American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.  
PLaza 8-0600

#### OFFICERS

President.....James C. Petrillo  
Vice-President.....Charles L. Bagley  
Financial Secretary-Treasurer.....Thomas F. Gamble  
Secretary.....Leo Cluesmann

#### EXECUTIVE COMMITTEE

George V. Clancy, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

#### BRANCH OFFICES

570 Lexington Ave., New York, N. Y., James C. Petrillo, Pres.  
39 Division St., Newark, N. J., Leo Cluesmann, Sec.  
Bax B. Astor Station, Boston, Mass., Thomas F. Gamble, Treas.

### American Federation of Radio Artists (AFRA)

2 West 45th St., New York 19, N. Y.  
VAnderbilt 6-1810

#### NATIONAL OFFICERS

President.....Clayton Collyer  
Vice-President.....Virginia Payne  
Vice-President.....Knox Manning  
Vice-President.....William S. Gavin  
Vice-President.....Evelyn Freymon  
Vice-President.....Nelson Case  
Recording Secretary.....Norman Field  
Treasurer.....Harry Elders  
National Executive Sec'y.....George Heller  
National Asst. Executive Sec'y.....A. Frank Reel

#### BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.;  
Roymond A. Jones, Executive Secretary.  
Hollywood Local—6331 Hollywood Blvd., Hollywood  
28, California; Claude L. McCue, Executive Secretary.  
San Francisco Local—26 O'Farrell St., San Francisco,  
Calif.; Geory Dolan, Secretary.

### American Guild of Musical Artists, Inc. (A. F. L.)

276 W. 43rd St., New York 18, N. Y.  
LOnogre 5-7508

#### OFFICERS

President.....Lawrence Tibbett  
1st Vice-President.....Conrad Thibault  
2nd Vice-President.....James Pease  
3rd Vice-President.....Astrid Varnay  
4th Vice-President.....Leopold Sachse  
5th Vice-President.....Jascha Heifetz  
Recording Secretary.....Elisabeth Hoepfel  
Treasurer.....Frederick Jagel

#### BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd.  
San Francisco: Theodore Hale, 216 Pine St.  
Chicago: Ben Meyers, 188 W. Randolph St.  
Philadelphia: G. Gilbert Mason, 207 Walnut Pl.

#### FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artistes of America. Its scope is nationwide, covering the United States and Canada,

and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

## American Marketing Association

1525 East 53rd St., Chicago 15, Ill.

### OFFICERS

President.....Harvey W. Huegy  
 Vice-President.....Gordon A. Hughes  
 Vice-President.....Neil H. Bordon  
 Secretary.....George H. Brown  
 Treasurer.....Wilford White

25 local chapters.

### BRANCH OFFICES

#### FUNCTIONS

A professional association pledged to the advancement of science in marketing.

## American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.  
 Murray Hill 5-2000

### OFFICERS

President.....David W. Howe  
 Vice-President.....Edwin S. Friendly  
 Secretary.....J. L. Stackhouse  
 Treasurer.....W. L. Fanning  
 General Manager.....Cranston Williams

### BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone.  
 Franklin 3746.

George N. Dale.....Manager

#### FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

## American Society of Composers, Authors and Publishers (ASCAP)

30 Rockefeller Plaza, New York 20, N. Y.  
 Plaza 7-2700

### OFFICERS

President.....Fred E. Ahlert  
 Vice-President.....Gustave Schirmer  
 Vice-President.....Oscar Hammerstein II  
 Secretary.....George W. Meyer  
 Treasurer.....Louis Bernstein  
 Assistant Secretary.....Donald Gray  
 Assistant Treasurer.....Ray Henderson  
 General Counsel.....Schwartz & Frohlich

### BOARD OF DIRECTORS

Stanley Adams, Fred E. Ahlert, Louis Bernstein, H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tosker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Lester Santly, Gustave Schirmer, Hermon Starr, Deems Taylor.

### BRANCH OFFICES AND REPRESENTATIVES

(In all principal cities throughout the United States.)

#### FUNCTIONS

Organized in 1914 as a voluntary, unincorporated, non profit association, to represent the performing rights of its members, in negotiations with commercial users of music. Current membership is some 2,000 writer (composer and author) members; 350 publisher members.

## American Television Society, Inc.

17 E. 45th St., New York 17, N. Y.  
 Murray Hill 7-9250

### OFFICERS

President.....Charles J. Durban  
 Vice-President.....Halsey V. Barrett  
 Secretary.....Emerson Yorke  
 Assistant Secretary.....Dian Dincin  
 Treasurer.....Archibald U. Braunfeld

### BOARD OF DIRECTORS

Charles A. Alicoate, Warren Caro, Don McClure, George Moscovics, Paul Mowrey, George Shupert, Edward Sobol.

## FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

## Artists' Representatives Assoc., Inc.

1270 Sixth Ave., New York 20, N. Y.  
 Circle 6-1379

President.....William Kent  
 Vice-President.....Nat Lefkowitz  
 Vice-President.....Art Weems  
 Vice-President.....Jack Russell  
 Secretary.....John F. Dugan  
 Treasurer.....Nat Kalcheim  
 Assistant Secretary.....Ruth L. Simonson  
 Counsel.....Jack J. Katz

### BOARD OF GOVERNORS

Milton Berger, Jack Davies, John F. Dugan, William Kent, Ben Kuchuk, Mark J. Leddy, Nat Lefkowitz, Phil Offin, Jack Russell, Billy Shaw, Sol Tepper, Art Weems, Charles V. Yates.

### BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill., Jack Russell, 3rd Vice-President of ARA and President of Chicago branch.

#### FUNCTIONS

ARA is a trade Association of Agents and Managers operating in fields of radio, motion pictures, variety, etc.

## Associated Actors and Artistes of America

45 W. 47th St., New York 19, N. Y.  
 Plaza 7-7660

### OFFICERS

International President.....Paul Dullzell  
 1st Int. Vice-President.....George Heller  
 2nd Int. Vice-President.....Reuben Guskin  
 Int. Treasurer.....Ruth Richmond  
 Int. Executive Secretary.....Florence Marston

#### FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world, their calling and its condition, to promulgate and carry into effect such policy as shall secure the united action of its branches and the members thereof for the common good, and the united action of the members of each branch for the common good of such branch, to prevent and abolish abuses from which those coming under the jurisdiction of this Association shall or may suffer, to assist such persons in securing just and equitable contracts and agreements with their employers.

