

• • • Advertising Agencies • • •

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Plough, Inc. (St. Joseph Aspirin, Mexsana, etc.), Memphis, Tenn.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Pressure Cooker Co. (Presto Prods.) Eau Claire, Wis.; Robert Hall Clothes, N. Y.

Radio Accounts (Time): William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son & Parsons, Inc. (Ford Dealer), Central Bridge and Amsterdam, N. Y.; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Rodgers Liquor Company (Liquor Distributor), Albany, N. Y.; Union-Fern, Inc. (Furniture Chain), Troy, N. Y.; Perma Stone Co. (Bldg. Materials), Albany, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Plough, Inc. (St. Joseph Aspirin, Mexsana, etc.), Memphis, Tenn.; Hosid Prods., Inc. (Rug Cleaner), Syracuse; Mohawk Carpet Mills, Amsterdam, N. Y.

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Allen's Appliances, Inc. (G. E. Appliance Store), Apex Department Store (Department Store), Carl Company (Department Store), Golub Corporation (Super-markets), William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son, and Parsons, Inc. (Ford Dealers), Amsterdam, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; Wm. Sherry Tire Co. (Tire Dealer), Rodgers Liquor Co. (Liquor Distributor), Albany, N. Y.; Breslaw Brothers, Inc. (Furniture Chain), Schenectady, N. Y.; Rudisco, Inc. (Dumont TV Distributors), Albany, N. Y.; Golub Corp. (Super markets), Schenectady; Hosid Products, Inc.; Empire State Distributors (Arvin TV); Na-

tional Pressure Cooker Co.; Nemeth Motors Inc., Troy.

TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-8470

Owner Ted Nelson
Script Director..... Ralph Tollnis
TV Directors..... Perry Bruskin,
Charles Durand

Radio Accounts: Edlic Electronics Corp., Delta Supply Co., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York.

TV Accounts: Authentic Publications, New York; Gothams Professional Basketball Team, New York.

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.

Phone: 3-4435

ABP—ANPA—APA—NOAB

Ch. of Bd. & Treas..... M. T. Newman
Pres., Radio Dir..... Hunter Lynde
Exec. Vice-Pres..... Kenneth F. Small
V.-P.-TV Dir..... David E. Robeson
Secy. & Pub. Dir..... Ronald G. Sercombe
Radio-TV Dept.

Exec. Vice-Pres..... Hunter Lynde

Branch Office

1313 Congress Bldg., Miami, Fla.

Phone: 3-6359

Vice-President..... Allan C. Gottschaldt
Radio Accounts: Jax Brewing Co. (Beer), Bond-Howell Lumber Co. (Bldg. Supplies), Nickle Tackle Co. (Fishing Lure), Jacksonville, Fla.

TV Account: Jax Brewing Co. (Beer), Jacksonville, Fla.

ELLIOTT NONAS, ADVERTISING

417 East 54th St., New York 22, N. Y.

Phone: MU 8-2937

Owner Elliott Nonas
Art Director..... Bert Lief
Media Director..... Margo Burke
Production Mgr..... Ava Morgan
Radio Accounts: Teldisco, Inc. (Zenith Radio & Television, Trary Sinks & Kitchens, Thor Washers, International Harvester, etc.), East Orange, N. J.; Olson & Co., Inc. (Du Mont Television), Philadelphia, Pa.; Old Dutch Coffee Co., Inc. (Old Dutch Coffee), New York, N. Y.

TV Accounts: Teldisco, Inc. (Spot Announcements), East Orange, N. J.; Old Dutch Coffee Co., Inc. (Old Dutch Coffee), New York, N. Y.

R. T. O'CONNELL COMPANY

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

Phone: Plaza 3-5412

AAAA—ABP—ANPA

President..... R. T. O'Connell

Advertising Agencies

Exec. Vice Pres. Ethel Merklen
 Vice President. George Miller
 V.P. Chg. of AM-TV. David D. Polon

Radio Accounts: Champion Implement Corp. (Spray Gum), New York, N. Y.; Dean Ross Piano Studios, Inc. (Piano Method), New York, N. Y.; Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Noble Pine Products Co. (Pharmaceutical Products), Newark, N. J.; Bonomo Culture Institute (Physical Culture Pub. & Equip.), New York, N. Y.

TV Accounts: Bonomo Culture Institute (Physical Culture Pub. & Equip.), New York, N. Y.; Pomatex Co., Inc. (Brilliantine), New York, N. Y.

OLIAN ADVERTISING CO.

Ambassador Bldg., St. Louis 1, Mo.

Phone: Central 8380

ABP—ANPA—PPA—APA—NOAB

President. Irwin A. Olian
 Vice-Presidents. Harold A. Thomas,
 J. W. Goldstein

Radio-TV Director. Margaret H. Nelson
 Account Executives. H. A. Thomas,
 J. W. Goldstein, James Spencer, M. H.

Nelson, R. Mahon, James J. O'Neal

Radio Accounts: General Grocer Co. (Topmost Foods, Manhattan Coffee), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Dining Car Coffee Co. (Dining Car Coffee), ARA Dist. Co. (Capehart TV), Mercantile Commerce Bank, Ritepoint Co. (Liters), Knapp-Monarch (Magik-Rid), G. S. Suppiger Co. (Brook's Catsup), Vess Bottling Co. (Vess Beverages), St. Louis, Mo.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), Ritepoint Co., G. S. Suppiger Co., Mercantile Commerce Bank, Knapp-Monarch, ARA Distributing Co., St. Louis, Mo.; General Grocer Co. (Topmost Foods, Manhattan Coffee); Dining Car Coffee Co.; Vestal, Inc. (Wax-Rite), St. Louis.

OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.

Phone: Atlantic 8166

AAAA—ABC—ABP—ANPA—AFA

Partner. Ward H. Olmsted

Partner. John T. Foley
 Acct. Executive. Clarence H. Russell
 Dir. of Radio & TV. James D. McTighe
 Acct. Executive. John K. Mortland
 Acct. Executive. Robert B. Pile

Radio Accounts: 1st National Bank, Minneapolis, Minn.; King Midas Milling Company (King Midas Flour & King Midas Feeds), Minneapolis, Minn.; Marshall-Wells Company (Appliances, Paints, etc.), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Rochester Dairy (Dairy Products), Rochester, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes,

Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.; Kaiser-Frazer, Inc. (Automotive), Minneapolis, Minn.; Schmidt Brewing Company (Beer), St. Paul, Minn.; Laser Laboratories (Nateol Hair Lotion), Minneapolis, Minn.

TV Accounts: 1st National Bank, Minneapolis, Minn.; Chun King Sales, Inc. (Oriental Foods), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Red Owl Stores (Grocery Products), Minneapolis, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.; Kaiser-Frazer Dealers, Inc. (Automotive), Minneapolis, Minn.; Schmidt Brewing Company (Beer), St. Paul, Minn.; Laser Laboratories (Nateol Hair Lotion), Minneapolis, Minn.; Brechet & Richter (Gold Cross Beverage Base), Minneapolis, Minn.

O'NEIL, LARSON, McMAHON

230 N. Michigan, Chicago 1, Ill.

Phone: And. 3-4470

ABC—ABP—ANPA—AFA

Partner. Nelson J. McMahon

Partner. Edw. H. Larson

Exec. V.P. Walter Zivi

Controller. J. O. Webb

Sr. Acct. Exec. W. P. McWilliams

New Bus. Dir. F. G. Stein

Acct. Execs. Elmer Silha, John Cherbo,

Norman Larson

Merch. Mgr. R. J. Smasal

Merch. & Pub. Dir. J. Littleton

Media Dir. & Radio-TV Buyer

Marshall Edinger

Prog. Director. Stan Kaatz

Branch Offices

290 Madison, New York City

Phone: MU 5-1464

Manager. M. Robinson

7 Trinity Sq., Toronto, Canada

ROBERT W. ORR & ASSOCIATES,

INC.

4 W. 58th St., New York 19, N. Y.

Phone: Plaza 9-8050

ABC—ANPA—NOAB—PPA

President. Robert W. Orr

Vice-Pres. Eldon Sullivan

Vice-President. Arthur Livingston

Sec.-Treas. Robert P. Clark

Radio-TV Director. Lou Ergman

Branch Offices

9130 Sunset Blvd., Los Angeles, Calif.

Exec-in-Chg. Richard Diggs

Radio Accounts: Andrew Jergens Co.

(Woodbury & Jergens), Cincinnati, O.;

Bosco Co., Inc., New York, N. Y.; National

Guard of the U. S., Washington, D. C.

TV Account: Andrew Jergens Co.; Bosco,

New York, N. Y.

Advertising Agencies

OWEN & CHAPPELL, INC.

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

Phone: PLaza 8-2400

ABP—ANPA—APA—NOAB—PPA

President.....John H. Owen
Executive Vice-Pres.....Charles Chappell
Vice-Presidents.....Marc Seixas,
William J. Jost, John J. Schneider
Director of Media.....James B. Daly, Jr.
Radio-TV Dept.

V.P.-Radio-TV Dir.....David Hale Halpern
Radio Accounts: National Bohemian
(Beer), National Premium (Beer), Baltimore, Md.

TV Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg., Kansas City 11, Kans.

Phone: Dr 7250

ABP—ANPA—APA—PPA

President.....Merritt Owens
Vice-President.....R. Grant Neds
V.P. & Production Mgr.....Glenn A. Scott
TV Director.....Earl Allvine
Art Director.....Bernard L. Wardlow

Radio Accounts: Feld Chevrolet Company, Inter-State Moving & Stor. Co., Sulfa-Dent, Kansas City, Mo.; Davidson Brothers Motor Co., Kansas City, Kan.; Joe M. O'fill Motor Co. (Nash Dealer), Kansas City, Kan.

TV Accounts: Zephyr Ventilated Awning Co., Joe M. O'fill Motor Co., Kansas City, Kan.; Feld Chevrolet, Kansas City, Kansas; Gorman's (Dept. Store); Home Federal Savings & Loan Assn.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.

Phone: TEmplebar 2-2885

ABP—APA

Partners.....Helen A. Kennedy,
Carl W. Sickler

Radio Accounts: First Savings & Loan Assn., Prudential Realty & Finance Co.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.

Phone: ELiot 1401

AAAA—ANPA—NOAB

President.....W. H. Horsley
Secretary.....H. O. Stone
V.P. & Radio TV Dir.....Trevor Evans
Asst. Radio Director.....Mary Peacock

Branch Offices

715 Cascade Bldg., Portland, Ore.

Phone: Capitol 1021

V.P. & Manager.....Milton Foland
601 Review Bldg., Spokane, Wash.

Phone: Madison 6479

Manager.....Vernon Cary
Radio Accounts: Fisher Flouring Mills Co.

(Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Seattle-First National Bank, Federal Old Line Ins. Co. (Insurance), Seattle, Wash. & Branch towns; Ivar's Acres of Clams (Seafood Restaurant), Cowman-Campbell Paint Store (Paint), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Union Fed. Savings & Loan Assn., Seattle; Lang & Co. (Gold Seal Coffee), Seattle; Oil Heat Institute, Seattle.

TV Accounts: Pacific Lincoln Mercury Co. (Line & Merc. cars), Seattle-First Nat. Bank, Sherman, Clay & Co. (Music Store), Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.; Federal Old Line Ins. Co., Seattle; F. B. Connelly Co. (Home Appliance Distributor), Seattle.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.

Phone: MUrray Hill 8-3055

PPA

President-Treasurer.....C. H. Pearson
Radio Director.....A. E. Baglis

Radio Accounts: Manufacturers Trust Co. (Banking), New York; Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

PECK ADV. AGENCY, INC.

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

Phone: PLaza 3-0900

ABP—ANPA—APA—NOAB—PPA

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Vice-Presidents.....Norman Mack,
Sidney Alexander, John Schuman

Radio-TV Director.....Arthur J. Daly
Asst. Radio-TV Director.....Donald Blauhut

Radio Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Street & Smith Magazines (Charm, Mademoiselle, Living), Hearst Publications (Cosmopolitan, Good Housekeeping), Excelsior Frozen Meat Products (Frozen Meat Products), Julian Freirich Company (Tongue & Pork Products), New York, N. Y.; Hartford Provision Company (Meat Products), Hartford, Conn.

TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics).

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.

Phone: PLaza 5-1500

AAAA—ABC—ABP—ANPA—APA

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Kay, Wilfred Roberts
V.P. in Chg. Radio-TV...Wilfred S. Roberts
Media Director.....Richard S. Bean
Time Buyer.....Donald Quinn
Program Supervisor.....Elizabeth C. Shay
Program Asst.....Edward Brown
Radio and TV Accounts: Procter and
Gamble (Camay Beauty Shop), Cincinnati,
O.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone: Franklin 2122

Partners.....William L. Phillips,
Charles C. Ramsey
Account Executive.....Fred J. Volz
Media Director.....Robert F. Lewis
Radio-TV Prod. Dir.....Orva W. Huff
Radio Accounts: Arden Farms Co. (Dairy
Products), Silver Gate Bldg. & Loan (Savings
& Loan Assn.), Walker's (Dept. Store),
Dennstedt Electro Mart (Electrical Appli-
cances), Dennison Mattress Co., San Diego,
Calif.; First Nat'l. Bank, San Diego, Calif.;
Walt Tufford De Soto-Plymouth (Auto
Dealer), San Diego, Calif.

TV Accounts: Arden Farms Co., Denn-
stedt Electro Mart, General Electric Appli-
cance, Walker's, San Diego, Calif.; First
Nat'l. Bank, San Diego, Calif.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: Cathedral 6131

ABP—ANPA—AFA

Partner.....Jack N. Pitluk, Sr.
Partner.....Jack N. Pitluk, Jr.
Acct. Execs.....Sam Riklin, Luke Collins,
Ben Tamborello
Public Relations Dir.....Jim Battersby
Radio Director.....L. Jerry Spengler
TV Director.....A. J. Zlabovsky
Radio Accounts: The Pearl Brewery
(Pearl Beer), San Antonio, Tex.; Joske's of
Texas (Department Store), San Antonio,
Tex.; Taylor Bedding Mfg. Co. (Morning
Glory Mattresses & Matching Box Springs),
Taylor, Tex.; Handy Andy Community
Stores), San Antonio, Tex.; Fehr Baking
Company (Fair Maid Bread & Cakes), San
Antonio, Tex.

TV Accounts: The Pearl Brewery (Pearl
Beer), San Antonio, Tex.; Joske's of Texas
(Department Store), San Antonio, Tex.;
Taylor Bedding Mfg. Co. (Morning Glory
Mattresses & Matching Box Springs), Taylor,
Tex.; Handy Andy Community Stores (Chain
Grocery Stores), San Antonio, Tex.; Fehr
Baking Company (Fair Maid Bread &
Cakes), San Antonio, Tex.

R. J. POTTS—CALKINS & HOLDEN INC.

215 W. Pershing Rd., Kansas City 8, Mo.

Phone: Cr 5775

ANPA—APA—NOAB—PPA

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son
Secretary-Treasurer.....C. C. McMillan
Radio & TV Director.....William J. Brewer
Publicity Director.....James McQueeny

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.

Phone: Victor 9400

ANPA—APA—PPA—NOAB

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V.P.-Production Mgr.....D. E. Dexter
Secretary-Treasur.....C. J. Effie
V.P. & Radio Dir.....N. P. Rowe

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.

Phone: Garfield 6490

President.....George L. Prater
Vice-President.....M. T. Prater
Secretary.....Mary E. Johnson
Radio-TV Director.....George L. Prater
Radio Account: Falls City Brewing Co.,
Inc. (Falls City Beer), Louisville, Ky.

TV Account: Falls City Brewing Co., Inc.
(Falls City Beer), Louisville, Ky.

QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.

Phone: NE 7873-4

APA—ABP

President.....C. A. Ward
Vice-President.....R. J. Henderson
Prod. Mgr., Space Buyer.....D. J. Holstad
General Manager.....E. G. Petersen
Radio Dir. Chg. Research...J. H. Fischbein
Copy Chief.....J. B. Reely
Radio Accounts: Dairy Fresh Creameries,
Miss Morris Candies, Zip Co., Red Wagon
Pop Corn, Kennedy Products.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.

Phone: BERgen 4-2332

Pres., TV Dir., Acct. Exec...Michael A. Fiore
Vice-Pres. & Treas.....B. V. Fiore
Secretary.....Sol Chasnoff
Prod. Mgr.....Paul Apello
Radio-TV Director.....Michael A. Fiore
Account Executives...B. Wilman, G. Fiore,
J. Critelli

Radio Accounts: China Clipper (Restau-
rant), Jersey City, N. J.; D. Wolff & Co.
(Credit Clothing), Newark, N. J.; Stage
Coach Inn (Night Club), S. Hackensack,
N. J.; Alexander Beverages (Soft Drinks),
Paterson, N. J.; New School for Modern
Music (School), Newark, N. J.; Newark
School of Auto Body Repair (School), New-
ark, N. J.; Craft School of Auto Body Re-

Advertising Agencies

pair (School), Jersey City, N. J.; Globe-Brenner Fur Co. (Retail Furrier), New York, N. Y.; Rosant Schools of Upholstery (School), Newark, Passaic, Paterson, N. J.; Macude & Co. (Appliances), Union City, N. J.; Upholstery Institute (School), Camden, N. J.; Casino Beach & Pool (Swimming Pool), Long Branch, N. J.; N. J. Association of Technical Schools (Schools), Newark, N. J.; Campo Auto Sales (Used Cars), Little Ferry, N. J.; Cav-Bro Hair Preparations (Tonic, Shampoo, etc.), Cliffside Park, N. J.; Bill Williams Auto Exchange (Used Cars), Jersey City, N. J.; Garion Auto Exchange (Used Cars), Little Ferry, N. J.; Gus Lesnevich Champ Motors (Used Cars), Cliffside Park, N. J.; Rev. Rittenhouse (Religious Program), Fairmont, W. Va.

TV Accounts: Watchung Lake, Inc. (Swimming Resort), S. Plainfield, N. J.; Afcu Sales Corp. (Mail Order Items), Jersey City, N. J.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155

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Vice-Pres. & Treas.....L. H. Copeland
Vice-President.....N. B. Langworthy
Art Director.....E. J. McCabe
Radio Time Buyer.....Dorothy L. Parsons

Branch Office

Hollywood 28, Calif.

Exec. Vice-Pres.....E. G. Naeckel
L. W. Ramsey Adv. Agency
Davenport, Iowa, Union Arcade
General Manager.....E. G. Naeckel

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: 7-1179

ABP

President.....Wilbur W. Randall
Production Manager...Muriel M. O'Connor
Art Director.....Bernard S. Vinick
Radio & TV Director....Florence F. Grady

Radio Accounts: Sir Allo Shoe Clinic,

Hartford & New Haven; Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Geo. E. Dewey & Co. (Moving Storage), General Electric Supply Corp. (Television, Radio), Hartford Gas Company (Public Utility), New England Laundry (Laundry), Savitt Jewelers (Jewelry), Wachtel's (Dept. Store), Hartford, Conn.; State Line Potato Chips, N. Wilbraham, Mass.

TV Accounts: George E. Dewey Co.; State Line Potato Chips.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone: CADillac 1-4662

ABP—ANPA—APA—PPA—ABC—NOAB
Pres. & Treas.....H. Ross Mack
Vice-President.....Hal G. Trump
Secy. & Copy Chief.....George B. Dow

Radio Director.....R. D. Hughes
Space & Radio Time Buyer

Charles E. Foerster

Art Director.....R. P. Lachenauer
Production Manager.....George L. Husted
Account Executives.....H. Ross Mack,
Hal G. Trump, R. D. Hughes, Charles
Foerster, Lee E. Crooks, P. F. Droeger
Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811

ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder
Art Director.....Henry Krupinski
Production Manager.....Margaret McDade
Publicity Director.....Rita Levine
Research Director.....Shirley Trinker
Radio Accounts: K. Kaufman & Co., Inc.,
Monroe Savings & Loan Assn., Union National Bank.

CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.
Phone: Market 3-5100

AAAA—ABP—ANPA—APA—PPA

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Vice-Presidents.....Howard Sands,
Francis R. Risley
Sec. & Art Dir.....Everett Sahrbeck
Asst. Sec. & Treas.....Wm. F. Renz

Branch Office

46 W. 55th St., New York 19, N. Y.
Phone: Circle 5-4176

Vice-President.....Weston W. Hill
Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtiss-Wright Co. (Airplane), New York, N. Y.

TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.

Phone: Bridgeport 7701

AAAA—ABC—ABP—ANPA—APA NOAB—PPA—AFA

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Executive Vice-Pres.....Wayne Hunt
Vice-Presidents.....J. H. Sarles,
Elizabeth B. Reeves, Helen A. Brown, R.
W. Stafford, E. K. Pottle, Dr. A. R. Root,
Russell E. Neff, K. P. Torgerson, Wm. C.
Schneider

V.P. & TV Dir.....R. E. Neff
Radio Dir.....Wm. S. Shepherd
V.P. & Media Director....K. P. Torgerson
Time Buyer.....Philip Archer

Branch Office

625 Market St., San Francisco 4, Calif.
Phone: YUkon 6-0678

Exec-in-Charge.....H. R. Ohleyer

Advertising Agencies

Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co., Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., General Mills, Midland National Bank.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WWhitehall 4-7440

ABP—ANPA—APA—NOAB—PPA—CCA
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Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Vice-PresidentsGordon Taylor,
C. C. Stevens, J. J. Finn

Radio-TV Director.....Frank M. Baker
Media Director.....Robert McKeicher
Space Buyer.....J. F. Brown

Radio Accounts: Anderson Co. (ANCO Wiper Blades and Arms), Gary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), Lehon Co. (Mule-Hide Roofing), Chicago, Ill.; Otarian (Hearing Aids), Chicago, Ill.; von Schrader Mfg. Co. (Powder-ene Rug Cleaner), Racine, Wis.; Photo Finishers (Assoc. (Cameras), Chicago, Ill.; International Sports Show, Chicago, Ill.