## Associated Music Publishers, Inc. (AMP)

25 W. 45th Street, New York 19, N. Y.  
 LUXemburg 2-1790  
 Cable Address: MUSICPUB—NEW YORK

### OFFICERS

Chairman of the Board.....Sydney M. Kaye  
 President & Secretary.....M. E. Tompkins  
 Vice President.....Karl Bauer  
 Vice President.....Earl B. Hall  
 Treasurer.....Charles A. Wall  
 Comptroller.....C. C. Baydston

### BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

# Organizations

## Assoc. of Canadian Advertisers, Inc.

701 Federal Building, 85 Richmond St., West,  
Toronto 1, Ontario.  
AOeloido 8046-7-8

### OFFICERS

President—George S. Berrton, Swift Conodion Co. Ltd., Union Stock Yards, Toronto, Ontario.

Executive Vice-President—Lee Trenholm, Provincial Paper Ltd., 388 University Ave., Toronto, Ontario.

Vice-Presidents—J. W. Lawrence, The Borden Co. Ltd., Spadina Crescent, Toronto, Ontario; J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada Limited, Kitchener, Ontario; H. T. Venning, Sherriff's Limited, 24 Matilda St., Toronto, Ontario; A. Usher, RCA Victor Co. Limited, 976 Lacosse St., Montreal, Que.

Treasurer—C. H. Willis, Appleford Paper Products, Limited, 78 Stirton St., Hamilton, Ontario.

Secretary—John A. M. Colilee, Association of Canadian Advertisers, Inc., 85 Richmond St., W., Toronto, Ontario.

General Manager—Athol McQuorrie, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

### DIRECTORS

C. Walter Brown, Bristol-Myers Co. of Canada Limited, 3035 St. Antoine St., Montreal, Que.; Robert E. Day, Bulova Watch Co., 372 Bay St., Toronto, Ontario; E. T. Coter, Sterling Products Ltd., Windsor, Ontario; H. J. C. Jackson (Past-President), Chrysler Corp. of Can. Ltd., Windsor, Ontario; R. R. McIntosh, General Foods Ltd., 372 Bay St., Toronto, Ontario; H. T. Markey, Dominion Textile Co. Ltd., 710 Victoria St., Montreal, Que.; John O. Pitt, Canadian Fairbanks-Morse Company Ltd., 980 St. Antoine St., Montreal, Que.; M. M. Schneckenburger, The House of Seagram, 1430 Peel St., Montreal, Que.; R. C. Scrivener, The Bell Telephone Co. of Can. Ltd., Beaver Hall Hill, Montreal, Que.; R. E. Sewell, Coca-Cola Limited, 90 Broadview Ave., Toronto, Ontario.

### FUNCTIONS

This association was incorporated in March 1917. For 34 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

## Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.  
ORegion 9-4940

### OFFICERS

President.....Paul B. West  
V.P. & Secretary.....Edward T. Baichelder

Vice-President.....J. F. Kurie  
Vice-President.....Cy Norton

Chairman of the Board.....W. N. Connolly  
(S. C. Johnson & Son)

Vice-Chairman.....W. B. Pottler  
(Eastman Kodak Company)

### FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

## Association of Radio News Analysts

c/o CBS, 485 Madison Ave., New York 20, N. Y.  
PLoaxo 5-2000

or  
159 East 35th St., New York 16, N. Y.  
MUroy Hill 3-8748

President.....John MacVane

Vice-Pres.....George Hamilton Combs  
Vice-Pres.....William S. Hillmon

Treasurer.....Cecil Brown

Asst. Treas.....Max Hill  
Secretary.....George Ziemier

Asst. Secy.....Larry Lesueur

### EXECUTIVE COMMITTEE

H. V. Koltzenborn, Bill Henry, John Doly, Edward R. Murrow.

### FUNCTIONS

ARNA was founded during the war years by news analysts who agreed to a code of ethics designed to establish professional standards in news commenting over the air. The restricted membership facilitated confidential contacts with the Armed Services, the State Department, and Allied governments of the highest levels. This off-the-record policy continues to assure ARNA members the closest possible professional relations with our own and foreign governments. ARNA works to improve the professional status of news analysts in relation to the networks and independent station managements, as well as setting forth our views on such rulings of the Federal Communication Commission and Congressional legislation as affect the news aspect of broadcasting. (Annual elections take place April of each year.)

## The Authors' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.  
MUrray Hill 9-4950

### OFFICERS

President.....Paul Collico  
Vice President.....Helen Hull  
Secretary.....Gilbert W. Cobriel  
Executive Secretary.....Peter Heggie

### BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, GLadstone 7128, Ann Roth Morgon.

### FUNCTIONS

National business organization of authors.

## The Authors League of America, Inc.

6 East 39th Street, New York 16, New York  
MUrray Hill 9-4950

### OFFICERS

President.....Oscar Hammerstein 2nd  
Vice President.....John Hersey  
Secretary.....Peter Lyon  
Treasurer.....Arthur Schwartz  
Executive Secretary.....Luise M. Sillcox  
Assistant Executive Secretary.....Evelyn F. Burkey

### BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, Gladstone 7-7128, Ann Roth Morgon.

### FUNCTIONS

The national business organization of authors and dramatists.

## The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.  
Clrcle 7-0656

### OFFICERS

North American Rep.....William Reid  
Program Director.....Sam J. Slate  
Asst. Program Director.....Henry Straker  
Program Assistant.....Lillian Long  
Program Assistant.....Marion Moss  
Head of Administration.....Harold F. Burns  
Chief Engineer.....Arthur S. Toby  
Publicity.....Alice Stamatou

### NEWS OFFICES

Lake Success: Bernard Moore, U. N. Correspondent.  
Washington: 1150 Connecticut Ave. N. W., Leonard Mioll, Washington Correspondent.

### FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two inter-related but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

## Broadcast Measurement Bureau

270 Park Avenue, New York 17, N. Y.  
ELdorado 5-1620

### OFFICERS

Chairman of Board.....J. Harold Ryan  
1st Vice-Chairman.....Justin Miller  
2nd Vice-Chairman.....Paul West  
3rd Vice-Chairman.....Frederic R. Gamble  
Secretary-Treasurer.....Roger Clipp

### FUNCTIONS

Broadcast Measurement Bureau is a tripartite, cooperative radio research organization jointly governed by the AAAA, ANA and NAB. It measures and reports radio station and network audiences by counties and cities throughout the U. S. on a uniform, comparative basis. The second nationwide survey is being conducted in March and the findings will be reported in September 1949.

## Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York 19, N. Y.  
PLaza 7-1800

### OFFICERS

President.....Carl Haverlin  
Vice President—General Counsel.....Sydney M. Kaye  
Vice-pres. in charge of finance and treasurer  
Charles A. Wall  
Vice-Pres. in charge of publisher  
relations.....Robert J. Burton  
Secretary.....M. E. Tompkins  
Comptroller.....C. C. Boydston  
Assistant Treasurer.....Charles E. Lawrence  
Director Foreign Relations.....Jean Geiringer

### BOARD OF DIRECTORS

Chairman, Justin Miller, National Association of Broadcasters, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting System, N. Y.; John Elmer, WCBM, Baltimore; Walter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Hoverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald, American Broadcasting Co., N. Y.; Paul W. Morency, WTIC, Hartford, Conn.; Leonard Reinsch, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Walen, Mutual Broadcasting System, N. Y.

### STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

### BRANCH OFFICES

1549 North Vine St., Hollywood 28, Calif.  
Phone Hillside 7447  
Synchronization Manager.....Eddie Janis  
Prof. Manager.....Irving Weiss  
54 West Randolph St., Chicago 1, Ill.  
Phone State 4188.  
Executive-in-Charge.....James Cairns  
1534 1/4 N. Wilcox Ave., Hollywood, Calif.  
Executive in charge.....Richard L. Kirk  
360 N. Michigan Ave., Chicago 1, Ill.  
ANdover 3-5394  
Executive in charge.....Stan Myers

### FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

## BMI Canada, Ltd.

229 Yonge St., Toronto 1, Ont., Can.  
Elgin 0040

### OFFICERS

President.....Carl Haverlin  
Vice President.....Donald Manson  
Vice President.....Harry Sedgwick

General Manager.....Robert J. Burton  
Asst. General Manager.....William Harold Moon  
Secretary-Treasurer.....T. Arthur Evans

### BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Toronto, Carl Haverlin, BMI, N. Y., Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Jock Slatter, Radio Reps. Ltd., Toronto.

### CANADIAN ADMINISTRATIVE STAFF

Publications.....Jean L. Howson  
Research.....M. E. Hewitt  
Distribution.....M. L. Ingram

### QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q., Gen. Secretary, Marcel Fortier; Secretary, Marguerite Jacques; Liaison, T. Clyde Moon.

### FUNCTIONS

BMI Canada, Ltd., was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

## The Bureau of Broadcast Measurement

701 Federal Building, 85 Richmond Street West,  
Toronto 1, Ontario, Canada  
ADelaide 8046-7-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.  
Vice-President: H. N. Stovin, Horace N. Stovin & Company, Toronto, Ont.  
Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

### DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; Harold E. Stephenson, The Canada Starch Co., Limited, Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.; Stuart B. Smith, Canadian Advertising Agency Ltd., Toronto, Ont.; W. E. Trimble, Baker Advertising Agency, Ltd., Toronto, Ont.

### FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

## Canadian Assn. of Broadcasters

108 Sparks St., Ottawa, Canada  
Phone: 34036

### OFFICERS

Chairman of the Board.....G. R. A. Rice  
(CFRN, Edmonton)  
Hon. President.....Phil Lalonde  
(CKAC, Montreal)

Manager.....T. J. Allard  
Secretary-Treasurer.....T. A. Evans  
Dir. of Adv. & Sta. Service.....Patrick Freeman

### DIRECTORS

D. Malcolm Neill, Fredericton, N. B.; F. A. Lynds, Moncton, N. B.; Paul Lepage, Quebec, P. Q.; Phil Lalonde, Montreal, P. Q.; Harry Sedgwick, Toronto,

## Organizations

Ont.; Ralph Snelgrove, Owen Sound, Ont.; K. D. Soble, Hamilton, Ont.; Wm. Guild, Lethbridge, Alta.; A. A. Murphy, Saskatoon, Sask.; George C. Chandler, Vancouver, B. C.

### BRANCH OFFICE

2100 Victory Building, Toronto, Ont., Patrick Freeman, Director of Advertisers & Station Service.

### FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade association of 89 privately owned (independent) broadcasting stations in Canada.

### Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.  
Circle 6-5566

### OFFICERS

President.....Gene Buck  
1st Vice-President.....Pat O'Brien  
2nd Vice-President.....Jay Jostyn  
Recording Secretary.....Ed Begley  
Historian.....Kathryn Givney  
Executive Secretary.....George Buck  
Chairman of Executive Board.....Frank McNellis  
Chaplain-Treasurer.....Rev. Gustavo de Leon

### FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot of Calvary Cemetery.

### Catholic Writers Guild of America

128 W. 71st St., New York 23, N. Y.  
ENdicott 2-0412

### OFFICERS

Spiritual Director.....Rev. John B. Kelly  
President.....Charles N. Heckelmann  
Vice-President.....Richard Reld  
Treasurer.....Clarence E. Heller  
Executive Secretary.....Eleanor M. Tucker

### FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

### Composers, Authors and Publishers Assn. of Canada, Ltd.

132 St. George St., Toronto 5, Ont., Canada  
Phone: M. 8457

### OFFICERS

President.....Sir Ernest MacMillan, B.A.,  
Mus. D. (Oxon.), LL.D., Hon. R.A.M., F.R.C.M.,  
F.R.C.O.  
General Manager.....William S. Low  
Manager, Licensing Dept.....C. R. Matheson  
Manager, Distribution Dept.....Ruth Possey  
Comptroller.....J. K. Bailey

### DIRECTORS

Cloude Champogne, Harold W. Cluff, C. G. Devereux, John Murray Gibbon, Allister Grosart, Ralph Howkes, H. T. Jamieson, Mort Kenney, Sir Ernest MacMillan, Holmes Maddock, Richard F. Murray, Gordon V. Thompson.

### FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-one (21) countries.

### The Dramatists' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.  
Murray Hill 9-4940

### OFFICERS

President.....Moss Hart  
Vice-President.....George S. Kaufman  
Secretary.....Herbert Kubby  
Executive Secretary.....Mills Ten Eyck, Jr.

### BRANCH OFFICE

1655 North Cherokee Ave., Hollywood 28, Calif.  
Phone Gladstone 7-7128  
Executive in charge.....Ann Roth Morgon

### FUNCTIONS

The national business organization of dramatists.

### Federal Communications Bar Assn.

520 Shoreham Bldg., Washington 5, D. C.  
Executive 1398

### OFFICERS

President.....Carl I. Wheat  
1st Vice-Pres.....Guilford S. Jameson  
2nd Vice-Pres.....Neville Miller  
Secretary.....Charles E. Thompson  
Treasurer.....Vincent B. Welch

### EXECUTIVE COMMITTEE

Fred W. Albertson, Arthur W. Scharfeld, John F. Gibbons, George S. Smith, Eliot C. Lovett, Ralph A. Von Orsdel.

### FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

### Federal Council of the Churches of Christ in America, Radio Dept.

297 Fourth Ave., New York 10, N. Y.  
GRamercy 5-3475

### OFFICERS

Secretary.....Wesley 8. Goodman

### FUNCTIONS

The Department of National Religious Radio, organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces seventeen non-sectarian religious radio programs over three national networks.