TV Accounts: von Schrader Mfg. Co. (Powder-ene), Racine, Wis.; Burgess Cellulose Co. (Sponges), Freeport, Ill.; Photo Finishers Assoc. (Cameras), Chicago, Ill.; International Sports Show, Chicago, Ill.; Weed Chains (Tire Chains), York, Pa.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone: CCapital 7-7611

ANPA—PPA—ABP—AAAA—APA
President & Treas.....Harry J. Reingold
Art Director.....Harry Goodman
Production Manager.....Robert W. Curley
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer

Thomas J. Bowen
Mgr. Outdoor Dept.....Burt C. Riley, Jr.

Radio-TV Accounts: Hampden Brewing Co., Willimansett, Mass.; Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester Pies.

EMIL REINHARDT, ADVERTISING

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2108

ABP—ANPA
OwnerEmil Reinhardt
Director, Radio & TV.....Joseph Connor
Account Executives.....James C. Prindiville,
James B. Innis, Roland Irving
Timebuyer, Radio & TV.....James C. Resor

Radio Accounts: Central Bank, Marysville, Calif.; Golden Crust Bakers (Bread), Chico, Calif.; Grocers Milk Company (Milk & Dairy Products), Oakland, Calif.; Kilpatrick's Bakery (Bread), San Francisco, Calif.;

Old Home Bakers (Bread), Sacramento, Calif.; S. F. Brewing Corp. (Beer), San Francisco, Calif.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Par-T-Pak Beverage Co. (Soft Drinks), Oakland, Calif.; S. F. Brewing Corp. (Beer), San Francisco, Calif.; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

REISS ADVERTISING

221 W. 57th St., New York 19, N. Y.
Phone: PLaza 7-8035

ABC—ABP—ANPA—APA
PresidentJoseph Reiss
Vice-PresidentHarold Reiss
Sec.-Treas.....B. M. Reiss

Radio Accounts: Decorative Cabinet Corp. (E-Z-Do Closets and accessories), S. Klein (Retail Apparel), Princess House Closets (Closets & Accessories), Arthur Brown & Bro. (Art Supplies), Aristocrat Leather Products Co. (Inner Sanctum Billfolds), New York, N. Y.; Slater Electric & Mfg. Co., Woodside, L. I.

TV Accounts: Decorative Cabinet Corp. (E-Z-Do Closets & Accessories), Princess House Closets (Closets & Accessories), Aristocrat Leather Products Co. (Inner Sanctum Billfolds), New York, N. Y.; Gemex Co. (Watch Bands), Union, N. J.

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Production Manager.....M. Landmann
Copy Chief.....N. Stuart Walton
Radio Director.....G. E. Howard
Radio Time Buyer.....Shirley Oakes
Space Buyer.....Helen Anderson
Account Executives...C. Warren Reynolds,

H. D. R. Newby, E. M. Spink, J. H. Mitchell
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Phone: LAncaster 3745
Exec-in-Charge.....Allan S. Morrison

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256 Sutter St., San Francisco, Calif.
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Radio Accounts: Natl. Sugar Refining
(Quaker Sugar), Mishawaka Rubber &
Woolen Mfg. Co., U. S. Rubber Co. (U. S.
Royal Tires, Fisk Tires, U. S. Keds, U. S.
Gaytees, Koylon Mattresses), Eastern Air
Lines, Dixon Crucible Co. (Ticonderoga
Pencils), Durham-Enders Razor Corp. (En-
ders Razor), Foremost Dairy Products).

TV Accounts: U. S. Rubber Co. (U. S.
Royal Tires, U. S. Keds, U. S. Gaytees),
Eastern Air Lines, Atlanta-New York; Dur-
ham-Enders (Enders Razor), New York-New
Haven; Foremost Dairy (Foremost Ice
Cream), New York, N. Y.

M. EVANS RICHMOND ADV. AGENCY

1518 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-2334

ABP

Pres. & Radio Time Buyer

M. Evans Richmond

Art Director.....R. Bowers
Production Mgr.....D. Blaine
Account Executive.....Morton Stern

Branch Office

230 Boylston St., Boston 16, Mass.
Exec.-in-Charge.....Robert S. Richmond
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Exec.-in-Charge.....Morey K. Reiss

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone: WAbash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Gloria Riebel
Radio-TV Director....Robert W. Thompson

Radio Accounts: Bank of Louisville, Cooke
Chevrolet Co., Cooke Pontiac Co., Com-
monwealth Life Insurance Co., Howel Fur-
niture Co., Liberty National Bank & Trust
Co., Monarch Auto Co., Hurry-Up-Broad-
way.

RINGER & ASSOCIATES, INC.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 7-8131

AAAA-ABP-ANPA-APA-PPA

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Production Manager.....Robert Brown
Art Director.....Russell Furstnow
Account Executives.....Charles Hawkins,
Norman Church
Copy.....Carl C. Wickstrom
Head Radio-TV Dept.....Ilse Stein

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
Phone: MADison 6-2291

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Art Director.....Elsie Beck
Space & Time Buyer.....Shirley A. Smith
Account Executives.....B. P. Lowry,
F. C. McElligot, A. F. Banks
Radio Accounts: Calif. Flyers, Inc., Calif.,
Doyle Packing Co.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766

Owner.....Dan Rivkin
Radio Accounts: John Kohler (Clothing),
Ford Optical Co., Phila.; Royal Shoe Stores,
Philadelphia and suburbs; Spiro's Apparel,
Schulte Optical Co. (Optical), Philadelphia,
Pa.; Huskey, Inc. (Furniture), Phila., Pa.;
New York Sample Dress Shop, Phila., Pa.;
Mitchell's Furniture, Phila., Pa.; Stanley's
Correc. Shoes, Phila., Pa.

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Phone: MUTual 6293

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Secretary.....Eola E. Gass
Radio Dir.....Larry Kraft
TV Director.....Talbot Johns
Production Manager.....T. H. Tomlin
Art Director.....Don Dubois
Media Dir.....R. C. Neuman

Branch Office

801 Kohl Bldg., San Francisco, Calif.
Phone: DO 5407

Radio Accounts: Cinch Products, Inc.
(Cake Mixes, Cornbread Mix), Los Angeles,
Calif.; California Federal Savings & Loan
Association (Savings & Loan), Los Angeles,
Calif.; Culver City Auto Dealers Assn.
(Automobiles), Culver City, Calif.; Great
Western Savings and Loan Association (Sav-
ings & Loan), Los Angeles; Loma Linda
Food Co. (Ruskets, Gravy Quik), Arlington,
Calif.; Packard-Bell Co. (Radio and Tele-
vision Receivers), Los Angeles, Calif.; Pasa-
dena Savings and Loan Association (Savings
and Loan), Pasadena; Pioneer Savings and
Loan Association (Savings and Loan), Los
Angeles.

TV Accounts: Cinch Products, Inc. (Cake
Mixes, Cornbread Mix, etc.), Los Angeles;
California Federal Savings and Loan As-
sociation (Savings and Loan), Los Angeles;
Federal Savings & Loan Institute of Cali-
fornia (Savings and Loan Association), Los
Angeles; Loma Linda Food Co. (Ruskets,
Gravy Quik), Arlington, Calif.; Packard-
Bell Company (Radio and Television Re-
ceivers-Mfg.), Los Angeles, Calif.; Frawley
Corporation (Paper-Mate Ball Point Pens),

Advertising Agencies

(Ball Point Pens), Los Angeles, Calif.; Pasadena Savings & Loan Association (Savings and Loan), Pasadena, Calif.; Republic Federal Savings and Loan Association (Savings and Loan), Los Angeles; Western Federal Savings and Loan Association (Savings and Loan), Los Angeles; Wilshire Federal Savings and Loan Association (Savings and Loan), Los Angeles.

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135 S. LaSalle St., Chicago 3, Ill.

Phone: RAndolph 6-9760

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 John Hayes Kelly, H. M. Collier, M. F.
 Williamson, W. H. Savin, George Lyman
 Radio Director.....Phil Stewart
 Time Buyer.....N. J. Cavanaugh

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach, Little Boy Blue Blueing), Revere Camera Co. (Revere Cameras & Projector), Stewart & Ashby Coffee Co. (Stewarts Coffee), Chicago; The Studebaker Corp., South Bend, Ind.

TV Accounts: Stewart & Ashby Coffee Co., Chicago; The Studebaker Corp., South Bend, Ind.

ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.

Phone: MURray Hill 9-3850

ABP

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 Art Director.....Ken Saco
 Space Buyer.....Sally Winston
 Radio Manager.....Irwin Winehouse

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20 North Wacker Dr., Chicago 6, Ill.

Phone: DEArborn 2-0020

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 1004 Baltimore Ave., Kansas City 6, Mo.
 Exec. V.P. & Mgr.....B. G. Wasser

ROIZEN & RICH, INC.

291 Delaware Ave., Buffalo 2, N. Y.

Phone: CLeveland 5975

AAAA—ABP—PPA

PresidentManus Roizen

Vice-President.....Arthur H. Rich
 Radio-TV Dir.....Robert F. Frank
Radio Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; City Auto Wash, Inc. (Auto Wash), Buffalo, N. Y.; Music House (Radios, Phonographs, TV), Buffalo, N. Y.; Neuman Motors, Inc. (New Car Dealer), Buffalo, N. Y.; Parkside Furniture Co. (Furniture Store), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Saul's Auto Sales, Inc. (New Car Dealer), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.

TV Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; Geo. A. Knerr Co. (Furnace Dealer), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Saltzman's (Bakery), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Studebaker Dealers Assn. (Studebaker), Buffalo, N. Y.; Troup Engineering Co. (Garage Door), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.

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Phone: University 6-9471

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 Asst. to Radio Director.....S. B. Hayward
 137 Wellington St. W., Toronto, Can.

Vice-President & Radio Dir.....R. J. Avery
 Asst. to Radio Director.....J. A. Reynolds

Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers of Canada, Ltd., Montreal; Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto; Elizabeth Arden of Canada, Ltd., Grissol Bread Specialties Ltd. (Breadsticks).

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago Ill, Ill.

Phone: Superior 7-3486

ANPA—PPA—ABP—AFA

Owner.....Charles E. Rose
 Art Dir.....Norman Helford
 Space & Radio Time Buyers.....William Perry,
 M. B. Cooper

Radio Accounts: Auto Accessory Co., Charms & Cain, H. C. Evans & Co., Nu-Dell Mfg. Co., Winknweder & Ladd, Inc.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.

Phone: TOWer 1-6171

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 Prod. Mgr.....Ina M. Peters
 Branch Office
 3719 Reading Rd., Cincinnati 29, O.
 Manager.....L. C. Brown
Radio Accounts: Bailey Co., Cleveland
 Foundation, Higbee Co., Mass. Mutual Life
 Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 W. 46 St., New York 19, N. Y.
 Phone: LUXemburg 2-3550
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 Vice-President.....Vaughn G. Hannington
 Production Manager.....John A. Boulle
 Art Director.....Andrew K. Nelsen
 Comptroller & Off. Mgr....H. J. Carmichael
 Account Executive.....Irl W. Rose 2nd,
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Radio Accounts: Public National Bank &
 Trust Co. of New York.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
 Phone: Oregon 9-1926

Buyer.....Irving Rosen
 Production Mgr.....E. Wayne
Radio Accounts: Fur Dressers & Fur Dyers
 Assn., The Wenley Co., New York, N. Y.;
 Ask Pharmacal Co., Astoria, L. I., N. Y.

ARTHUR ROSENBERG CO., INC.

570 7th Ave., New York 18, N. Y.
 Phone: CHickering 4-4420

ABP—ANPA—NOAB—PPA—APA

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 Radio & TV Dir.....Lillian Klineman
Radio Accounts: Myer 1890 Beverages,
 Miner's Inc.

TV Accounts: Monarch-Saphin (Retail
 Store), New York.

A. JAMES ROUSE CO.

521 N. LaGienega Blvd.,
 Los Angeles 48, Calif.

Phone: BRadshaw 2-5608

ABP—APA

Owner—Radio Dir.....A. James Rouse
 Art Director.....John Fish
Radio Accounts: B.F.P. Enterprises
 (Toys); House of Fabrics (Fabrics), Los
 Angeles, Cal.

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32 E. 68th St., New York, N. Y.
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Partners.....David Finn, William Ruder

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Phone: BAKER 4340

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 Prod. Mgr.....H. H. Thompson, Jr.
Radio Accounts: Gold Tone Studios, The
 Pleasant Valley Wine Co., Brighton Place
 Dairy.

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 Secretary.....Irene Gammel
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 Acct. Exces....Harold Kranz, Roger Pishny,
 Howard Neumann, Monty Mann
 Dir. of Radio.....Howard Neumann
 Dir. of TV.....Bob Swysgood
 Art Director.....Hugo Lindberg
Radio Accounts — Arkansas City Flour
 Mills (Flour), Arkansas City, Kans.; Cain's
 Coffee Co. (Coffee, Tea, Spices), Dryer,
 Clark & Dryer Oil (Motoroil, Gasoline),
 Dulaney's (Appliance Distributors), Liberty
 Natl. Bank (Banking Needs), Merit Mills,
 Inc. (Feeds), Okla. Operating Co. (Laun-
 dries), Oklahoma City, Okla.; Simpson Auto
 Co. (Fords & Service), Oklahoma City,
 Okla.; Local Federal Savings & Loan, Okla-
 homa City, Okla.; O.K. Storage Co., Okla-
 homa City, Okla.

TV Accounts: Dulaney's (Appliance Dis-
 tributors), Oklahoma City & Tulsa, Okla.;
 Okla. Operating Co. (Laundries), Southwest-
 ern Bell Telephone (Public Relations),
 Cain's Coffee Co. (Coffee, Tea & Spices),
 Oklahoma City, Okla.; O.K. Storage Co.,
 Oklahoma City, Okla.; Liberty National
 Bank & Trust Co., Oklahoma City, Okla.

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Phone: MURray Hill 6-6400

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 Canadian Liaison.....Louis de Milhau

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 Charge of Production..... N. E. Heyne
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 235 Montgomery St., San Francisco 4, Cal.

V.P. & Manager..... John L. Harvey
 1680 No. Vine St., Hollywood 28, Cal.

V.P. & Manager..... Tod Reed
 2 Toronto St., Toronto, Ontario

Manager Gordon Ralston

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Packing Co., Kroger Co., Lever Brothers Co., Lever Brothers Ltd., Lewis-Howe Co., Thomas J. Lipton, Thomas J. Lipton, Ltd., MacFadden Publications Inc., Marhofer Packing Co., Markus Campbell Co., Mason Shoe Co., Motorola, Inc., Arthur Murray School of Dancing, Muzak, Nalley's Inc., Norito Co., Old Reading Brewery, OshKosh B'Gosh Inc., Pacific Coast Paper Mills, Pacific Finance Corp., Palm Beach Co., Pepsi-Cola Company of Canada, Ltd., Pharmacia-Craft Co., Reddi-Wip Co., Ritter Furniture Co., Morris B. Sachs, Safeway Stores, Jacob Schmidt Brewing Co., Servel Inc., Servel International Inc., Sperti Biodyne Inc., A. E. Staley Mfg. Co., Toledo Steel Products Co., Trailmobile Co., Turco Products Inc., United Wallpaper Co., Visking Corp., Western Reddi-Wip Co., Wolverine Shoe and Tanning Corp., William Wrigley, Jr. Co., Yale & Towne Mfg. Co., Zonolite Co.

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726 Jackson Pl. N.W., Washington 6, D. C.
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AAAA-ABP-ANPA-PPA-SNPA-APA
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 Gen. Mgr..... J. Robert Corry
 Radio TV Div..... William J. Green

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The Plaza, 2 West 59th St., New York 19, N. Y.

Phone: PLaza 9-5141

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 Treasurer..... Leonard H. Spring
 Copy Chief..... Anne Green
 Art Director..... Arthur Singer
 Production Manager..... Hugh A. Gigante
 Fashion Promotion Director... Ruth Hammer
Radio-TV Dept.
 Research Director..... Sylvia Sackheim
 Assoc. Res. Dir..... Robert E. Williams
 Radio & TV Time Buyer... Leonard H. Spring
 Account Executives..... Jerome G. Hahn,
 Ezra Millstein, George B. Pampel, Glenda Sullivan, Lloyd G. Whitebrook, Herbert L. Steiner

Radio Accounts: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America; New York State Democratic Committee (Public Information); Peter Pan Foundations, Inc. (Merry-Go-Round") Brassieres), Miss Swank, Inc. (Slips and Pajamas), New York, N. Y.; Davega Stores Corp., New York; Flex-Let Corp. (Flex-Let Watch Bands & Beau Brummel Men's Jewelry), E. Providence, R. I.

TV Accounts: Davega Stores Corp. (Retail Sporting Goods and Appliance Chain); New

Advertising Agencies

York State Democratic Committee (Public Information), New York, N. Y.; Flex-Let Corp., E. Providence, R. I.; Lydia O'Leary, Inc. (Covermark, Spot-stik & Other Cosmetics), New York, N. Y.; Peter Pan Foundations, Inc. (Bras-sieres), New York; Vita Food Products, N. Y.; Vulcain Watch Co., New York.

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Phone: PLaza 5-1180

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Production Manager.....William Korcak
Media Dir.....James J. Freeman
Publicity Director.....John C. Gourlie

Branch Offices

2112 N. Charles St., Baltimore 18, Md.

Manager.....Arthur Booth

Phone: Saratoga 3900

Radio Accounts: Benj. Moore & Co. (Paints), N. Y.; Biscaglia Bros., Wines, Fresno, Calif.; Davison Chemical Corp., Baltimore, Md.

TV Accounts: Revere Copper and Brass (Revere Ware), Lawrence Laboratories, Biscaglia Bros. Wine Corp., Berk's-Lehigh Co-operative Fruit Growers, Inc.

RICHARD SALINGER, ADV.

99 Chauncey St., Boston 11, Mass.

Phone: Li. 2-5332

Pres., Copy Chief, Rep. & Radio

Time Buyer.....Richard Salinger
Art, Media, TV & Publ. Dir...Irving I. Sacks
Prod. Mgr., Research Dir....Jos. W. Bourke

Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Stacey-Moore (Furs), Touraine Stores (Women's Specialty), Kay Jewelry, Co., Boston, Mass.

TV Accounts: Lehrburger & Asher (Furs), Boston, Mass.

SALOW & ASSOCIATES

82 Lexington Ave., Passaic, N. J.

Phone: GRegory 3-1414

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Art DirectorDonald Canter
Copy Chief.....Margaret Tepper
Production Dir.....Edward Paycheck
TV & Radio.....Paul Josephson
TV Accounts: Tel-O. Tube Corp. of America (Cathode Ray Tubes), E. Paterson, N. J.; Charles Berman (Floor Coverings), Paterson, N. J., Arrow Elec. Corp. (TV & Major Appliances), Passaic, N. J.

WALKER SAUSSY ADVERTISING

823 Perdido St., New Orleans 12, La.

Phone: Magnolia 3218

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Account Executives.....Moise Bloch
Charles Bloom, II, John Arthur, P. J. Stakelum, Jr.

Radio-TV Directors.....Nell W. Parker,
Ydeen Francis

Copy Chief & Acct. Exec.

Dorothea Schlesinger

Radio Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petrolane Gas Co. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Claverie Motors Inc. (Ford Dealer), Greta, La.; Consolidated Companies, Inc. (Autocrat Foods), New Orleans.

TV Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugars; Hibernia Homestead (Building Loans); Gallagher Transfer Co.

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

Phone: PLaza 5-2516

President.....Frank B. Sawdon
V-P, Radio-TV Dir.....Jerry Bess
Secretary.....Victor Sawdon
Acct. Execs....Frank B. Sawdon, Jerry Bess

Branch Office

75 E. Wacker Drive, Chicago, Ill.

Phone: Dearborn 2-0826

Office ManagerMarty Hogan

Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Bond Television (Manufacturers of TV Sets).

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.

Phone: Market 2-0480

ANPA—APA—PPA

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V. P., Radio-TV Dir.....E. Grant Scheck
Art Dir.....Ernest D. Barnham
Prod. Mgr.....Henry R. Scheck
Copy ChiefCarlton S. Smith
Space Buyer.....Frank M. Craumer
Account Executives...William H. Andrews,
E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Red-

Advertising Agencies

di-Wip Topping), Harrison, N. J.
TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Michaels Bros. Dept. Store, New York; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware); Marlon Confections, New York; Holiday Motors, Newark, N. J.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
 Phone: ARmitage 6-1600
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 Sydney R. Raike
 Vice-Pres. J. E. Schenker
 Art Dir. M. Rickabaugh
 Radio Time Buyer & Prod. Mgr.
 Space Buyer C. D. Domin
 Account Executives S. R. Raike,
 J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 7, Calif.
 Phone: Mlchigan 2396
 Owner T. D. Schlots
 Radio-TV Dir. Ruth S. Arnot
 Art Director L. G. Mynro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
 Phone: GASpee 1-4813-45
 ABP—ANPA—APA—NOAB—PPA
 Pres. & Treas. Gordon Schonfarber
 Vice-President Russell C. Edwards
 Secretary Amanda C. J. Olsson
 Radio & TV Director Claire R. Grenier
Radio Accounts: Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I., United Electric Railways (Public Transit), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

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
 Time Buyer E. Vanderploeg
 Art. Dir. A. Thaler
 Secretary H. Heilig
Radio Accounts: Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Hawthorne-Mellody Farms Dairy, National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; Coronet Magazine, London House Rest, F. & F. Laboratories (Cough Lozenges), Amer-

ican Frigid Dough Co. (Frozen Foods), Citrus Products Co. (Kist-Bottled Orange Juice), Glaser-Grandall Co. (Everbest Preserves).