### Federal Radio Education Committee (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.  
Executive 6300, Extension 2897

### OFFICERS

Chairman.....I. C. Roll  
Secretary-Editor.....Gertrude C. Broderick

### EXECUTIVE COMMITTEE MEMBERS

Roll I. Grigsby, Acting U. S. Commissioner of Education, Chairman  
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University  
Elsie Dick, Director of Education, Mutual Broadcasting System

William C. Eddy, Director of Television, Station WBKB, Chicago  
 John Elmer, President, Baltimore Broadcasting Corporation  
 Sterling W. Fisher, Manager Public Affairs and Education Department, National Broadcasting Company  
 Willard E. Givens, Executive Secretary, National Education Association  
 Clyde Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers  
 Very Rev. Msgr. Frederick C. Hochwalt, Director, Department of Education, National Catholic Welfare Conference  
 Robert B. Hudson, Director of Education, Columbia Broadcasting System  
 William B. Levenson, Asst. Superintendent, Cleveland Public Schools, representing Assn. of Education by Radio  
 Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters  
 Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association  
 Justin Miller, President, National Association of Broadcasters  
 Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company  
 Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City  
 Levering Tyson, President, Muhlenberg College

#### FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

### Federal Trade Commission

Pennsylvania Ave., at 6th St., N. W.,  
 Washington 25, D. C.  
 Executive 6800

#### PERSONNEL

Commissioner.....Garland S. Ferguson  
 Commissioner.....Ewin L. Davis  
 Commissioner.....William A. Ayres  
 Commissioner.....Lowell B. Mason  
 Secretary.....Otis B. Johnson  
 General Counsel.....Wm. T. Kelley  
 Director, Bureau of Litigation.....Richard P. Whiteley  
 Director, Bu. of Legal Investigation.....James A. Horton  
 Director, Bureau of Industrial Economics.....Dr. Corwin D. Edwards  
 Director, Bu. of Trade Practice Conferences and Wool Act Administration.....Henry Miller  
 Director, Bu. of Stipulations.....Pgad B. Morehouse  
 Director, Bu. of Trial Examiners.....F. C. Baggarly  
 Director, Bu. of Medical Opinions.....Dr. James J. Durrett

#### BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y.  
 Atty. in charge.....Rolf H. Kielland  
 1118 New Post Office Bldg., Chicago 7, Ill.  
 Atty. in charge.....John H. Bass  
 133 Federal Office Bldg., San Francisco 2, Calif.  
 Atty. in charge.....Clarence T. Sadler  
 447 Federal Office Bldg., Seattle 4, Wash.  
 Atty. in charge.....Walter W. Harris  
 1031 Federal Office Bldg., New Orleans 12, La.  
 Atty. in charge.....William B. Lott

#### FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

### French Broadcasting System (Radiodiffusion Francaise)

#### In North America

934 Fifth Avenue, New York 21, N. Y.  
 REgent 4-1501

#### OFFICERS

Director.....Pierre Crenesse  
 Assistant-Director.....Alice Lewitin  
 Program Director.....Edward Gruskin  
 Manager.....Michel Duhart  
 Public Relations.....Marie Whiteside

#### FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the goodwill and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

### Richard W. Hubbell and Associates

118 East 40th Street, New York 16, N. Y.  
 MUrray Hill 3-0028

#### OFFICERS

Chairman.....Richard W. Hubbell  
 Associate.....Dr. Alfred N. Goldsmith  
 Associate.....Robert Jerome Smith  
 Executive Assistant.....W. E. Van Brunt  
 Affiliate.....Philip I. Merryman

#### BRANCH OFFICES

Maintain associates in Washington, D. C.; Hollywood, and in London and Paris.

#### FUNCTIONS

Complete management consultation service covering planning, constructing, and operating television stations, facilities, and manufacturing projects. Includes business efficiency studies, financial analysis and financing of projects, and preparation of FCC applications. 1948 clients included 21 commercial TV stations as well as investment syndicates, advertisers, radio stations, newspaper publishers, film producers, and manufacturers.

### Independent Television Producers Association, Inc.

234 West 44th St., New York 18, N. Y.  
 CHickering 4-1583

#### OFFICERS

President.....Martin A. Gosch  
 Vice-President.....Irvin Paul Sulds  
 Secretary.....Nathan M. Rudich  
 Treasurer.....Henry S. White

#### DIRECTORS

Charles Basch, Judy Dupuy, Arthur Ehrlich, Jack Levine, Oland Killingsworth, Oliver Nicoll.

#### COUNSEL

James L. Fly.

#### FUNCTIONS

The Independent Television Producers Association (ITPA) is an industry association comprised of man-



### EXECUTIVE COMMITTEE

Elmo C. Wilson, Vergil D. Reed, Franklin R. Cawl, Cornelius Du Bois, Phillip Salisbury.

### FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use of its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take an active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

### Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York 20, N. Y.  
Circle 6-3084

### OFFICERS

Chairman of the Board.....Walter G. Douglas  
President.....Lester Santly  
Vice-President.....Jack Mills  
Secretary.....J. J. Bregman  
Treasurer.....Abe Oiman  
Agent and Trustee.....Harry Fox

### National Association of Broadcasters

For Complete Listing See NAB Section on Page 233

### National Assoc. of Broadcast Unions & Guilds (NABUG)

37 West 46th St., New York 19, N. Y.  
LUXemburg 2-5130

### OFFICER

Nat'l. Chmn., N. Y. Council Chmn. Oliver W. Nicoll

### COUNCILS

c/o The RWG, 1655 North Cherokee Avenue, Hollywood 27, Calif. Chairman, Sam Moore; Secretary-Treasurer, James H. Brown. c/o AFRA, 102 E. Hubbard St., Chicago 11, Ill. Chairman, Raymond A. Jones; Secretary-Treasurer, George Muher. c/o NABET, 375 O'Farrell St., San Francisco 2, Calif. Chairman, J. R. McDannell; Secretary-Treasurer, William S. Gavin. c/o NABET, 486 Thornycroft Rd., Pittsburgh, Penn.; Chairman, Edward B. London.

### CORRESPONDING OFFICES

Washington, D. C.; Denver, Colo.; Atlanta, Ga.; Boston, Mass.; Cincinnati, O.; Cleveland, O.; Detroit, Mich.; Kansas City, Mo.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Philadelphia, Pa.; Portland, Ore.; Raleigh-Durham, N. C.; Rochester, N. Y.; Seattle, Wash.; St. Louis, Mo.

### FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where mutual interests coincide.

### National Assn. of Performing Artists

630 Fifth Ave., New York 20, N. Y.  
Circle 7-8194

### OFFICERS

President.....Fred Waring  
Vice-President.....Bing Crosby  
Vice-President.....Meyer Davis  
Vice-President.....Paul Whiteman  
Vice-President.....Al Jolson  
Secretary.....Eddie Duchin  
Treasurer.....Don Voorhees  
General Counsel.....Alfred Rice

### BOARD OF DIRECTORS

Fred Allen, Connie Boswell, Noel Coward, Richard Crooks, Bing Crosby, Meyer Davis, Eddie Duchin, Duke Ellington, Mory Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Andre Kostelanetz, Arthur W. Levy, Guy Lombardo, Ray Noble, Walter O'Keefe, Ira Pelino, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shilkret, Lawrence Tibbett, Rudy

Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efreim Zimbolist.