J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.
 Phone: Madison 6-9397
 ABP—APA

Owner & Director J. B. Sebrell
 Media P. W. Thomas
 Acct. Executives Harry Page, K. T. Pyle
 Radio Director J. B. Sebrell
 Television & Time Buyer P. W. Thomas
Radio Accounts: D. P. Bushnell Importers (Binoculars), Pasadena; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Budro (Hardware), Los Angeles, Calif.
TV Accounts—Same as above.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
 Phone: DELaware 7-1045
 ANPA—APA—PPA

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 Exec. Vice President George Bayard
 Vice-Presidents A. D. Keyes,
 Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Fred W. Swanson
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 Director of Res. James Witherell
 Art Director Jerry Bryant
 Time Buyer Merle Myers
 Space Buyer A. H. Bergsten
 Radio-TV Director Jack Simpson

Branch Offices

Lemcke Bldg., Indianapolis 4, Ind.
 Phone: Market 1395
 V.P. in Chg. Paul Richey
 1469 N. Vine St., Hollywood 28, Calif.
 Phone: Hudson 2-1206
 Manager Lionel C. Place
Radio Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klezner, Automatic Soap Flakes), Chicago, Ill.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Norge Div., Borg-Warner Corp.; Walt Disney Productions, Inc., Food Merchandising Div.; Bowes Industries, Inc. (Bondware Plastic Coated Paper Dishes).
TV Accounts: The Procter & Gamble Co. (Tide), Cincinnati, O.; Walt Disney Productions, Inc., Food Merchandising Div.; Fitzpatrick Bros. (Kitchen Klezner).

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
 Phone: TRinity 3445
 Owner, Space Byr. Radio Dir. R. W. Segar

Advertising Agencies

Sec.-Treas., Acct. Exec.....D. D. Segar
Radio Accounts: Spot: Geo. B. Wallace
 Co., Niklas & Son.

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
 Phone: GARfield 1-0360

ABP—ANPA

Owner-Acct. Exec.....Frederick Seid

THE JAMES C. SEIX CO.

345 Madison Ave., New York, N. Y.
 Phone: MURray Hill 6-6368

Pres. & Time Buyer.....James C. Seix
 Art Director.....Corienne Abbazia
 Media Director.....Walter B. Rios
 Publicity Dir.....Mallory Dorn
 Production Mgr.....George Fish
 Account Executives.....James C. Seix,
 Lue H. Witt, P. J. Rosaly, Martin Slattery,
 Herbert Cohen

Radio Account: Lincoln Warehouse Corp.
 (Mountain Vault Storage), New York, N. Y.

SEWELL, THOMPSON & CAIRE

852 Carondelet St., New Orleans, La.

Phone: Tu 2251

SNPA—ABP

PresidentGranville Sewell
 Vice-Pres...R. V. Caire, Kenneth Thompson
 Production Mgr.....E. Leone

SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 No. Eighth St., St. Louis 1, Mo.

Phone: MAin 2579

ANPA—APA—PPA

Partner-Space Buyer-Radio Dir.
 Sam B. Margulis
 Partner-Space Buyer.....S. I. Rosenfeld

ED SHAPIRO ADVERTISING

1524 Chestnut St., Phila. 2, Pa.

Phone: LO 4-2877

ANPA—ABP

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 Vice-Presidents.....H. H. Shapiro,
 Leonard Goldsmith, Elinor L. Brown
 SecretaryMartin Sacks
 Media Dir.....R. Goddes

JOHN W. SHAW ADVERTISING, INC.

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

Phone: DEarborn 2-5082

ANPA—APA—PPA—NOAB

President & Treas.....John W. Shaw
 Secretary.....Augusta Young
 Copy Chief.....David E. Gnerrant

Radio Accounts: Jacob E. Decker & Sons
 (Div. of Armour & Co.) (Meat), Mason
 City, Iowa; Drummond Packing Co. (Div.
 of Armour & Co.) (Meat), Eau Claire, Wis.;
 Chicago Laundry Owners Assn. (Laundry
 Service), Chicago, Ill.

TV Accounts: Standard Milling Co. (Fam-
 ily Flour), Chicago, Ill.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.

Phone: Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts: Skinner & Eddy Corp.

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.

Phone: ANdover 3-5966

ABP—APA

President.....Kenneth E. Shepard
 Vice-President.....B. F. Homan
 Art Dir.....Richard L. Felden
 Prod. Mgr.....B. Shepard
Radio Accounts: Wilson & Co., National
 Assn. of Homebuilders.

SHERMAN & MARQUETTE

919 North Michigan Ave., Chicago 11, Ill.

Phone: Delaware 7-8000

AAAA—ABC—ANPA—APA

NOAB—PPA—ABP

Partners..Arthur Marquette, Stuart Sherman
 Radio & TV Director.....Louis T. Tilden
 Branch Office

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

Phone: PLaza 7-6400

Radio & TV Dir.....Wm. B. Templeton
Radio Accounts: The Quaker Oats Co.,
 (Quaker Puffed Wheat & Puffed Rice, Pack-
 O-Ten, Pettijohns Ful-O-Pep Feeds, Quaker
 Oats and Mother's Oats, Mother's Premium
 Oats), Chicago, Ill.; Oscar Mayer & Co. (Do-
 mestic Meats & Canned Meats), Madison,
 Wis.; Colgate-Palmolive-Peet Co. (Ajax
 Cleanser, Cashmere Bouquet Face Powder,
 Colgate Shave Creams, Colgate Talcum
 Powder, Colgate Tooth Powder, Cashmere
 Bouquet Soap, Halo Shampoo), Jersey City,
 N. J.

TV Accounts: The Quaker Oats Co.
 (Quaker Ots & Mother's Oats), Chicago, Ill.;
 Colgate-Palmolive-Peet Co. (Ajax), Jersey
 City, N. J.

THE SHERWOOD CO.

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

Phone: LO 3-0326

Partner—TV Dir.....Leo Greenland
 Partner.....Oscar S. Lerman
 Art Dir.....Bud Hirsh
 Account Execs.....Max Lerman, Phil Green

SILTON BROTHERS INC.

131 Clarendon St., Boston 16, Mass.

Phone: CO 7-3730

ABP—ANPA—AFA—PPA

President.....Myron L. Silton
 Exec. V.P.....Jason N. Silton
 Treas.....Ramon N. Silton
 V.P. Art.....Andre B. Paquette
 Radio Director.....Jason N. Silton
Radio Accounts: Craftsman Insurance Co.
 (A. & H. Insurance), Boston; Rex Venetian
 Blind Co. (Venetian Blinds), Boston; Ace

Advertising Agencies

Vacuum Stores (Vacuum Cleaners), Boston;
Windsor Furniture (Furniture), Natick,
Mass.; Hotel Kenmore (Hotel), Boston;
Spencer Shoe Stores (Footwear), Boston.

TV Accounts: Rex Venetian Blind Co.
(Venetian Blinds), Boston; Mutual Shoe Co.
(Footwear Mfrs.), Marlboro, Mass.

SIMON & GWYNN

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
Radio Accounts: American Snuff Co.,
Donald Furniture Co., The Humko Co., Ro-
bilio & Cuneo (Ronco Foods).

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—APA—PPA

President-Treas.....Leonard N. Simons
VP & Sec.....Lawrence J. M. Michelson
Prod. Mgr.....Arthur H. Copland
Space BuyerC. Allison Belcher
Art DirectorAl Sielaff
Radio & TV Director.....R. N. Hughes
Radio Accounts: Cunningham's Drug
Stores (Drug, etc.), Koeplinger Bakery
(Baked Goods), Krun-Chee Potato Chips
(Potato Chips), Pretzels), Marine Foods,
Inc. (Pepe Herring), Detroit, Michigan;
Marshall Drug Company (Drugs), Cleveland,
Ohio; Benjamin Rich (Real Estate), Sealy
Mattress Co. (Mattresses), Taylor's Inc.
(Dodge-Plymouth), Detroit, Michigan; Vel-
vet Peanut Products (Peanut Butter); E & B
Brewing Co. (Brew 103, Golden Ale); Ger-
son's Inc. (Jewelry); King Research Labs.;
People's Outfitting Co. (Dept. Store).

TV Accounts: Cunningham's Drug Stores
(Drugs, etc.); Dossin's Food Products (Pep-
si Cola); Koeplinger Bakery (Baked
Goods); Krun-Chee (Potato Chips); Peo-
ple's Outfitting Co. (Dept. Store); Sealy
Mattress Co. (Mattress Mfg.); Taylor's Inc.
(Automotive); Velvet Peanut Products (Pea-
nut Butter); E & B Brewing Co. (Brew 103,
Golden Ale); Marine Foods, Inc. (Pep-E
Herring); Zweiback, Inc. (Women's Wear).

R. C. SMITH & SON, LTD.

80 King St., W., Toronto, Ont.

Phone: EL 9396

ABC

President.....Adam F. Smith
Secretary.....M. A. Stoakley
Treasurer.....M. M. Marugg
Space BuyerM. E. Craven
Managing DirectorG. A. Phare
Account Execs....E. C. Bradley, S. K. Arnott

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.

Phone: Jackson 2163

APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith
Vice-Pres. & Secy.....G. B. Smith
Art Dir.....F. J. Thomas
Prod. Mgr.....L. M. Fallon
Media Dir. & Copy Chief.....H. D. Peltier
Radio Dir.....I. M. Diebold
Account Executives.....Julian L. James,
P. M. Shaughnessy, H. D. Peltier, W. J.
Smith.

Radio Accounts: Peerless Mfg. Co., Strat-
ton & Terstegge Co.

SMITH & BULL ADV. AGENCY

6642 Sunset Blvd., Hollywood 28, Calif.

Phone: HEmpstead 5671

ABP—ANPA—NOAB—CNPA

Partner.....V. R. "Dick" Smith
Partner.....Frank Bull
Gen. Mgr., Acct. Exec.....Mel R. Roach
Acct. Exec.....Rudy Perkal
Time Buyer.....Jane T. Darden
Space Buyer.....Marion Vilmore
Dir. of Publicity.....Henry R. Konysky
Radio & TV Supervisor.....Richard T. Parker

Radio Accounts: Seaboard Finance Com-
pany (Finance); Triangle Publications (Rac-
ing), Western Division); Marshall & Clamp-
pett (Autos), Los Angeles, Calif.; C & B
Company Western Town (Toys); Western
Harness Racing Assoc. (Racing), Los An-
geles, Calif.; Clarite Battery Supply Co.
(Batteries), Los Angeles, Calif.; Los An-
geles Rams (Football), Los Angeles, Calif.;
My L. A. Ltd. (Musical), Los Angeles,
Calif.

TV Accounts: Seaboard Finance Company
(Finance); Marshall & Clampett (Autos).
Los Angeles, Calif.; C & B Co. Western
Town (Toys); Los Angeles Rams (Football),
Los Angeles, Calif.; Clarite Battery Supply
Co. (Batteries), Los Angeles, Calif.; My
L. A. Ltd. (Musical), Los Angeles, Calif.

Branch Office

333 N. Michigan Ave., Chicago, Ill.

Manager.....Georgina Small
Radio Accounts: Seaboard Finance Co.
(Finance), Triangle Publication (Western
Division) (Racing), Marshall & Clampett
(Autos), Los Angeles, Calif.; C and B Com-
pany-Western Town (Toy), Chicago, Ill. &
Los Angeles, Calif.; J. E. Coberly (Autos),
Milton J. Wershow Co. (Auctions), Western
Harness Racing Association (Racing), Los
Angeles, Calif.

TV Accounts: Western Harness Racing
Association (Racing), Seaboard Finance Co.
(Finance), Marshall & Clampett (Autos), Los
Angeles, Calif.; C and B Company-Western
Town (Toy), Chicago, Ill. & Los Angeles.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: ATlantic 1-9312

ABP—ANPA—APA—PPA

Advertising Agencies

President.....Ronald P. Taylor
 Chairman of the Board..Robert M. Jenkins
 Television Dir.....Thomas J. MacWilliams
 Radio Director.....Les Sterne

Radio Accounts: Pittsburgh Brewing Company (Iron City Beer, Tech Beer), Pittsburgh, Pa.; Pittsburgh Provision Co. (Irish Brand Ham and Bacon), Pittsburgh, Pa.; Sealy Mattress Company (Sealy Mattresses), Pittsburgh, Pa.; Dad's Old Fashioned Rootbeer (Dad's Old Fashioned Rootbeer), Pittsburgh, Pa.; Otto Creameries (Otto Dairy Products), Pittsburgh, Pa.; Spear & Company (Department Store), Pittsburgh, Pa.; Walter H. Burns Company (Food Products), Pittsburgh, Pa.; Franklin Furniture Company (Franklin Registered Furniture), Columbiana, Ohio; The McKay Company (McKay Chains), Pittsburgh, Pa.; Homestead Valve Mfg. Company (High Pressure Jenny Steam Clnr.), Coraopolis, Pa.; Dr. Ellis Company (Dr. Ellis Cosmetics), Pittsburgh, Pa.

TV Accounts: Pittsburgh Brewing Company (Iron City Beer, Tech Beer), Pittsburgh, Pa.; Dr. Ellis Company (Dr. Ellis Cosmetics), Pittsburgh, Pa.; Pittsburgh Provision Company (Irish Brand Ham and Bacon), Pittsburgh, Pa.; Sealy Mattress Company (Sealy Mattresses), Pittsburgh, Pa.; Dad's Old Fashioned Rootbeer (Dad's Old Fashioned Rootbeer), Pittsburgh, Pa.; Franklin Furniture Company (Franklin Registered Furniture), Columbiana, Ohio; A. M. G. Company (Mail Order Products), Erie, Pa.

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.

Phone: 3-3185

ANPA—APA—ABP

President, Space Buyer, Radio Time & Acct. Exec.....Les Son De Regger
 Vice-Pres.....O. D. McKasson, Jr.
 Secretary.....G. Hupp
 Treasurer.....N. H. Son De Regger
 Art Dir.....D. D. Neal
 Prod. Mgr.....Joseph Daniels

Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

SORENSEN & CO.

864 No. Michigan Ave., Chicago, Ill.

Phone: Delaware 7-5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
 Art Dir.....W. D. MacCourt
 Space Buyer.....D. Samer
Radio Accounts: Bowey's, Inc., J. P. Harding Restaurants.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.

Phone: 3-4789

Pres., Treas. & Radio Time Buyer
 C. Jerry Spaulding

Secretary.....H. H. Hartwell
 Art Director.....Harvey Ball
 Prod. Mgr.....Charles Rice
 Acct. Execs.....Robert F. Hayward,
 Robert B. Hanna

Radio Accounts: Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, W. H. Bacheller, Inc., Worcester, Mass.

WILLIAM SPITZ & CO., INC.

114 So. Warren St., Syracuse 2, N. Y.

Phone: 2-7228

ABP—ANPA

Owner, Acct. Exec.....William Spitz
 Art Director.....Wayne J. Lewis
 Copywriter, Research.....Janet R. Lyman
 Production Mgr.....Elmer E. Foote
 Space & Time Buyer.....Diane I. Davis

Radio Accounts: Empire Card Company (Greeting Cards), Elmira, N. Y.; Grange Silo Co., Inc. (Farm & Industrial Silos), Red Creek, N. Y.; Greenways, Inc. (Greenways Premium Beer, Ale), Syracuse, N. Y.; Oswego Soy Products (Soy Bean Processing), Oswego, N. Y.; Syracuse Card Co. (Greeting Cards), Syracuse, N. Y.; Syracuse Glass Co. (Store Fronts, Mirrors) Syracuse, N. Y.; Timerson Canning Co. (Timco Dog & Cat Food), Fair Haven, N. Y.; Pilgrim Packing Co. (Meat Products), Syracuse, N. Y.; E. J. Arnstine Co. (DeSoto-Plymouth Dealer), Syracuse, N. Y.; Forsythe Motors Corp. (Dodge-Plymouth Dealer), Syracuse, N. Y.; Syracuse Nationals Shows, Inc. (Ice Capades, Circus, etc.), Syracuse, N. Y.

TV Accounts: E. J. Arnstine Co. (DeSoto-Plymouth Dealer), Syracuse, N. Y.; Bieber-Isaacs (Men's Clothing), Syracuse, N. Y.; Onondaga Supply Co., Inc. (Appliances), Syracuse, N. Y.; Syracuse Nationals Shows, Inc. (Ice Capades, Circus, etc.), Syracuse, N. Y.; Timerson Canning Co. (Timco Dog & Cat Food), Fair Haven, N. Y.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.

Phone: EMpire 6-2811

President.....G. F. Mills
 Exec. Vice-Pres.....J. W. Spitzer
 Gen. Mgr. & Sec.-Treas.....W. H. Reid
 Radio Director.....T. R. Hart
 Account Executives.....J. R. Charles,
 F. J. Collins, W. G. Wallace, P. R. L.
 Charles, L. F. McCartney, J. Bedford, G.
 M. MacDonald, R. W. Saunders, A. S.
 Rutter

Branch Offices

1010 St. Catherine St. W., Montreal, Quebec
 Phone: UNiversity 6-7801

Vice-Pres.....V. L. Hanna
 Acct. Exec.....D. McCrimmon
 Radio Director.....P. E. Corbeil
 675 West Hastings St., Vancouver, B. C.

Phone: PACific 2102

Acct. Exec.....J. H. Randle

. . . Advertising Agencies . . .

Radio Accounts: Bata Shoe Company of Canada Ltd. (Kent Shoe Stores), Batawa, Ontario; Bell Telephone Co. of Canada (Yellow Pages), Montreal, Quebec; Canadian Cellulocotton Products Company Limited (Kleenex), Niagara Falls, Ontario; Coleman Lamp & Stove Co. Ltd. (Lamps & Stoves), Toronto, Ontario; Colgate-Palmolive-Pect Company Limited (Soap Products), Toronto, Ontario; Fruitatives Products Ltd. (Fruitatives), Hull, Quebec; John Inglis Co. Limited (Consumer Goods), Toronto, Ontario; Pacific Meat Ltd. (Meat Products), Vancouver, B. C.; The Quaker Oats Co. of Canada Ltd. (Aunt Jemima and Quaker Grain Products), Peterborough, Ontario; J. Arthur Rank Film Distributors (Canada) Limited; RCA Victor Co. Ltd. (Electrical Appliances), Montreal, Quebec; The Toni Company a Division of the Gillette Safety Razor Company of Canada Limited (Home Permanents and Shampoos), Montreal, Quebec.

BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.
Phone: Trinity 8821

Owner.....Barton A. Stebbins
Acct. Exces....A. W. Gudelman, Nat Jeffras
Time Buyer.....A. W. Gudelman
Program Director.....E. C. Bloodworth

Radio Accounts: Signal Oil Co., Certified Grocers of Cal (Perfect Host & Guest Coffees), Los Angeles, Calif.

TV Accounts: Beauty Sales (Shampoo Curl), Los Angeles, Calif.; Certified Grocers of Calif., Los Angeles, Calif.; Glamour Products (Vitrex), Los Angeles, Calif.

STERLING ADV. AGENCY, INC.

535 5th Ave., New York 7, N. Y.
Phone: Longacre 5-4614
ANPA—PPA

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President.....Joseph S. Edelman
Secretary, Space Buyer.....William Forray
Treasurer.....Herbert Goldsmith
Radio-TV Director.....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone: 4-9339

Owner.....Fred D. Stevens
Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02, 03
AAAA—ABC—ABP—ANPA

Chairman of Board.....Eric W. Stockton
Pres. & Treas.....William Z. Burkhardt
VP. Sec. & Copy Chief.....Ranald S. West
VP & Art Director.....C. Thomas Martin
VP & Dir. of Research.....R. A. McDowell

VP & Dir. of Sales.....Joseph D. Nelson, Jr.
VP & Dir. TV Dept.....C. Thomas Martin
VP & Dir. TV Media...Robert A. McDowell
Dir. TV Production.....Gene Starbecker
Asst. Dir. TV Production.....Fred Golt
Mgr. Radio & TV Off., N. Y....Richard Dunn
TV & Radio Time Buyer.....James Gray

Branch Office

501 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1041

Mgr., Radio & TV Div.....Richard Dunn

Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines, Champagne), Cincinnati, Ohio.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, Ohio; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio.

STORM ADVERTISING COMPANY

210 Hiram Sibley Bldg., Rochester, N. Y.
Phone: Baker 9140

V.P.-Radio & TV Dir. &

Acct. Ex.....Jean Schantz
Prod. Mgr.....Norman Lindlow, Jr.
Art Director.....Vincent Marcone

Radio and TV Accounts: Alling and Miles Inc. (Automobiles), Rochester, N. Y.; Community Savings Bank (Banking Services), Rochester, N. Y.; Cool Chevrolet Corp. (Automobiles), Rochester, N. Y.; Harry Forman Cl. Co. (Men's Clothing Manufacturer), Rochester, N. Y.; Gioia Macaroni Co. (Manufacturer of Macaroni Products), Buffalo, N. Y.; Hudson Dealers of Monroe City. (Automobiles), Rochester, N. Y.; International Home Improvement Co. (Construction), Rochester, N. Y.; Harry Levin Company (Women's Clothing), Rochester, N. Y.; Noah's Ark (Accessories), Rochester, N. Y.; Vaisey-Bristol Shoe Co. (Manufacturer of Children's Shoes), Rochester, N. Y.; O'Rourke Bakeries (Bakery), Buffalo, N. Y.; Perma-Stone Rochester Corp. (Construction), Rochester, N. Y.; Robot Electric Co. (Appliances), Rochester, N. Y.; Apetz Realty Co. (Real Estate), Rochester, N. Y.; Union Outfitting Co. (Furniture), Rochester, N. Y.; Universal Publishing Co. (Publishing), New York, N. Y.

Advertising Agencies

STORM & KLEIN, INC.

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

Phone: MURray Hill 7-4460

ANPA—PPA

Chairman Exec. Com.....Charles M. Storm
 President, Secretary.....Allston E. Storm
 Executive Vice-Pres., Treas...Edward Klein
 V.-Pres. & Research Dir....Harry Clapperon
 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 Cosmetics).

DANIEL F. SULLIVAN CO.

216 Tremont Ct., Boston 16, Mass.

Phone: HANcock 6-7644

AAAA—ABP—ANPA—APA—NOAB—PPA

President.....Daniel F. Sullivan
 Vice Pres.....Robert N. Sullivan
 Treas.....William H. Sullivan

Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Budrell Packers, Inc. (Ministrone Soup & Corn Chowder), Everett, Mass.; DeHambro Radio Supply Co., Boston; R. H. White Corp. (Dept. Store); Studebaker Dealers, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

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

Phone: OREGon 9-2500

ANPA—APA—NOAB—PPA

President.....Raymond F. Sullivan
 Vice-Pres.....Donald D. Stauffer
 Vice-Pres.....Robert T. Colwell
 Vice-Pres.....S. Heagan Bayles
 Vice-Pres.....Ralph Smith
 Vice-Pres.....Lloyd W. Baillie
 Vice-Pres.....W. Donald Roberts
 Vice-Pres.....John P. Cobane
 Vice-Pres. & Treas...T. Newton Weatherby
 V.-P. & Copy Chief.....Joseph Leopold
 V.-P. & Media Dir.....Francis Minehan
 V.-P. & Merch. Dir.....Daniel O'Meara
 Vice-Pres.....A. K. Spencer
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 Vice-Pres.....Clemens F. Hathaway
 V.-P. & Research Dir.....Luther H. Wood
 V.-P. & Head Art Dir.....Robert West
 Prod. Mgr.....George Andrew
 Controller.....M. Herbert King
 V.-P. & Radio-TV Dir.....Philip H. Cohen
 Radio-TV Bus. Mgr.....Arthur S. Pardoll

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.

Phones: Gladstone 5048; Hillside 2119

Vice-Pres.....Jack Van Nostrand

Radio-TV Accounts: American Chicle Co.

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ManagerFred Fidler

Radio Time Buyer.....Frances Austin

645 South Flower St., Los Angeles 36, Calif.

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TV Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; Diplomat Products, Inc., H. C. Brill Co., Charles & Co., Inc., Cristede Bros. Inc., New York; J. W. Beardsley's Sons (Frozen Codfish), Newark, N. J.; Chin & Lee Co., Inc. (Chinese Foods), New York.

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TV Accounts: Pastene Products Co., Paterson, N. J.; Lazzara Breads & Cake Co.

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 Miles California Co. Los Angeles, Calif.;
 Murphy Products Co. (Feeds), Burlington,
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TV Accounts: Miles Laboratories, Inc.
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 Miami Valley Milk Prod. Ass'n (Dairy Maid
 Butter), Ohio Yellow Cab Company (Taxi
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TV Accounts: Anderson Piano Co. (Dealer
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 ter), Portable Beauty Service Mfg. (No-
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TV Accounts: Duquesne Brewing Co.,
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TV Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

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TV Accounts: Oklahoma Tire & Supply Co., Mid West Chevrolet Corp., Southwest Weathermakers First National Bank & Trust Co., Tennessee Dairies.

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Max Tendrich

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TV Accounts: Nedick's, Inc. (Concentrate for Orange Drink), New York, N. Y.; Flagstaff Foods (Wholesale Foods), Perth Amboy, N. J.; Albert Ehlers, Inc. (Ehlers Coffee), Brooklyn, N. Y.

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TV Accounts: Stephen F. Whitman & Son, Inc.; Campbell Soup Co.; Adam Scheidt Brewing Co.

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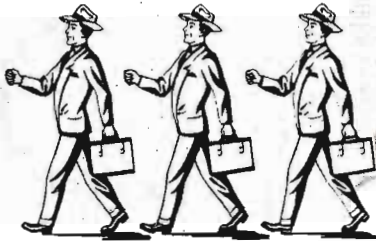
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TV Accounts: Bigelow-Sanford Carpet Co., Inc., The Borden Co., Duffy-Mott Co., Inc., General Electric Co., General Foods Corp., The Goodyear Tire & Rubber Co., Inc., Gulf Oil Corporation, International Silver Co., Johnson & Johnson, Thomas J. Lipton, Inc., O-Cedar Corp'n, Petri Wine Co., Rosefield Packing Co., Simmons Co.

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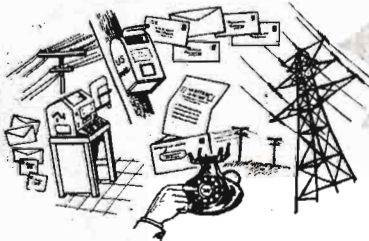
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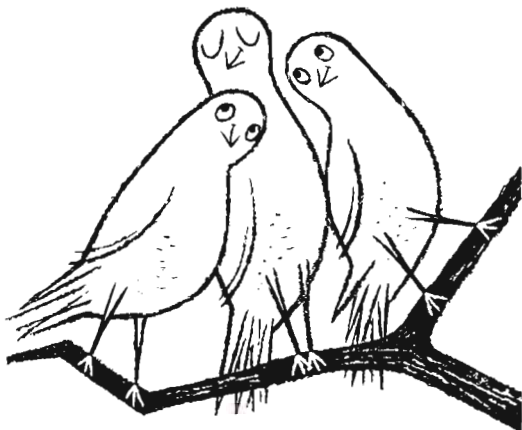
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323-A Customhouse
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801 Federal Office Building
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19. EDWIN S. HEISER
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Buffalo 3, New York

21. PAUL R. FENNER
609 Stangenwald Building
Honolulu 1, T. H.

22. ARTHUR T. CLINE, JR.
322-323 Federal Building
San Juan 13, P. R.

23. HAROLD D. DeVOE
7-8 Shattuck Building
Juneau, Alaska

Sub-Office

Radio Engineer
Room 53, U. S. P. O. and Court House
Anchorage, Alaska

Primary Monitoring Stations and Engineers in Charge

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Allegan, Michigan
ARTHUR A. JOHNSON
Grand Island, Nebraska
WILLIAM HOFFERT
Santa Ana, California
ADOLPH ANDERSON
Laurel, Maryland

WILLIAM R. FOLEY
Kingsville, Texas

EDWARD W. SANDERS
Millis, Massachusetts

ROBERT A. LANDSBURG
Portland, Oregon

HENRY B. DUNPHEY, JR.
Powder Springs, Georgia

GEORGE McLEOD
Livermore, California

LEE R. DAWSON
Lanikai, Oahu, T. H.
EDWIN FORSYTH
Anchorage, Alaska

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Searsport, Maine

JOHN L. KURDEKA
Twin Falls, Idaho

EARL G. COSTON
Fort Lauderdale, Florida

JAMES E. GILFOY
Lexington, Kentucky
JOHN F. DEBARDELEBEN
Muskogee, Oklahoma
H. FRANK RAWLS
Bay St. Louis, Mississippi

ADELBERT C. LAWRENCE
Spokane, Washington

HOW TO APPLY FOR 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 licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice."

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

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.

A FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

How To Apply For FCC License

Hearings

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 for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

Within 20 days after the close of the hearing, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party then has 20 days from the date on which the initial decision was announced 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 the hearing examiner's initial decision. Within 20 days thereafter, any party involved may petition for a rehearing. Such a petition may be filed whether or not the decision is based upon a hearing but does not stay the proceedings unless ordered by the Commission.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 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 original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS



**Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 9300**

Officers

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RADIO BOARD OF DIRECTORS 1951-1952

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
(To be elected).....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
E. R. Vadeboncoeur.....	2	New York and New Jersey.
WSYR, Syracuse, N. Y. Leonard Kapner	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WCAE, Pittsburgh, Pa.		
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WSJS, Winston-Salem, N. C.		
Thad Holt	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WAPI, Birmingham, Ala.		
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KWKH, Shreveport, La.		
Robert T. Mason.....	7	Kentucky and Ohio.
WMRN, Marion, Ohio		
Stanley R. Pratt.....	8	Indiana and Michigan.
WSOO, Sault Ste. Marie, Mich.		
Merrill Lindsay	9	Illinois and Wisconsin.
WSOY, Decatur, Ill.		
E. K. Hartenbower.....	10	Iowa, Missouri and Nebraska.
KCMO, Kansas City, Mo.		
H. W. Linder.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KWLM, Willmar, Minn.		

Natl. Assn. of Radio-TV Broadcasters

Director	District	States Comprising District
Jack Todd	12	Kansas and Oklahoma.
KAKE, Wichita, Kan.		
Kenyon Brown	13	Texas.
KWFT, Wichita Falls, Tex.		
William C. Grove	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
Glenn Shaw	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
KLX, Oakland, Calif.		
Albert D. Johnson.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
KOY, Phoenix, Ariz.		
H. Quenton Cox.....	17	Alaska, Oregon and Washington.
KGW, Portland, Ore.		

DIRECTORS-AT-LARGE

Large Stations

Paul W. Morency
WTIC, Hartford, Conn.
John H. DeWitt, Jr.
WSM, Nashville, Tenn.

Medium Stations

A. D. Willard, Jr.
WGAC, Augusta, Ga.
Hugh B. Terry
KLZ, Denver, Colo.

Small Stations

Edgar Kobak
WTWA, Thomson, Ga.
Lee W. Jacobs
KBKR, Baker, Ore.

FM Stations

Ben Strouse
WWDC-FM, Washington, D. C.
Michael R. Hanna
WHCU-FM, Ithica, N. Y.

TELEVISION BOARD OF DIRECTORS 1951-1952

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WOR-TV, New York, N. Y.
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Walter J. Damm
WTMJ-TV, Milwaukee, Wis.
E. K. Jett
WMAR-TV, Baltimore, Md.

RADIO-TV EDITORS

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors.

ALABAMA

Bessemer Advertiser: **Bill Miller**
Birmingham News: **Lily Mae Caldwell**
Birmingham Post-Herald: **Claude Keithly**
Chilton County (Clanton) News: **Ben Tucker**
(Clanton) Union Banner: **Gene Wyatt**
Gadsden Times: **Frances Underwood**
Haleyville Advertiser: **W. D. Smith**
(Hamilton) Marion County News: **Frank McKenzie**
Mobile Press: **Mike McEvoy**
Mobile Register: **Vivian Cannon**
Montgomery Advertiser: **Fields Varner**

ARIZONA

El Sol (Phoenix): **Josephina Franco**
Graham County (Safford) Guardian: **Earl Hunt**
(Phoenix) Arizona Republic: **Ralph Mahoney**
Phoenix Gazette: **Bobbie Johnston**
Tucson Daily Citizen: **Norman Harrington**
Tucson Daily Star: **Dorothy Kellif**
(Tucson) Week End Reporter: **Fred Finney**
Yuma Daily Sun: **Karl Allen**

ARKANSAS

(Little Rock) Arkansas Democrat: **Bill Meehan**
(Little Rock) Arkansas Gazette: **Melvin McGaughey**
(Fort Smith) Southwest American: **C. C. Brown**
Fort Smith Times Record: **Bill Barksdale**
Pine Bluff Commercial: **Gordon N. Freeman**
Springdale News: **Ellis Stafford**

CALIFORNIA

Brawley News: **Carl Schoos**
(Coachella) Desert Barnacle: **Ward Grant**
(El Centro) Imperial Valley Post-Press: **Ray Barnes**
Hollywood Citizen-News: **Zuma Palmer**
(Los Angeles) Daily News: **Paul Price**
Los Angeles Examiner: **Jack Lait**
(Los Angeles) Herald-Express: **Owen Callin**
The (Los Angeles) Mirror: **Hal Humphrey**
Los Angeles Times: **Walter Ames**
Napa Register: **Jay Irving**
(North Hollywood) Valley Times: **Allen Rich**
Oakland Tribune: **James Abbey**
Pasadena Independent: **Bill Bird**
Pasadena Star News: **Charles Perlee**
(Petaluma) Arcus-Courier: **Fritz Pamphrey**
San Diego Evening Tribune: **Charles Hull**
San Diego Union: **Robert MacDonald**
San Francisco Chronicle: **Terence O'Flaherty**
San Francisco Examiner: **Dwight Newton**
San Francisco News: **Dorothy Beck**
(San Francisco) Shopping News: **Tom Foster**
Sanger Herald: **Walter Gilbert**
(San Luis Obispo) Telegram-Tribune: **Robert W. Gould**

Santa Ana Register: **Pete Cooney**
Santa Maria Times: **James Garret**
San Mateo Times: **Bob Foster**
(Santa Rosa) Press Democrat: **Chuck Carson**
(Vallejo) News Chronicle: **Wyman Riley**
(Vallejo) Times Herald: **Dave Beronio**
(Ukiah) Redwood Journal: **H. M. Ivey**

COLORADO

(Boulder) Daily Camera: **Arlene Neal**
(Colorado Springs) Free Press: **Henry Theiss**
(Colorado Springs) Gazette-Telegraph: **Harry Hales**
The Denver Post: **Ken White**
Greeley Booster: **Loren Walling**
Greeley Journal: **Julie Edgerton**
Lamar Daily News: **Nate Neilson**
(Pueblo) Star Journal: **Ralph Taylor**

CONNECTICUT

Bridgeport Post-Telegram: **Fred Russell**
Bridgeport Sunday Herald: **Leo Miller**

Danbury News Times: **Frank Stevens**
Hartford Courant: **Viggo Anderson**
Hartford Courant: **M. Oakley Stafford**
The Hartford Times: **Anne Norman**
Meriden Journal: **Mary Malone**
Meriden Record: **William Gardner**
Meriden Star: **Colby Drexson**
Naugatuck Daily News: **Joseph Donahue**
New Haven Journal Courier: **A. J. Sloane**
Stamford Advocate: **Bill Brown**
Torrington Register: **Walter G. Gisselbrecht**
Waterbury American: **E. Christy Erk**

DISTRICT OF COLUMBIA

Washington Daily News: **Milton Pike**
Washington Evening Star: **Harry MacArthur**
Washington Post: **Sonja Stein**
Washington Times-Herald: **Bernie Harrison**

FLORIDA

Clearwater Sun: **Reinhold Rogers**
Fl. Lauderdale Daily News: **Orville Revelle**
Gainesville Sun: **Jim Camp**
Jacksonville Journal: **Bob Dow, Jr.**
Miami Daily News: **Louise Leyden**
Miami Herald: **Marion Aitchison**
(Miami Beach) Florida Sun: **Diana Burkett**
(Acadia) Marion Sun: **Clyde Hooker**
Ocala Star-Banner: **R. N. Dosh**
Orlando Daily Newspaper: **Ed Ray**
Orlando Morning Sentinel: **C. L. Starnes**
Orlando Post: **Bill Albright**
Orlando Star: **Edge Green**
(Panama City) Bay County Citizen: **Ted Bryan**
(Panama City) News-Herald: **Ted Bryan**
(Pensacola) Escambia Press: **Bill Helie**
(Pensacola) News-Journal: **Harold Stoker**
St. Petersburg Evening Independent: **Howard Hartley**
St. Petersburg Times: **Jack Faulkner**
The (Sarasota) Breeze: **Bill Coe**
Sarasota Herald Tribune: **John Bloomer**
Tampa Morning Tribune: **Phil Barney**

GEORGIA

Atlanta Constitution: **Paul Jones**
Atlanta Journal: **Sam Lucchese**
Columbus Ledger: **L. B. Patterson**
Columbus Sunday Ledger-Enquirer: **Mike Milner**
Dalton News-Citizen: **Mark Page**
(Decatur) De Klab New Era: **Dick Hatch**
Gainesville News: **Gordon Sawyer**
Hogansville Herald: **Don Downs**
La Grange News: **Jim Wood**
Rome News Tribune: **Edward L. Bernd**
Savannah Evening Press: **John Sulfie**
Savannah Morning News: **Frank Rossiter**
The Toccoa Record: **Robert W. Graves**
Waycross Journal-Herald: **Dorothy Smith**

IDAHO

(Boise) Idaho Evening Statesman: **George Redmond**
(Kellogg) Shoshone Tribune: **Walter Larson**
(Pocatello) Idaho State Journal: **Bob Paulos**

ILLINOIS

Aurora Beacon-News: **C. W. Hoefler**
(Bellwood) Sentinel: **Paul Colfman**
(Bloomington) Pantagraph: **Lawrence Schroyer**
Canton Daily Ledger: **Jimmy Murphy**
Chicago Daily News: **Jack Mabley**
Chicago Herald-American: **Janet Kern**
Chicago Sun-Times: **Bill Irvin**
Chicago Tribune: **Anton Remenih**
Chicago Tribune: **Larry Wolters**
(Decatur) Herald and Review: **R. C. Schaub**
(Fairfield) Wayne County Record: **Howard M. Ready**
Flora Daily News: **Bill Nancy**

Galesburg Daily Register Mail: Charles Marrow
 Jacksonville Journal & Courier: W. A. Fay
 (La Salle) Daily News Tribune: Bob Johns
 Marion Daily Republican: Homer Butler
 Moline Dispatch: Lucia Carter
 Olney Daily Mail: Vincent Van Cleece
 Peoria Journal Transcript: R. Milo Shepherdson
 Peoria Star: Theo Jean Arhends
 Rockford Morning Star: Betty Thro
 Rockford Register-Republic: Betty Thro
 The Rock Island Argus: V. Vivian Headlund
 (Springfield) Illinois State Journal: Robert Harris
 (Springfield) Illinois State Register: Jim Armstrong

INDIANA

(Anderson) Bulletin: Juliet Crittenger
 (Anderson) Herald: Thom Gephardt
 (Bloomington) Herald-Telephone: Bruce Temple
 (Bloomington) Star Courier: Leo Hickenau
 Indianapolis News: Georgia Gianakas
 Indianapolis Star: Polly Cochran
 Indianapolis Times: Dick Mittman
 Kokomo Tribune: Kay Kuhns
 (La Porte) Herald-Argus: Joe Eller
 (Marion) News Herald: Paul Hillsammer
 Marion Observer: Ed Warfel
 South Bend Tribune: Paul Neville
 South Bend Tribune: Frank Schmidt

IOWA

Boone News Republican: Mary Garvey
 The Cedar Rapids Gazette: Edna A. Herbst
 (Council Bluffs) Non-Part: Dick Trembath
 Davenport Morning Democrat: Ina Wickham
 Davenport Times: Ron Lorenzen
 Des Moines Register: Paul Cotton
 (Mason City) Globe-Gazette: Don Harrer
 Muscatine Journal: Walter Russell
 (Shenandoah) Sentinel: Robert Tindale
 Sioux City Journal-Tribune: Willis Forbes
 Sioux City Sunday Journal: Kenneth Stock

KANSAS

Atchison Daily Globe: John Buckley
 Coffeyville Journal: Gene Sullivan
 Dodge City Daily Globe: Pete Barkley
 Great Bend Tribune: Hugh Jencks
 The (Kansas City) Kansan: C. H. Nohr
 (La Crosse) Rush County News: Dave Clymer
 (Manhattan) Mercury Chronicle: Jack Smith
 Parsons Sun: Jim Davis
 Wichita Beacon: Sid Coleman
 Wichita Eagle: Lovenia Lyneberg

KENTUCKY

Ashland Daily Independent: John McGill
 (Campton) Wolfe County News: Mrs. Roy Cecil
 Danville Advocate-Messenger: Mrs. I. M. Tipton
 Elizabethtown News: Billy Merritt
 Jackson Times: Harold Holliday
 (Louisville) Courier-Journal: Bill Ladd
 Louisville Times: Angela Preis
 Owensboro Inquirer: John W. Potter
 (Paducah) Sun-Times: Bob Sandersen

LOUISIANA

Alexandria Daily Town Talk: Adas Laborde
 (Baton Rouge) Morning Advocate: Frank Wilson
 (Baton Rouge) State Times: Ernest Gueymard
 New Orleans Item: Ted Liuzza
 New Orleans Times Picayune: Ed Brooks
 New Orleans States: Bob Sublette
 The Shreveport Journal: Marie Gifford
 The Shreveport Times: Pericles Alexander

MAINE

(Augusta) Daily Kennebec Journal: Paul S. Plummer
 Lewiston Evening Journal: Miss Nicholson
 (Lewiston) Le Messenger: Guy Landonneur
 Portland Press Herald: Robert B. Beith