### FUNCTIONS

To protect the interpretive artist from exploitation of his recordings and transcriptions.

### National Assoc. of Radio News

### Directors

Radio Station WOW, Omaha, Neb.  
Webster 8400

### OFFICERS

President.....Sig Mickelson  
WCCO, Minneapolis  
1st Vice-President.....Jack Shelley  
WHO, Des Moines, Iowa  
2nd Vice-President.....Ben Chatfield  
WMAZ, Macon, Ga.  
Executive Secretary.....Soren Munkhof  
WOW, Omaha, Neb.  
Treasurer.....David Kessler  
WHAM, Rochester, N. Y.

### BOARD OF DIRECTORS

The aforementioned officers plus: Bob Redeen, WOC, Davenport, Iowa; Fred Hinshaw, WLBC, Muncie, Ind.; Bruce Barrington, KXOK, St. Louis, Mo.; Ed Kirk, WPTF, Raleigh, N. C.; James Barmann, WMT, Cedar Rapids, Iowa; Sid Fietzsch, WFAA, Dallas, Texas; John Hogan, WCSH, Portland, Maine.

### FUNCTIONS

The National Ass'n of Radio News Directors is a professional organization composed of men in charge of news operations. Its purpose is that of a purely professional organization to raise the standard of radio news operations so that the product of all stations will be of the highest integrity. The function of the organization is the interchange of information of a professional type, to aid its members in improvement of their profession. It has as affiliates, various state groups of radio news directors. The NARND issues a monthly bulletin in which new developments of radio news techniques are discussed.

### National Association of Radio Station Representatives

10 Park Ave., New York 17, N. Y.  
MURray Hill 5-4141

### OFFICERS

President.....Frank M. Headley  
Vice-President.....Robert D. C. Meeker  
Treasurer.....Lewis H. Avery  
Secretary.....F. Edward Spencer, Jr.  
Managing Director.....Thomas F. Flanagan

### MEMBERS

Avery-Knodel Inc., John Blair & Company, The Boiling Company Inc., The Branham Company, Free & Peters Inc., The Friedenberg Agency Inc., Headley-Reed Company, George P. Hollingbery Company, The Katz Agency Inc., Joseph Hershey McGillvra Inc., J. P. McKinney & Son, John E. Pearson Company, John H. Perry Associates, Edward Peiry Co. Inc., Ro-Tel, Paul H. Roymer Company, Inc., Wolker Company, Inc., Weed & Company, Adam J. Young, Jr. Inc.

### FUNCTIONS

To develop the use and increase the sale of national spot radio.

### National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.  
MURray Hill 6-3535

### OFFICERS

President.....R. P. Clayberger  
Vice-President.....Warren Agry  
Secretary.....Harry Dwight Smith  
Treasurer.....John L. Anderson  
General Manager.....Edward L. Greene

### FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

### National Television Film Council

300 West 23rd St., New York 11, N. Y.  
WATkins 4-0460

### OFFICERS

President.....Melvin L. Gold  
(National Screen Service Corp.)



# Organizations

Vice President.....Burt Bolabon  
 (Paramount Television)  
 Secretary.....Robert H. Wormhoudt  
 (Telecast Films, Inc.)  
 Treasurer.....Robert M. Paskow  
 (Station WATV)

### BOARD OF DIRECTORS

Jack Glenn (Chairman), March of Time; Ed Evans, WPIX, New York; Elaine Phillips, WSPD, Toledo; Gus Ober, WMAR, Baltimore; Sally Perle, The Mesol Organization; Irwin Shone, Televiser Monthly; Rosalind Kossoff, A. F. Films, Inc.; Myron Mills, Equity Film Exchanges; Irving Leos, Official Films, Inc.; Joy Williams, Film Equities, Inc.

### ADVISORY BOARD

Seymour Peysner, Phillips, Nizer, Benjamin & Krim (Legal Counsel); Walter J. Domm, WTMJ, Milwaukee; Ralph I. Poucher, Consolidated Laboratories; Hal Hodes, Columbia Pictures; J. A. Maurer, R. E. Blackwell, International Film Foundation; John H. Mitchell, United Artists Corp.; Gus Ober, (Chairman, TV Station Committee); Irwin Shone, Televiser Monthly, (Chairman, Information Committee); Myron Mills, Equity Film Exchanges, (Chairman, Distribution Committee); Irving Leos, Official Films, Inc., (Chairman, Membership Committee); Sally Perle, The Mesol Organization, (Chairman, Press Relations Committee); Jay Williams, Film Equities Corp., (Chairman, Program Committee); Jack Glenn, March of Time, (Chairman, Production Committee).

### FUNCTIONS

National Television Film Council is a trade organization comprised of television stations, motion picture producers and distributors, and advertising agencies, for the purpose of establishing a standard of practices and procedures, with regard to the exhibition of films on television. Among its functions are: (a) establishing a Standard Exhibition Contract (b) Television Films Clearance Bureau (c) catalog of films available for television (d) Arbitration (e) Production Clinic (f) Film Forum (g) Awards for television film production—Further activities yet to be announced.

## National Variety Artists, Inc.

223-5 W. 46th St., New York 19, N. Y.  
 Columbus 5-0956-7

### OFFICERS

President.....Louis Handin  
 First Vice-President.....Jack O'Brien  
 Second Vice-President.....Harry Jackson  
 Treasurer.....Al Friedman  
 Secretary.....Rosa Crouch

### FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

## Nebraska Broadcasters Association

Radio Station KBON, Omaha, Neb.  
 Jackson 8282

### OFFICERS

President.....L. L. Hilliard  
 (KOLT, Scottsbluff)  
 Vice President.....John Alexander  
 (KODY, North Platte)  
 Secretary-Treasurer.....Poul R. Fry  
 (KBON, Omaha)  
 Director.....Harry Peck  
 (KFOR, Lincoln)  
 Director.....Wm. Newsens  
 (KOL, Omaha)  
 NAB Representative.....John J. Gillin, Jr.  
 (WOW, Omaha)

### FUNCTIONS

Motters of Mutual Cooperation.

## North Carolina Assn. of Broadcasters

Radio Station WEEB, Southern Pines, N. C.

### OFFICERS

President.....Harold Essex  
 Vice President.....Robert M. Wolloco  
 Secretary-Treasurer.....Jack Younts

### FUNCTIONS

To promote closer cooperation and understanding among the members to make possible unified effort when unity is beneficial; to protect its members in every lawful and proper manner from injustices and unjust exactions; to encourage and promote customs and practices which will be for the best interests of the public and radio of radio advertising, and to act as a regional contact with the National Association of Broadcasters.

## Ohio Association of Broadcasters

1602 First National Tower, Akron 8, Ohio  
 MEadowbrook 3211

### OFFICERS

President.....E. Y. Flonigon  
 Vice President.....Eugene Corr  
 Secretary-Treasurer.....Fred C. Bock

### FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

## Pennsylvania Assn. of Broadcasters

P. O. Box 11, Harrisburg 1, Pa.

### OFFICERS

President.....George D. Coleman  
 (WGBI, Scranton)  
 Vice-President.....Roy F. Thompson  
 (WRTA, Altoona)  
 Secretary-Treasurer.....David J. Bennett  
 (WKBO, Harrisburg)

### DIRECTORS

Bosse A. Bock, WKOK, Sunbury; Joseph C. Burwell, WMBS, Uniontown; Gordon Gray, WIP, Philadelphia; George E. Jay, WRAC, Williamsport; Leonard Kapner, WCAE, Pittsburgh; Clair R. McCollough, WGAL, Lancaster; C. C. Moss, WLTR, Bloomsburg.

### FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state.

## Professional Music Men, Inc.

1270 Sixth Ave., New York 20, N. Y.  
 Columbus 5-7362

### OFFICERS

President.....Rocco Vocco  
 First Vice-President.....Joseph Santly  
 Second Vice-President.....Charles Warren  
 Third Vice-President.....Phil Kornheiser  
 Treasurer.....Irving Tanx  
 Financial Secretary.....Michael L. Schiess  
 Recording Secretary.....Louis E. Schwartz  
 Sergeant-at-Arms.....David Kent  
 Executive Director.....Bob Miller

### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
 Regional Director.....Morton Schaefer  
 8360 W. First St., Los Angeles, Calif  
 Regional Director.....Al Compante  
 36 East Fifth Street, Cincinnati, Ohio  
 Regional Director.....Danny Engel

### FUNCTIONS

Charitable and Benevolent Organization.

## Radio Executives Club of Boston

Harold Cabot & Co., Inc. Adv. Agency,  
 136 Federal St., Boston, Mass.  
 HA 6-7600

### OFFICERS

President.....William B. McGroth  
 (WHDH, Boston)  
 1st Vice President.....Craig Lawrence  
 (WCOP, Boston)  
 2nd Vice President.....Nono Kirby  
 (WLAW, Boston)  
 Secretary.....Janet Gilbert  
 Time Buyer (Harold Cabot & Co., Inc., Boston)  
 Treasurer.....Edmund J. Sheo  
 (James Thomas Chirurg Co., Boston)

### FUNCTIONS

Monthly luncheon meetings with speakers on various phases of radio and television.

## Radio Executives Club of New York

President's Office  
580 Fifth Avenue, New York 19, N. Y.  
PLaza 7-1800

### OFFICERS

President..... Carl Hoverlin  
Vice-President..... Arthur Pryor, Jr.  
Secretary..... Claude Barrere  
Treasurer..... Lewis H. Avery

### FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms, but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, not only to the industry, but to the public at large.

The REC holds meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

## Radio Executives Club of Toronto

4 Albert St., Toronto 1, Ontario, Canada  
WA 6151

### OFFICERS

President..... Sid S. Lancaster  
(Radio Representatives Ltd.)  
Vice-President..... Maurice Rosenfeld  
(MacLaren Advertising Co. Ltd.)  
Secretary..... Jim Scott  
(Radio Representatives Ltd.)  
Treasurer..... "Ted" Rutter  
(H. N. Stovin Co. Ltd.)  
Past President..... Spence Caldwell  
(All-Canada Radio Facilities)

### FUNCTIONS

Radio Executives Club of Toronto holds monthly luncheon meetings. Purpose, according to Article II of the Constitution is... "To promote and encourage the use of radio broadcasting as a medium of advertising... to create a lasting fraternity of persons engaged in radio broadcasting and its allied fields... to promote better understanding among members of the problems confronting the radio industry... to promote proper dissemination of information pertaining to radio, of mutual interest to all concerned..."

## Radio Guild, Local No. 50

### UOPWA-CIO

30 East 29th St., New York 16, N. Y.  
MUrray Hill 6-2977

### OFFICERS

President..... Chester F. X. Burger  
First V. P..... Nathaniel Scott  
Second V. P..... Debora Ishon  
Secretary..... Mary Stack  
Treasurer..... Nelda Scudder  
Radio Guild Rep..... Sylvia A. Sheridan

### FUNCTIONS

A trade union representing white collar and non-professional people in the radio industry.

## Radio Manufacturers Association

1317 F Street, N. W., Washington 4, D. C.  
National 4901

### OFFICERS

President..... Max F. Balcom  
(Sylvania Electric Products, Inc.)  
Executive Vice-Pres.-General Manager..... Bond Geddes  
Treasurer..... Leslie F. Muter  
(The Muter Co.)  
General Counsel..... John W. Van Allen  
Vice-President..... R. E. Carlson  
(Tung-Sol Lamp Works, Inc.)  
Vice-President..... A. D. Plamondon, Jr.  
(Indiana Steel Products Co.)

Vice-President..... W. J. Barkley  
(Collins Radio Co.)

Vice-President..... G. M. Gardner  
(Wells-Gardner & Co.)

Director of Public Relations..... James D. Secrest

### DIRECTORS

Benjamin Abrams, Emerson Radio & Phonograph Corp.; Max F. Balcom, Sylvania Electric Products Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; W. R. G. Baker, General Electric Co.; G. Richard Fryling, Erie Resistor Corp.; J. J. Kahn, Standard Transformer Corp.; F. R. Lock, Western Electric Co. Inc.; W. A. MacDonald, Hazeltine Electronics Corp.; A. D. Plamondon, Jr., The Indiana Steel Products Co.; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; Leslie F. Muter, The Muter Co.; Lloyd H. Coffin, Hytron Radio & Electronics Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, Radio Corporation of America, RCA Victor Div.; Paul V. Galvin, Motorola, Inc.; George R. Hoase, Operadio Mfg.; Larry F. Hardy, Philco Corp.; W. P. Hilliard, Bendix Radio, Bendix Aviation Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; J. Hall Stackpole, Stackpole Carbon Co.; Thos. A. White, Jensen Mfg. Co.; David Wald, DeWald Radio Mfg. Corp.; E. Alschuler, Sentinel Radio Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-Gardner & Co.; Joseph Gerl, Sonara Radio & Television Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; Roy Manson, Stromberg-Carlson Co.; H. C. Mattes, Belmont Radio Corp.; Ernest Searing, International Resistance Co.; Allen Shoup, Saund, Inc.; Harry C. Sparks, The Sparks-Withington Co.; Roy F. Sparrow, P. R. Malory & Co., Inc.; R. C. Sprague, Sprague Electric Co.; Allen B. DuMont, Allen B. DuMont Laboratories; R. E. Laux, General Instrument Corp.; Herbert W. Clough, Belden Manufacturing Co.; John W. Craig, Crosley Division, Avco Mfg. Co.; S. Insull, Jr., Stewart-Worner Corp.

### FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

## Radio Manufacturers Assn. of Canada

Room 301, 159 Bay St., Toronto 1, Ont., Canada  
ADelaide 1531

### OFFICERS

President..... F. R. Deokins  
RCA Victor Co. Ltd., Montreal, P. Q.  
Vice-President..... R. A. Hackbusch  
Stromberg-Carlson Co. Ltd., Toronto, Ontario  
Chairman, Parts Div..... Tom Fleming  
Kester Solder Co. of Canada Ltd. Brantford, Ont.  
Vice-Chairman, Parts Div..... A. S. Gortshore  
United-Carr Fastener Co. Ltd., Toronto, Ont.  
Chairman, Engineering Com..... S. Sillitoe  
Northern Electric Co. Ltd., Belleville, Ont.  
Vice-Chairman, Engineering Co..... A. B. Oxley  
RCA Victor Co. Ltd. Montreal, P. Q.  
Chairman, Service Com..... E. C. Dahmer  
Dominion Electro-home Ind. Ltd. Kitchener, Ont.  
Vice-Chairman, Service Com..... F. Tewlesley  
Stromberg-Carlson Co. Ltd. Toronto, Ont.  
Executive Secretary..... S. D. Brownlee  
Radio Mfrs. Assoc. of Canada, Toronto, Ont.

### FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

## Radio Script & Transcription

### Exchange

U. S. Office of Education, Washington 25, D. C.  
EXecutive 6300, Ext. 2897

### STAFF

Chief..... Franklin Dunham  
Radio Education Specialist..... Gertrude G. Broderick

### FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

# Organizations

## Radio & Television Club of Pittsburgh

Hotel Sheraton, Pittsburgh, Pa.

### OFFICERS

President.....Richard C. Bachman  
1st Vice-President.....George Young  
2nd Vice-President.....C. Taylor Urquhart  
3rd Vice-President.....Wilbur C. Sutherland  
Secretary.....Mildred Sheridan  
Treasurer.....Morie Wilk

### DIRECTORS

Jack Mardion, Lloyd G. Chapman, Leslie B. Sterne,  
T. J. MacWilliams, David Mackey, James Baker.

### FUNCTIONS

An organization composed of radio and television people from stations, agencies, advertisers and allied firms designed to foster good-will and greater fellowship and bring to the people most concerned vital knowledge and information pertaining to their profession.

## Radio and Television Directors Guild

(affiliated with A. F. of L. (International))

114 East 52 St., New York 22, N. Y.

Plaza 3-4300, Ext. 214

### OFFICERS

National President.....Lester O'Keefe (New York)  
First Vice President.....Charles Vanda (Hollywood)  
Second Vice President.....Lyle D. Barnhart (Chicago)  
Third Vice President.....Robert Lewis Shayon (New York)  
National Secretary.....Oliver W. Nicoll (New York)  
National Treasurer.....William N. Robson (Hollywood)

### NATIONAL BOARD

Lyle D. Barnhart, Chicago; Tom Bennett, New York; Phil Cohan, Hollywood; Ted Corday, New York; Arthur Hanna, New York; Jack Johnstone, Hollywood; Burr E. Lee, Chicago; Earle McGill, New York; Oliver W. Nicoll, New York; Lester O'Keefe, New York; Charles Pollock, New York; William N. Robson, Hollywood; Robert Lewis Shayon, New York; Anthony Stanford, Hollywood; William M. Sweets, New York; Charles Vanda, Hollywood; George Zachary, New York. National Executive Secretary.....Newman H. Burnett  
General Counsel.....Ben Meyers  
Certified Public Accountant.....Michael M. Enzer

### LOCALS

114 East 52 St., New York 22, N. Y. Officers: President, Robert Lewis Shayon; Vice President, Tom Bennett; Secretary, Charles Powers; Treasurer, Ernest Ricca. Council: Carl Eastman, Don Gillis, Frank Papp, Charles Pollock, William M. Sweets, Betty Todd; Executive Secretary, Newman H. Burnett; Counsel, Ben Meyers. 6305 Yucca St., Hollywood 28, Calif. Officers: President, Charles Vanda; Vice President, Corron E. Morse; Secretary, Gordon Hughes; Treasurer, Murray Bolen. Council: Ted Bliss, Edmund Coshman, Thomas Freebairn-Smith, Dick Mock, Sterling Tracy. Executive Secretary, Mel Williamson; Counsel, Morris E. Cohn. 203 North Wabash St., Chicago 1, Ill. Officers: President, Lyle D. Barnhart; Vice President, Herbert Latour; Secretary-Treasurer, Hal Miller. Council: Thomas Boshaw, Philip Bowman, Alan Fishburn, Homer Heck. Counsel, Ben Beyers.

### FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of radio and television programs and to protect and secure their rights in their professional activities.

## The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York 16, N. Y.

Murray Hill 6-5251-2-3

### OFFICERS

National President.....Erick Barnouw  
Vice-Presidents: Eastern Region.....Welbourn Kelley  
Midwestern Region.....Shelby Gordon  
Western Region.....Sam Moore  
Western Regional Exec. Sec'y.....Roy Longham  
Eastern Regional Exec. Sec'y.....James A. Stobile

### BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone Andover 5458, Room 506, Ethel Isaacs, Secy, Hollywood 1655 N. Cherokee Ave., Phone, Hollywood 3601, Michael Davidson, Exec. Secy.

### FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

## SESAC, Inc.

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

Murray Hill 5-5365.

### OFFICERS

President.....Paul Heinecke  
Secretary-Treasurer.....R. C. Heinecke

### FUNCTIONS

Licensing the use of copyrighted music, transcribed library program service, syndicated transcribed tailor-made programs for advertisers.

## Society of Motion Picture

### Engineers, Inc.

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

Murray Hill 2-2185

### OFFICERS

President.....E. I. Sponoble  
Past President.....L. L. Ryder  
Executive Vice-President.....Peter Mole  
Engineering Vice-President.....J. A. Mourer  
Editorial Vice-President.....C. R. Keith  
Financial Vice-President.....D. B. Joy  
Convention Vice-President.....W. C. Kunzmann  
Secretary.....R. M. Corbin  
Treasurer.....R. B. Austron  
Executive Secretary.....Boyce Nemeck

### FUNCTIONS

The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication. Television-developing and documenting the technical history of television and all forms of pictorial rendition of action.

## Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.