MARYLAND

(Aberdeen) Hartford Democrat: Sam Lawder
 (Annapolis) Evening Capital: Elmer Jackson
 The (Baltimore) Evening Sun: Raymond Pryde
 The Baltimore Morning Star: Robert Snyder
 Baltimore News-Post: Norman Clark
 The Baltimore Sunday American: Jennie Lee Bird
 The Baltimore Sunday Sun: Geoffrey W. Fielding
 (Hagerstown) Daily Mail: Garvin Hager
 (Hagerstown) Globe Independent: Stewart Douglas
 (Hagerstown) Morning Herald: Joseph Harp
 (Havre de Grace) Democrat Ledger: Charles Moore

Havre de Grace Record: Eddie Dwyer
 The Salisbury Advertiser: Frank Adler
 The Salisbury Times: Oscar L. Morris

MASSACHUSETTS

Attleboro Sun: Ethel MacDonald
 (Boston) Christian Science Monitor: Albert Hughes
 Boston Globe: Elizabeth Sullivan
 Boston Herald-Traveler: Alice Rankin
 Boston Post: Howie Fitzpatrick
 Boston Record-American: Anthony LaCamera
 Brockton Daily Enterprise: Kenneth G. Dalton
 Fall River Herald News: Henry Degnan
 (Greenfield) Recorder-Gazette: Harold Lavanway
 Haverhill Gazette: Joseph Moran
 (Hyannis) Cape Cod Standard-Times: Newell Avery
 (Holyoke) Transcript-Telegram: Dick Murphy
 (Lawrence) Eagle-Tribune: Joseph Oakes
 Lawrence Sunday Sun: Charles Mahoney
 Lowell Sun: Charles Sampaas
 Lowell Sunday Telegram: George Gagan
 Lynn Item: Mrs. Latimer
 (Lynn) Telegram News: Elmer Woodell
 New Bedford Standard Times: Bob Lapointe
 (Newton) Villager: Philip Ahlin
 Berkshire (Pittsfield) Evening Eagle: Milton Bass
 Springfield Daily News: Harvey L. Gray
 Springfield Morning Union: Harvey Gray
 Springfield Union: Paul F. Craig
 (Waltham) News-Tribune: Thomas Murphy
 (Wellesley) Townsman: A. E. Larsson
 Worcester Telegram: Fred Rushton
 (Worcester) Sunday Telegram: Don Williams
 (Worcester) Evening Gazette: James Gourgouras

MICHIGAN

Adrian Daily Telegram: Hoig Gray
 Detroit Free Press: Frank Angelo
 Detroit Free Press: Dick Osgood
 Detroit News: Herschell Hart
 Detroit Times: Andy Wilson
 The Flint Journal: Ralph Coulter
 Grand Rapids Herald: Sally Overmeyer
 Grand Rapids Press: Florence Kasprzak
 Iron River Reporter: Gene Moore
 (Lansing) State Journal: Thelma Harnett
 Muskegon Chronicle: Bonnie Busso
 (Port Huron) Times Herald: Al Haugner

MINNESOTA

Eveleth News Clarion: Grove Wills
 Fairmont Daily Sentinel: Claude Swanson
 (Grand Rapids) Herald-Review: Ken Hickman
 Minneapolis News: Bob Wold
 Minneapolis Star-Tribune: Will Jones
 (Moorhead) Daily News: Jim Peterson
 New Ulm Daily Journal: William Macklin
 Rochester Post Bulletin: Ozzie St. George
 St. Paul Dispatch-Pioneer Press: John Harvey
 Stillwater Gazette: Irene Johnson
 (Virginia) Mesabi Daily News: Everett Blomgren
 Winona Republican Herald: Gordon Clowway

MISSISSIPPI

(Biloxi) Daily Herald: Cosman Eisendrath
 Booneville Independent: Elizabeth Jacobs
 (Clarksdale) Press-Register: Bob Jennings
 (Corinth) The Daily Corinthian: Barbara Barnes
 (McComb) Enterprise: Charles Gordon
 Vicksburg Evening Post: Burrell Conway

MISSOURI

(Columbia) Missourian: Eugene Sharp
 Columbia Tribune: J. P. Hamel
 Independence Daily News: Robert Hoyt
 The Kansas City Star: R. J. Hoyland
 St. Joseph Gazette: Don Houseworth
 St. Joseph News Press: Merrill Chilcote
 St. Louis Globe Democrat: Edward M. Keath
 St. Louis Post-Dispatch: James L. Spence
 St. Louis Post-Dispatch: Larry Wright
 (Springfield) Bias: George Olds
 Springfield News Leader & Press: Eddie Bass

MONTANA

The (Great Falls) Tribune: William Zadick
 (Kalispell) Daily Interlake: M. C. Glover
 (Manhattan) Intermountain Press: Lyle Williams
 Miles City Daily Star: Gordie Spear

NEBRASKA

Lincoln Journal & Star: Don Wright
 (Omaha) World-Herald: Jake Rachman

NEVADA

Elko Daily Free Press: Gene Evans
Las Vegas Morning Sun: Hank Greenspun
Las Vegas Review Journal: A. E. Cahlan
Reno Evening Gazette: John Sanford
(Reno) Nevada State Journal: Joe Jackson

NEW HAMPSHIRE

The Concord Daily Monitor: James Langley

NEW JERSEY

(Atlantic City) Press Union: Joe MacDonald
Newark News: Roland E. Lindblom
Passaic Herald News: William H. Poble

NEW MEXICO

Alamogordo News: Murray Morgan
(Carlsbad) Current-Argus: Jack Sittou
Clayton News: J. E. Staley
(Clayton) Union County Leader: E. F. Lough

NEW YORK

Albany Times-Union: John Archer
Binghamton Press: Tom Cawley
Binghamton Press: Kim Davis
Binghamton Press: Robert Sturdevant
Binghamton Sun: Jean Ellis
Buffalo Courier Express: Don Tranter
Buffalo Evening News: Ray Finch
(Buffalo) Polish Everybody's Daily: Lucy Koszlak
Endicott Daily Bulletin: Hal Hancock
Geneva Daily Times: Charles Bennett
(Gloversville) Leader-Republican: Clarence Slade
(Hornell) Evening Tribune: Kelly Simon
Jamestown Post-Journal: Robert Kilpatrick
Jamestown Sun: Marylyn Swartz
(Kenmore) Record Advertiser: P. D. Fahnestock
(Monticello) Evening News: N. Schurman
(New York) Associated Press: Wayne Oliver
New York Daily Compass: Fred Rayfield
New York Daily Mirror: Nick Kenny
New York Daily News: Ben Gross
New York Herald-Tribune: John Crosby
New York Journal-American: Jack O'Brien
New York Post: Al Cusick
New York Times: Jack Gould
New York Times: Val Adams
New York World-Telegram & Sun: Harriet Van Horno

The Niagara Falls Gazette: Thomas Berrigan
(Rochester) Bittner Press: James Kelly
(Rochester) Times-Union: Don Yerger
Rochester Life: Robert Peiffer
Rome Daily Sentinel: Fritz Upsyko
Syracuse Herald: Harold Wunsch
(Syracuse) Herald-Journal: Tom Coolican
(Syracuse) Post Standard: Peg Simpson
Utica Daily Press: Joan Kirkland
Watertown Daily Times: Dominic Pepp

NORTH CAROLINA

Asheville Citizen: Sloan Coleman
Asheville Times: Porter Crisp
(Burlington) Times News: Richard Minor
Camp Lejeune Globe: Capt. John Randazzo
Charlotte Observer: Wink Locklair
The Charlotte News: Emery Wister
Durham Sun: John Barry
Fayetteville Observer: Mr. Sparrow
(Hendersonville) Times-News: Leo H. Wise
(Hendersonville) Tribune: Lucille Stepp
Jacksonville News & Views: William J. Arthur
Kinston Daily Free Press: J. P. Strother
(Kinston) Lenoir County News: Jack Rider
The (Raleigh) News & Observer: Jane Hall
Sanford Herald: W. E. Horner
Salisbury Post: Teenus Cheney
(Winston-Salem) Journal & Sentinel: Hal Levy
The (Williamston) Enterprise: Bill Manning
Wilmington Star News: Al Dickson
Wilson Daily Times: Jim Fulghum

NORTH DAKOTA

Bismarek Capital: Gaylord Conrad
Bismarek Tribune: John Hjelhe
Dickinson Press: Ad Nordmarken
Fargo Forum: Roy Johnson

OHIO

Akron Beacon Journal: Art Cullison
Ashland Times Gazette: Dolly Darr
Ashtabula Star Beacon: Ross Smith
Canton Repository: Rose Mokadean

Canton Economist: Morton Frank
Cincinnati Enquirer: John Caldwell
Cincinnati Times Star: Charlton Wallace
Cincinnati Post: Mary Wood
(Cleveland Plain-Dealer: George Condon
Cleveland Press: Stan Anderson
Cleveland News: Elmore Bacon
(Columbus) Ohio State Journal: Mary McGavran
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Columbus Citizen: Jo Bradley Reed
Columbus Dispatch: Richard Thompson
Columbus Dispatch: Dean A. Myers
Conneaut News Herald: James Mohr
Dayton Journal-Herald: Arthur S. Kany
Dayton Daily News: Bill Barton
(Dover) Daily Reporter: Woody English
(Findlay) Republican-Courier: Ed Heminger
Geneva Free Press: Leonard Dute
Ironton Tribune: Preston Dolan
(Kent) Courier Tribune: Doris House
The Portsmouth Times: Charles Mowery
Toledo Blade: Robert French
Toledo Times: Arnold Faust
The Warren Tribune Chronicle: John Forrest
Youngstown Vindicator: Esther Hamilton
(Zanesville) Sunday Times-Signal: Robert D. Maley

OKLAHOMA

Duncan Daily Banner: B. L. Abernathy
Frederick Press: Perry White
(Hobart) Star-Review: Clara Neal
(Lawton) Constitution: Ted Ralston
Oklahoma City Advertiser: Leon Hatfield
Oklahoma City Times: Ed Hunter
(Oklahoma City) Daily Oklahoman & Times:
Paul Hood
(Oklahoma City) Daily Oklahoman & Times: Ralph Sewell

Ponca City News: Gareth B. Muchmore

OREGON

(Ashland) Southern Oregon News Review: Robert W. Ruhl
The Bend Bulletin: Phil Brogan
Benton County (Corvallis) Herald: Tracy Johnson
Eugene Register-Guard: Glen Stadler
La Grande Evening Observer: Pat Seeger
(La Grande) Eastern Oregon Review: Laura Mae Marshall
Medford Mail Tribune: Robert W. Ruhl
(Portland) Oregon Journal: Joe Stein
(Portland) Oregonian: William Moyes
(Salem) Oregon State-man: Conrad Prange
(Salem) Capital Journal: Margaret McGee

PENNSYLVANIA

Altoona Tribune: Robert Boyer
Altoona Mirror: Edward Benny
Ambridge Daily Citizen: Adam Wolicki
Beaver Valley Times: Don Keith
Bethlehem Globe-Times: Bob Kirkpatrick
The Bradford Era: Joseph M. Cleary
The Butler Eagle: William Faust
Carbondale Review: James Beamish
Carbondale News: Thomas Heth
Chester Times: Bob Funicane
The (Clearfield) Progress: George Scott
"The (Downingtown) Archive": Jane McIlvaine
Ellwood City Ledger: Bill Kegel
(Emporium) Press: Wallie Nelson
(Homestead) Daily Messenger: (Mrs.) A. J. Frank
(Honesdale) Wayne Independent: William Hagerty
Johnsburg Press: Alva K. Gregory
(Lewistown) Sentinel: Kris Rowland
(Marionburg) Cove News: Allo Welladt
Oxford News: John Maro III
The Philadelphia Daily News: Jerry Gaghan
The Philadelphia Daily News: John Moore
The Philadelphia Daily News: Mike Swartz
The Philadelphia Evening Bulletin: Elmer Cull
The Philadelphia Evening Bulletin: Harry Harris
The Philadelphia Evening Bulletin: Earl Selby
The Philadelphia Inquirer: Jean Kontiuk
The Philadelphia Inquirer: Merrill Paritt
The Philadelphia Inquirer: Pat Wilson
Pittsburgh Courier: Robert M. Ratcliffe
Pittsburgh Press: Si Steinhauser
Pittsburgh Post-Gazette: Harold V. Cohen
Pittsburgh Sun-Telegraph: Wilbur Clarke
Pittsburgh Sun-Telegraph: Karl Krug
Pittsburgh Sun-Telegraph: James Pettican
Ridgway Record: Minnie Pompey

Sharon Herald: **Joe Shatto**
St. Marys Daily Press: **Myra Nolan**
Sunbury Daily Item: **Nelson Futch**
Sunbury Daily Item: **Laverne Roberts**
(West Chester) Daily Local News: **Butch McDevitt**
Wilkes-Barre Sunday Independent: **Thomas Heffernan**

RHODE ISLAND

Pawtucket Times: **Lyn Nerney**
Providence Journal-Bulletin: **William Keogh**
Westerly Sun: **Abe Solovetzik**

SOUTH CAROLINA

The Columbia Record: **Henry Cauthen**
The (Columbia) State: **John A. Montgomery**
Greer Citizen: **E. A. Birch**
Greer Citizen: **Roger L. Simmons**
Laurens Advertiser: **Mr. Lee**
Sumter Herald: **P. J. Knight**
Sumter Daily Item: **J. E. McKnight**
The (Winnsboro) News & Herald: **G. M. Ketchin**

SOUTH DAKOTA

Aberdeen American-News: **Leif Johnson**
Rapid City Daily Journal: **Paddy Ingvalson**
(Sioux Falls) Daily Argus-Leader: **Herb Bechtold**

TENNESSEE

Chattanooga News Free Press: **Hayes Clark**
Chattanooga Times: **Bill Donaho**
Daily Post-Athenian: **Elmer H. Sipe, Jr.**
(Fayetteville) Lincoln County News: **Beverly Young**
Fayetteville Observer: **Jim McCown**
(Johnson City) Press Chronicle: **George W. Kelly**
Knoxville News Sentinel: **Hugh Allen**
Knoxville Journal: **Juanita Glenn**
(Memphis) Commercial Appeal: **Mike McGee**
Nashville Banner: **Eddie Jones**
Nashville Tennessean: **Jane Carter**
Pulaski Record: **Virgil Trimm**
Union City Daily Messenger: **Bill Burdine**

TEXAS

(Abilene) Reporter-News: **Kathryn Duff**
Alice News: **Isabel Ziegler**
(Amarillo) Globe-News: **Peggy Williamson**
Baytown Sun: **Fred Hartman**
Baytown Sun: **Dan Shults**
Beaumont Journal: **Anita George**
The Beaumont Enterprise: **Merita Mills**
Big Spring Daily Herald: **Robert Whipkey**
Big Spring Daily Herald: **Tommy Hart**
Big Spring Weekly News: **Joseph Haydn**
Bishop News: **E. B. Erard**
Brownwood Bulletin: **Mae Boswell**
Bryan Daily Eagle: **Earl Phillips**
Bryan Daily News: **Walter Doney**
Corpus Christi Caller Times: **E. B. Erard**
Dallas Times Herald: **Doug Hawley**
Dallas Morning News: **Saul Levenson**
El Campo News: **Erve Stafford**
El Campo Citizen: **Mr. Ragsdale**
Electra Star: **W. C. Stewart**
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Fort Worth Star-Telegram: **Ira Cain**
Forth Worth Star-Telegram: **Irvin Farman**
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(Lubbock) Avalanche Journal: **Bud Thompson**
Lufkin Daily News: **W. R. Beaumier**
(McAllen) Valley Evening Monitor: **Virginia Armstrong**
(Memphis) Press Scimitar: **Louise Nolan Ahrens**
Odessa American: **Thomas Smith**
Odessa American: **Jim Scott**
Pampa Daily News: **Bob Gettemy**
Paris News: **Nancy Potect**
(Paris) Lamar County Echo: **Lon Boynton**
Peos Enterprise: **Joe Pouns**
Port Arthur News: **Grace Foote**
(Seguin) Enterprise: **Otha Grisham**
(Seguin) Gazette Bulletin: **Jim Towery**
Sweetwater Reporter: **Allen Baker**
Temple Daily Telegram: **Harry Blanding**
(Texarkana) Two States Press: **Anna Mae Turner**
(Texarkana) Gazette-News: **J. Q. Mahaffey**

Victoria Advocate: **Morris Roberts**
Wharton Spectator: **Mary Lee Shannon**
Wichita Falls Daily Times: **W. C. Stewart**

UTAH

(Logan) Herald Journal: **Ray Nelson**
Richfield Reaper: **Stan Jones**
(Salt Lake City) Seseet News: **Howard Pearson**

VERMONT

Barre Daily Times: **P. C. Angwin**
Burlington Free Press: **Robert Beaupre**
Burlington Daily News: **Robert Cronin**
Montpelier Evening Argus: **Elaine Atkins**

VIRGINIA

(Bristol) Virginia-Tennessean: **Eugene World**
Culpeper Exponent: **John T. Rogers**
(Danville) Commercial Appeal: **Watt Miles**
(Lynchburg) News: **A. T. Gunn**
(Lynchburg) Daily Advance: **Dave Wright**
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(Newport News) Daily Press: **J. Melvin Jones**
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(Norfolk) Ledger Dispatch: **Charles Hoofnaegel**
(Norfolk) Virginian-Pilot: **Warner Twyford**
Portsmouth Star: **George Barber**
Richmond Times-Dispatch: **Norman Rowe**
Richmond News Leader: **John Stratton**
Roanoke Times: **William Atkinson**
Roanoke World-News: **W. C. Stouffer**

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Aberdeen Daily World: **Ed Stanley**
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(Aberdeen) Grays Harbor Post: **John Forbes**
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Seattle Post-Intelligencer: **Bill Jahn**
Seattle Post-Intelligencer: **Dick Mything**
Seattle Shopping News: **Henry Larson**
Seattle Daily Times: **Richard Hayes**
Seattle Times: **Marsha Safely**
(Spokane) Spokesman-Review: **James Braeken**
Spokane Chronicle: **Howard Cleavinger**

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Charleston Daily Mail: **Arnold Knapp**
Charleston Gazette: **Jerry Braden**
The Clarksburg News: **H. G. Rhawn**
The Fairmont Times: **Sutton Sharp**
The (Fairmont) West Virginian: **Richard Parrish**
The (Huntington) Advertiser: **Catherine Bliss**

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(Huntington) Herald-Advertiser: **Ernie Salvatore**
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(Huntington) Herald-Dispatch: **Eddie Oliver**
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(Morgantown) Dominion News: **Bill Hart**
Morgantown Post: **Brooks Cottle**
Parkersburg News: **Herman Everett Gieski**
Parkersburg Sentinel: **Walter J. Mason**
Tacoma News Tribune: **Helen Rogers**

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Beloit Daily News: **Minnie Inking**
Green Bay Press Gazette: **Mary Ann Woodlick**
Hartford Times-Press: **E. Schinners**
Janesville Daily Gazette: **Ralph Schroeder**
Ladysmith News: **Ralph Goldsmith**
The (Madison) Capital Times: **William Doudna**
(Madison) Wisconsin State Journal: **Bill Doudna**
Manitowoc Herald-Times: **George H. MacFarland**
The Milwaukee Journal: **Don Dornbrook**
The Milwaukee Journal: **Larry Lawrence**
The Milwaukee Journal: **Bea Pepan**
The Milwaukee Sentinel: **Buck Herzog**
West Bend News: **Joseph Huber**
West Bend Pilot: **Paul Miller**
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Laramie Republican Boomerang: **R. R. Albaugh**
Rock Springs Daily Rocket-Miner: **Robert Johnson**



On behalf of the staff, and our Sponsors, the makers of Old Gold Cigarettes, we of The Original Amateur Hour extend greetings to Radio-Television Daily-Year Book.

Red Mack

5TH YEAR ON TV — 18TH YEAR ON RADIO



NETWORKS

RADIO



NATIONAL



REGIONAL

WLW

... Now, more than ever—
the most efficient, the most economical
way to reach $\frac{1}{10}$ th of America!

WLW has a four-week audience of 2,702,000 homes in its area — 186,500 more than in 1946, a pre-TV year.



The WLW Merchandise-Able Area covers 330 counties, has a population of 13,702,000—3,904,000 radio families—with a buying income of well over \$16 billion annually.

Audience Data, NRI Feb.-March 1951.

FOR 30 YEARS... THE NATION'S STATION —

WLW



Robert E. Kintner
President

American Broadcasting Company

STUMPING days for presidential candidates are numbered. Radio and television are seeing to that.

Today there are over 105 million radio sets in the United States — a ratio of one set for every voting citizen. And television sets installed throughout the nation total almost 16 million with an estimated 18½ million sets expected to be in use by November 1, of this year.

Radio is now able to reach 95.6 per cent of the total families in the nation, and TV, although presently concentrated in 65 large metropolitan areas of the nation, reaches the greater proportion of regular voters who live in or near to these major retail areas. Therefore, it is evident that that combined facilities of radio and television reach the majority of the nation's eligible voters, who by July, 1952 will number almost 99 million persons.

The impact of radio and television will have considerable bearing on the results of voting in this election year. By the time Americans go to the polls on November 4 to elect the 34th President of the United States, they will know more about their presidential candidates, the issues at hand and will have seen and heard more about these candidates than in any previous election year in the history of our nation. Radio and television will be the reason.

This is in marked contrast to past election years when only comparatively small segments of the nation's people could see a candidate in person as he stumped the country on a so-called whistle-stop campaign.

The electronic age of radio and television has changed all of that. Radio brought the voices of the candidates to all homes and television makes the candidates an in-person guest in the home.

The inestimable force of these media remains to be calculated after November 4, 1952. But no single candidate or political party can deny that radio and television will play a vital role in the election of our 34th President.

It is a tribute to our democratic principles that in this election year, a number

of great American manufactures will assist the radio and television networks in presenting the most comprehensive coverage of the Republican and Democratic national convention and Election Day returns that have ever been undertaken, by sponsoring this complete reporting as a public service. The Admiral Corporation will present ABC's radio and television coverage of the important national conventions of the Republican and Democratic parties as well as the Election Returns.

ABC radio and television will cover the Republican convention in Chicago from July 7 through July 11 and the Democratic convention from July 21 through July 25 as well as the Election Day results on November 4.

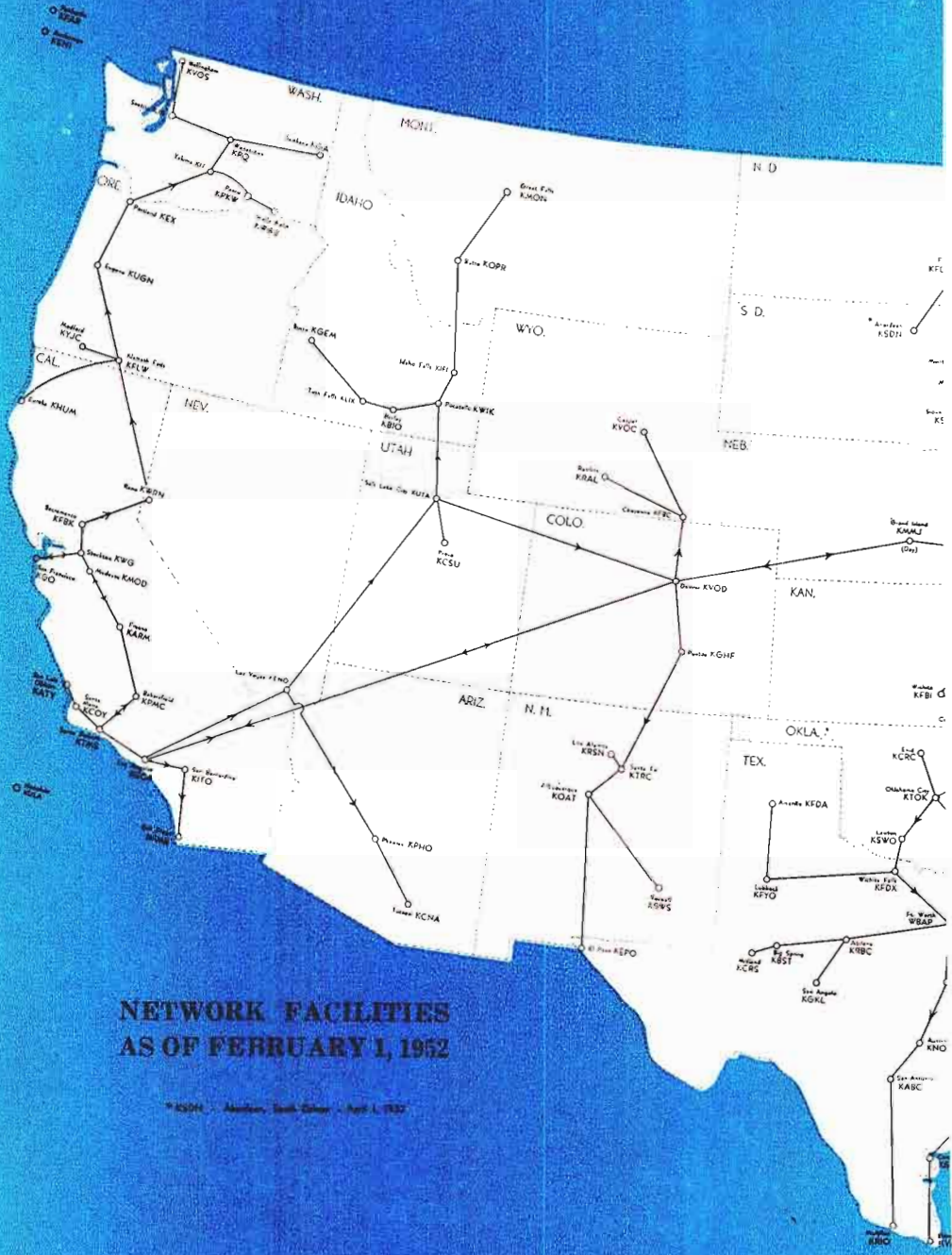
A minimum of 20 to 25 hours each of broadcasting and telecasting time will be devoted to each convention. On hand to cover these proceedings will be the largest assemblage of ABC newscasters and commentators ever gathered for any single special events coverage as well as over 200 persons to man technical equipment and handle the multitude of other duties necessary in such an undertaking.

While this represents just the planning and organization of the ABC Radio and Television Networks, I think that when you add to this the plans and personnel of the other networks which also will cover these events, it can safely be said that no other communications media will provide such complete coverage of what certainly will be the most important news stories of 1952.

Looking beyond the present horizon, which radio and television constantly strives to do, by the time our next election rolls around—in 1956—it is expected the United States will have at least 1,000 more television stations than the present 109. The additional technical advances which will be made by then plus the millions of additional television sets that will be installed in American homes, will make personal appearance electioneering virtually a thing of the past and in one appearance before a television camera, a candidate will have faced nearly the entire voting public.

Radio and television will have stamped out stumping.

AMERICAN BROADCAST



A M E R I C A N BROADCASTING COMPANY, INC.

*R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number: Circle 7-5700)*

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 J. Clifford Anderson... Program Business Manager
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 Amos Baron..... Manager of KECA
 Dorothy Brown... Continuity Acceptance Editor,
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 Francis Dixon..... Pgm. Booking & Oper. Supr.
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 155 Montgomery St., San Francisco 2, Calif.**

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(For television personnel turn to TELEVISION YEARBOOK in this volume)

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 four live programs on two national networks. These are the nationally famous *LONE RANGER*, Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m., E.S.T., on ABC. Also, the *LONE RANGER* on television every Thursday from 7:30 to 8:00 p.m.. E.S.T., on ABC network



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TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building

Detroit 26, Michigan



*Adrian Murphy
Pres. CBS Radio*

Columbia Broadcasting System

IT SEEMS to me that radio faces three basic problems today:

1. The public is re-allocating its leisure time, to make room for television viewing, along with newspaper and magazine reading, movie-going and radio listening.
2. The advertiser is re-allocating his advertising dollar, formerly spent principally in magazines, newspapers and radio, to include television.
3. The artist is re-allocating his interests, according television its place along with the screen, the stage and radio.

We are beginning to see that each of these problems contains many of its own answers.

For example, the public has clearly demonstrated its confidence in the vitality of radio by purchasing more than 12,000,000 radio sets during 1951, while buying fewer than half that many television sets.

The current re-examination of media values being made by both advertisers and their agencies is the best thing that's

happened to radio in a good many years. What comes out of these analyses—with no room for argument—is that radio continues as the most effective way to reach really big audiences; to reach them at the lowest cost in all advertising, over and over again.

At some point, talent will realize that the stage, motion pictures, radio and television are four different forms of artistic expression; that each has its own characteristics and makes its own demands; that each has its own way of appealing to the public, and has virtues that no other medium can match or adequately replace; that one of the greatest of these virtues is the illusion that radio can produce more effectively than any other medium—and at much lower cost. Most important, the artist will realize that it is a rare entertainer who is a triple- or quadruple-threat man, preeminent in three or four fields.

There is ample room for a new broadcasting medium such as television to service our vastly increasing population and expanding economy. There are more goods to be sold to more people in more homes, and radio is the logical medium for the advertiser who needs this kind of broad circulation for his message.

At present, we are passing through a transitional period, during which CBS Radio means to maintain and increase its substantial leadership in size of audiences and in advertising. We think that the best way to do that is to continue to aim at maximum satisfaction for the listeners. Maximum values to the advertiser will be a natural consequence.

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

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Charles L. Glett.....	Vice President in Charge of Network Services, Hollywood
Lester Gottlieb.....	Vice President in Charge of Network Programs
Arthur Hull Hayes.....	Vice President in Charge of San Francisco Office
John J. Karol.....	Vice President in Charge of Network Sales
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H. A. Chinn..... Chief Audio Engineer
J. W. Wright..... Chief Radio Engineer

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Lester Gottlieb Vice President Network Programs
Norman Frank..... Program Supervisor
Gerald Maulsby... Manager of Network Broadcasts
James Fassett..... Director of Serious Music
Charles S. Monroe... Manager, Program Writing

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W. Eldon Hazard..... Sales Manager
Dudley Faust..... Eastern Sales Manager
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Gilson Gray..... Administrative Manager
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Hugh Cowham..... Traffic Manager
Julius Mattfeld..... Director of Music Library
Lucile Singleton..... Manager of Record
and Script Library

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and Public Affairs
Wells Church..... News Editor-in-Chief
Stuart Novins..... Associate Director,
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John Derr..... Director of Sports
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Network Programs, New York
John F. Meyers..... Director, Business Affairs,
Network Programs, Hollywood
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Henry Howard..... Senior Attorney

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Sidney Garfield..... Director of Exploitation
Edward Reynolds... Manager, Press Information
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and Trade News Editor
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Ethel Kirsner..... Contact Editor
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Manager

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Frank Nesbitt..... Director, Network Sales
Presentations
Robert Elliott..... Director, Network Copy
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Irving Miller..... Director, Art Service,
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Administration

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Representative
Edward Scovill..... Station Relations
Representative
Ole Morby..... Western Division Manager,
Columbia Square, Los Angeles 28

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Emily Scheiner..... Supervisor of Ediphone

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Photographic

Walter I. Siegel..... Manager

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Agnes Law..... Librarian

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Don Miller..... Sales Manager
Sam Slate..... Program Manager
Don Foley..... Promotion Manager

KCBS and KCBS-FM

Palace Hotel, San Francisco 5

Arthur Hull Hayes..... Vice President in Charge
San Francisco Office, General Manager of
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Jules Dundes..... Sales Manager
Fred Ruegg..... Program Manager
Howard Gossage..... Promotion Manager

KMOX

401 S. Twelfth Boulevard, St. Louis 2

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P. S. Anderson..... Sales Manager
Mark Russell..... Program Manager
C. W. Doebler..... Promotion Manager

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6121 Sunset Boulevard
Los Angeles 28

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WBBM and WBBM-FM

410 N. Michigan Avenue, Chicago 11

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Central Division, General Manager of WBBM
E. H. Shomo..... Assistant General Manager
and Sales Manager
C. Gilman Johnston..... Assistant Sales Manager

Thomas A. Bland..... Program Manager
R. David Kimble..... Promotion Manager

WCCO, 625 Second Avenue So. Minneapolis 2

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Roy W. Hall..... Asst. Gen. Mgr. & Sales Manager
Robert Sutton..... Program Manager
Charles Smith..... Promotion Manager

WEEI and WEEI-FM

182 Tremont St., Boston 12

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

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and General Manager, HPL Program Services

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H. A. Cariborg..... Manager, Sales Development
Richard Hess..... Research Manager
Guy Cunningham..... Promotion Manager

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Memphis Office, 63 S. Main Street

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Detroit Office, Fisher Bldg.

Ralph Patt..... Sales Manager

Los Angeles Office, Columbia Square

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(For television personnel turn to TEL-
EVISION YEARBOOK in this volume.)



FRANK WHITE
President

Mutual Broadcasting System

A YEAR ago, in this same space, I ventured an advance look at 1951 and concluded that network radio had "earned itself the soundest prospects in history." More recently, as the year drew toward its close, I made the observation that 1951 would be recorded as the year in which network radio kicked over its own tombstone, took fresh bearings on its future, and—for the first time—attained a real measure of maturity.

These notions imply a degree of optimism not unanimously expressed even within the industry. But they are based primarily upon our own sincere belief in "the methods of Mutual and its 500-plus stations in helping the medium fulfill those sound prospects," as I put it a year ago. Throughout 1951, these "methods" of ours have been mainly concentrated in network-structure, in programming, and in sales . . . three phases of top importance to all network radio today.

Back in 1950, after ten years as the largest of all networks, Mutual conducted some special research into the practical assets of its large-ness. The results defined the unmatched reach of our multi-station facilities throughout that vast, non-TV area which has since come to be known as Home Town America. And this in turn, to nobody's great surprise, has led to earnest attempts by the three other networks to emulate the Mutual station setup. During '51, they all added outlets, but today Mutual continues, as before, to provide advertisers with nearly 90 per cent more stations than the next network.

But perhaps the chief significance of the station-structure aspect of Mutual progress is that, by year-end, the typical MBS client was using 27 per cent more stations in his hookup than he was at the end of 1950.

Behind all our programming plans is the belief that network radio has few problems which can't be solved by better service to listeners. Listener-service

is after all the basis for one of our most impregnable advantages over all other media: the incomparable mass volume of our audience. Better listener-service is, therefore, more than fulfillment of our public obligation; it also improves our service to advertisers.

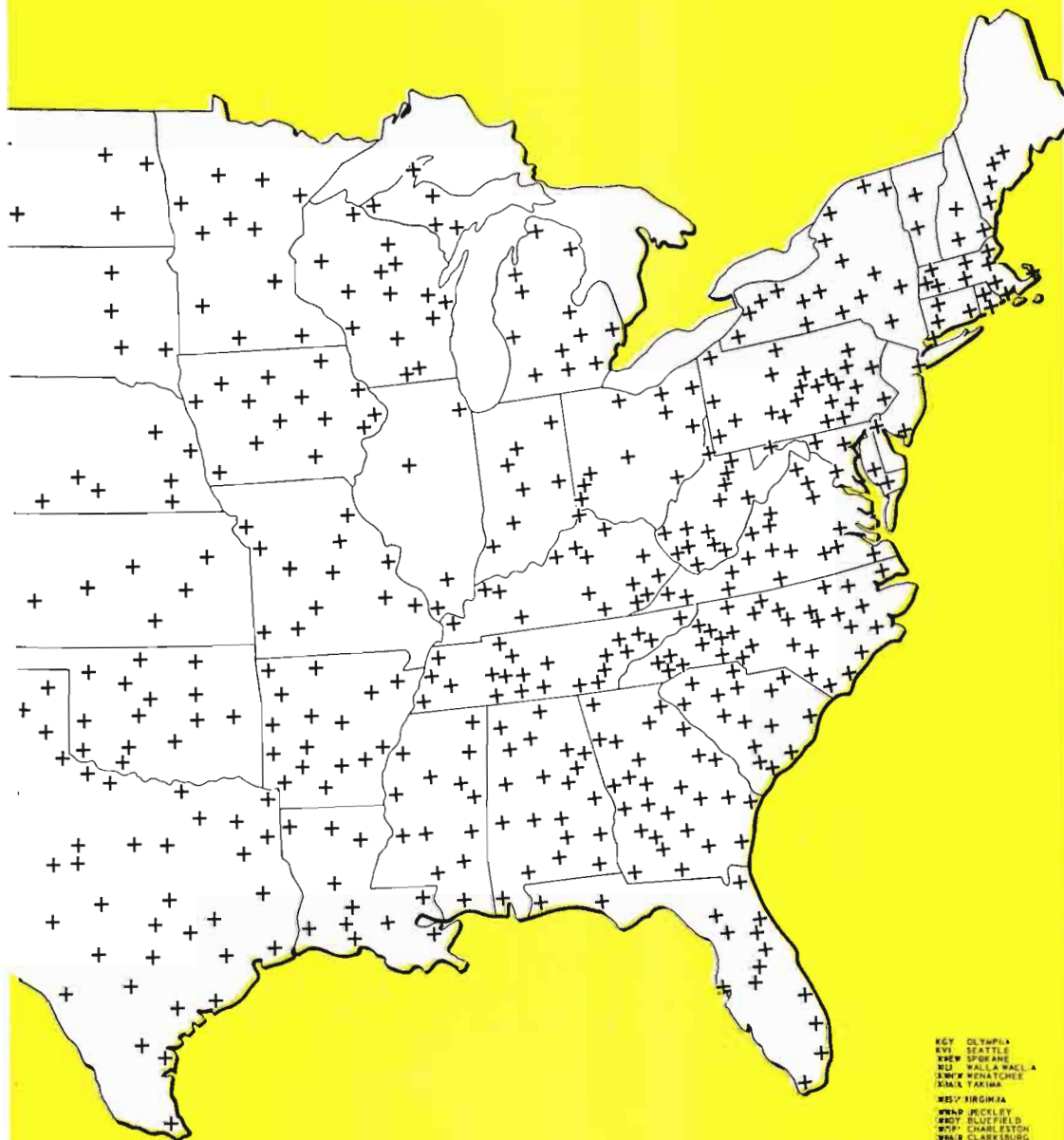
Guided by this sort of thinking, Mutual took unprecedented steps toward improved programming last year. The six-nights-a-week, 10-program, \$2,500,000, all-star arrangement set up by Mutual with Metro-Goldwyn-Mayer made its debut New Year's Eve. This means that the 1951 record-book was closed before any results could be entered for this forthright investment in the future of radio. At this writing, however, evidence is already piling in—from audience-researchers and from time-buyers alike (as well as from our affiliates)—to indicate that our faith in radio's future was thoroughly justified.

Facilities and programs are the two main ingredients of network broadcasting, but the selective application of these ingredients is what determines the medium's effectiveness. The success of this network in 1951, besides reflecting the success of its individual clients, stems straight from the competence with which the right shows, on the right hookups, were put to use on Mutual. On our part, we redoubled our efforts to provide the maximum in flexibility and economy. And our advertisers proceeded to make the most of the fine sales potentials thus offered.

Accordingly, it is in well-earned tribute to our radio clients that I can close this review of 1951 with the statement that Mutual—continuing to pioneer in the methods outlined above—was the one and only radio network whose advertisers increased their investment over the previous year.

And the best postscript I can add for 1952 is that, with more radio sets in more radio homes than ever before, with better radio programs being carried over more radio stations than ever before, and with more effective radio-selling opportunities available than ever before, everybody here at Mutual is prepared for even more "radio-activity" during the year ahead.

CASTING SYSTEM



EPOR PORTLAND
ERBR ROSEBURG
ESLM SALEM
PENNSYLVANIA
BZSW BLTONONIA
WZBZ BRADYFORD
WZET EASTON
WLEU ERIZ
WPKV HANOVER
WRBD HARRISBURG
WAZL HAZELTON
WHUM HUNTINGDON
WRDQ JOHNSTOWN
WGL LANCASTER
WRZA LEHISTOWN
WRZP LOCK HAVEN
WRFX NEW CASTLE
WP PHILADELPHIA
WPY PITTSBURGH
WPAN POTTSVILLE
WPAW READING
WBN ST. MARYS
WML SHAMOKH
WMAJ STATE COLLEGE
WJPA WASHINGTON
WZLX WILKES-BARRR
WORA YORK
WOPR 101.1MHz

SOUTH CAROLINA
WWS ANDERSON
WNSC ANNETTSTVILL
WUSM CHARLESTON
WCCD CHESTER
WJDE COLUMBIA
WJLT CONWAY
WCTM GEORGETOWN
WJEE GREENVILLE
WJSC HARTSVILLE
WRDX HENRERRY
WRNG DORCHESTER
WRNH ROCK HILL
WJIC SUMTER
WJCU UNION
WALD WALTERBORO
SOUTH DAKOTA
KSOW ABERDEEN
KDSJ DEADWOOD
KJOP HURON
KORN MITCHELL
KRNG SIOUX FALLS

TEXAS
KWKC ABILENE
TXRH ALICE
AYLP ALPINE
KAMP ANAWALDO
KVET AUSTIN
KDKR BAY CITY
KHJZ BORGES
KRBD BROWNWOOD
KDBA BRYAN
KCTR CHILDRESS
KJMD COMPTON CHRISTY
KJMD COMPTON CHRISTY
KJMD COMPTON CHRISTY

KSOX HARLINGEN
KTWP HOUSTON
KSAW HUNTSVILLE
KEBD LUBBOCK
XTRE LUFKIN
WJMT MARSHALL
KYEM MCKINNEY
RRKQ ODessa
KPOM PANAMA
KJUP PECOS
KYS PERRYTON
KVOP PLAINVIEW
EPAC PORT ARTHUR-BEALMONT
KTXL SAN ANGELO
KMAC SAN ANTONIO
KBYV SHERMANGENESHO
KDWT STAMFORD
KST SOUTHWEST SPRINGS
KXDX SWEETWATER
ETEX TEMPLE
KOSJ TEXARKANA
EGSN TYLER
KVOD UVALDE
KVVC VERDON
KVIC VICTORIA
WXTA WACO
ETRM WICHITA FALLS

KALL SALT LAKE CITY
VERMONT
WYTB RUTLAND
WDEY WATERBURY
VIRGINIA
WJBT RICHMOND
KNLV BLACKSTONE
WJMG BRISTOL
KCPY CLIFTON FORGE
WVVA CULPEPPER
WVVA DANVILLE
WFTN FRONT ROYAL
KCAL GALAXY
WRBL LEANINGTON
WRDQ LYNCHBURG
WMAF NORFOLK-PORTSMOUTH
WVA NORFOLK
WJMA ORANGE
KOSJ PETERSBURG
WPKV PULASKI
WEE RICHMOND
WRFX ROANOKE
WATIS WATNESBORO
MARYLAND
KXRD ABERDEEN
MD

KCY OLYMPIA
KVU SEATTLE
KXWV SPOKANE
WIZ WALLA WALLA
WZM WENATCHEE
KXIA YAKIMA
WEST VIRGINIA
WVAD JACKSON
WBT CHARLESTON
WABR CHARLESTON
WRDE ELKINS
WVWC FAIRMONT
KVLR HUNTINGTON
WJOL LOGAN
WVBN MONTGOMERY
WJFJ MORGANTOWN
WRB NICHOLS
WVPI WHEELING-BELLAIR
WRNV WESTON
WRTR WILLIAMSON
WISCONSIN
WRVY APPLETON
WVTV ASHLAND
WRFB BELLEVILLE
WRZE EAU CLAIRE
WRZC FOND DU LAC
WJCI JAMESVILLE
KVLC LA CROSSE
WJMT MANITOWIC
KSC MADISON
WJHM MEDFORD
WJMN MENA
KWBT MILWAUKEE
WRJC RICE LAKE
WRFX WISCONSIN WATONS
WISCONSIN
WISD CASPER
KOYE LANDER

MUTUAL BROADCASTING SYSTEM

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1440 Broadway, New York 18, N. Y.