Columbus 5-3758

### OFFICERS

President.....Sigmund Romberg  
Vice-President.....Charles Tobias  
Second Vice-President.....Jesse Greer  
Secretary.....Peter De Rose  
Treasurer.....Abel Baer  
Counsel.....John Schulman  
Executive Secretary.....Miriam Stern

### MEMBERS OF THE COUNCIL

Chairman—Edgar Leslie, Stanley Adams, Abel Baer, Poul Cunningham, Iro Girshwin, Ferde Grofe, Oscar Hommerstein II, Sam Lewis, Joseph Meyer, Richard Rodgers, Sam H. Stept, Fred E. Ahlert, J. Fred Coots, Milton Drake, Jesse Greer, Otto Harbach, Roy Henderson, George W. Meyer, Geoffrey O'Hara, Sigmund Romberg, Charles Tobias.

### FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

## Southern California Broadcasters' Association, Inc.

1757½ N. Ivar St., Hollywood 27, Calif.

HOLLYWOOD 7254

### OFFICERS

President.....William J. Beaton, KWKW  
Vice-President.....Ernest Spencer, KVOE  
Secretary-Treasurer.....Thelma Kirchner, KCFJ;  
Harry Witt, KNX; Calvin J. Smith, KFAC; Robert O. Reynolds, KMPC; Lee F. Wynne, KGER.  
Executive Secretary.....Ethel Bell Mack, SCBA

## Organizations

### FUNCTIONS

A non-profit organization whose membership comprises 41 radio stations and 4 networks of southern California. Purpose: to promote cooperation and understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry.

### Sports Broadcasters Association (New York Chapter)

c/o NBC, 30 Rockefeller Plaza, New York 20, N. Y.  
Circle 7-8300

#### OFFICERS

President ..... Morty Glickson  
Vice President ..... Sam Taub  
Vice President ..... Ted Husing  
Treasurer ..... Andy Long  
Secretary ..... Harold Holtz  
Executive Secretary ..... Jimmy Dolon

#### FUNCTIONS

Regular luncheon organization meeting weekly during fall, bi-monthly throughout remainder of the year to discuss sports broadcasting, to promote the art of sports broadcasting and to increase listener interest in sports news dissemination.

### Television Broadcasters Assn., Inc.

500 Fifth Ave., New York 18, N. Y.  
Lackawanna 4-4788

#### OFFICERS

President ..... Jack R. Poppel  
Vice-President ..... C. Emerson Morkham  
Secretary-Treasurer ..... Will Baltin  
Assistant Secretary-Treasurer ..... Paul Raibourn

#### DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; Curtis W. Moson, Earle C. Anthony, Inc.; Noran E. Kersto, NBC; Jack R. Poppel, WOR, New York; Robert Kintner, ABC; Paul Raibourn, Television Productions, Inc.; C. Emerson Morkham, General Electric Company.

#### FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

### Television Film Producers Assn.

9922 W. Washington Blvd., Culver City, Calif.  
Texas 0-4525

#### OFFICERS

President ..... Hal Roach, Jr.  
Vice-President ..... Carl Dudley  
Secretary ..... Rudy Vollee  
Treasurer ..... Roland Reed

#### BOARD MEMBERS

Ross Sutherland, Herbert Strook, Wallace Worsley, William Cameron Menzies, Bernard J. Carr.

### Television Producers Association

7063 Sunset Blvd., Hollywood 28, Calif.  
Granite 6930.

President ..... Mal Boyd  
Secretary ..... Gladys Rubens  
Treasurer ..... Maleese Black

#### BOARD OF DIRECTORS

Michael Stokoy, George Fogle, Nils Thor Granlund, Robert Light, Mal Boyd, Gladys Rubens, Stratford Corbett, Syd Cassyd, Maleese Black.  
Legal Consul ..... Max M. Gilford

#### COMMITTEE CHAIRMAN

Membership, Lenore Kingston; Program, Frank Woodruff; Station Relations, Robert Colson and Bernie Ebert; Labor Relations, Ben Bord; Research, Maleese Black; Finance, Morton Wright.

### U. S. Marine Corps, Division of Public Information

Headquarters, U. S. Marine Corps, Washington, D. C.  
Republic 7400

#### OFFICERS

Director, Division of Public Information, Brig. Gen. J. T. Selden, USMC.

#### BRANCH OFFICE

Division of Public Information, 90 Church Street, New York 7, N. Y. Tech. Sgt. George W. Courtney, Charge of Radio and Television.

#### FUNCTIONS

The New York Office of the Division of Public Information is the Marine Corps representative for national radio, and local network television. Services offered are: Radio-Television production, transcribed programs, scripts, spot announcements, guests.

### United Nations—Radio Division

#### OFFICERS

Asst. Secty. Gen., Dept. of Info. .... Benjamin Cohen  
Dir., Dept. of Pub. Info. .... Tor Gjesdal  
Dir., Radio Div. .... Peter Aylen  
Chief, Telecommunications .... Gen. Frank E. Staner  
Deputy Dir., Radio Div. .... Carlos Garcia Palacios  
Chief of Production .... W. Gibson Parker  
Suprv., Radio Reports Desk. .... Gaesor Ortiz

#### REGIONAL SUPERVISORS

Hugh Williams, European and Middle East Services; Eugenio A. Soler, Latin American Services; Mike Peng, Transpacific Services; Gerald Keon, English Language Services; Dorothy Lewis, U. S. Station Relations.

#### FUNCTIONS

The United Nations Dept. of Public Information maintains a radio division for the purpose of servicing the various privately owned and government operated systems of broadcasting around the world. Composed of 90 staff members, representing 22 nationalities, the division releases news and information concerning the activities of the U. N. Its services to U. S. stations include daily and weekly programs with special events and documentaries.

### Washington State Association of Broadcasters

c/o Station KTBI, Tacoma 3, Wash.  
BRoadway 2241

#### OFFICERS

President ..... H. J. Quilliam  
Vice President ..... O. A. Runchey  
Secretary-Treasurer ..... Robert Priebe  
Director ..... Richard Dunning  
Director ..... James Wallace

#### BRANCH OFFICE

Washington State Radio News Bureau, Legislative Bldg., Olympia, Wash. Carl Downing, Managing Dir.

#### FUNCTIONS

A non-profit Association made up of broadcasters of Washington State to advance the interest of the radio broadcasting industry in the state of Washington. Maintains a Washington State Radio News Bureau of the state capital, Olympia, Washington. Serves radio stations of the state with a weekly quarter hour program plus special coverage daily concerning Washington's biggest business—its government.

### Western Association of Broadcasters

Morquis Hotel Building, Lethbridge, Alberta  
3161

#### OFFICER

President ..... William Guild

#### DIRECTORS

J. O. Blick, H. C. Love, E. H. Rowlinson.

#### FUNCTIONS

A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.

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