Phone, Pennsylvania 6-9600

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Idella Grindlay..... Day Program Supervisor
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Carroll Marts..... Midwestern Sales Manager
Alma Graef..... Manager, Sales Service
T. E. Danley..... Manager, Sales Traffic
Sally Joseph..... Manager, Contracts

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William Hillman... White House Correspondent

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Dorothy Reynolds.. Midwest Sales Service Mgr.
Myrtle Goulet..... Office Mgr. & Pgm. Traffic
George Herro..... Dir., Promotion & Press
Information Representative

Hollywood

Ned Tollinger..... Program Manager
Copp Collins.... Press Information Representative



millions
listen...
millions
buy!



W
J
R

the
GREAT VOICE
of the
GREAT LAKES

This market data indicates the tremendous potential of WJR, The Great Voice of the Great Lakes . . . **MILLIONS LISTEN . . . MILLIONS BUY WJR-ADVERTISED PRODUCTS!**

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Retail Sales	\$13,613,431,000	9.3
Food Sales	\$ 3,266,766,000	9.4
Drug Sales	\$ 464,447,000	10.3
Filling Station Sales	\$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

50,000 watts
Clear Channel

WJR Detroit
The Goodwill Station

CBS Radio
Network



Radio—America's Greatest Advertising Medium

Represented Nationally by Edward Petry & Company
WJR Eastern Sales Office: 665 Fifth Avenue, New York



J. H. McCONNELL
President

National Broadcasting Company

IN 1951, the National Broadcasting Company passed a significant milestone. We concluded our 25th year of operations. Much of what we accomplished in that time helped formulate the history of the entire broadcasting industry, for which we are justly proud. But 1952 is already upon us, and this year and the years to come hold many opportunities and challenges—too many to permit of reminiscence. If we are to remain in the forefront of the broadcasting industry, it is to the future that we must look and for which we must plan.

Radio today is the most extensive and comprehensive medium of communication the world has ever known. At the beginning of this year, a joint committee of research experts estimated that there are now over 105 million radio sets in use in the United States. This is a ratio of more than one set for every person of voting age in the country—a significant example of radio's scope in a national election year. In our land, radio reaches virtually everybody on a regular and continuing basis. Radio has grown and continues to grow at a faster rate than the American population. It is woven into the fabric of American life, as much a part of the average home as the stove, electric light, telephone and refrigerator. Radio continues as the most all-embracing, low-cost advertising and entertainment medium in existence. This relation to other media will not change for many years to come—probably not within our lifetimes. There will always be a strong place for radio in the pattern of American life.

The greatest expansion in our industry will come in the medium of television. Although we have spanned the United States, we still must think of television today in regional terms. I do not think it will be very long before we will regard television as we do radio today, as an instrument of mass communications for all of America.

I foresee, within the next few years, enough television receivers throughout the nation to accommodate a viewing audience greater than half of the country's population. The spread of

home receivers will be accompanied by an increase in theatre television facilities and installations that will account for several million more viewers.

No matter what phase of television we examine, future development potentials are staggering to the imagination. Audience growth will increase television's economic worth tremendously. As an advertising and sales medium, television, which now reckons billings in millions, should reach the billion dollar mark.

Achievement of this stature by television will, of course, be greatly dependent upon the existence of more television stations. The skeleton network that exists today is just that. In order to round out the body, new stations must be built and put into operation as soon as practicable.

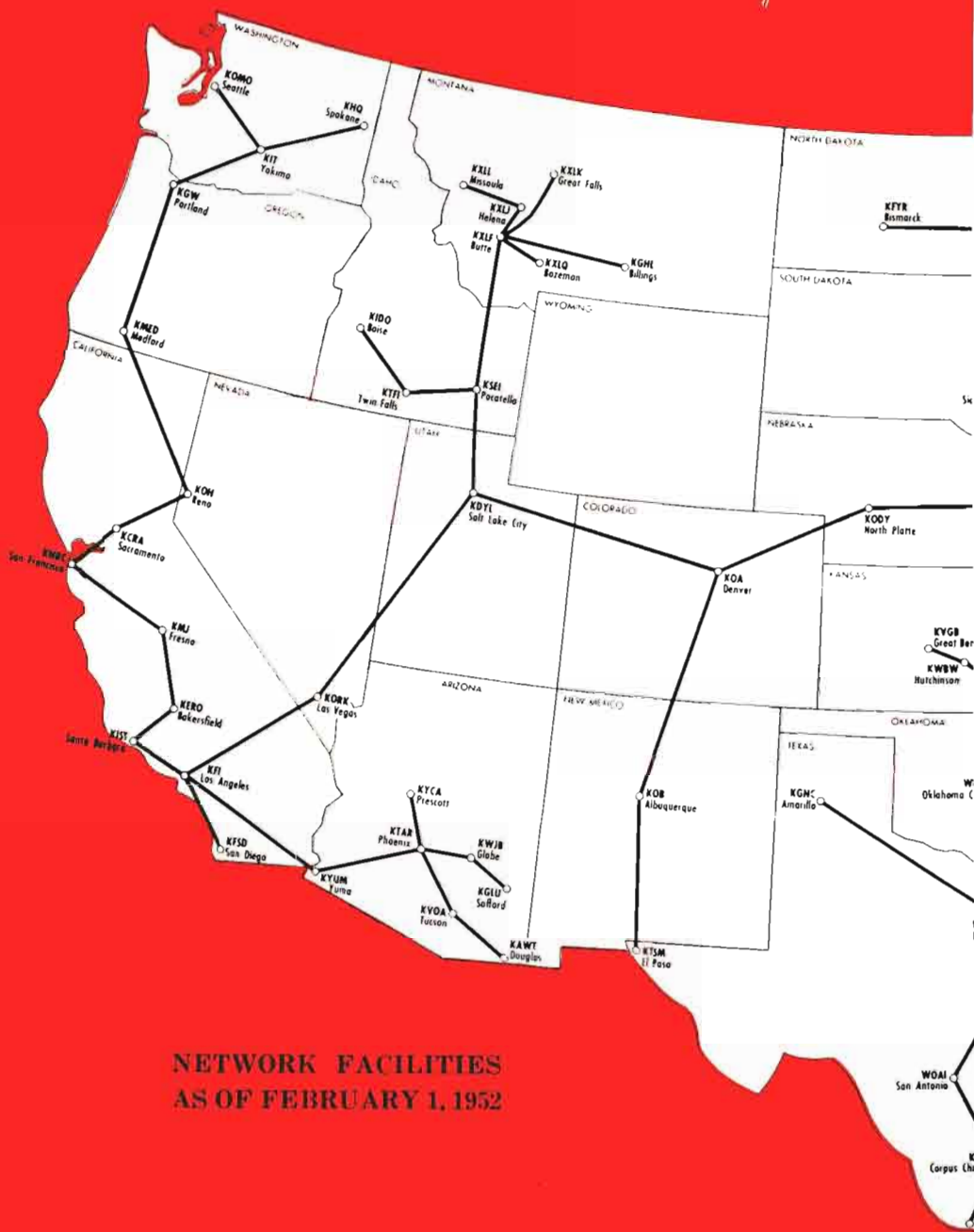
The natural area for supplementing the present 12 VHF channels lies within the Ultra-High Frequency band. Opening up of UHF will afford seventy new television channels and is expected to permit 2,000 and more new stations to operate. This will make television available to almost every sizable community in the country.

Culturally, television will enrich the American people. Broadcasters are aware of their stewardship of this potent force which can shape the thoughts and customs of the people by virtue of its position in the home. As television grows and spreads, its service value to the public will be increasingly realized. We shall have, with the help of television, a better informed, more educated, better entertained nation.

The impact of television has been good for radio. It has sharpened our appreciation of the actual and potential powers of a medium we had come to accept as a natural part of our lives. It has made radio broadcasters more aware of the power of radio and has opened their eyes to inherent possibilities in the use of radio that were undreamed of a few short years ago. Radio has adapted itself to many changes in its quarter-century history, and will continue to do so in the future.

A healthy growth of both radio and television is essential for the fullest realization of the future of the industry in service to the American public.

NATIONAL BROADCAST



NETWORK FACILITIES
AS OF FEBRUARY 1, 1952

NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:

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Allan Kalmus.....Supr. of TV Publicity
Samuel Kaufman.....Editorial Supervisor
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Anita L. Barnard.....Manager of Information

Continuity Acceptance

Stockton Helffrich.....Mgr. of Continuity
Acceptance

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William Bloxham.....Purchasing Agent

Capital Appropriations Department

Robert Luening.....Director of Capital
Appropriations Department

RADIO NETWORK

Controllers Department

Henry T. Sjogren... Controller for Radio Network

Sales Departments

John K. Herbert... V.P. & Gen. Sales Mgr.
for the Radio Network

George MacGovern... Administrative Assistant

Walter Scott... Nat. Radio Network Sales Mgr.

Sackett Miles... Sales Service Manager

Advertising and Promotion Department

Jacob A. Evans... Mgr. of Advertising &
Promotion Department

Clyde Clem... Supr. Station Promotion

Gerald Steel... Audience Promotion Mgr.

Harold Shepard... Supr. of Sales Promotion

Program Departments

Charles C. Barry... V.P. in Charge of
Radio Network Programs

Robert Wogan... Supr. of Program Operations

Van Woodward... Supr. of Script Preparation

Mitchell Benson... Mgr. of Contract
Administration Office

Samuel Chotzinoff... General Music Director

Ernest La Prade... Supr. of Music Research

News, Special Events and Public Affairs Department

Henry Cassidy... Director of Radio News,
Special Events & Public Affairs

Joseph Meyers... Mgr. of Radio News Operations

Public Affairs and Education

Edward Stanley... Mgr. of Public Affairs &
Education

Doris Corwith... Supr. of Religious Broadcasts
& Talks

Margaret Cuthbert... Supr. of Pub. Affairs Pgm.

Technical Operations Department

George McElrath... Director of Radio Network
Technical Operations

Thomas Phelan... Manager of New York Radio
Technical Operations

John Flynn... WNBC Station Engineer

Paul Gallant... Supr. of Radio Bcstg. Operations

John Gullans... East Coast International
Station Engineer

Charles Phelan... Supr. of Radio Equipment
Maintenance

Edgar Parkhurst... West Coast International
Station Engineer

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM	New York	Owned and operated by NBC
WMAQ, WMAQ-FM	Chicago	Owned and operated by NBC
WRC, WRC-FM	Washington	Owned and operated by NBC
WTAM, WTAM-FM	Cleveland	Owned and operated by NBC
KNBC, KNBC-FM	San Francisco	Owned and operated by NBC
KOA, KOA-FM	Denver	Owned and operated by NBC

(For television personnel turn to TELEVISION YEARBOOK in this volume)



SIDNEY WOLF
President

Keystone Broadcasting System

THIS year, the radio industry faces another period of adjustment . . . learning to live with television. Despite the predictions of the obituary writers, radio is still here and thriving heartily.

In fact, television, until the freeze is lifted, is still failing to reach effectively the nation's richest market—those people living in the rural areas and in towns of 50,000 and less. And it takes more than half of the nation's retail stores to serve this high income group.

It is extremely gratifying to us at Keystone to know that BMB has reported that these same prosperous people who live in this market, listen longer and more often to their home town radio station.

Their home town station is a vital part of their community. The average Keystone station owner is the manager and he's usually known around the town square by his first name. He's a common sight at local functions whether it's the county fair or a high school football game, and his mobile unit is just as common a sight as any other vehicle.

This same man is just as concerned about the disappearance of Mrs. Jones' cat as the next door neighbors are . . . and he makes a sincere effort to enlist the aid of his listeners in finding the cat so that the community may return to normal. His services usually reach far beyond what metropolitan stations consider as the usual.

The founders of the Keystone Network knew that these simple facts accounted for much of the high listener-loyalty of the Home Town stations. This is why the Keystone Network has paid off for so many advertisers in its 12 year history.

At first, when Keystone was established, it was to enable the advertising agencies to buy a package of small stations with a single order . . . to help their clients reach this *plus* audience in the rich small city and rural market.

However, since the advent of television, there has developed a second reason for using Keystone . . . to give advertisers a rich market that is *beyond effective television*. Advertisers discovered that the use of metropolitan television is limited—television at the present doesn't have the coverage to do a selling job in the Home Town and Rural Market. Keystone has proved to be the *logical answer for supplementary coverage* to metropolitan television. KBS is the *only* network not having a single affiliate located in a television city.

Proof of this performance is indicated by the fact that Keystone is entering its 13th year of operations with a 300 per cent increase in volume over 1950 . . . and the number of affiliates are in excess of 500.

During 1951, 15 new major advertisers were added . . . and 120 new affiliates. These figures are evidence of performance and the faith of the advertisers in Keystone to do a good job. This will be the best year in Keystone's history.

The use of the Keystone Network by national advertisers has been an interesting and profitable experience for them. They *discovered* Home Town America—a market that Keystone has known for a long time since its inception . . . and that the prosperous farm segment of this market alone represents an income of \$40,000,000,000 yearly.

KBS is looking forward to another year of progress . . . helping advertisers discover the Home Town stations whose sales producing ability is the sole factor in the success of the Keystone Network.

In 1952, the Keystone Broadcasting System, the only established and growing transcription network, will become a medium for even greater importance to the nation's advertisers who want to reach the world's richest market. And, with the addition of 200 or more new stations, almost every third radio station will be a member of the Keystone Network.

KEYSTONE

BROADCASTING SYSTEM, INC.

111 Washington St., Chicago, Ill.

Officers and Directors

Sidney J. Wolf	President
Joseph Bayer	Vice-President
Noel Rhys	Vice-President
Arthur Wolf	Secretary-Treasurer

New York

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

Phone: PLaza 7-1460

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

Chicago

111 W. Washington St., Chicago, Ill.

Phone: STate 2-6303

Sidney J. Wolf	President
Edwin R. Peterson	Special Representative
Blanche Stein	Director of Station Relations
Wyn Spangenberg	Traffic Manager
Bea Vincent	Accountant

SERVICES OFFERED: The Keystone Broadcasting System is a network which consists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 475 Keystone affiliates, located in towns of 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets run into the millions, all within the prime area of Keystone affiliates. And, most of these homes are beyond effective television influence of the larger metropolitan areas.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1951, as in 1950, many of the nation's largest advertisers were using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

KEYSTONE'S 500 STATIONS NEW SALES FOR NATIONAL

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

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

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

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



NO TELEVISION RECEPTION!

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

**RED BAND
FLOUR**

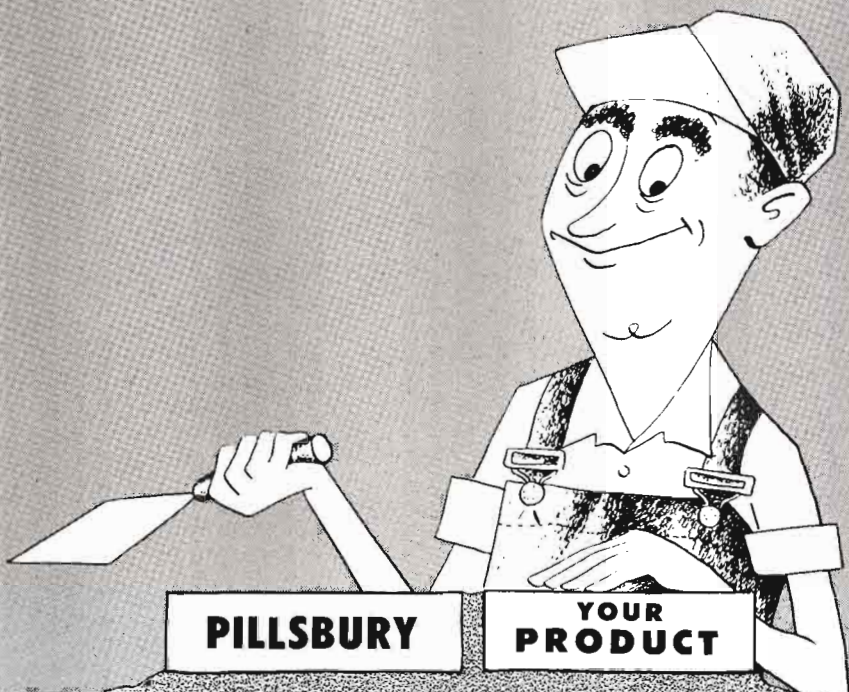
OMEGA OIL

**CHAMBERLAIN'S
HAND LOTION**

DOLCIN

KEYSTONE BROADCASTING SYSTEM, INC.

SUCCESSFULLY BUILD ADVERTISERS



PILLSBURY

**YOUR
PRODUCT**

GENERAL FOODS

FEEN-A-MINT

WILDROOT

**CARTER'S
PILLS**

PEPTO-BISMOL

**GOLD MEDAL
FLOUR**

NESTLE'S

PEPSODENT

MURINE

**SCOTT'S
EMULSION**

**AIRMAID
HOSIERY**

**PIERCE'S
PROPRIETARIES**

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

KEYSTONE BROADCAST



**NETWORK FACILITIES
AS OF FEBRUARY 1, 1952**

CASTING SYSTEM





Liberty Broadcasting System

JUST four years ago, the Liberty Broadcasting System was born. And in these four short years Liberty has grown from one to 458 stations.

*Gordon McLendon
President* In November, 1947, over KLIF in Dallas, Texas, came the first

of Liberty's now-famous recreated sports features — a professional football game from a telegraphed play-by-play with recorded football noises to enliven the proceedings.

Today Liberty has proved to the radio world that there is not only a place for a fifth network, but that this fifth network attracts so many listeners it has become the second largest in the world.

To the original key station in Dallas, Liberty has added station after station, not merely to air its recreated sports features, but to offer a full, 16-hour a day schedule of varied programs of proved popularity.

Over 80 per cent of Liberty's 458 stations were formerly Independents. As everyone knew, in each major and minor market there was always one live-wire Independent that led the field of network rivals. Agencies accepted the power and aggression of such Independents, but no one had ever united them, to take advantage of their power.

Who could bring them together?

Liberty could and did.

The Independents joined Liberty because they found in Liberty Broadcasting System something they could find nowhere else—a service so complete that many of them did not need to maintain even a record or news library.

The Independents found that Liberty's system of being on the air with a type of program that the other networks were not carrying at that time paid off, too, in listeners, as well as revenue.

What are some of the programs that Liberty offers? 1. The famous baseball "Game of the Day"; 2. National professional football; 3. West Coast "Game of the Week"; 4. Friday and Saturday night football; 5. Basketball's "Game of the Night."

What about television and Liberty?

While other radio networks, fearful of this new medium, have been cutting economic corners, Liberty has been growing and growing. But *not* by competing with television.

Liberty firmly believes in television as a great source of entertainment for millions of families.

But there are over 43,000,000 homes with radios in the United States. Of these, the Liberty Broadcasting System covers 78 per cent. The people in these homes, and in factories and on beaches and vacation places of all kinds, will continue to turn on their radios.

They will turn on their radios and tune in the station that comes in most clearly and brings them the kind of program they want to hear.

In the majority of cases this means they will tune in to a Liberty station and listen to their favorite sports, music or news. In sports events of national interest especially, no other network can match Liberty in variety and quality.

There is an old formula, "Find out what the people want and give it to them." It has worked in the entertainment business for years.

Liberty has taken this formula and proved that it works for a network, too.

Liberty will continue to use this formula to bring the public the kind of program it wants to hear and, in turn, its member stations will have an ever-growing audience.

LIBERTY

BROADCASTING SYSTEM, INC.

2100 Jackson Street
Dallas 1, Texas
Phone: Randolph 2421

Officers and Directors

Co-Chairmen of the Board..... B. R. McLendon
H. R. Cullen
President..... Gordon B. McLendon
Executive Vice-President..... James H. Foster
Secretary-Treasurer..... Dorothy Manning
Vice-President..... Paul C. Munroe
Vice-President..... Harold Vertel
Vice-President..... James B. Kirksmith
Vice-President..... Benton Paschall
Vice-President..... Tom Carr
Vice-President..... Glenn Callison
Vice-President..... J. Carlton Adair
Vice-President..... H. W. (Bob) Bumpas

Departments and Divisions

Assistant to the President..... John Dunnagan

Legal Department

General Counsel..... Lester M. May
Cohn & Marks, Washington, D. C.
Marcus B. Cohn, Leonard Marks

Office Management

Secretary-Treasurer..... Dorothy Manning
Credit Manager..... H. W. Olds
Accountant..... Ruby Eaton
Accountant..... Elizabeth Sego

Program Department

Vice-President in charge of Programming
and Production..... H. W. (Bob) Bumpas
Program Director..... Glenn Douglas
Director of Continuity..... Buddy Pitcher
Program Monitor..... Brooks Read
Director of Production..... Tom Hubbard
Director of Traffic..... Mary Jo Taylor

Sports Department

Vice-President in charge of Sports and
Special Events..... James B. Kirksmith
Director of Football..... Lindsey Nelson
Director of Production..... John Kieran, Jr.

Station Relations Department

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

Publicity Department

Director of Press..... Matty Brescia

Sales Department (New York)

Vice-President of National Sales... Paul C. Munroe
Sales Manager..... Ben Coleman

National Sales Coordination (Dallas)

Vice-President..... Harold Vertel
Director of Client Relations..... Sewall Cutler
Director of Rates..... Don Newbury
Coordinator..... Craig LaTaste

District Offices

Midwestern Sales Manager... Martin J. McGeehan
Vice-President of West Coast Sales.. Benton Paschall
Vice-President of Southeastern Sales..... Tom Carr

Engineering Department

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

New York, N. Y.

509 Madison Avenue
Phone: Murray Hill 8-5580

National Sales Manager..... Paul C. Munroe

Hollywood, Calif.

5939 Sunset Boulevard
Phone: HUDson 2-7471

Vice-President of West Coast
Operations..... Benton Paschall

Chicago, Ill.

75 E. Wacker Drive
Phone: FRanklin 2-8714

Midwestern Manager..... Martin J. McGeehan

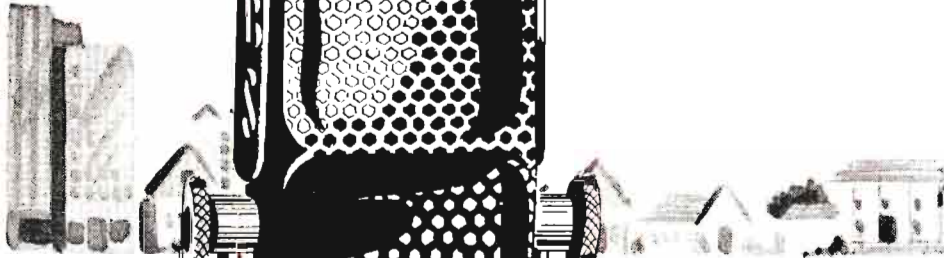
Atlanta, Ga.

87½ Fairlie Street
Phone: Alpine 5132

Vice-President of the Southeastern
Division..... Tom Carr

LIBERTY

LBS

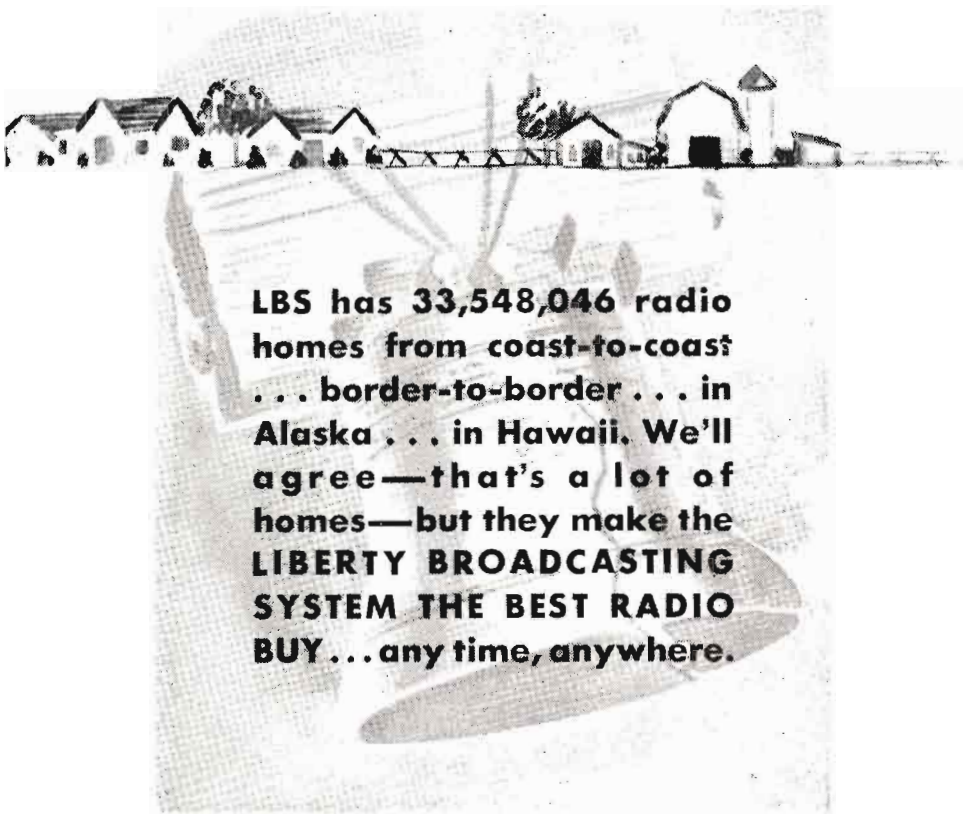


LBS

lbs

DALLAS • LOS ANGELES • NEW YORK

has millions!



LBS has 33,548,046 radio homes from coast-to-coast . . . border-to-border . . . in Alaska . . . in Hawaii. We'll agree—that's a lot of homes—but they make the LIBERTY BROADCASTING SYSTEM THE BEST RADIO BUY . . . any time, anywhere.

LIBERTY BROADCASTING SYSTEM

. pounds home your message

• ATLANTA • WASHINGTON • CHICAGO

LIBERTY BROAD



**NETWORK FACILITIES
AS OF FEB. 1, 1952**

CASTING SYSTEM



REGIONAL NETWORKS



Alaska Broadcasting System

CBS, NBC

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

PERSONNEL

General Manager.....Wm. J. Wagner
 Commercial Manager.....Irving Lusk
 Traffic Manager.....A. L. Christensen
 Program Manager.....Tom Ewing
 Promotion Manager.....Albert Agan
 Auditor.....F. Daniel McLean
 Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Wm. Wagner, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Dorothy Jacobs, Acting Station Mgr.; Station KINY, Box 1091, Juneau, Richard Peter, Station Mgr.; Station KFRB, Box 950, Fairbanks, William J. Wagner, Station Mgr.; Station KIBH, Box 250, Seward, Wm. J. Wagner, Station Mgr.; Station KIFW, Box 699, Sitka, Wm. J. Wagner, Station Mgr.

STATIONS

KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; KFRB, Fairbanks; KIBH, Seward; KIFW, Sitka.

The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
 Vice-Presidents.....A. H. Green.

C. J. Fern, E. J. Crane

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

General Manager.....Richard O. Lewis
 Commercial Manager.....Bill Harvey

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network

Radio Station KOY

840 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson
 Program Director.....John R. Williams
 Commercial Manager.....John L. Hogg
 KTUC Manager.....Lee Little
 KSUN Mgr., owner.....Arlo W. Morris
 KYMA Manager.....William L. Lindsey

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Bisbee, Ariz., Phone 9; Station KYMA, 8th St. and "B" Ave., Yuma.

STATIONS

KOY, Phoenix, KTUC, Tucson; KSUN, Lowell; KYMA, Yuma.

Arkansas Group

(Address Any Station)

STATIONS

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

Arkansas Network

114 E. Capitol St., Little Rock, Ark.

STATIONS

KARK, Little Rock and all other stations in Arkansas.

Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2-2873

PERSONNEL

President.....Morgan Murphy
 V.-P. & Gen. Mgr.....Walter C. Bridges
 Director of Engineering...Charles P. Perrons

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WJMC, Rice Lake, Wis.; WEAU Eau Claire, Wis.; WISC, Madison, Wis.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.

Phone: Riverside 6290

PERSONNEL

President.....W. L. Gleeson

BRANCH OFFICE

402 Katz Bldg., San Bernardino, Calif.; Phone: 5157, Adam Young, N. Y., Chicago, San Francisco and Los Angeles.

Regional Networks

STATIONS

KPRO, Riverside; KPOR, San Bernardino;
KREO, Indio; KROP, Brawley; KYOR, Blythe.

Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.

PERSONNEL

Pres., Gen. Mgr.Les Biederman

STATIONS

WTCM, Traverse City; WATT, Cadillac;
WATZ, Alpena; WMBN, Petoskey; WATC,
Gaylord.

California Northern Group

PERSONNEL

ManagerJack A. Mitchell (KSYC)
West Coast representative, Tracy, Moore &
Associates

STATIONS

KBLF, Red Bluff; KSUE, Susanville; KSYC,
Yreka.

Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28, California
Phone: Hollywood 9-1212

PERSONNEL

ManagerWilliam D. Shaw
Sales ManagerEdwin W. Buckalew
Asst. Sales Manager.....Alan Axtell
Sales Promotion Mgr.....Sherril W. Taylor
Program DirectorGeorge W. Allen
News DirectorJack Beck
Public Affairs Director.....Bill Whitely
Chief EngineerLes Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New
York, N. Y., Phone: PL 5-2090, Wendell Camp-
bell, Sales Mgr.; Radio Spot Sales, 903 Three
Sisters Bldg., Memphis, Tenn., Phone: Tennes-
see 37-8612, H. H. Holtshouser, Sales Mgr.;
Columbia Pacific Network Sales, Palace Hotel,
San Francisco, Calif., YU 2-7000, Bok Reitzel,
Sales Mgr.; Radio Spot Sales, 902 Fisher Bldg.,
Detroit, Mich., TR 2-5500, Ralph H. Patt, Jr., Sales
Mgr.; Radio Spot Sales, 410 North Michigan
Avenue, Chicago, Ill., WH 4-6000, Gordon F.
Hayes, Sales Mgr.; Radio Spot Sales, 1313
No. Vine Street, Los Angeles, Calif., HO 9-1212,
Richard C. Elpers, Sales Mgr.

KCBS, San Francisco, California; KROY,
Sacramento, California; KCBQ, San Diego, Cali-
fornia; KXOC, Chico, California; KCMJ, Palm
Springs, California; KCKY, Coolidge, Arizona;
KERN, Bakersfield, California; KOOL, Phoenix,
Arizona; KFRE, Fresno, California; KOPO, Tus-
con, Arizona; KGDH, Stockton, California;
KOLO, Reno, Nevada; KNX, Los Angeles, Cali-
fornia; KERG, Eugene, Oregon; KIMA, Yakima,
Washington; KOIN, Portland, Oregon; KIRO,
Seattle, Washington; KXLY, Spokane, Wash-
ington.

Columbine Network

Security Life Bldg., Denver, Colo.

PERSONNEL

General ManagerAlbert G. Meyer
Commercial Manager.....Edwin E. Koepke

STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL,
Boulder; KEXO, Grand Junction; KCSJ, Pueblo;
KYOU, Greeley; KRDO, Colorado Springs;
KFTM, Fort Morgan.

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.

Phone: 2-0237

PERSONNEL

President.....C. Glover DeLaney

BRANCH OFFICES

WNHC, 1110 Chapel St., New Haven, Conn.,
James Milne, Director; WATR, 440 Meadow
Street, Waterbury, Conn., Sam Elman, Direc-
tor; WTOR, 93 Main Street, Torrington, Conn.,
Ed Waller, Director; WNAB, 991 Broad Street,
Bridgeport, Conn., Levon Thomas, Director;
WSTC, 270 Atlantic Street, Stamford, Conn.,
Julian Schwartz, Director; WNLG, Mohican
Hotel, New London, Conn., Gerald Morey, Di-
rector.

STATIONS

WNAB, Bridgeport; WNHC, New Haven;
WNLG, New London; WSTC, Stamford; WTOR,
Torrington; WATR, Waterbury, Conn.

Dairyland Network

Radio City, 50 S. 9th St., Minneapolis 2, Minn.
Phone: Lincoln 0552

STATIONS

WTCN, Minneapolis-St. Paul; KATE, Albert
Lea; KWLM, Wilmar; KWNO, Winona.

Dixie Network

State National Bldg., Houston 2, Tex.

PERSONNEL

PresidentH. C. Davis
Exec. Vice-Pres.....King H. Robinson

STATIONS

KATL, Houston; KRIC, Beaumont.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: Hudson 2-2133

PERSONNEL

PresidentWillet H. Brown
Exec. Vice-Pres.Ward D. Ingram
Sec.-Treas.....A. M. Quinn
Vice-Pres. in Charge Sales.....Norman Boggs
Vice-Pres. Station Relations....Norman Ostby
Dir. of Operations.....A. J. LaFrano
Nat. Adv. Mgr.Henry Gerstenkorn
KHJ Sales ManagerLeon Wray
Dir. Public Relations.....Bud Coulson
Promotion Director.....H. H. Sonnenburg
News & Special Events.....Les Mawhinney
Chief EngineerRobert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif.,
Wm. Pabst, Vice-Pres.; National Reps., John

Regional Networks

Blair & Co., New York, Chicago, Detroit, St. Louis, Dallas, San Francisco.

KAFY, Bakersfield, Calif.; KHSL, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KVCV, Redding, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KVOE, Santa Ana, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRNR, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chehalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.

Georgia Associations of Local Stations

87½ Fairlie Street, N. W., Atlanta, Ga.
Phone: Alpine 5132

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WATL, Atlanta; WBQ, Augusta; WGIG, Brunswick; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WIBB, Macon; WFOM, Marietta; WMGV, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRDL, West Point.

Georgia Major Market Trio

(Address any station or The Katz Agency)

STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOG, Savannah, Ga.

Great Lakes Network

Radio Building, Saginaw, Mich.

PERSONNEL

ManagerJack D. Parker

STATIONS

WSAM-AM-FM, Saginaw; WLEW, Bad Axe; WFYC, Alma; WOAP-AM-FM, Owosso.

Great West Network

Box 1338, Albuquerque, N. Mex.
PERSONNEL

PresidentWilliam T. Kirk
General ManagerKen Palmer
General Sales Manager.....Keith Tye
National Sales Manager.....Larry Darley
Assistant ManagerTed Nelson

STATIONS

KVER, Albuquerque; KSVP, Artesia.

Guy Gannett B'estng. System

Gannett Bldg., Portland, Me.
STATIONS

WGAN, Portland; WGUY, Bangor.

Hoosier Network

Colonial Bldg., New Castle, Ind.
STATIONS

WCNB, Connersville; WCTW, New Castle; WMRI, Marion; WSRK, Shelbyville; WFML, Washington; WRSW, Warsaw, Indiana.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561
PERSONNEL

PresidentGeorge C. Hatch
V.-P. Chg. of Sales.....Lynn L. Meyer
V.-P. Chg. of Programs.....Jack Paige
V.-P. Chg. of Engineering...W. D'Orr Cozzens
Office Manager.....Ernest W. Campbell
BRANCH OFFICES

Avery-Knodel, Inc., 608 Fifth Ave., New York, N. Y., Phone: Judson 6-5536, Exec., Lewis H. Avery; Avery-Knodel, Inc., 75 E. Walker Dr. Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Building, San Francisco, Calif., Phone: Yukon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Calif., Phone: Tucker 2095, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman, 1915 Elm St., Dallas, Tex., Phone: Sterling 1558, Clyde Melville.

Lone Star Chain, Inc.

(The O. L. Taylor Co.)

1024 Life of America Bldg., Dallas 1, Tex.
Phone: Lakeside 1041

PERSONNEL

President.....Harold V. Hough
Vice-PresidentFred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General ManagerFred L. Vance

STATIONS

WBAP, Fort Worth; KTBC, Austin; KTSA, San Antonio; KXYZ, Houston; KROD, El Paso; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTBB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.

Regional Networks

Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith
News Supervisor.....C. Thomas Wade

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Edward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Bangor, Me.

McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

President.....Eleanor McClatchy
Sales Director.....Leo O. Ricketts

STATIONS

KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KWG, Stockton; KERN (AM, FM), Bakersfield; KOH, Reno; KBEA, Modesto.

Metropolitan Network

(Address Any Station)

STATIONS

WPIK, Alexandria; WARL, Arlington; WFAX, Falls Church, Virginia; WGAY, Silver Spring; WLCC, Bethesda-Chevy Chase, Maryland.

Michigan Radio Network

1800 Mutual Bldg., Detroit 26, Mich.

Phone: Woodward 3-8321

PERSONNEL

President.....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....William Morgan

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

The Mid-South Network

WCBI, Columbus, Mississippi

PERSONNEL

General Manager.....Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-AM-FM, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WSSO, Starkville, Mississippi.

Mississippi Broadcasting Co.

(Withers Gavin Stations)

STATIONS

WCOC, Meridian; WTQS, Jackson; WMBC, Macon; WACR, Columbus, Miss.

New England Major Markets Group

PERSONNEL

Chairman.....Walter B. Haase

STATIONS

WLAW, Lawrence, Mass.; WPRO, Providence; WDRC, Hartford; WTAG, Worcester, Mass.; WGAN, Portland, Me.; WGUY, Bangor, Me.

New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 5-0801

DIRECTORS

Chairman.....Paul W. Morency
Joseph E. Baudino, John J. Boyle, William H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass.

Phone: LI 2-5799

PERSONNEL

Sales Director.....Elmer Kettell

STATIONS

WABI, Bangor; WLAM, Lewiston-Auburn; WPOR, Portland; WTVL, Waterville, Maine; WFEA, Manchester; WKXL, Concord; WKNE, Keene; WLNH, Laconia; WHEB, Portsmouth; WMOU, Berlin, New Hampshire; WJOY, Burlington; WSKI, Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WKOX, Framingham; WORC, Worcester, Mass.; WHIM, Providence, R. I.; WTHT, Hartford; WBRY, Waterbury, Conn.

Northwest Network

3415 University Ave., St. Paul W4, Minn.;

3415 University Ave., S.E., Minneapolis 14, 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.

Regional Networks

Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.
Phone: 3802
PERSONNEL

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Production Manager.....P. D. Hall
National Sales Mgr.....G. P. Brown
Promotion Director.....V. Barath
Regional Sales.....John F. McCallum

BRANCH OFFICES

405 Montague St., Atlanta, Ga., Exec., Clayton Cosse; 310 Central St., Wilmette, Ill., Exec., Charles L. Allen; R. R. No. 3, Holly Hill, Fla., Exec., Homer Hardesty.

STATIONS

WAIM, Anderson, S. C.; WACA, Camden, S. C.; Choice, Charleston, S. C.; WGCD, Chester, S. C.; WCOS, Columbia, S. C.; WDSC, Dillon, S. C.; WJMX, Florence, S. C.; Choice, Greenville, S. C.; WHSC, Hartsville, S. C.; WKDK, Newberry, S. C.; WTND, Orangeburg, S. C.; WTYC, Rock Hill, S. C.; WSNW, Seneca, S. C.; WBCU, Union, S. C.; WALD, Walterboro, S. C.; WRFC, Athens, Ga.; WRGE, Atlanta, Ga.; WGAC, Augusta, Ga.; WGGG, Gainesville, Ga.; WKLY, Hartwell, Ga.

Quaker Network

Headquarters: WFIL, Philadelphia, Pa.
PERSONNEL

General Manager.....Roger W. Clipp
Sales Manager.....Norman R. Prouty

STATIONS

WFIL, Philadelphia; WEEW, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WARM, Scranton; WILK, Wilkes-Barre; WGHB, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WARD, Johnstown; WERC, Erie; WCAE, Pittsburgh; WKST, New Castle; WKRZ, Oil City.

Razorback Network

217 E. 3rd St., Little Rock, Ark.
Phone: 4-8928
PERSONNEL

General Manager.....Emil J. Pouzar
STATIONS

KXLR, Little Rock and all stations in Arkansas.

Rebel Network

(Address Any Station)
PERSONNEL

Business Manager.....Frank Gentry
STATIONS

WJDX, Jackson; WAML, Laurel; WFOR, Hattiesburg; WTOK, Meridian; WGCM, Gulfport, Mississippi.

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737

PERSONNEL

President & Gen. Mgr.....Frank C. Carman
Vice-Pres. & Sales Mgr.....John Schile

STATIONS

KGEM, Boise; KIFI, Idaho Falls; KWIK, Pocatello; KLIX, Twin Falls, Idaho; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KLAS, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah.

Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.

Phone: 3341

PERSONNEL

President.....C. E. Snyder
Secy-Treas.....R. B. Gervan
General Manager.....M. R. Hanna
Ass't. Gen. Mgr. Eng. & Sta. Rel.....D. K. deNeuf
Sales Manager.....H. S. Brown
Program Manager.....J. A. Short
Program Supervisor.....M. K. Knapp
Farm Service Dir.....L. Hamrick
Chief Engineer.....T. R. Humphrey

STATIONS

WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wetherfield; WHDL-FM, Olean; WVBT, Bristol Center; WVCN, DeRuyster, WRUN-FM, Utica-Rome, WWNY-FM, Watertown; WMSA-FM, Massena; WVCV, Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

Steinman Stations

8 W. King St., Lancaster, Pa.

Phone: 5251

PERSONNEL

Gen. Mgr.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Technical Dir.....J. E. Mathiot

STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE

Robert Meeker Associates

Tennessee Valley Associates Network

(Address Any Station)

STATIONS

WHAL, Shelbyville; WLAR, Athens; WAGC, Chattanooga; WKRM, Columbia; WHUB, Cookeville; WEKR, Fayetteville; WHIN, Gallatin; WHBT, Harriman; WCOR, Lebanon; WMMT, McMinnville; WGNS, Murfreesboro; WCDD, Winchester.

Texas Broadcasting System

KRLD, Herald Square, Dallas, Tex.

PERSONNEL

General Manager.....Clyde W. Rembert